

VQA Medallion Graphics Standards Manual

Referenced: Vintners Quality Alliance Act, Regulation 406, Section 4



Adopted: September 5, 2019

Introduction

This graphic standards manual for the VQA medallion, herein referred to as the VQA logo, has been prepared in an effort to standardize and align applications and usages of the logo throughout the Ontario wine industry. Consistent usage is required to ensure the integrity and recognition of the VQA logo. Use on 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 electronic versions of the logo assets that are provided by the Wine Marketing Association of Ontario (WMAO) and the Ontario Wine Appellation Authority (VQA Ontario). Both the manual and the electronic assets 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 action.

Identity

VQA Logo – General Usage Guidelines



The VQA logo consists of the icon, which is the square symbol and the “VQA” logotype.



Additionally, the logo is available in reversed form with an additional outer border that defines the outer edge of the square icon to contrast against the background. The weight of this key line must not be changed. Only this version of the logo is to be used on black and very dark backgrounds.

Proportions and Artwork

The logo must always be reproduced in exactly this 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 (e.g. drop shadows, additional keystrokes, manipulated effects, etc.) To avoid errors, the logo should always be derived from reproduction proofs or electronic artwork as provided. Efforts to recreate the logo without the use of reproduction proofs or electronic artwork should not be attempted.

Size

The logo must never be reproduced at sizes smaller than 10mm. Minimum size is 10mm for bottles sized less than 375mL; 15mm for bottles 375mL up to and including 1.5L; and minimum 20mm for bag-in-box cartons or large-scale packaging. If the VQA logo is not used on the bottle or container, the appellation declaration must appear in a font size of at least 3.2mm. Refer to the VQA regulations.

Less than 375ml	375ml – 1.5L	Greater than 1.5L
Minimum width = 10mm	Minimum width = 15mm	Minimum width = 20mm

VQA Logo Colours and Colour Printing Guidelines

The variations of the VQA logo are shown below Their use is dependent on the application and method of reproduction. Whenever possible, foil stamping is the first choice to reproduce the gold effect, followed by spot metallic ink and then process colour ink versions.

Standard Logo



Reversed Logo



1 colour + Foil
(Black + ITW Shade
044)



2 Colours
(Black + Pantone® 872)



Process Colours



1 Colour
(Black)

Reversed Logo

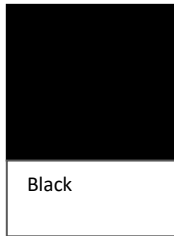


Colours

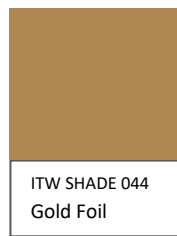
The colours used for the VQA logo are described on this page with their Pantone®, CMYK, RGB and HTML equivalents. Note that the target Pantone® colours are for uncoated paper stocks. This is due to the design specification for uncoated stocks to be used for VQA materials in general. Inks have a different appearance on uncoated stocks compared to coated stocks. Be mindful to match the target inks' respective appearances on the chosen stock. The colours in this style guide are approximated as monitors and office printers will not reproduce colour exactly the same. Official Pantone® colour references should be used at all times.

Colours - Foil Option

Black + ITW Shade 044 gold foil stamping is the preferred method of reproducing the VQA logo identity. For CMYK process colour printing, a CMYK gradient version that mimics the foil stamping is provided as an electronic asset.



Black
CMYK: 0/0/0/100
RGB: 0/0/0
HTML: #000000



ITW SHADE 044
Gold Foil

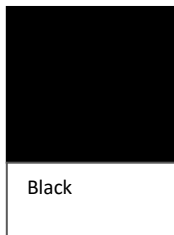
Colours – Metallic Print Option

For situations where gold foil stamping is not available, Black + Pantone® 872 (metallic) are to be used. If Pantone®872 metallic is not available, then Pantone® 7556 can be used as a substitute.

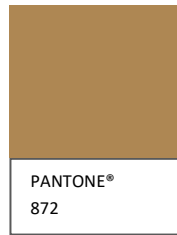
Colours – Process Colour Option

In print applications where only process colours are used, the CMYK formula shown below must be used to “simulate” the Metallic Gold Pantone®. No other process mix may be used.

For digital applications, an RGB gradient version is provided as an electronic asset. The RGB/HTML formulas shown below can also be used for supporting colours.



Black
CMYK: 0/0/0/100
RGB: 0/0/0
HTML: #000000



Pantone® 872 (metallic)
CMYK: 0/30/65/35
RGB: 176/132/76
HTML: #b0844c



Pantone® 7556
(non-metallic)

One Colour Applications

In print applications where only black ink is available, or black plus any colour other than an allowable gold is available, the VQA medallion 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 medallion MAY NOT appear in gold only or in any other single colour). When the black only (one colour) variation is used, the medallion must appear as shown below or in this “negative” format.



Two Colour Applications

In print applications where black and gold are available, gold must be equivalent to the Metallic Pantone® 872. No other Metallic Pantone® or alternate Pantone® may be used. If Metallic Pantone® are not available, use the black only one-colour variation.

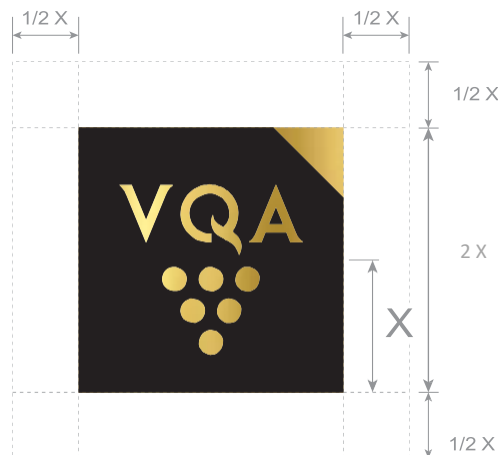
Process Colour Applications

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

Pantone® 7556

Quiet Zones

The ‘quiet zones’ are areas free from type or other graphics. This is the clear space around the logo icon as indicated by the dashed lines shown below. Use $\frac{1}{2}$ the height of the identity icon as the measure (‘X’) to determine the spatial distance. Note that these measurements are the minimums and, wherever possible, allow for more space.



Identity Applications

Examples of Use

The VQA logo must be reproduced on a package using one of the five methods described below and follow the logo usage guidelines presented in this manual. No other applications or methods are permitted.

The logo icon must always appear at a proportion of 1:1 (width=height). As certain production factors (such as PVC capsule shrinkage) may alter the appearance of the logo, it is the responsibility of each winery and their suppliers to adjust reproduction proofs or electronic artwork that may deviate from its 1:1 proportion. Every effort must be made to ensure that final reproduction of the logo remains at the 1:1 proportion. The minimum/maximum sizes and quiet zones apply to all applications on bottles and packaging.



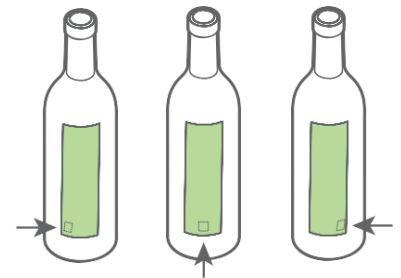
(actual size)

1. Self-adhesive VQA logo

The VQA logo on a self-adhesive sticker (25mm or 15mm size) applied to any surface of the bottle where it can be applied flat, except for the top or the bottom of the container.

2. Bottle Labels

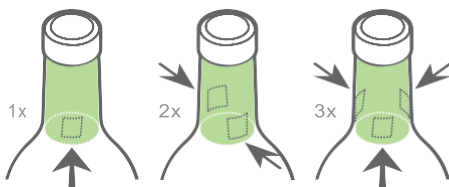
For all bottles, the VQA logo icon may appear anywhere on the front or back label no smaller than 15mm square and no larger than 25mm square. Refer to Identity Standards for sizing and other packaging sizes. Recommended placements are shown on the right.



Left-aligned on label

Centered on label

Right-aligned on label

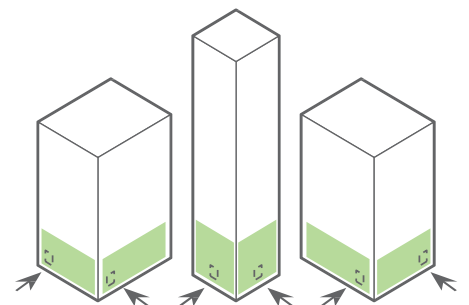


3. Bottle Capsules

The VQA logo can be printed up to three times around a capsule equally spaced. The logo is not to be applied on the capsule top and must be printed in accordance with the guidelines above.

4. Packaging

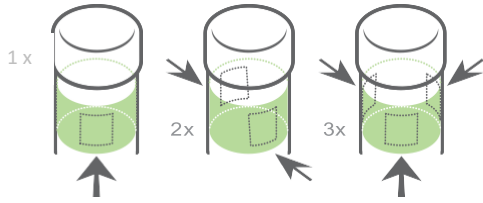
The VQA logo icon can be applied on any packaging, whether directly or as a label, in accordance with the guidelines above.



Left-aligned

Centered

Right-aligned

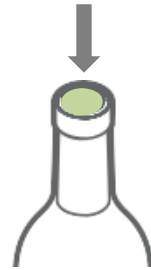


5. Neck bands

The VQA logo icon can be printed on a neck band up to three times around the band, equally spaced and in accordance with all guidelines above.

6. Letters only

The letters "VQA" may be embossed, printed or foil stamped on the top surface of the capsule only. Must not be typeset – artwork supplied by WMAO/VQA Ontario only.



Examples of Incorrect Use

Elements may not be removed from, nor added to the logo. Spatial relationships within the logo must be maintained. No enhancements of the logo may be applied (such as drop shadows, additional key lines, manipulated effects, etc.).



No drop shadows



No additional key lines/strokes



No manipulated effects



No busy background patterns that interfere/compete with the readability /integrity of the logo (subtle patterns/textures are ok)

VQA Wines of Ontario Lock-up

In addition, the VQA Wines of Ontario Logo Lock-up has been produced for print, digital, signage and other promotional items. Wineries are encouraged to use this logo on their websites, print advertising, etc. whenever possible in order to benefit from the WMAO brand building activities and also help build the presence of the brand across multiple consumer touchpoints.

Primary logo lockup



VQA WINES OF
ONTARIO



VQA WINES OF
ONTARIO

The logo lock up consists of the icon, the square symbol and the “VQA” logotype along with the descriptor “VQA Wines of Ontario”. This version is not to be used on black or very dark backgrounds.

Reversed logo lockup



VQA WINES OF
ONTARIO



VQA WINES OF
ONTARIO

The reversed logo lock up is available to be used on dark backgrounds. This version has an additional outer border that defines the outer edge of the square icon to contrast against the dark background.