

Brand Architecture

Currently



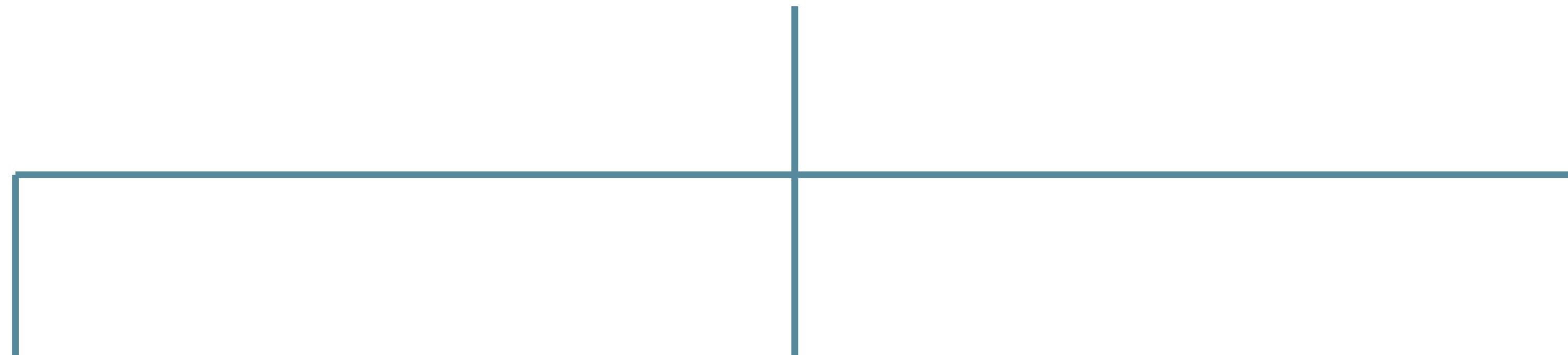


Retail



Retail

Education &
Prevention

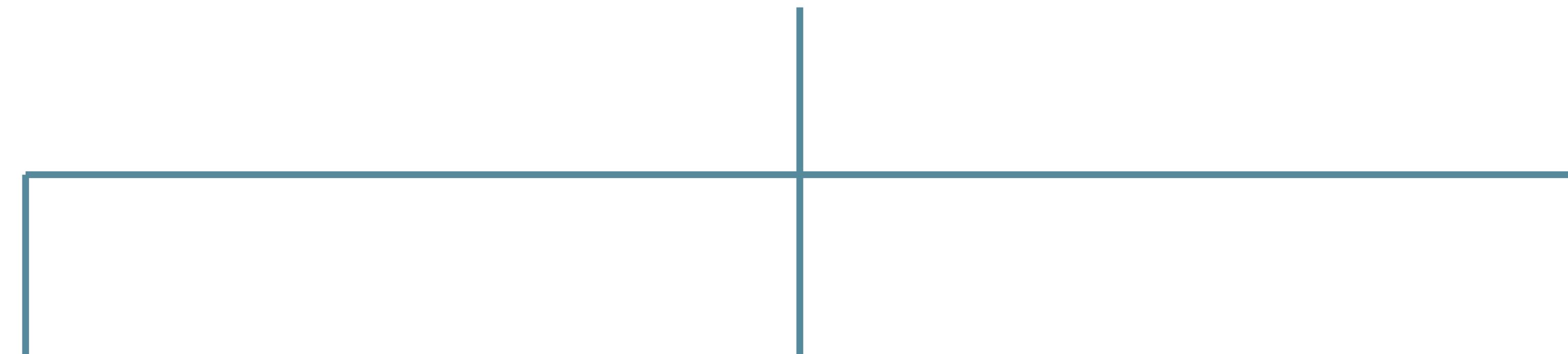


Retail

Education &
Prevention

Communications

Consideration 1



Retail

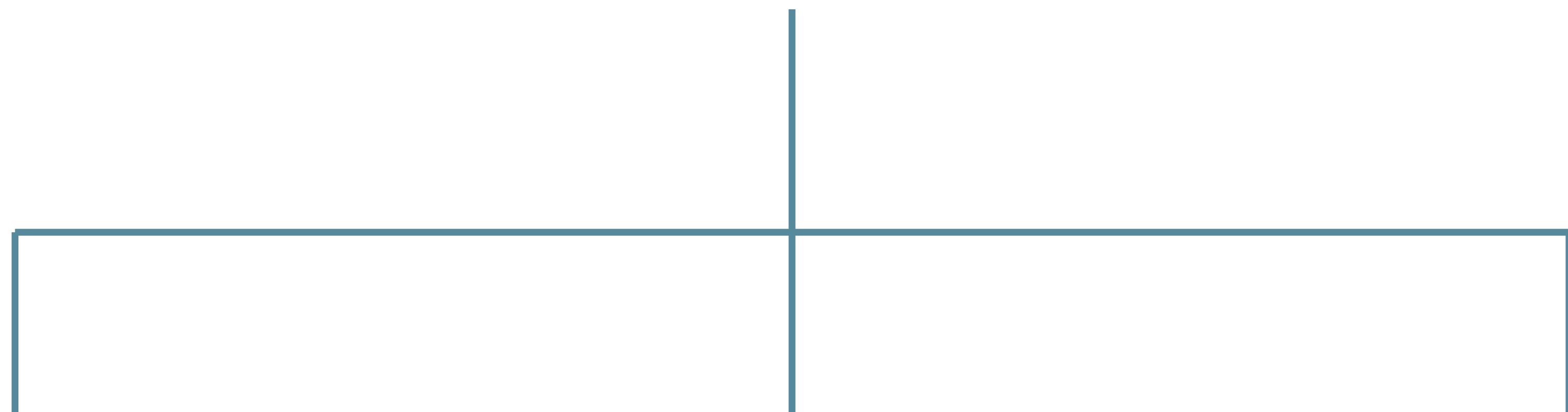


Education &
Prevention



Communications

Consideration 2



Spirited Virginia

A DIVISION OF



VAABC
Education &
Prevention

VAABC
Communications



|

Spirited Virginia

A DIVISION OF



Retail Locations



Magazine



Online



Education & Prevention

YOUTH



ADULTS



* SAVOR
THE MOMENT



BUSINESSES

* PARTNERSHIP OF VAABC

* ASSOCIATION OF VAABC

* DIVISION OF VAABC

Recommendations



New logo exploratory for
VA ABC and to look at the pros and
cons of evolving the graphic mark



New logo exploratory
for Spirited Virginia



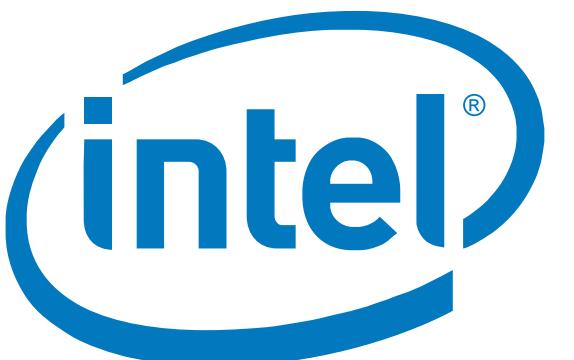
New logo exploratory of sub-brands for education

Designed to look and feel
like they belong together as a family.

ENTITIES EXAMPLES



Unilever



SUB-BRAND EXAMPLES

