





The McLaren Vale logo is the cornerstone of our brand identity. Figure 1 demonstrates the primary logo. The logo must always appear in this form and cannot be altered or applied in any way or by means other than specified in these guidelines. The logo has been specifically drawn and as a result can only be reproduced from electronic or reflective artwork as provided in these guidelines. No attempt should be made to recreate the logo.

Figure 2 shows the secondary logo. In some instances the primary logo may not be the most appropriate to use; for example, in an extreme horizontal situation. In this instance the secondary logo should be used.



Figure 1 - Primary Logo



Figure 2 - Secondary Logos

Figure 3 demonstrates the correct reverse reproduction of the McLaren Vale primary logo. The logo must only reverse to white.

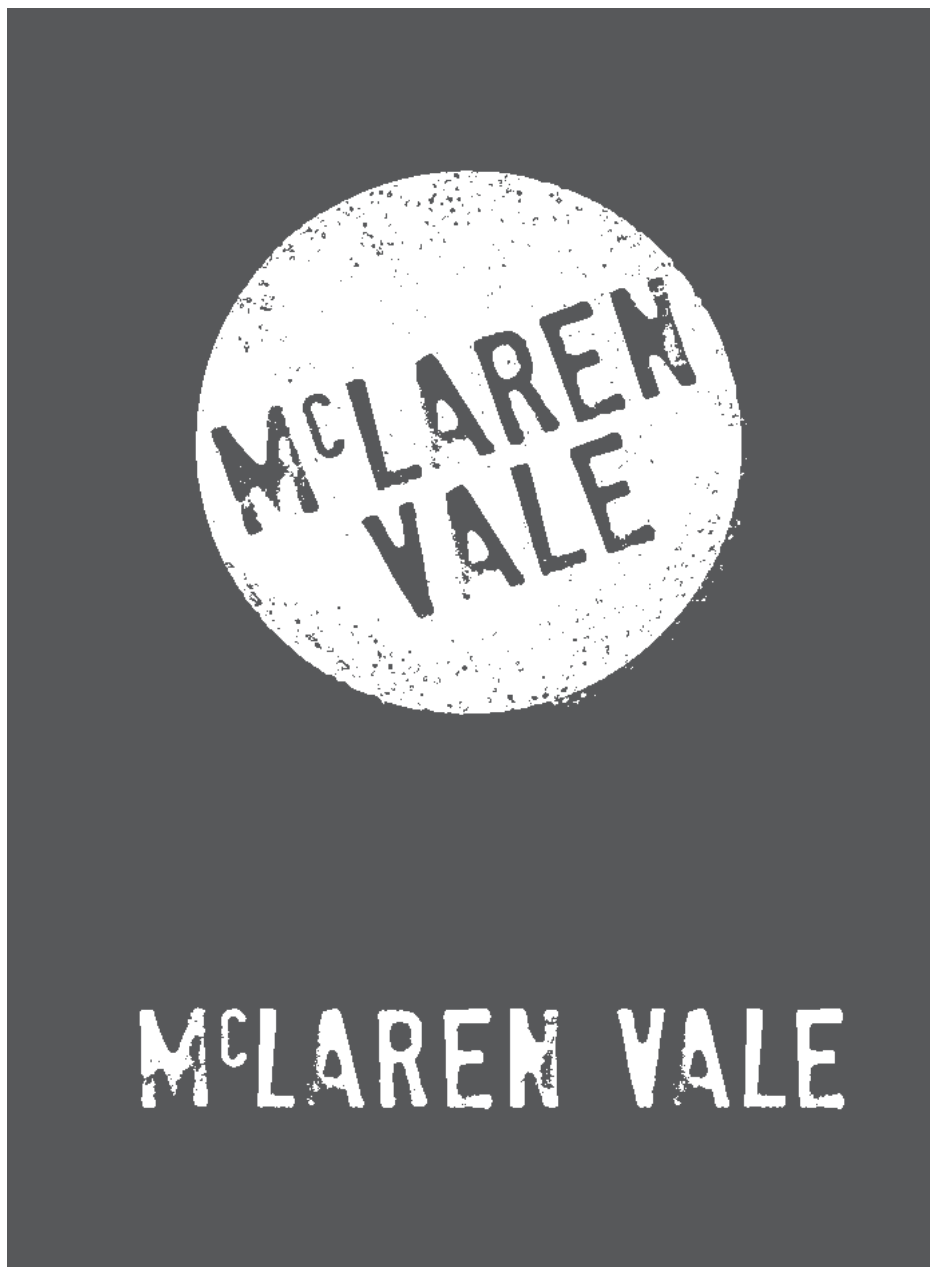


Figure 3 - Reverse Usage

When used in conjunction with other logos and graphics, enough space needs to be left around the logo to ensure correct prominence and readability. Figure 4 demonstrates the clearspace for the logo. Where the clearspace around the logo equals 'x' and where 'x' is 20% or one-fifth of 'y' which is the overall height of the logo.

Figure 5 shows the clearspace across the secondary logo representation.

No other graphics can encroach on the clearspace surrounding the logo.

Figure 6 demonstrates the minimum reproducible size of the primary and secondary logos (20mm and 30 mm respectively). The logos must never be reproduced in a size smaller than this.



Figure 4 - Clearspace ($x = 20\%$ of y)



Figure 5 - Clearspace ($z =$ height of logo)



Figure 6 - Minimum size

Colour plays an incredibly important role in brand recognition. This section demonstrates our colour palette and PANTONE® Matching System (PMS) values are specified.

Process colour application: When specifying colours for process reproduction, such as press advertising, CMYK values are to be specified.

Electronic application: When specifying colours for electronic reproduction, such as web or multimedia applications, RGB values are to be specified.

Paint finishes: Gloss, satin and matt paints are available and should be specified to match the PANTONE® Matching System (PMS) specification.

Other materials: When specifying textiles, vinyls, laminates or other manufactured sheeting, colour should be specified to match the PANTONE® Matching System (PMS) specification as close as possible.



PMS 660 Blue
C85, M35, Y05, K15



PMS 7418 Red
C10, M85, Y50, K15



PMS 425 Grey
C-, M-, Y10, K80

Figure 7 - Approved Colours

Other elements of our brand that appear next to the logo are the positioning statement (i.e. Wine, Food, Beaches Markets, Trails, Art) and the State Brand, which our region supports.

Figure 8 shows the horizontal and vertical lockups of the Positioning Statement. Figure 9 shows the horizontal and vertical lockup of the State Brand.

The logo should appear locked up with either the Positioning Statement or the State Brand, but not both at the same time.

When talking to local audiences the Positioning Statement lockup should be used. When talking to national and/or international audiences, the State Brand lockup should be used.



Figure 8 - Positioning Statement lockup



Figure 9 - State Brand lockup



