

# VQA GRAPHIC STANDARDS MANUAL

## RULES GOVERNING USE OF THE VQA LOGO



### INTRODUCTION

This graphic standards manual for the VQA (Vintners Quality Alliance) logo has been prepared to standardize and align applications and usages of the VQA logo. Uniform usage is required to ensure the integrity and recognisability of the logo. Use in association with any Ontario wines that are not approved by VQA Ontario or any non-standardized use is not permitted.

#### ***Contents of this Manual***

This manual provides guidelines for use of the VQA logo. It is an accompaniment to a CD providing electronic versions of the logo. Both the manual and CD should be made available to all those responsible for packaging, advertising and promotion to ensure compliance.

#### ***Compliance***

Compliance is mandatory under the rules and regulations of the *Vintners Quality Alliance Act, 1999* and non-compliance will be subject to enforcement actions.

### GLOSSARY OF TERMS

**Artwork** Finished visual material, prepared in camera-ready form on boards or in an electronic medium (usually on computer disk), for use by designers, printers, etc., in final production.

**Embossing** A special printing technique using die-stamping to create a raised impression on paper, foil, cloth, board etc.

**Capsule** A component of packaging that covers the upper neck and top of the bottle.

**Foil** Thin sheet of metal used for foil stamping.

**Label** Any display of printed or written wording or graphic symbols, that are present on a bottle or container of wine or that are associated with a wine;

**Logo** The octagonal symbol representing Vintners Quality Alliance.

**Metallic Ink** One type of Special Ink (see below) used to simulate gold, silver, copper, etc.,

**Neck** The narrow portion at the top of the bottle, beginning at the where the diameter is less than half that at the bottom of the bottle.

**Offset Lithography** A common method of printing in which an inked impression from a metal plate is transferred to a rubber roller, then onto paper. Also referred to as “offset printing” or “printing”.

**Point Size** The measurement unit used to specify the size of type characters, as well as the space between them, and the thickness of lines.

**Principal Display Panel** The label on a container of wine that is intended to be displayed to the consumer.

**Process Colour** The method of printing used to create full colour photographs and artwork. Also called CMYK (Cyan/Magenta/Yellow/Black) which define the four inks used in the process to create all other colours.

**Screen Printing** A method of printing used to reproduce artwork on surfaces including glass, cloth, plastics, etc. where no printing plates are used, but inks are applied to the surfaces through fine screens.

**Shoulder** The portion of the bottle where the neck transitions to the widest part of the container.

**Typeface** A complete set of typographic characters in a particular style, such as Times or Helvetica. Also called “font”.

## **GENERAL USAGE GUIDELINES**

### ***The Logo***

The VQA logo consists of the octagonal symbol and its elements, and the “VQA” logotype. There are three variations of the VQA Logo and all are interchangeable in all applications. These variations are referred to as “Maple Leaf”, “Canada” and “Ontario”.

The logo may be used with an additional outer keyline defining the outer edge of the octagon in order to ensure definition of the logo shape when used on various backgrounds. This outer keyline must be a minimum of 1X and up to a maximum of 3X the weight of the inner gold keyline and must not encroach upon the black octagonal area. Electronic artwork is available for all variations.

### ***Proportions and Artwork***

The logo must always be reproduced in exactly the specified form, including typeface, spacing and overall proportions. The logo must always appear at proportions of 1:1 (width = height). No elements may be removed from the logo, nor elements added to the logo. Spatial relationships within the logo must be maintained. No “enhancements” of the logo may be used (for eg., drop shadows, simulated embossed looks, gradients, textures, etc.) To avoid errors, the logo should always be derived from electronic artwork as provided with this manual. Efforts to “recreate” the logo without the use of reproduction proofs or electronic artwork should not be attempted.

## **VQA LOGO – COLOUR & COLOUR MATCHING GUIDELINES**

The VQA logo colours are black and metallic gold. (See electronic artwork)

The application of the logo (eg. bottles and packaging vs brochures and advertising) dictate that a variety of printing methods be employed. Different media, such as offset printing inks, opaque and translucent materials, foils, plastic, glass have no real common denominator when it comes to specifying exact colours. The VQA logo colours must be matched as closely as possible in whatever medium you are working in.

### ***One Colour Applications (1/C)***

In print applications where only black ink is available, or black plus any colour other than an allowable gold is available, the VQA logo may be reproduced in black only. This black only variation MAY NOT be used on bottles and packaging. No other one colour variation may be used (ie., the logo MAY NOT appear in gold only or any other single colour). When the black only (one colour) variation is used, the logo must appear in a “negative” format (ie. type knocks out of black background). It may not be used in “positive” format.

### ***Two Colour Applications (2/C)***

In print applications where black and gold are available, gold must be equivalent to the Metallic Pantones below. No other Metallic Pantones or alternate Pantones may be used. If Metallic Pantones are not available, the black only one colour variation may be used for non-packaging applications only.

Black Metallic - Pantone 872

Metallic - Pantone 873

Metallic - Pantone 874

Process Mix (C:0, M:30,Y:65, K:35)

### ***Process Colour Applications (also called Full Colour, Process Colour or CMYK)***

In print applications where process colour (CMYK) is used, the following formula must be used to “simulate” the Metallic Gold Pantones. No other process mix may be used.

CYAN: 0% MAGENTA: 30% YELLOW: 65% BLACK: 35%

## **VQA LOGO – APPLICATION TO BOTTLES & PACKAGING**

This section outlines requirements for applying the VQA logo to bottles and packaging that are additional to requirements set out in regulations under the VQA Act. ~~The logo must appear on the bottle of all VQA wines. On packaging where the appellation does not appear on the principal display panel in a type size of at least 2.0 mm, the logo must appear in the same field of vision as the principal display panel. (For bottles that are smaller than 375 ml, this applies if the appellation type size is less than 1.0 mm.)~~

### ***Minimum and Maximum Size***

For all bottles 375 ml net contents and larger, the VQA logo must appear on bottles no smaller than 15 mm square and no larger than 25 mm square.

For all bottles smaller than 375 ml net contents, the VQA logo must appear on bottles no smaller than 10 mm square and no larger than 25 mm square.

These minimum and maximum sizes apply to all applications on bottles and packaging, whether they are on the capsule, the neck, the shoulder, the principal display panel or other label.

### ***Proportions and Artwork***

The logo must always appear at proportions of 1:1 (width = height). However, as certain production factors (eg., capsule shrinkage) may alter the final appearance of the logo, it is the responsibility of each winery and their suppliers to adjust reproduction proofs or electronic artwork as provided in this manual (*Section V*) to allow for possible deviation from the 1:1

guideline. Every effort must be made to ensure that the final representation of the logo in printed form closely remains at the proportion of 1:1.

**If used**, the VQA logo must be reproduced on the bottle package using **ONE** of the following five formats **AND** following all logo usage guidelines for variations, proportions, colour, artwork size presented in this manual. Additional optional applications are permitted (addressed later in this manual). No other applications or formats are permitted.

**i) SELF-ADHESIVE OFFICIAL VQA LOGO:**

The VQA logo self-adhesive sticker (25 mm or 16 mm size) supplied by VQA Ontario and applied to any surface of the bottle except for the top or bottom of the container.

**ii) IMPRINTED LOGO ON ANY LABEL:**

The VQA logo printed according to all guidelines above on any label except for a label that is affixed to the top or bottom of the container.

**iii) CAPSULE:**

The VQA logo imprinted on the capsule, either once, or printed three times around the capsule equally spaced, in accordance with all guidelines above and not on the top surface.

**iv) CIGAR BAND:**

The VQA logo imprinted on a cigar band, either once, or printed twice around the band equally spaced, in accordance with all guidelines above.

**v) DIRECTLY ON BOTTLES:**

The VQA logo screen printed or painted directly onto bottles. This application is permitted only on dark bottles which provide the “black” background for the gold elements of the logo.

## **“VQA” AND “VINTNERS QUALITY ALLIANCE” OPTIONAL CAPSULE APPLICATIONS**

**OPTIONAL APPLICATION:**

The words “Vintners Quality Alliance” may appear beneath the logo encircling the capsule. They must be typeset using font Palatino or Palatino Bold at sizes proportionate to the logo. It is recommended that the words appear a minimum of 5 mm away from the logo.

**OPTIONAL APPLICATION:**

Letters only, “VQA” embossed, imprinted or foil stamped on top surface of the capsule only. Must not be typeset – artwork supplied in the accompanying CD.

*Note: If you have any questions about usage that are not addressed, please contact VQA Ontario staff before producing artwork to ensure that it complies with VQA regulations.*