

# June 2009

## Visual Identity Guide 2.0

brand evolution >> softer // stronger // simpler.



This PDF is put forward as a guide to the use of the logos accessed through Spy Valley's FTP site, for the purpose of sales and promotion by distributors of Spy Valley Wines.

Spy Valley Wines feels strongly about presenting and maintaining a consistent and professional visual identity. These logo files are supplied with the aim of aiding our brand partners do their best for ourselves and themselves in that respect. It is preferred that any promotions primarily about Spy Valley with potential mass market exposure are given approval, or developed by Spy HQ. If you have a unique situation or feel something special could or should be crafted contact us, it is in our interests to help.

### File Use - Colour

At this stage we are supplying just RGB colour files (col) and black and white (b/w). This should be fine for most in-house uses, if sent for publication the designers or pre-press department can handle conversions appropriate to their needs.

### File Names

The logos supplied use abbreviations in the file name to keep file names informative and short. See the guide to abbreviations below.

**The File Format** supplied is TIF, this was primarily chosen as it is widely accepted and supports a way to preserve the rounded corners, a feature of the new logos. With the inclusion of an alpha channel users will be able to place a logo onto an image or background without a white background showing up in the corners. It is preferred that if placing a logo onto a background or image that it is a complimentary not a disruptive background, and is placed with sensitivity to the clear space.

**The Clear Space Area** is indicated as being the size of the Spy 'S' all around. This is to be free of other graphics, type and interference.

**Minimum Sizes** are given for each logo and vary for both colour and B+W files.

SV	Spy Valley	m	Marlborough	b/w	black on white	vert	vertical
SVW	Spy Valley Wines	nz	New Zealand	gs	greyscale	sq	square
		mc	morse code	col	colour		

# spy valley // prime logos

These logos should cover most bases. Two content options in this shape choose according to audience knowledge or the nature of the stage.

colour (col) also supplied as black+white (b/w)



FILE NAME: SV\_mc\_col

The Spy Valley morsecode (mc) logo is the choice for when the audience knows or is otherwise informed of Spy Valley's product and origin, either directly, by association or by context.



FILE NAME: SV\_w/m/nz\_col

The full Spy Valley logo is the choice for when clarification is required that Spy Valley is a wine company from Marlborough, New Zealand.

MINIMUM SIZE AND CLEAR SPACE - colour or greyscale 8 x 30mm



B+W 5 x 20mm

# spy valley // alternative shaped logos

One shape does not fit all, so these alternatives help with maximising legability in more difficult tight layouts and/or restricted space. Preferably used when the audience is familiar with Spy Valley's origin or is informed elsewhere.

colour (\_col)  
and supplied as  
black+white (\_b/w)



FILE NAME:  
SVW\_sq\_col

FILE NAME:  
SV\_vert\_col



MINIMUM SIZE AND CLEAR SPACE - (col)  
6mm x 30mm



15mm

10mm



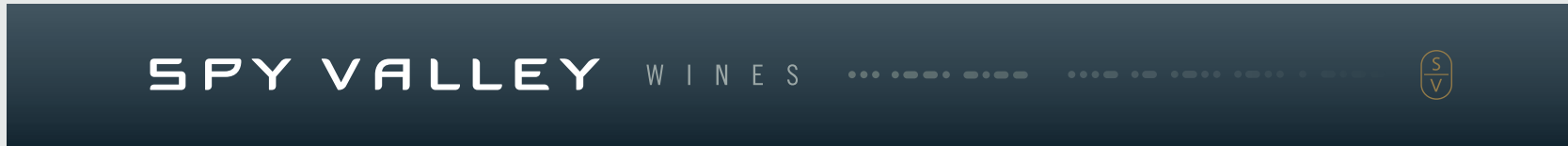
4mm  
x22mm

MINIMUM SIZE AND CLEAR SPACE - B/W

The black and white files can be used smaller than the colour files without fear of poor registration and lost legability.

# spy valley // logo header or footer

Designed to be used full bleed across the width of an A4 page.



# spy valley wines // colour palette // typeface

The PMS colours and their interaction with each other is shown in the swatch diagram below.

The SPY VALLEY™ type is custom drawn therefore not available for use outside of the supplied logo.

The supporting typefaces are Trade Gothic and Trade Gothic Condensed and have been used as an example in this document.

