

Brand Architecture

Currently





Retail



Retail

**Education &
Prevention**



Retail

**Education &
Prevention**

Communications

Consideration 1



Retail

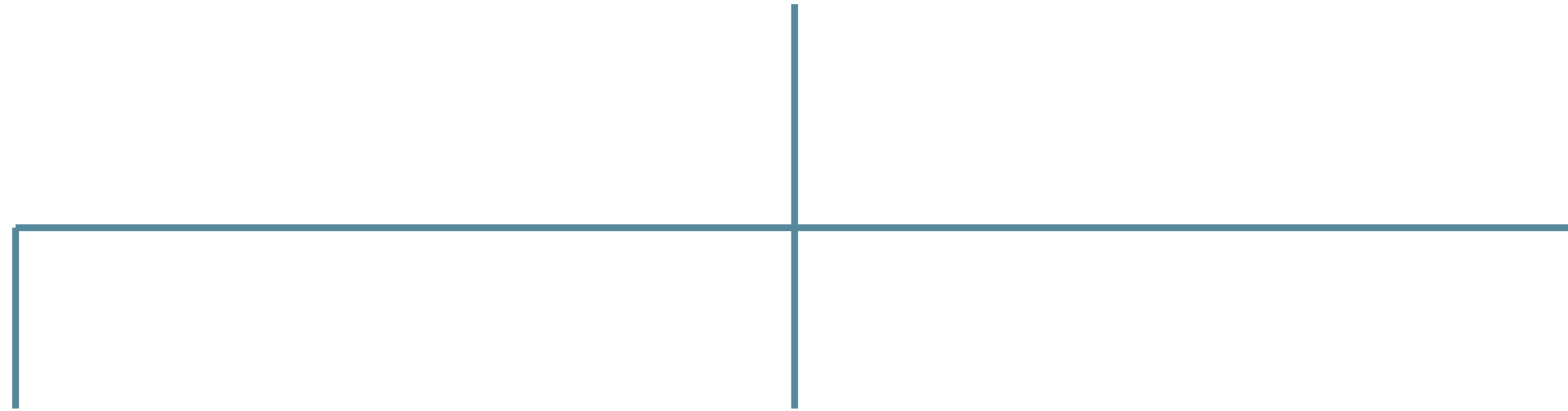


**Education &
Prevention**



Communications

Consideration 2



Spirited Virginia

A DIVISION OF 



**Education &
Prevention**



Communications

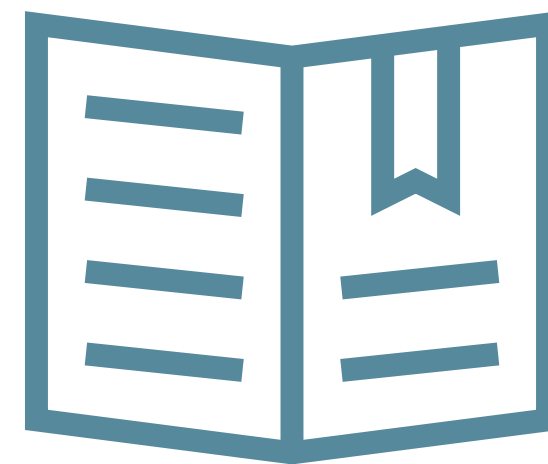


Spirited Virginia

A DIVISION OF 



Retail Locations



Magazine



Online



Education & Prevention

YOUTH

ADULTS

BUSINESSES



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

SUB-BRAND EXAMPLES