

Topsy Gypsy Winery
Identity Guidelines

INTRODUCTION

The purpose of this Typsy Gypsy Winery Identity Guidelines manual is to fully explain the design standards that I have established, and to illustrate how these standards are applied.

I recognize that each element of communication contributes and reinforces the overall impression people have of Typsy Gypsy Winery. Every organization has a specific public identity—an identity partly formed because of the elements of its printed materials, stationary, website, etc.

Many of these design standards depend on relative size, proportion, and position. These have been developed through careful consideration of many factors, both functional and aesthetic. Adhering to these graphic design standards will ensure continuity, a high standard of quality, and a clear, consistant identity for Typsy Gypsy Winery.

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BASIC ELEMENTS

THE SIGNATURE

The signature has been designed to invoke the rebellious spirit of gypsy culture. The symbol of the female gypsy is used to represent the strong family bond in gypsy culture.

The movement of the symbol expresses the often nomadic lifestyle of gypsies in the eighteenth century. The swirl ornamentation used in the symbol, as well as within the logotype represents the creativity present throughout gypsy culture.

The use of a transitional typeface as the basis for the logotype further explores the history of gypsy culture.

The Topsy Gypsy Winery has been a labor of love. Nadia Simza, the founder of the winery is a seventh generation descendent of the Romani gypsies. The signature is more than a logotype signature of the Topsy Gypsy Winery, it is a symbol of heritage.



TYPSY
GYPSY

SAFETY AREA

When the symbol is used alone a safety area around the symbol will ensure visibility and impact. As illustrated, the minimum safety zone is defined by the uppercase T used in the logotype. Use the safety area to between the symbol and other graphic elements such as type, images, and other logos to ensure it retains a strong presence. Whenever possible, allow even more space around the logo.

When the symbol and the logotype are used together, follow the same safety zone area.



TYPSYJ
GYPSY

COLOR

The color palette is another reference to gypsy culture. The colors represent recurring colors used in the fabrication of garments, ornaments , or even toys or gifts.

The colors are fun and harmonious. They are also rooted in both warm and cool colors to represent the funloving spirit of Typy Gypsy Winery as well as the strong feeling of being a member of our tribe.

Pantone colors were chosen to insure a consistent appearance across prints.

PRIMARY COLORS

PANTONE 7499 C

PANTONE 688 C

PANTONE 2716 C

SECONDARY COLORS

PANTONE 7548 C

USAGE IN DIFFERENT COMBINATIONS

The following examples show how the logotype signature appears in a variety of combinations. No matter where the logotype signature appears, it is important to maintain adequate contrast between the mark and the background for optimal visibility.



TYPSY
GYPSY



TYPSY
GYPSY



TYPSY
GYPSY



TYPSY
GYPSY

PRIMARY TYPOGRAPHY

One of the key factors in any new identity is the use of a specified type family for text or running copy. Using a consistent family of typefaces visually reinforces the identity of Topsy Gypsy Winery.

Georgia has a variety of weights and styles. Georgia is a transitional serif typeface that represents a lot of history, as it is inspired by and references many typefaces that have been used throughout the nineteenth century.

Georgia is pleasing optically at many scales, and is very functional for running copy.

Georgia Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890&.,'@\$!%(*

Georgia Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
*1234567890&.,'@\$!%(**

Georgia Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQR
STUVWXYZ
1234567890&.,'@\$!%(*

SECONDARY TYPOGRAPHY

Helvetica Neue can be used as a secondary typeface when it is appropriate to use a sans serif. Helvetica is a rich typeface with many weights and styles, that will not distract from content.

Helvetica Neue Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890&.,'@\$!%(*

Helvetica Neue Italic

*abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890&.,'@\$!%(**

Helvetica Neue bold

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890&.,'@\$!%(***

INCORRECT USAGE

For visibility, impact and overall integrity, it is important to retain a consistent usage of the logo. The logo is fundamental to the communications and should never be compromised. Always reproduce the logo from original artwork. Here are some examples of improper usage.



TYPSY
GYPSY

Do not skew



Do not use unapproved colors

TYPSY
GYPSY

Do not use the logotype without the symbol



TYPSY
GYPSY

Do not stylize



TYPSY
GYPSY

Do not warp to fit shapes



TYPSY
GYPSY

Do not change placement



TYPSY
GYPSY

STATIONERY SYSTEM

U.S. BUSINESS CARDS

3.5" x 2"

Color:

Pantone 7499 C

Pantone 688 C

Pantone 2716 C

Stock:

Valley Forge, Olde Natural 95lb

Type specifications:

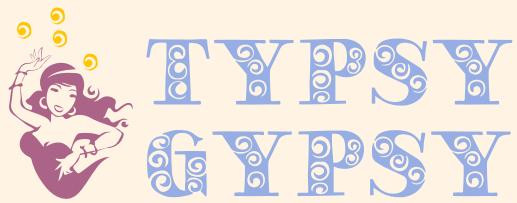
Company name is set in Georgia Regular 10pt all caps.

Employee name is set in Georgia regular normal.

Address is set in Georgia regular 8pt.

Phone and Fax numbers are set in Georgia regular 8pt.

Internet addresses are set in Georgia regular 7pt.



TYPSY GYPSY WINERY

Nadia Simza
Owner

2766 Paris Avenue
Basin, Georgia 55661

(PH) 757-498-0648 (FX) 757-498-0649

typsygypsy@gmail.com
www.typygypsy.com

U.S. LETTERHEAD

8.5" x 11"

Color:

Pantone 7499 C

Pantone 688 C

Pantone 2716 C

Stock:

Valley Forge Olde Natural 60lb. (89gsm)

Type Specifications:

The typeface is Georgia regular set at 10pt.

The type is set at 1/2 an inch from the papers edge.

The address and contact information is aligned with the body type and is set in Georgia Regular 8pt.

The body text leading is set at 12pt.



December 8th, 2015

Jonathan Winfield
Midnight Run Brewery
2113 Heavens Fence Rd
Va Beach, VA 23452

Salutation:

This letter demonstrates the recommended typing format for all correspondence and is an integral part of the letterhead design.
The typeface is Georgia regular set at 10pt.
The type is set at 1/2 an inch from the papers edge.
The address and contact information is aligned with the body type.
The body text leading is set at 12pt.

Complimentary close

Name of sender
Title

CC/cc

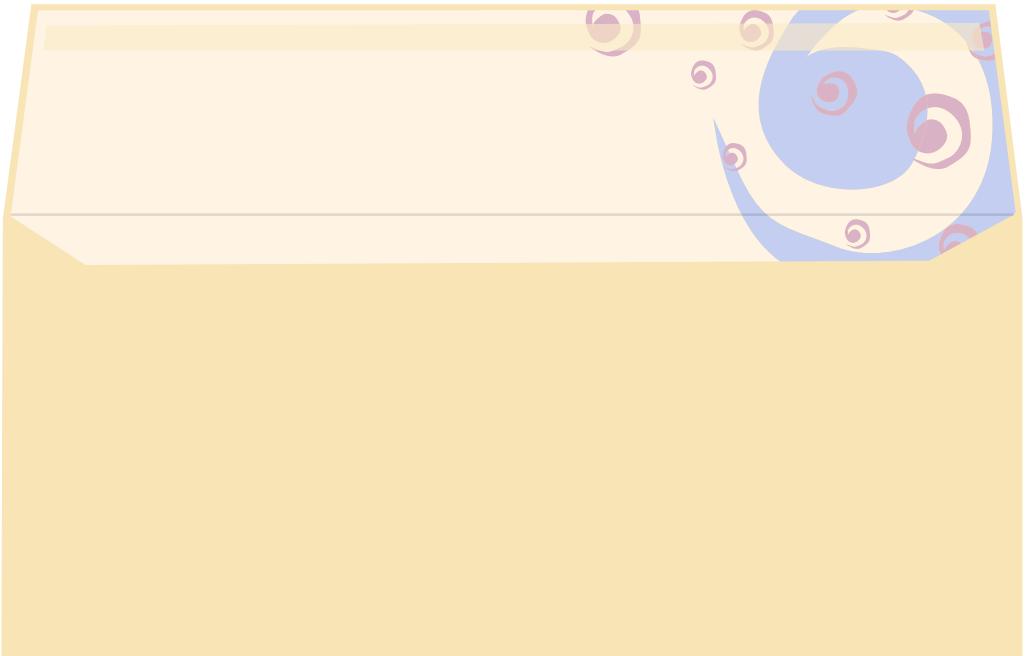
ENVELOPES

#10 Envelope
4.125" x 9.5"

Color:
Pantone 7499 C
Pantone 688 C
Pantone 2716 C

Stock:
Valley Forge Olde Natural 24lb angled flap.

Type specifications:
Company name is set in Georgia regular 10pt all caps.
Sender's name is set in Georgia regular 8pt.



FACSIMILE COVER SHEET

8.5" x 11" US Letter

TYPSY GYPSY WINERY
2766 Paris Avenue
Basin, Georgia 5566

(ph) 757-498-0648
(fx) 757-498-0649

Facsimile



Total Pages _____

Attention _____ Telephone _____

Company _____ Facsimile _____

Sent From _____ Department _____

Message

typsygypsy@gmail.com
www.topsygypsy.com

CONFIDENTIALITY NOTICE: Unless otherwise indicated or obvious from the nature of this transmittal, the information contained in this facsimile message may be privileged, Topsy Gypsy confidential, or confidential information subject to a court order, and therefore is intended solely for the use of the recipient named above. If you are not the intended recipient, then any dissemination, distribution, or copying of this communication is strictly prohibited. If you received this transmission in error, please immediately notify the sender by telephone, at our expense.

