NEW EPICENTER LOGO GUIDELINES

YES!

USE OVER BLACK AND WHITE IMAGE
The New Epicenter logo resonates with the most impact over black and white imagery of Washington wine landscapes—this is the core of the brand visual. The logo can also live on the branded color grey.

USE LIGHT BACKGROUND
When imagery is not available or the layout doesn’t allow for a photo this version of the New Epicenter logo can be placed on a simple white background or light greyscale image.

MINIMUM SIZE
Bigger is better...but when you absolutely have to make the logo small—the minimum size is 1.5 inches tall. Any smaller and copy in the logo becomes unreadable.

CLEAR SPACE: Leave enough clear space around the logo so that it doesn’t feel crowded next to other elements in the layout.

INCORRECT USAGE

DO NOT USE IF THE ‘X’ IS SOLID—IT SHOULD BE TRANSPARENT
DO NOT USE LIGHTER VERSION
DO NOT PUT LOGO OVER A COLOR IMAGE
DO NOT PUT LOGO OVER A NON BRAND COLOR
DO NOT CHANGE THE COLOR OF THE BRAND COLORS