BRAND GUIDELINES

ADELAIDE HILLS WINE

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The Adelaide Hills is about more than wine, it's a way of thinking.

It's not a recipe or a long line of people doing the same thing, year after year.

The Adelaide Hills is about a state of mind, a youthful confidence without fear of judgment.

We welcome the new, challenge the traditions and break the moulds.

We are here because it's where we choose to make our wines, live our lives and leave our mark.

Adelaide Hills Wine. Open Minds.

PROGRESSIVE
CONFIDENT
REFRESHING
GENEROUS
YOUNG
DIVERSE
BEAUTIFUL
VIBRANT

The Adelaide Hills Wine brand is about inspiring and influencing people's views and opinions with the objective of creating value for Adelaide Hills Wine.

The objective of these guidelines is to offer as much creative freedom as possible whilst still projecting a clear representation of what the region offers and stands for.

01. LOGO GUIDELINES

Primary and secondary logo and codes

PRIMARY LOGOS - POSITIVE - TO BE USED IN ALL INSTANCES WHERE POSSIBLE

CMYK
AH_LOGO_GRN_POS_CMYK.EPS

CMYK
AH_LOGO_RED_POS_CMYK.EPS

CMYK
AH_LOGO_BLK_POS_CMYK.EPS

SUSTAINABLE WINE PARTNERSHIPS USE ONLY

CMYK
AH_LOGO_SWP_POS_CMYK.EPS

WINE SHOW USE ONLY

CMYK
AH_LOGO_WS_POS_CMYK.EPS

SECONDARY LOGO'S - POSITIVE - ONLY TO BE USED WHERE THE PRIMARY LOGOS LEGIBILITY IS COMPROMISED

CMYK
AH_LOGO_GRN_POS_HOR_CMYK.EPS

CMYK
AH_LOGO_RED_POS_HOR_CMYK.EPS

CMYK
AH_LOGO_BLK_POS_HOR_CMYK.EPS

SMALL SCALE - BACK OF WINE LABEL ONLY

CMYK
AH_LOGO_SS_POS_CMYK.EPS

To assist with identifying artwork files, a file naming convention has been developed. Each file has a name that consists of an identifier, identifying name, colour detail and file format.

Logo identifier

Indicates positive (black) or negative (white).

File type.
EPS
JPEG
PNG

AH_LOGO_GRN_POS_HOR_BLK.EPS

Colour
Green
Red
Wine Show
Sustainable Wine Partnerships
Small scale

Orientation of logo

Colour type.
Black
PMS
CMYK
RGB

Primary and secondary logo - Negative

PRIMARY LOGOS - NEGATIVE - ONLY TO BE USED ON DARK TO BLACK BACKGROUNDS WHERE THE POSITIVE LOGO IS OF LOW CONTRAST

ADELAIDE HILLS WINE

CMYK
AH_LOGO_GRN_NEG_CMYK.EPS

ADELAIDE HILLS WINE

CMYK
AH_LOGO_RED_NEG_CMYK.EPS

ADELAIDE HILLS WINE

CMYK
AH_LOGO_NEG_CMYK.EPS

SECONDARY LOGO'S - NEGATIVE - ONLY TO BE USED WHERE THE PRIMARY LOGOS LEGIBILITY IS COMPROMISED

ADELAIDE HILLS WINE

CMYK
AH_LOGO_GRN_NEG_HOR_CMYK.EPS

ADELAIDE HILLS WINE

CMYK
AH_LOGO_RED_NEG_HOR_CMYK.EPS

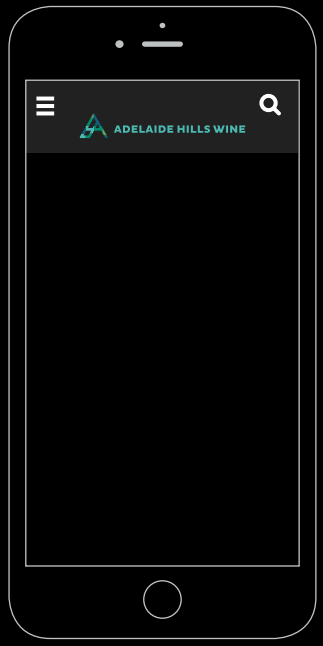
ADELAIDE HILLS WINE

CMYK
AH_LOGO_NEG_HOR_CMYK.EPS

**SMALL SCALE -
BACK OF WINE LABEL ONLY**

ADELAIDE HILLS

CMYK
AH_LOGO_NEG_SS_CMYK.EPS



Example of necessary horizontal application.

ISOLATION AREA

The isolation area is the space around the logo in which no other type, graphic and/or photographic elements must encroach. The isolation area assists to maintain the impact of the logo and ensures consistent reproduction.

The size of the isolation area is a distance of “X” (“X”) being the height or width of the letters ‘ADE’) and must be consistent around the perimeter of the logo in all of its approved configurations.

This can be used to determine the isolation area for the logo at any size or in any composition.

Wherever possible, apply more space than the minimum specified here.

MINIMUM CLEARANCE = 1 X HEIGHT/WIDTH OF THE LETTERS ‘ADE’

MINIMUM SIZE

Minimum size standards have been developed to ensure that the logo is reproduced correctly at a small size. The minimum sizes for the logo are outlined below. Where possible, please reproduce the logo at a size larger than the minimum, especially where there may be issues with clarity or quality of reproduction. When providing logos to external parties, it is recommended you request a proof prior to publishing.

PRINT

20mm

ADELAIDE HILLS WINE

30mm

ADELAIDE HILLS WINE

DIGITAL

110px

ADELAIDE HILLS WINE

160px

ADELAIDE HILLS WINE

SMALL SCALE - BACK OF WINE LABEL ONLY

12mm

ADELAIDE HILLS

INCORRECT USAGE

Don’t change orientation.

Don’t re-colour or rearrange.

Don’t apply to low contrast backgrounds or box in the logo.

02. COLOUR PALETTE

Colour references & breakdowns

This colour palette is designated to core corporate collateral such as stationery, website and the Cellar Door Guide. They do not need to be applied to events such as Crush, Winter Reds and the Adelaide Hills Wine Show. Designers have the freedom to add complementary accent colours when needed.

PMS: All colours are provided as Pantone® references and where possible should be reproduced using PMS specifications.

CMYK: When it is not possible to print a solid Pantone® colour, please check our recommended CMYK breakdown (Cyan, Magenta, Yellow and Black). Always use the percentage breakdowns specified here to achieve the closest match to Pantone® colours.

RGB: RGB values specify colours for screen and Internet display.

HEX: HEX colours are specified for online applications such as websites.

Colour accuracy and consistency are very important. Where possible, always use the colours specified here. Never substitute any of the colours. Care should be taken by way of pre-production samples to ensure colours marry back to the HEX codes and/or the Pantone® colour reference. Always ask printers and sign companies to match to the PMS values.

PRIMARY PALETTE

PMS 7477	PMS 7700	PMS 7724	PMS 7740
R24 G76 B99	R23 G94 B122	R0 G139 B115	R94 G165 B98
C92 M58 Y39 K31	C91 M54 Y35 K14	C87 M23 Y64 K0	C68 M11 Y77 K0
184c63	175e7a	008b73	5ea562

PMS 5255	PMS 690	PMS 216	PMS 032
R42 G33 B63	R97 G36 B64	R132 G34 B69	R228 G51 B64
C91 M92 Y40 K50	C47 M90 Y38 K49	C31 M95 Y42 K46	C0 M91 Y73 K0
2a213f	612440	842245	e43340

SECONDARY PALETTE (NEGATIVE)

PMS 7472	PMS 485
R81 G186 B179	R224 G19 B35
C65 M03 Y34 K0	C5 M100 Y100 K1
51bab3	e01323

03. TYPOGRAPHY

Design, website and websafe

DESIGN FONTS

Replica and Knockout will only be used by designers. They are designated to core corporate collateral such as stationery, website and the cellar door guide. They do not need to be applied to events such as Crush, Winter Reds and the Adelaide Hills Wine Show.

WEBSITE FONT

Raleway has been selected as a cost effective alternative to Replica as it is a free Google font. All aspects of the website should have Raleway applied. Utilising a variety of font weights is encouraged.

WEBSAFE FONT

Arial is the internal font that should be used for all Microsoft documents and emails.

REPLICA

Replica Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-=~!@#$%&*()_+<>:"
Replica Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-=~!@#$%&*()_+<>:"
Replica Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-=~!@#$%&*()_+<>:"

ABCDEFGHIJKLM
NOPQRSTUVWXYZABCDEF
GHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTU
VWXYZABCDEFGHIJKLM
NOPQRSTUVWXYZ

KNOCKOUT

Knockout 28
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-=~!@#$%&*()_+<>:"
Knockout 29
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-=~!@#$%&*()_+<>:"
Knockout 30
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-=~!@#$%&*()_+<>:"

ABCDEFGHIJKLM
NOPQRSTUVWXYZABCDEF
GHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTU
VWXYZABCDEFGHIJKLM
NOPQRSTUVWXYZ

RALEWAY

Raleway Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-=~!@#$%&*()_+<>:"
Raleway Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-=~!@#$%&*()_+<>:"
Raleway Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-=~!@#$%&*()_+<>:"

ABCDEFGHIJKLM
NOPQRSTUVWXYZABCDEF
GHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
ABCDEFGHIJKLM
NOPQRSTUVWXYZ

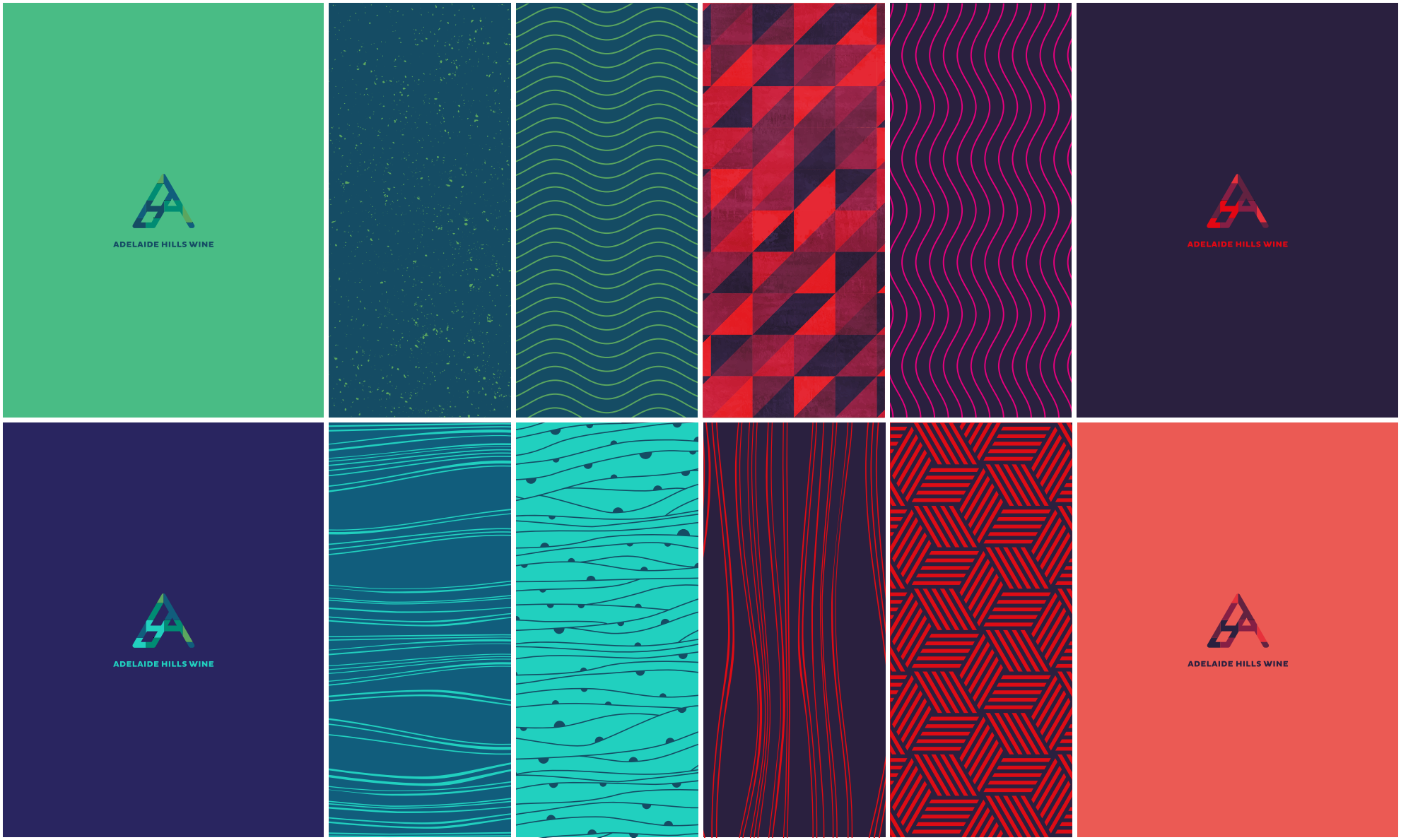
ARIAL

Arial Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-=~!@#$%&*()_+<>:"
Arial Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-=~!@#$%&*()_+<>:"

ABCDEFGHIJKLM
NOPQRSTUVWXYZABCDEF
GHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTU
VWXYZABCDEFGHIJKLM
NOPQRSTUVWXYZ

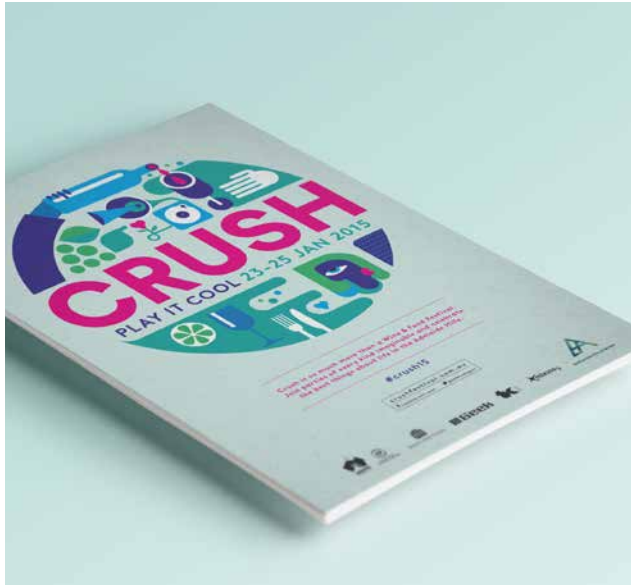
03. APPLICATION

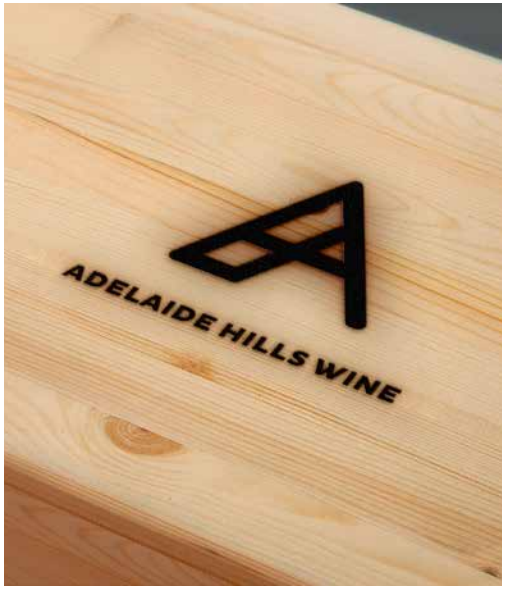
Colour and texture examples



03. APPLICATION

Print and digital examples





ADELAIDE HILLS WINE

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Download the logo assets from this document at:
adelaidehillswine.com.au/brandguide

/adelaide.hills.wine @ahwineregion @ahwineregions

Contact 1300 305 577 for more information.

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