

ONTARIO WINE

APPELLATION AUTHORITY

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INTRODUCTION

Ontario Wine Appellation Authority (OWAA) is a regulatory agency responsible for maintaining the integrity of local wine appellations and enforcing winemaking and labelling standards. It does not represent the wine industry in Ontario and is not a marketing agency.

The following are guidelines to help you best implement the Ontario Wine Appellation Authority logo, colours, and basic brand elements to align with brand continuity and keep a professional look & feel.

PRIMARY LOCKUP

The Ontario Wine Appellation Authority (OWAA) logo consists of condensed type that is meant to visualize the timeless traditional approach to winemaking and the modern innovative work that the OWAA does to maintain the quality and authenticity of VQA wines in Ontario. The construction of the type is meant to highlight that the foundation of high quality Ontario Wine is appellations.

The logo is provided in stacked and horizontal versions. Stacked is the preferred and primary format.

In most use cases the OWAA logo will be shown locked up with the VQA emblem to its right (OWAA-VQA lockup). This is due to the two brands being inextricably linked, with the OWAA being the authenticator and arbiter of the VQA certification in Ontario.

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Primary Stacked — VQA Lockup
(Preferred)



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Primary Horizontal — VQA Lockup



SPACING & SIZING



No matter the application or variation of logo, the lockups require the proper amount of clear space to allow the logos to breath and appear professional. The external clear space of all lockups is based on the width of the O (1x), a minimum of 1x is required from all sides of the main elements in the lockup (i.e., not the keyline).

INTERNAL SPACING

Internal spacing is the spacing between locked up elements. This spacing is fixed and should never be altered or adjusted



Minimum use size for
VQA lockup variants
is 1" in width.



Minimum use size for
solo lockup variants
is .75" in width

LOGO VARIATIONS

Full colour lockups should be used in the majority of all use cases, but requires that the background be white or light enough to provide enough contrast for readability. The “reverse” versions should be used on backgrounds that are dark to ensure readability.

In instances where the primary lockups cannot or should not be used, the OWAA - VQA lockup is provided in multiple variations to best serve the vast majority of situations and visual needs.

RESTRICTIVE PRINTING

Only in very restrictive print settings should you use the all black variants of the logos.

SOLO LOCKUP

When needed, the Ontario Wine Appellation Authority logo can be used separate from the VQA emblem.

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Primary — Alternative VQA Lockup



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Horizontal — Alternative VQA Lockup



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Reverse



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Stacked — Solo

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Horizontal — Solo

LOGO USAGE

Never alter, distort or change the provided logos in any way including internal spacing. Please always consider the spacing around the logos and abide by the provided clear space guidance (see "Spacing & Sizing") Doing so could jeopardize the perception and impact of the OWAA brand.

When placing the logos on backgrounds other than white, choose backgrounds that have low visual noise. When placing the lockup on an image, do so in a quiet corner of the image. Never cover a face or key feature being showcased. For help selecting appropriate images, see: "Imagery".

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Do not alter lockups

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Do not alter colours

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Do not distort or skew

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Do not apply effects

PARTNERSHIPS

When needed or required, other organizations or institutions may lockup their logos with the Ontario Wine Appellation Authority logos. The partner logo should be scaled to ensure equal weight and visual balance with the OWAA logo. It is preferred that OWAA's logo comes first.

The OWAA-VQA lockup should not be locked up with a partner logo. If both the VQA and partner logos are required they should be spaced apart using each brand's clear space guidelines and not divided by a key line.

APPROVALS

All partner lockups should be approved by Ontario Wine Appellation Authority and the partner organization prior to their use.

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Partner Logo

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Partner Logo

CORE COLOURS



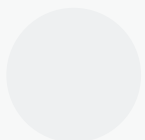
DEEP PURPLE
RGB 51, 45, 61
CMYK 16, 26, 0, 76
HEX #332D3D
PMS 276 C



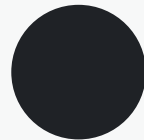
GREEN
RGB 189, 193, 116
CMYK 2, 0, 40, 24
HEX #BDC174
PMS 7493 C



DARK GREY
RGB 128, 128, 128
CMYK 0, 0, 0, 50
HEX #808080
PMS COOL GREY 8 C



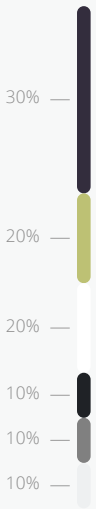
LIGHT GREY
RGB 238, 240, 241
CMYK 1, 0, 0, 5
HEX #EEF0F1
PMS 649 C



COOL BLACK
RGB 31, 34, 38
CMYK 18, 11, 0, 85
HEX #1F2226
PMS BLACK 6 C



WHITE
RGB 255, 255, 255
CMYK 0, 0, 0, 0
HEX #FFFFFF
PMS OPAQUE WHITE



Colour proportion recommendation

Provided are colour codes for each of the main brand colours for use in their appropriate mediums. Tones of the primary colours may be used, but should be limited to 10% increments to ensure consistency while allowing more spectrum. Additional colours may also be introduced as secondary, but those must not be too close in hue or brightness and should never be used as part of the logo lockups.

TYPOGRAPHY

Your brand typography helps create and maintain brand continuity. The selection of fonts was picked to create a unique pairing that helps tell the story of Ontario's blending of traditional and modern wine making and its sense of place.

The brand font families can be downloaded through Google Fonts.

FONT ALTERNATIVES

Only where absolutely necessary and when custom font use is restricted should you use alternatives to your brand fonts. Poppins and Roboto can be replaced by Arial. Libre Caslon can be replaced by Georgia.

Libre Caslon

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%&!?*

Poppins

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%&*!?

Roboto

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%&*!?

TYPE SPECIMEN

Headline 1 (H1) and pullquotes should be typeset in Libre Caslon Light. If wanting to emphasize certain portions of the headline, it should be done using Poppins Semibold in all caps and using loose spacing.

Different colours should not be used in conjunction with the emphasizing type. The primary headline should be at least 2.5x the size of the body text.

All other headlines should utilize Poppins Semibold using loose spacing. For a typical Headline 2 (H2) the font size should be 1.4x that of the body text.

Body text should be set in Roboto Light. Line-height (leading) should be set to no less than 1.25x the font size but preferred spacing is 1.4x in most cases. For example, this document is typeset in 8pt/11pt.

H1/QUOTE SAMPLE
Libre Caslon Italic
Poppins Semibold
22pt/23pt

H2 SAMPLE
Poppins Semibold
11pt/11pt

H3 SAMPLE
Poppins Semibold
7pt/7pt

BODY SAMPLE
Roboto Light
6pt/9pt

CALLOUT SAMPLE
Libre Caslon Italic
11pt/13pt

Discover **the DIVERSITY of** *Ontario's wine* **APPELLATIONS.**

NIAGARA PENINSULA

NIAGARA PENINSULA

Wines from the Niagara Peninsula draw on a wide range of grape varieties, microclimates, terroirs and winemaking styles and show a breadth of personality as unique as the people who make them.

*Wine is about place. Special places
right here at home. Places like
nowhere else in the world.*

IMAGERY

Imagery is a key element to telling the story of place and sensing the diversity that Ontario can provide. To tell the most accurate story about Ontario wine and the role OWAA plays in keeping it authentic, please ensure the following:

- » Remember to use the rule of thirds.
- » Make sure imagery is of high quality and well lit.
- » When showcasing place, try and show the unique elements in both a close up (micro) and panoramic (macro) view.
- » With as much accuracy as possible, when speaking of a specific appellation or sub-appellation, ensure the imagery in use is from that region.
- » When showing scenes that have wine consumption, consider if the scene could be seen as glorifying excess drinking.
- » When showing people, ensure you have written permission to have them in the imagery.
- » When showing people, provide as much diversity in age, gender, ethnicity, and culture as possible.



BRAND ELEMENTS IN USE

By bringing together the various elements of the brand identity, the creation of professional, on brand collateral can be created.

Not meaning to be prescriptive or restrictive, the provided examples are to be used to guide ideation of future design of branded assets and materials.

As part of the overall brand identity system the repeat use of design elements helps maintain brand continuity and a level of quality and professionalism.

LAYERING

With type, imagery, maps, and graphics the ability to layer them on top of each other creates a feeling of connectedness. Elements will have a visual connection that helps tie them together.



Sample micro/macro imagery

BRAND ELEMENTS IN USE

TEXTURE

With imagery, maps, and graphics the application of a grain/noise texture should be applied to add depth, texture, and a touch of traditional luxury. The use of texture should not be over-powering and should be monochromatic.

GRADIENT OVERLAY

With imagery coming from various sources, varying lighting and the necessity to have readable type over images - the use of a gradient overlay can be used. Using "deep purple" as the base colour, the overlays are not meant to hide elements of the image or to cover the entirety of the image. they are meant to create contrast for type, and to even tones to create continuity among various imagery.

LINE ART

As an added accent, the brand identity uses line art to create visual interest, draw focus, and drive home the connection of appellations and the unique wines they help create. Line art should be used sparingly and help accent the topic at hand not be the topic of conversation.



Sample slide deck title and content page

Vintage Report 2020

2020 was a remarkable year for weather and wine in Ontario. All wine growing regions were treated to excellent weather conditions, with just a few small exceptions, throughout the growing season.

Wine Outlook for the 2020 vintage is very exciting with many producers reporting a very high-quality grape crop.



*Consumers will use Ontario's appellations as their guide to identifying **AUTHENTIC WINES** of origin and quality.*



Early reports indicated that bud break and the growing season may be slightly delayed in Prince Edward County due in part to the extended cold weather in April and a shortage of the available labour required to help uncover the vines that were hilled up over winter.

Once spring arrived for good and the growing season got underway across all regions, wine growing regions enjoyed glorious weather with sunshine and low humidity throughout the month of May but with a few thunderstorms which brought high rains and winds at the end of the month.



VQA is about place. Special places right here at home. Places like nowhere else in the world. Where the soil, the slope, the sunshine, the warmth, the rainfall and the craftsmanship all matter.

Together, they give us better grapes. And better grapes give us better wine.

For consumers wanting to ensure that the wine in their glass has been sourced from 100% Ontario grapes, it's as easy as looking for the VQA (Vintners Quality Alliance) Ontario logo or letters on the bottle.

As the farm-to-table movement continues to flourish, an increasing number of consumers want to go beyond knowing the province where a

wine is from and really zero in on its hometown roots. Land, climate, soil and geology create unique conditions that impact the grapes and wines of specific areas.

It's why the wines of Burgundy differ from their counterparts from Chianti and Napa. Today, VQA Ontario's Appellations of Origin system is helping develop a similar appreciation for the unique taste of place that differentiates the province's wine producing regions.



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