TOAD HOLLOW VINEYARDS LOGO/BRAND STANDARDS

Our refreshed brand has a simple and more contemporary look, while staying true to the Toad Hollow culture. The following guidelines will help designers to stay true to our overall style, in pen and ink, color combinations and exclusive use of the “Toasting Toad” and latest wordmark.

WORDMARK
Use only the wordmark, TOAD HOLLOW VINEYARDS, which was published in 2015. ® must always follow “Toad Hollow” wordmark. Please discard all past wordmark imagery.

White, cream, or antique background:

“Toad Hollow”: Black; “Vineyards” = Pantone Warm Gray 8

Black background:

“Toad Hollow”: Yellow/Gold = Pantone 142C

TOASTING TOAD LOGO
Use only the Toasting Toad image that appears on the current label. Please discard all previous “Toad” images. The “Toasting Toad” may appear with or without the leaves (psd files are available). The color of the “Toasting Toad” is different, depending on a white/cream/antique or a black background. The lighter toad (left two images) are not approved for a black background.

White, Cream, Antique background

Black background
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COLORS
The following list of PMS Coated Library colors and combinations are provided so that the designer stays within a color range that is identified with our recently “refreshed” label and brand, and is evident on the website.

TOAD VEST
The vest has a range of colors which include the following in PMS Coated library:

Yellow Vest (seen in Chardonnay label) = 120C, 1205C, 1215C, 1225C
Orange in Yellow Vest = 1235C

Red Vest (seen in Merlot, Cab, Pinot, Rosé labels = 200C, 201C, 202C

LEAVES
The leaves have a range of colors which include the following in PMS Coated library:

Light (on white/light background) = 5803C, 5783C
Dark (on black background) = 5787C, 5773C

BACKGROUND
The background should always remain either white, off-white, cream, black or the “Toad Hollow Antique Background”. There is a specific approved Toasting Toad to use with a black background.

COMBINATIONS IN A PROMO LAYOUT

Consistent color combinations combined with the Toasting Toad are as important as the continuity of the pen and ink style. WWW.Toadhollow.com is a good guide to color combinations. The following are approved combinations in a single layout. Don’t use red and blue together in a single layout.

1.

2.

FONT USE
Limit the number of fonts and font styles in one layout. Fonts that work well if the text is close to the Toad Hollow wordmark, are:

Copperplate, Copperplate Gothic, Champagne & Limousines, Avenir
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LOGO USE IN A LAYOUT AND/OR WITH ADDED ART

When using the “Toasting Toad” logo in a layout, limit added art to the pen and ink style and color, available in the THV Art, Image Library in Dropbox. Remember to copy the file (not drag it out of the folder). **Please, no clipart.** You can contact the winery or the artist: cricksondesigns@gmail.com, if you need something specific that isn’t in the Library; we might be able to help. Some samples of the art in the Image Library:

![Logo samples](image1.png)

ADDITIONAL LOGO ART

Approved logo/stamps are also available in the Image Library:

![Logo stamps](image2.png)