





IDENTITY

The Angove Family Winemakers identity creates a unique identifier for the company and should be used in accordance with these guidelines to ensure that the Angove Family Winemakers identity is consistently represented every time it is used, thus reinforcing the identity.

The type font, spacing, kerning and arrangement have been specifically modified to make this identity unique to Angove Family Winemakers.

The arrangement is specific and should never be adjusted or reset.

IDENTITY TYPE



SYMBOL



MINIMUM SPACE REQUIREMENTS

Whenever the AFW identity appears there are minimum space requirements that should be adhered to, enabling a further consistent representation of the identity.

Minimum clear space appearing around the identity should equal the height of the 'O' in Angove. This clear space needs to be maintained between the identity and any other element appearing with it, or between it and the edge of a page or sign.





MINIMUM SIZE USAGE

Minimum size for use of the AFW identity is shown herewith at 55mm.

When circumstances dictate that the logo needs to be smaller than this, then the reverse logo should be used with no border, as per the embroidery logo. The absolute minimum size usage for this logo when printed (rather than embroidered) is 25mm, but where possible should be used larger.





COLOUR SPECIFICATIONS

The official colours for the AFW identity are as shown here:

- PMS Pantone Black C
- Platinum 877 C
- White

CMYK Breakdown of PMS Pantone Black:
C56 M56 Y53 K93

CMYK Breakdown of PMS Platinum 877:
C0 M0 Y0 K35

RGB Breakdown of PMS Pantone Black:
R16 G10 B0

RGB Breakdown of Platinum 877:
R198 G4198 B198

NOTE: This document should not be used to match colours on press.
An official Pantone Coated colour book should be used to match correct colour.



PMS Pantone Black C



PMS Platinum 877 C



White



CMYK Breakdown of
PMS Pantone Black
C56 M56 Y53 K93



CMYK Breakdown of
PMS Platinum 877 C
C00 M00 Y00 K35



RGB Breakdown of
PMS Pantone Black
R16 G10 B0



RGB Breakdown of
PMS Pantone Black
R198 G198 B198



PERMITTED COLOUR USE

The identity should always appear on a white background, or on a buff PMS 9043 U or 9060 U background.

Where PMS Pantone Black C can not be used for the identity, the black may change to Process Black.

Where Platinum 877 C can not be used, the Platinum may change to white.

There may be a few instances where the identity needs to appear as an outline without the solid black. In this case all type & line detail should change to black and the solid black shape should be deleted as shown herewith.

There may also be instances where the identity may need to be used as a Platinum identity, with black or white detail as shown. These instances would be rare and should be considered carefully before launched or retained for premium uses of the identity.

See page 7 of this document for application of identity as embroider or screen print. There are colour rules for this also.





PROHIBITED USE OF IDENTITY

The identity should never be compromised by the following:

- 1 Do not scale the identity disproportionately.
- 2 Do not alter the font selection within the identity.
- 3 Do not use colours that are not specified in this guide as acceptable.
- 4 Do not rearrange elements within the identity.
- 5 Do not place the identity on contrasting backgrounds, or on backgrounds containing pattern.
- 6 Do not embellish the identity with special effects.
- 7 Do not combine the identity with any other graphic element.
- 8 Do not delete the border from the identity when used in full.

See page 7 of this document for usage guidelines relating to deletion of the border.

1



2



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4



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7



8





EMBROIDERY - RULES OF USE

For the application of the identity to company t-shirts, hats etc, the following rules have been set for embroidering:

Style: Type and linework detail only, no background shape or border.

Minimum Size: 88mm wide

Colours:

Predominantly will be represented as white & platinum cotton on dark backgrounds, black cotton on light coloured backgrounds.

To enable maximum contrast between logo and background, and therefore legibility, check the tonal gauge for indication of which logo you should use.

Black Cotton to all detail



White Cotton

- Angove
- Family Winemakers

Platinum PMS 877 Cotton

- Since 1886
- Line

0% to 40% tonal range = Must use the Black logo



70% to 100% tonal range = Must use the White/ Platinum logo



50% to 60% tonal range = Not recommended for use





SCREEN PRINTING - RULES OF USE

For the application of the identity using screen print method:

Style: Original format or as per embroidery format.

Minimum Size: 85mm wide

Colours:

As a full logo:

- PMS Pantone Black Ink
- White Ink

On light coloured backgrounds

- as per embroidery rules
- PMS Pantone Black Ink

On dark coloured backgrounds

- as per embroidery rules
- White Ink
- Platinum 877 Ink

Note: To avoid registration issues, where possible the logo should be screen printed in no more than two colours.



Black Ink background, White Ink detail



Black Ink to all detail



White Ink

- Angove
- Family Winemakers

Platinum PMS 877 Ink

- Since 1886
- Line

Refer to tonal range gauge on page 7 of this document.



PACKAGING - RULES OF USE

For the application of the identity to packaging:

To enable the logo to be applied successfully to packaging items the dimensions and type have been adjusted slightly. Please see right for example of the identity as a flat label (not applied to bottle).

There is more space either side of the type within the identity which allows for the label to wrap around the bottle while keeping type centred and most legible.

There is also the addition of a silver band at the base of the identity - this is a packaging element only.

Standard Colours:

- PMS Pantone Black Ink
- Platinum PMS 877 c
- White Ink

There may be need in some instances for the brand to be applied to a different colour background to create a united package design.

An example of this is Red Belly Black, where the detail is contained within a Red background shape, rather than the standard PMS Pantone Black. In this instance all other detail remains the colour of the original and it is only the background colour that changes out. This ensures consistency and legibility across all packaging brands.

STANDARD PACKAGING - USE OF BRAND



Black Ink background

White Ink

- Angove
- Family Winemakers

Platinum PMS 877 Foil/ Ink

- Since 1886
- Line

SPECIAL INSTANCE PACKAGING - USE OF BRAND



PMS Red Ink background

White Ink

- Angove
- Family Winemakers

Platinum PMS 877 Foil/ Ink

- Since 1886
- Line



PERMITTED FONT USE

Typography provides the framework for the AFW identity. Permitted font families are shown herewith.

a b c d e f g h i j k l m n o p q
r s t u v w x y z A B C D E F G
H I J K L M N O P Q R S T U V W
X Y Z 1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * ()

FRIZ QUADRATA - REGULAR: HEADLINES AND TITLES

a b c d e f g h i j k l m n o p q
r s t u v w x y z A B C D E F G
H I J K L M N O P Q R S T U V W
X Y Z 1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * ()

GILL SANS- BOOK: BODY COPY AND COMMUNICATION



PERMITTED USE - ASSOCIATED CRESTS

Associated with the Angove Family Winemakers identity is the 'A' crest which can be used as a watermark feature on documents.

Permitted use:

- Grey or Buff tones
- Only on this angle
- Bottom right hand corner of page, overlapping edge but not cutting off any of the letters in the type.



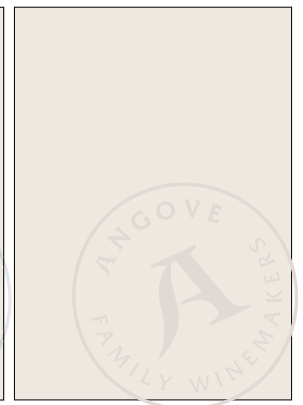
Colour Examples



10% Black on White



10% Black on Buff



100% Buff on Buff



DIGITAL ASSETS - CD

Each identity instance is saved as:
(High resolution and Low resolution - HR + LR)

- CMYK & RGB tif
- CMYK & RGB jpeg
- CMYK & RGB Photoshop eps

Assets Supplied on Disc:

- Full colour - SPOT
- Full colour - CMYK & RGB
(With silver foil simulation)
- Mono - PMS Pantone Black and white
- Process Black and White
(100% Black)
- Detail only - Black detail and type:
PMS Black detail, no shape in background.
- Detail only no border - Black detail and type: PMS Black detail, no shape in background, no border.
(embroidery and screenprint use only, & limited use where minimum size is <55mm wide)

FULL COLOUR:
SPOT



HR_afw_id_full_spot_DCS.eps (DCS EPS)

FULL COLOUR:
CMYK & RGB



HR_afw_id_fullcolour.tif	LR_afw_id_fullcolour.tif
HR_afw_id_fullcolour.eps	LR_afw_id_fullcolour.eps
HR_afw_id_fullcolour.jpg	LR_afw_id_fullcolour.jpg
HR_afw_id_fullcolour_rgb.tif	LR_afw_id_fullcolour_rgb.tif
HR_afw_id_fullcolour_rgb.eps	LR_afw_id_fullcolour_rgb.eps
HR_afw_id_fullcolour_rgb.jpg	LR_afw_id_fullcolour_rgb.jpg

MONO:
CMYK & RGB



HR_afw_id_mono.tif	LR_afw_id_mono.tif
HR_afw_id_mono.eps	LR_afw_id_mono.eps
HR_afw_id_mono.jpg	LR_afw_id_mono.jpg
HR_afw_id_mono_rgb.tif	LR_afw_id_mono_rgb.tif
HR_afw_id_mono_rgb.eps	LR_afw_id_mono_rgb.eps
HR_afw_id_mono_rgb.jpg	LR_afw_id_mono_rgb.jpg

BLACK and WHITE:
CMYK & RGB



HR_afw_id_blkwht.tif	LR_afw_id_blkwht.tif
HR_afw_id_blkwht.eps	LR_afw_id_blkwht.eps
HR_afw_id_blkwht.jpg	LR_afw_id_blkwht.jpg
HR_afw_id_blkwht_rgb.tif	LR_afw_id_blkwht_rgb.tif
HR_afw_id_blkwht_rgb.eps	LR_afw_id_blkwht_rgb.eps
HR_afw_id_blkwht_rgb.jpg	LR_afw_id_blkwht_rgb.jpg

DETAIL ONLY:
CMYK & RGB



HR_afw_id_detail.tif	LR_afw_id_detail.tif
HR_afw_id_detail.eps	LR_afw_id_detail.eps
HR_afw_id_detail.jpg	LR_afw_id_detail.jpg
HR_afw_id_detail_rgb.tif	LR_afw_id_detail_rgb.tif
HR_afw_id_detail_rgb.eps	LR_afw_id_detail_rgb.eps
HR_afw_id_detail_rgb.jpg	LR_afw_id_detail_rgb.jpg
HR_afw_id_detail_monotone.eps	
HR_afw_id_detail_spot_DCS.eps	

DETAIL ONLY,
NO BORDER:
CMYK & RGB



Formats provided as per above



DIGITAL ASSETS - CD

CMYK & RGB jpg

