

NEW HAMPSHIRE LIQUOR & WINE OUTLET
BRAND GUIDELINES

FEBRUARY 2022 UPDATE

VOICE

The New Hampshire Liquor & Wine Outlet brand refers to itself in the following ways:

When referring to the company, the **Outlet** must always be singular. Never use "Outlets." For example, "Summer Fun Sweepstakes presented by New Hampshire Liquor & Wine Outlet."

When referring to stores, **New Hampshire Liquor & Wine Outlet locations** is to be used.

New Hampshire Liquor & Wine Outlet may be abbreviated to **NH Liquor & Wine Outlet** only when the full name cannot be used due to spacing limitations.



VOICE

New Hampshire Liquor & Wine Outlet uses a specific labeling convention in regard to bottle sizes. Whenever referring to a bottle size, the naming convention should be [measurement][measurement type]. See the following examples:

1.75L

Never insert a space between measurement and the measurement type.

1.5L

Always capitalize the **L** for *liter*.

750mL

Always set the **m** for *milli* lowercase.

355mL/4pk

When a product is packaged together and needs to be listed as such, use **/#pk** after the measurement type, where # is the number of products in the package.



BRANDMARK

The full-color version of the New Hampshire Liquor & Wine Outlet brandmark is the primary brandmark of the identity system. It is required that this version be used in branded applications whenever possible.

CMYK is for use in printed materials (i.e., advertisements, labels, brochures, etc.).

RGB is for use on-screen (i.e., website, digital advertising, digital billboards, video, etc.).



BRANDMARK

Full-color brandmark should be used whenever possible. When reproduction constraints prevent the use of the primary full-color New Hampshire Liquor & Wine Outlet logo, use one of the alternative brandmarks.

The black brandmark is to be used in grayscale applications, such as black & white print publications.



BRANDMARK

The special one-color black brandmark may be used when the logo appears on a solid light color or light photograph. The contrast must be high enough to ensure legibility of the brandmark at all times.

NOTE: The special one-color brandmarks are to be used for merchandise imprints and embroidery applications.



BRANDMARK

The special one-color white brandmark may be used when the logo appears on a solid dark color or dark photograph. The contrast must be high enough to ensure legibility of the brandmark at all times.

NOTE: The special one-color brandmarks are to be used for merchandise imprints and embroidery applications.



BRANDMARK

The minimum size at which the brandmark should appear is a guideline to ensure legibility and integrity are maintained as much as possible.

Do not set the logo at a size smaller than what is specified. These sizes apply to all versions of the logo on the preceding pages.

**PRINT
applications**



**DIGITAL
applications**



BRANDMARK

The brandmark, other than instances described as acceptable use in this document, should **never** be modified.

DO NOT
distort the logo



DO NOT
recolor the logo



DO NOT
rotate the logo



DO NOT
modify type
within the logo



DO NOT
resize elements
within the logo



DO NOT
place the logo without
the encasing outline



DO NOT
add a tagline



DO NOT
rearrange elements
within the logo



Over 14,000 products!

COLOR PALETTE

The New Hampshire Liquor & Wine Outlet color palette is comprised of colors used in the New Hampshire Liquor & Wine Outlet brandmark. These colors may be supplemented by, or be supplemental to, other colors as makes sense for the application.



CMYK 0/0/0/100
RGB 0/0/0
HEX #000000

CMYK 10/93/71/0
RGB 217/54/72
HEX #D93648

CMYK 0/0/0/72
RGB 79/79/79
HEX #545454

TYPOGRAPHY

Two standardized typefaces have been chosen for the New Hampshire Liquor & Wine Outlet brand identity. They are to be used in all printed and online communications. Each of the fonts have been selected for their visual compatibility with the New Hampshire Liquor & Wine Outlet brandmark.

Oswald is generally used for headlines, while Open Sans is generally used for body copy.

Additional weights of these typefaces are of acceptable use within the brand as needed.

To download or update the free fonts visit:

fonts.google.com/specimen/Oswald
fonts.google.com/specimen/OpenSans

Oswald Bold

**abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#%&*;"'**

Oswald Light

abcdefghijklmnopqrstuvxyzABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789!@#%&*;"'

Oswald Regular

abcdefghijklmnopqrstuvxyzABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789!@#%&*;"'

Open Sans Regular

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#%&*;"'

Open Sans Light

abcdefghijklmnopqrstuvxyzABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789!@#%&*;"'

Open Sans Regular

abcdefghijklmnopqrstuvxyzABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789!@#%&*;"'

TYPOGRAPHY

In situations where a main brand font is unable to be used, suitable alternate typefaces may be used in its place. This includes internal and external email applications, PowerPoint presentations, internal communiqué, et al.

These fonts are standard system fonts and should be available universally.

Impact

abcdefghijklmnopqrstuvwxyABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789!@#\$%&*;"'

Verdana

abcdefghijklmnopqrstuvwxyABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789!@#\$%&*;"'

Helvetica

abcdefghijklmnopqrstuvwxyABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789!@#\$%&*;"'

Arial

abcdefghijklmnopqrstuvwxyABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789!@#\$%&*;"'

THE INCLINE

New Hampshire Liquor & Wine Outlet branding consists of the use of a left-to-right rising incline in various applications (including, but not limited to, shapes and image masks). In order to maintain consistency across all media, ensure the incline construction matches the specifications seen on this page whenever it is used.

The incline also applies to text elements. When text is set to the angle of the incline, **it should be set as a skew, not as a rotation.**

DO NOT
rotate text

DO
skew text

~~TEXT~~

TEXT



5.7°

the incline portion of an element should be set at a rotation angle of 5.7° from the horizontal plane

Examples of proper incline construction:

