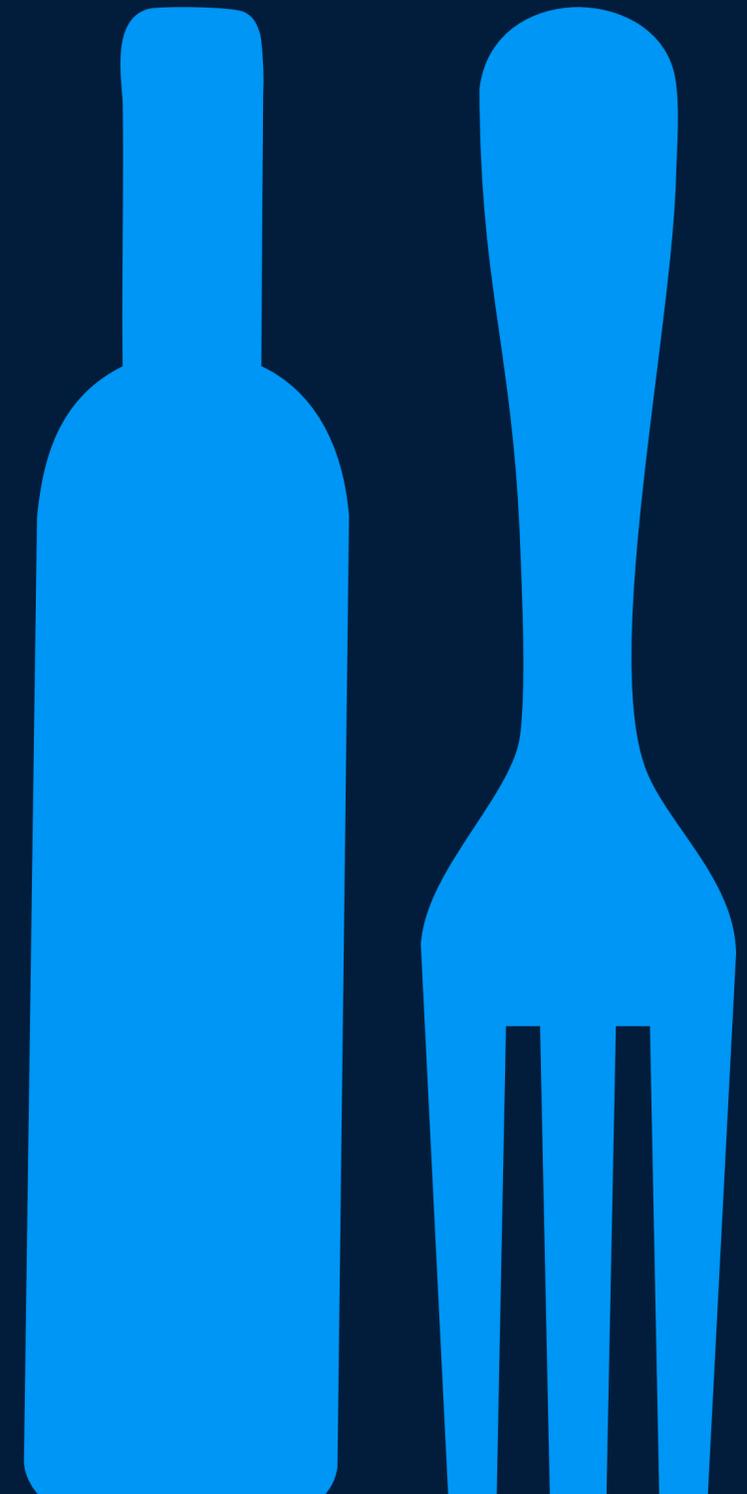




BRAND GUIDELINES



# LOGO



PRIMARY LOGO - COLOR



PRIMARY LOGO - BLACK

## REVERSED LOGO



PRIMARY LOGO - REVERSED COLOR



PRIMARY LOGO - REVERSED

## LOGO WITH TAGLINE



PRIMARY LOGO WITH TAGLINE - COLOR



PRIMARY LOGO WITH TAGLINE - BLACK

## REVERSED LOGO WITH TAGLINE



REVERSED PRIMARY LOGO WITH TAGLINE - COLOR



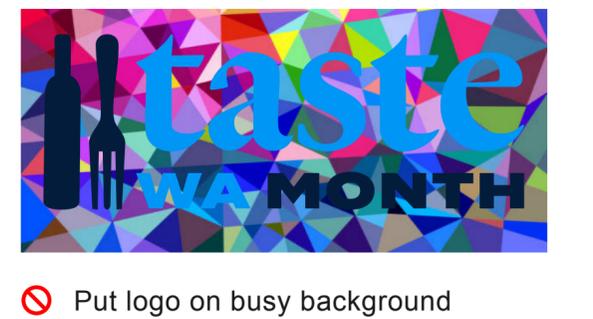
REVERSED PRIMARY LOGO WITH TAGLINE - BLACK

# LOGO

## LOGO CLEAR SPACE



## LOGO DON'TS



# COLOR



## BRAND CONTINUITY

The two primary blues are close cousins to Taste Washington’s event blues, intentionally adjusted to differentiate the program while maintaining recognition.

## WINE MONTH SIGNAL

Taste WA Wine Month Pink is pulled directly from Washington Wine Month branding, clearly flagging the program and adding a bold, celebratory note.

## REGIONAL FRESHNESS

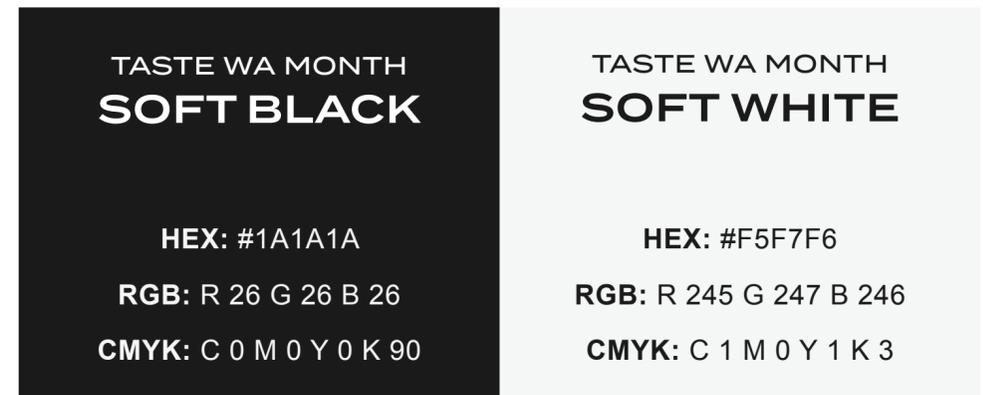
Taste WA Month Green is introduced alongside the pink, reinforcing the program’s connection to place, agriculture, and sustainability.

## COOL ACCENT

Aqua introduces a light, coastal tone inspired by Washington’s waterways, adding breathability and contrast across the palette.

## WARM ACCENT

Gold brings warmth and optimism, referencing sunshine and natural color found across the state while rounding out the palette.



# FONT

## HEADLINE FONT

# TERMINA DEMI

## BODY COPY FONT

Arial Regular

Arial Bold

**THIS IS A HEADLINE**

**THIS IS A SUBHEAD**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. **Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.** Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

**CTA HERE**

..... **HEADLINE**

Termina Demi, 42pt, +50 Kerning

..... **SUB HEADLINE**

Termina Demi, 22pt, +50 Kerning

..... **BODY COPY**

Arial Regular, 16pt, +25 Kerning

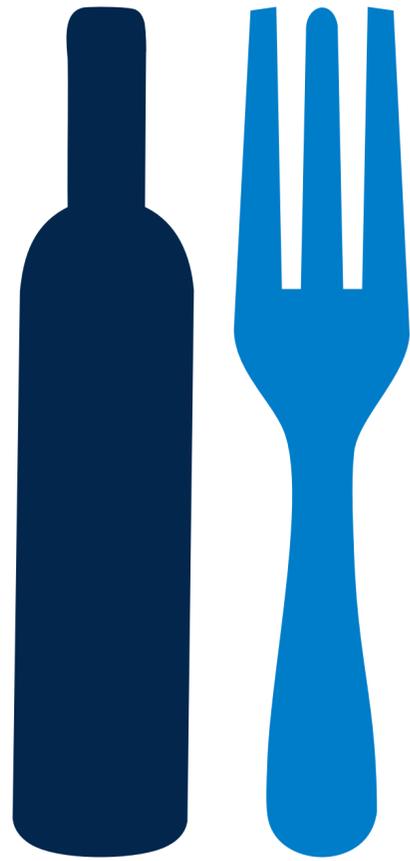
..... **BODY COPY**

Arial Bold, 16pt, +25 Kerning

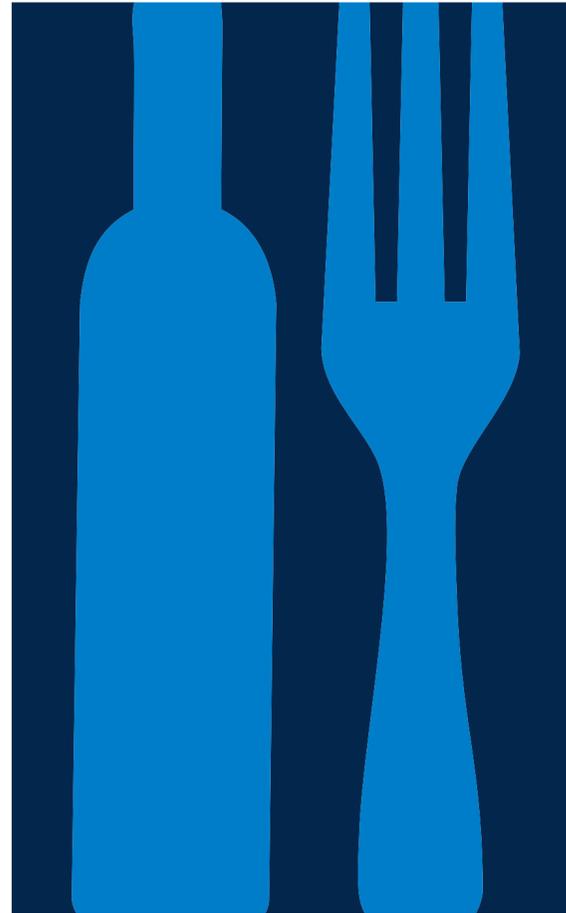
..... **CTA**

Termina Demi, 16pt, +50 Kerning

# ICONS



ICON 1



ICON 2



ICON 3



## ALT LOGO



taste  
**WA**  
**MONTH**

The alt primary logo consists of the word 'taste' in a dark blue, lowercase serif font. Below it, 'WA' is written in a bold, bright blue, uppercase sans-serif font. At the bottom, 'MONTH' is written in a bold, dark blue, uppercase sans-serif font.

ALT PRIMARY LOGO



taste  
**WA**  
**MONTH**  
GROWN, RAISED & MADE HERE

The alt primary logo with tagline includes the same text as the previous logo, but with the tagline 'GROWN, RAISED & MADE HERE' in a smaller, dark blue, uppercase sans-serif font centered below 'MONTH'.

ALT PRIMARY LOGO - WITH TAGLINE

