



FINGER LAKES WINE COUNTRY

# Brand Guidelines

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NOVEMBER 2019





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# *introduction*

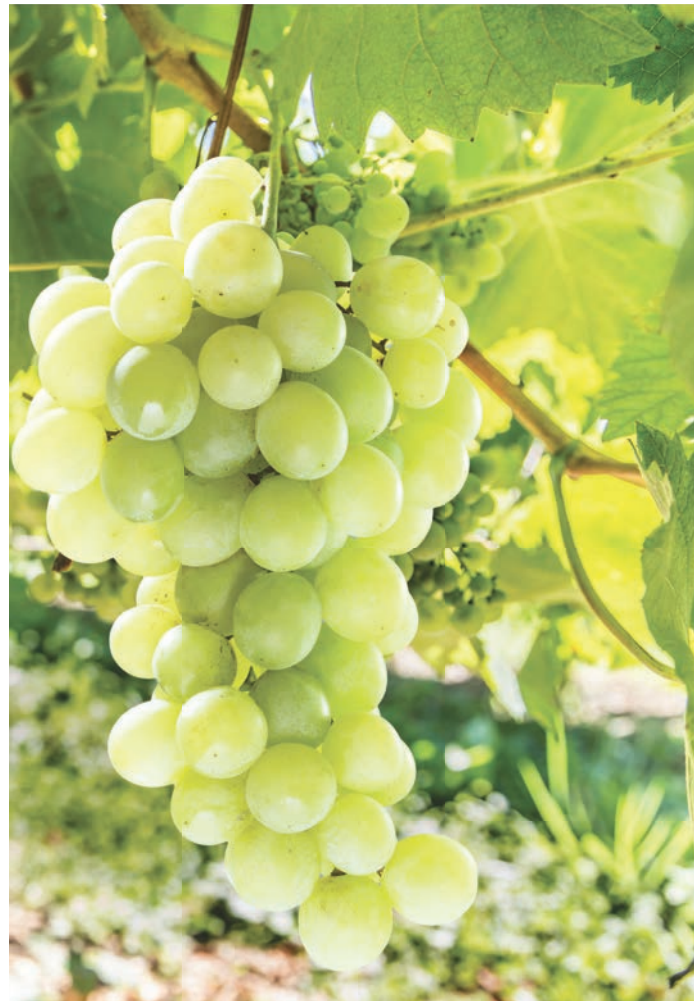


## INTRODUCTION

These guidelines are the key marketing and branding reference for anyone who may become involved in the promotion and communication of Finger Lakes Wine Country—be they the internal team, third-party marketing, public relations groups, regional partners, or others.

The guidelines are designed to provide direction, and ensure that all parties and partners utilize logos, create materials, and communicate the brand in a consistent manner.

Of course, this guide is comprehensive but not exhaustive, and branding partners are encouraged to use their common sense as they solve specific problems. Contacts to people who can answer any questions are at the end of this document.





# *brand positioning*

FL  
WC



## BRAND POSITIONING

The brand positioning is a summary of what the region is, who it attracts, what is the offering, and why that's a benefit for the audiences in question.

Finger Lakes Wine Country is home to picturesque small towns, spectacular natural landscapes, and the most welcoming, down-to-earth people you could hope to meet. It attracts adventurous, inquisitive explorers because it offers immersive, hands-on recreational and cultural experiences, from wine tasting to glass blowing to sailing.

People love Finger Lakes Wine Country because they can dive deeper into the place, its nature, and its people, have real conversations and make genuine connections, learn more than they ever expected, and surface inspired, enlightened, and refreshed.



# *brand essence*





## BRAND ESSENCE

### THIRST FOR LIFE

A Brand Essence is a compelling umbrella message and positioning statement that encapsulates the destination's identity in such a way that others will want to discover it. Brand Essence can be options for taglines and are a springboard and brief for creating campaigns and communication materials.

Finger Lakes Wine Country is a deep taste of a pure, refreshing environment, a leisurely discovery of postcard-perfect towns, and an experience of warm, genuine makers and crafters of world-class wines, beers, and spirits who like nothing better than to share the secrets and stories of a wine country unlike any other. It's a place where you can come thirsty for knowledge about Riesling or Cabernet, and—beginner or expert—ask us anything! You can come hungry to experience our views and sunsets, or curious about the colorful, influential men and women who shaped the history far beyond their homes. You can come to Finger Lakes Wine Country eager to experience winter or summer, swimming or snowshoeing, winemakers' dinners or evenings with brewmasters. Bring your desire to do everything. Give us your thirst for life. Life in the Finger Lakes is overflowing.



# *key messages and tone*



## KEY MESSAGES

Like the welcoming people who are lucky enough to call this place home, Finger Lakes Wine Country speaks in a warm, friendly tone that invites visitors into the region and the brand. We're knowledgeable without being snobbish, enthusiastic without being pushy, casual with style, and we always want people to come away with an unforgettable sense of place. Here are a few key messages, some informative and others imaginative, to describe the region and what we do.

### WHERE WE ARE: LOCATION

Finger Lakes Wine Country is more than 3,000 square miles of farms and vineyards, forests and waterfalls, small towns and blue sky, located between the southern Finger Lakes region of Upstate New York and the Pennsylvania border.

### WHO WE ARE: GENUINE

What you see, feel, drink, taste, and experience in Finger Lakes Wine Country is all real. You'll arrive curious, and you'll leave full to the brim with much, much more—more experiences, knowledge and connection—than you ever expected.



## KEY MESSAGES CONT'D

### WHAT WE OFFER: REGION

There's the dazzling Corning Museum of Glass, an international-caliber experience of art nestled in nature; there's the thunder of auto racing in Watkins Glen and of the horses at Tioga Downs, the crystalline song of waterfalls, and the rapturous applause after a performance at the Clemens Center in Elmira.

### WHY WE ARE: GEOGRAPHY

The geological luck of deep lakes and steep, sunny slopes produce a gentle climate that's often compared to German wine regions along the Rhine, and create conditions that favor the cultivation of Riesling and many other cool-climate varietals. Our geography provides the picture-perfect backdrop for outdoor adventure or a leisurely scenic drive.

### WHO WE ARE: APPROACHABLE

Go ahead, ask us anything. We'll help you understand why a wine, a beer, or a craft spirit tastes like it tastes, why the Cab Franc is planted here and the Pinot is there, and what's that little something of flavor at the end of the sip that you can't pin down.



### WHO WE ARE: LEISURELY

'Bucolic', which means rural, pastoral, and exceedingly pleasant, doesn't get a lot of play in modern life. Bucolic is the speed at which to have a picnic, the anti-quickness you use to really listen to a waterfall, the dreamlike pace appropriate to going deep into a Pinot.

### WHO WE ARE: IMMERSIVE

Finger Lakes Wine Country isn't a passive place; you're part of it. Sometimes, you're in it up to your elbows, or you're blowing your own glass from a flaming swirl of molten silica, or pulling a fish out of a river, or savoring a flight of wine.

### WHO WE ARE: GROUNDBREAKING

There's a wide streak of inventiveness in the region, a history of proud, progressive firsts and of bold people who wouldn't take no for an answer. Disruptors and innovators before the day, they speak volumes about a trailblazing spirit that infuses the place still.



# *brand identity*



## OUR LOGO

Our logo is a visual representation of the many contrasts of Finger Lakes Wine Country. It has an organic, hand-crafted feel, yet speaks to a contemporary audience. It embodies both the adventurous spirit of the region's visitors, as well as the down-to-earth charm of those who live here.

FINGER LAKES  
*Wine Country*  
• NEW YORK STATE •



## LOGO SIZING

### Minimum Size

Our logo was crafted to be legible in nearly all sizes, but sometimes small is too small. The minimum size for our primary logo is 0.875" (63 pixels) in width.

### Clear Space

Our logo has been designed to stand strong among other visuals. That being said, it still needs space to breathe and live on its own.

The minimum clear space required is equal to the width of 'NEW' from 'NEW YORK STATE'. This clear space is applicable to all sides of our logo.

### MINIMUM SIZE



0.875" (63 pixels)

### CLEAR SPACE







## OUR ICON

Our icon is a supporting graphic to the FLWC logo, and should be used as a secondary element on brand applications.

### Minimum Size

The minimum size for our icon is 0.25" (18 pixels) in width.

### Clear Space

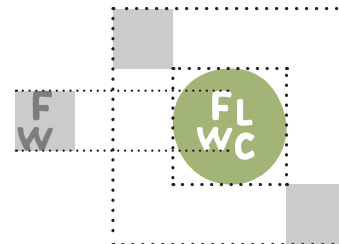
The minimum clear space required is equal to the height of 'FW' from 'FLWC'. This clear space is applicable to all sides of our icon.



### MINIMUM SIZE



### CLEAR SPACE





## LOGO USAGE

### Color Logos

The **primary logo** is made up of our Riesling Green and Slate Gray color swatches. It is to be used whenever production methods allow.

The **secondary logo** is made up of Slate Gray swatch. This logo should be used if the primary logo is not legible.

### Reverse Logos

The **reverse color logos** are Slate Gray with white, or Riesling Green with white. It is to be used as an intentional design choice.

The **reverse white logo** is for use on backgrounds or photographs in those cases where the color logo and reverse color logo have compromised legibility or production limitations.

### Black Logo

The **black logo** should be used when the reproduction method is restricted to black and white. This variations should also be used if the full color or reversed logos are not legible on a background.

PRIMARY LOGO ON WHITE



PRIMARY LOGO ON COLOR



SECONDARY LOGO ON COLOR



SECONDARY LOGO ON IMAGE



REVERSE COLOR LOGO ON COLOR



REVERSE COLOR LOGO ON COLOR



REVERSE WHITE LOGO ON COLOR



REVERSE WHITE LOGO ON IMAGE



BLACK LOGO ON WHITE



BLACK LOGO ON IMAGE





MISUSES

Our logo was crafted with care and works best when used in the way it was intended. When deviated from these uses, the logo loses its integrity, equity, and impact.



Do not remove any part of the logo lock-up



Do not use colors outside of the logo color palette



Do not apply the logo over busy photo backgrounds



Do not change the relationship of the logo elements



Do not add effects to the logo



Do not distort, skew or rotate the logo



Do not apply the color logo on a color background outside of the brand color palette



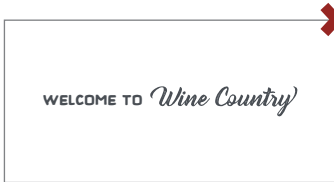
Do not apply the logo to low contrast backgrounds



Do not substitute the logo with other fonts



Do not outline the logo



Do not insert the logo into copy



Do not put the logo in a shape



## BRAND COLORS

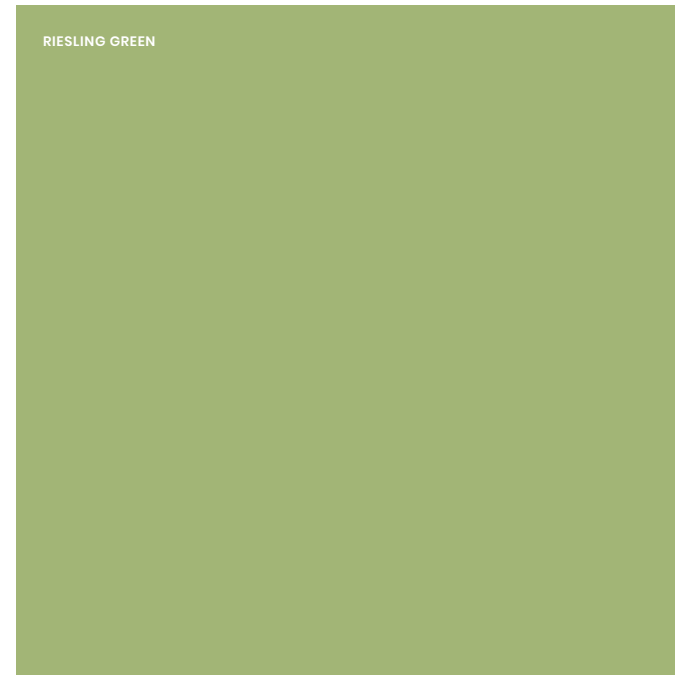
The brand color palette was inspired by our region's alluring and dynamic landscape.

Our primary swatches, Riesling Green and Slate Gray, were inspired by FLWC's spectacular vineyards and terroir.

In our secondary palette, we chose blue hues to reflect the lakes and waterfalls, with a hit of orange to represent the ever-changing seasonal landscape. And to pay homage to the region's rich history, we chose an elegant off-white swatch.

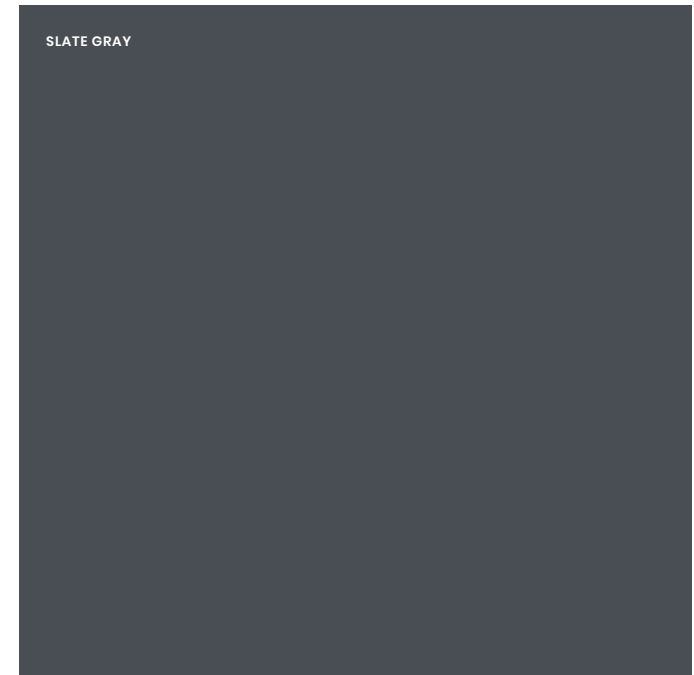
### PRIMARY SWATCHES

RIESLING GREEN



**Pantone** 377C – 65% tint  
**CMYK** 38 15 65 03  
**RGB** 162 180 118  
**Hex** a2b476

SLATE GRAY



**Pantone** 7540C  
**CMYK** 69 59 52 33  
**RGB** 75 79 85  
**Hex** 4b4f55



In our secondary palette, we chose blue hues to reflect the lakes and waterfalls, with a hit of orange to represent the ever-changing seasonal landscape. And to pay homage to the region's rich history, we chose an elegant off-white swatch.

#### SECONDARY SWATCHES

HISTORIC WHITE

**Pantone** 9224C  
**CMYK** 04 7 13 00  
**RGB** 243 232 218  
**Hex** f3e8da

AUTUMN ORANGE

**Pantone** 7576C  
**CMYK** 10 56 76 00  
**RGB** 223 133 79  
**Hex** df854f

GLACIER BLUE

**Pantone** 551C  
**CMYK** 36 11 12 00  
**RGB** 162 197 211  
**Hex** a2c5d3

DEEP LAKE BLUE

**Pantone** 3035C  
**CMYK** 100 67 48 38  
**RGB** 0 62 82  
**Hex** 003e52



## TYPOGRAPHY

### Headline Typeface

Bernadette Rough Regular is our headline typeface. When using this font, tracking should be set to '0' to ensure the letters flow together as though they were hand-written. Some of the letters in this font have tall ascenders and long descenders – ensure leading is set to an appropriate amount to avoid overlapping.

Purchase this font:

[STEREO-TYPE.FR/FONTS/BERNADETTE/](https://stereo-type.fr/fonts/bernadette/)

### Subhead Typeface

Hayne Script Sans Bold is our subhead typeface. Each letter in this font has a unique, hand-crafted quality. Ensure letters have been kerned and adjusted to avoid awkward gaps.

Purchase this font:

[MYFONTS.COM/FONTS/MAJESTYPE/HAYNE-SCRIPT/SANS-BOLD-MULTIPLE/](https://myfonts.com/fonts/majestype/hayne-script/sans-bold-multiple/)

### HEADLINE TYPEFACE

*Bernadette Rough  
Regular is our  
headline typeface.*

*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 ! @ # \$ % ^ & \* ( ) ; ' " / ?*

### SUBHEAD TYPEFACE

**HAYNE SCRIPT SANS  
BOLD IS OUR SUBHEAD  
TYPEFACE.**

**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 ! @ # \$ % ^ & \* ( ) ; ' " / ?**



TYPOGRAPHY

Body Copy Typeface

Poppins is our body copy typeface. Poppins Light should be used whenever production methods allow, but can be replaced with Poppins Regular if legibility becomes an issue. Poppins Bold and Semibold can be used as secondary subheaders.

Purchase this font:  
[FONTS.GOOGLE.COM/SPECIMEN/POPPINS](https://fonts.google.com/specimen/poppins)

BODY COPY

Poppins Light is our  
body copy typeface.

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123465789!@#%&\*()::"/?

SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123465789!@#%&\*()::"/?

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123465789!@#%&\*()::"/?

LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123465789!@#%&\*()::"/?

TYPOGRAPHIC HIERARCHY

*This headline is  
set in Bernadette  
Rough Regular*

THIS SUBHEAD IS SET IN HAYNE  
SCRIPT SANS BOLD

—

Body copy is set in Poppins Light and is where the details are and may be just a few lines to many paragraphs. For emphasis within lines of text, use devices like **weight changes**, or *italicized* text where appropriate.

There are many variations of passages of Lorem Ipsum available, but the majority have suffered alteration in some form, by injected humour, or randomised words which don't look even slightly believable.

FINGERLAKESWINECOUNTRY.COM



# *sample applications*





## APPLICATIONS

In the following section, we'll show you the FLWC brand applied on a wide range of platforms, from street banners to tote bags to large-scale ads.















# *contacts + resources*



## THANK YOU!

### TYPOGRAPHY

#### Finger Lakes Wine Country Tourism Marketing Association

1 West Market Street, Suite 203  
Corning, New York 14830

**Phone** +1.607.936.0706  
**Email** [info@fingerlakeswinecountry.com](mailto:info@fingerlakeswinecountry.com)  
**[fingerlakeswinecountry.com](http://fingerlakeswinecountry.com)**

#### Resonance Consultancy Creative Agency

801 – 602 Hastings St W  
Vancouver, BC V6B 1P2

**Phone** 1.604.681.0804  
**Email** [info@resonanceco.com](mailto:info@resonanceco.com)  
**[resonanceco.com](http://resonanceco.com)**

### RESOURCES

#### Fonts

1 West Market Street, Suite 203  
Corning, New York 14830

**Bernadette**  
[stereo-type.fr/fonts/bernadette/](http://stereo-type.fr/fonts/bernadette/)

**Hayne Script**  
[myfonts.com/fonts/majestype/hayne-script/sans-bold-multiple/](http://myfonts.com/fonts/majestype/hayne-script/sans-bold-multiple/)

**Poppins**  
[fonts.google.com/specimen/Poppins](http://fonts.google.com/specimen/Poppins)

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