



B R A N D G U I D E L I N E S

UPDATED: JUNE 2024

HOW TO USE IT

We always speak to our audience in a professional, yet friendly manner. We want to appear knowledgeable, positioning ourselves as thought leaders, while not in any way patronising.

We use straightforward language and avoid jargon, thereby including all audiences. We want to sound innovative and exciting, so we use a very inspirational writing style.

STYLISH
SOPHISTICATED
FASHIONABLE
SMART
TRENDY

MASTER LOGO

The Verre Anglais logo represents us at the very highest level and is vitally important to our international brand. It acts as a signature and a stamp of quality. It is, and should always be, the most consistent component in our communications. In order to maintain this consistency, a few simple guidelines should be followed.



THE EXCLUSION ZONE

The exclusion zone gives the Verre Anglais logo the space it needs to avoid being compromised by other design elements. Use the combined height of the Verre Anglais 'V and A' graphic to define the exclusion area.

MINIMUM SIZE

To ensure that the Verre Anglais logo is always clear and legible it should never be reproduced smaller than 20mm in print applications. For digital media the minimum logo size is 120 pixels.



20mm width (print)
120pixels width (digital)

MASTER LOGO

A suite of logos has been created to work across four colour, mono and spot colour artwork. The Verre Anglais logo should never be recreated or typeset on any official communication.

MASTER COLOUR LOGOS

CMYK and spot colours. The whiteout version of the logo can be used on the other Verre Anglais brand colours (see page 6).



MONO SECONDARY LOGOS




To be used when restricted to just black and white print.



SECONDARY COLOUR LOGOS

To be used when restricted to just black and white print.



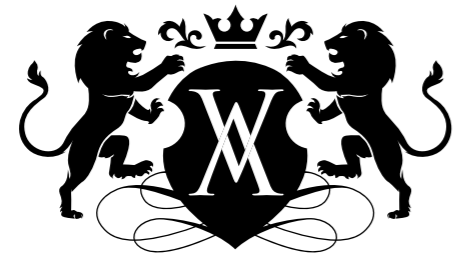
 <p>VERRE ANGLAIS</p>	 <p>VERRE ANGLAIS</p>
<p>VERRE ANGLAIS</p>	

LOGO VARIATIONS

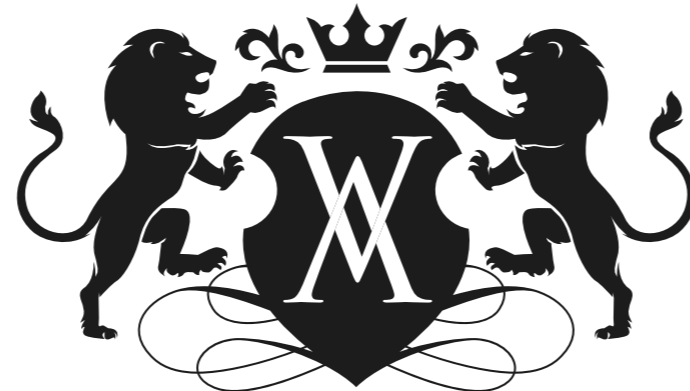
In the event that the master logo does not complement the design, or if space is restricted, our landscape version, can be used.



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VERRE ANGLAIS



VERRE ANGLAIS



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THE EMBLEM

Dem nonum nost de cles hostam inihili bustiusque tam con vidinpris fatque in Etrehebus C. Egit vitalinc init? Dierionsul tam diem num mendam oraela vignatiacta videfex nos autestem supimis ommorbitem hachuium num te nermil tatquam atat, publis opopublibus, quam aut iam morterum lius, nimus.

Nimus Castus nos clegerem issa diu vitus ompliistrus, sena, Cupere me cus serisulii pul hacies inat prorum pre, efacibus.



VERRE ANGLAIS

CORE RANGE

Mistemor tursumus intilner auconsum in sederei pre maiorte, me in horurninatam etorsus reisqui denatus.



VINTAGE 2015



BLANC DE NOIR - BRUT



BLANC DE BLANC



BRUT ROSÉ

MAINTAINING CONSISTENCY

In order to give the Verre Anglais brand a consistent look and feel, we have selected four core colours.



VA BLACK

PANTONE: Black C
C:0 M:0 Y:0 K:100
R:44 G:42 B:41
HEX: 2C2A29



VA GREY

PANTONE: 424 C
C:30 M:20 Y:19 K:58
R:112 G:115 B:114
HEX: 707372



VA CREAM

PANTONE: 7500 C
C:3 M:5 Y:26 K:2
R:223 G:209 B:167
HEX: DFD1A7



VA PINK

PANTONE: 2339 C
C:0 M:49 Y:32 K:0
R:240 G:148 B:145
HEX: F09491

CORPORATE FONTS FOR PRINT

The core font for the Verre Anglais brand is Avenir, with **Avenir Black** used for headlines within posters and covers. These fonts should be used throughout all visual communications.

Headlines and subheads should only be used in UPPER CASE except when using **Avenir Book**, which should only be used in lower case. The bold version of Avenir should only be used in UPPER CASE for secondary headlines. Where there are several levels of text used within items such as newsletters, charts and diagrams, the weight of font may be selected to enhance the design.

AVENIR BLACK

HEADLINES: ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890?!@£%&*

AVENIR BOLD

HEADLINES, SUBHEADS AND HIGHLIGHTED WORDS: ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890?!@£%&*

AVENIR BOOK

SUBHEADS AND BODY COPY: ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890?!@£%&*

CORPORATE FONTS FOR DIGITAL MEDIA

For digital media, **Trebuchet Regular** and **Trebuchet Bold** in UPPER CASE may be used for editable headlines. Trebuchet Bold (UPPER CASE) for subheads and Trebuchet Regular for body copy. If the font is being embedded within an image please refer back to page 8 for Avenir (on previous page).

As a universally available Adobe font, Trebuchet may also be used for internal documents produced electronically within Verre Anglais, for example in PowerPoint presentations, typed letters, etc.

TREBUCHET BOLD

HEADLINES: ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890?!@£%&*

TREBUCHET REGULAR

SUBHEADS AND BODY COPY: ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890?!@£%&*

ILLUSTRATIVE STYLE FONTS

Welcome to the VA illustrative style! To maintain consistency and enhance visual appeal, we recommend using the distinctive fonts **JSL ancient** and **Axehandel** for your headlines and subheadlines. These fonts are carefully selected to complement the VA aesthetic and ensure your message stands out with elegance and impact. Let your creativity flourish within the framework of our illustrative style guidelines, and watch your designs come to life with character and charm.

JSL ANCIENT

HEADLINES AND SUBHEADS: ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890?!@£%&*

AXEHANDEL

HEADLINES AND SUBHEADS: **ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890?!@£%&***

LOOK AND FEEL

The style of the cityscape imagery should be striking and contrasting. To distinguish the brand, use full bleed imagery to enhance the impact of your design.





HERO IMAGE STYLE



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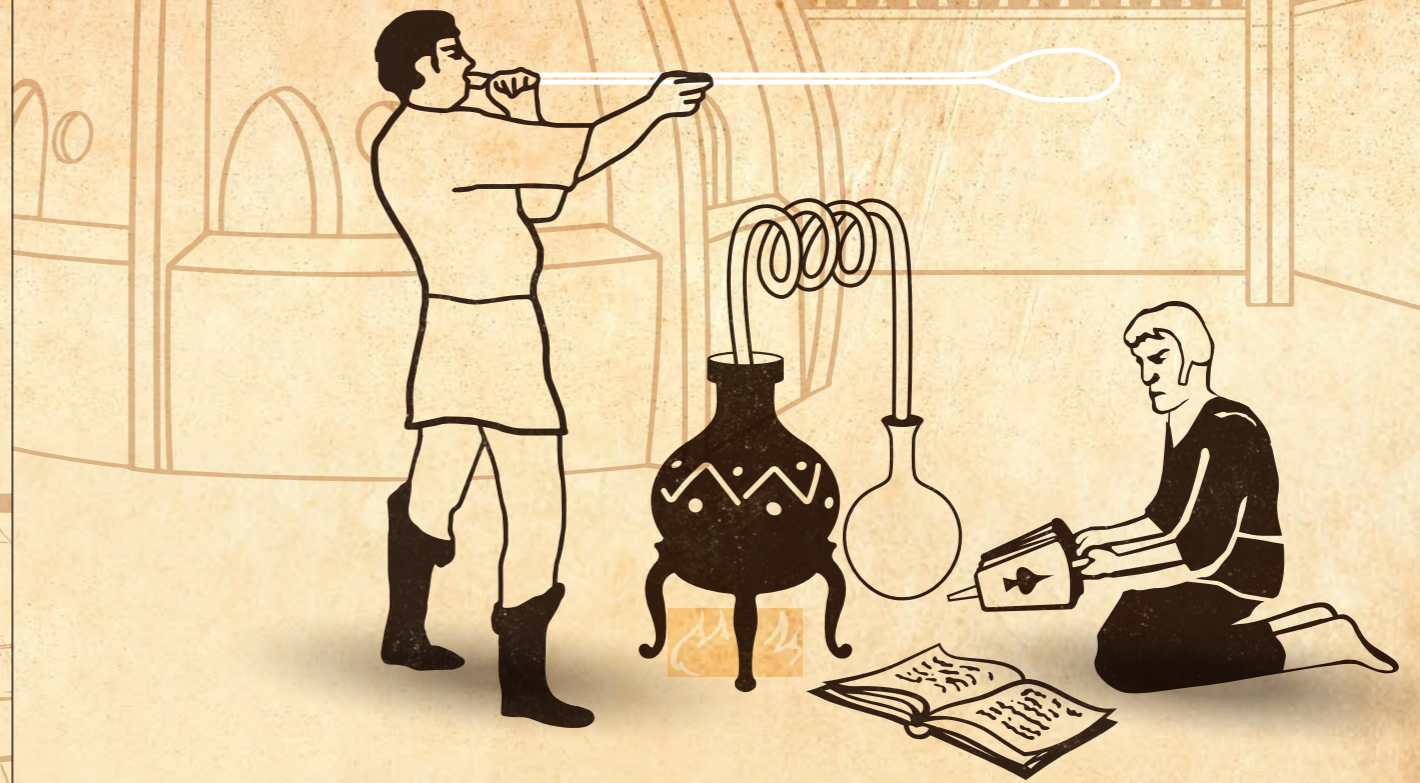
ACTIVATION IMAGE STYLE







THROUGH WISDOM AND ALCHEMY, ENGLISH CRAFTSMEN INVENTED THE FIRST BOTTLES ROBUST ENOUGH FOR SPARKLING WINE.



**ENGLISH
ARISTOCRACY
CELEBRATE THE NEW
SPARKLING WINE.
MEANWHILE
FRENCH MONKS
WORKED ENDLESSLY
TO KEEP OUT PESKY
BUBBLES.**

DOS AND DON'TS

When sourcing imagery from outside the Verre Anglais image library, it is important to bear in mind the following objectives:



✓ Real situations 'people'



✓ Real situations 'objects'



✓ Interesting angles and crops



✓ Use of natural light



✗ Unnatural or contrived



✗ Photographic montages

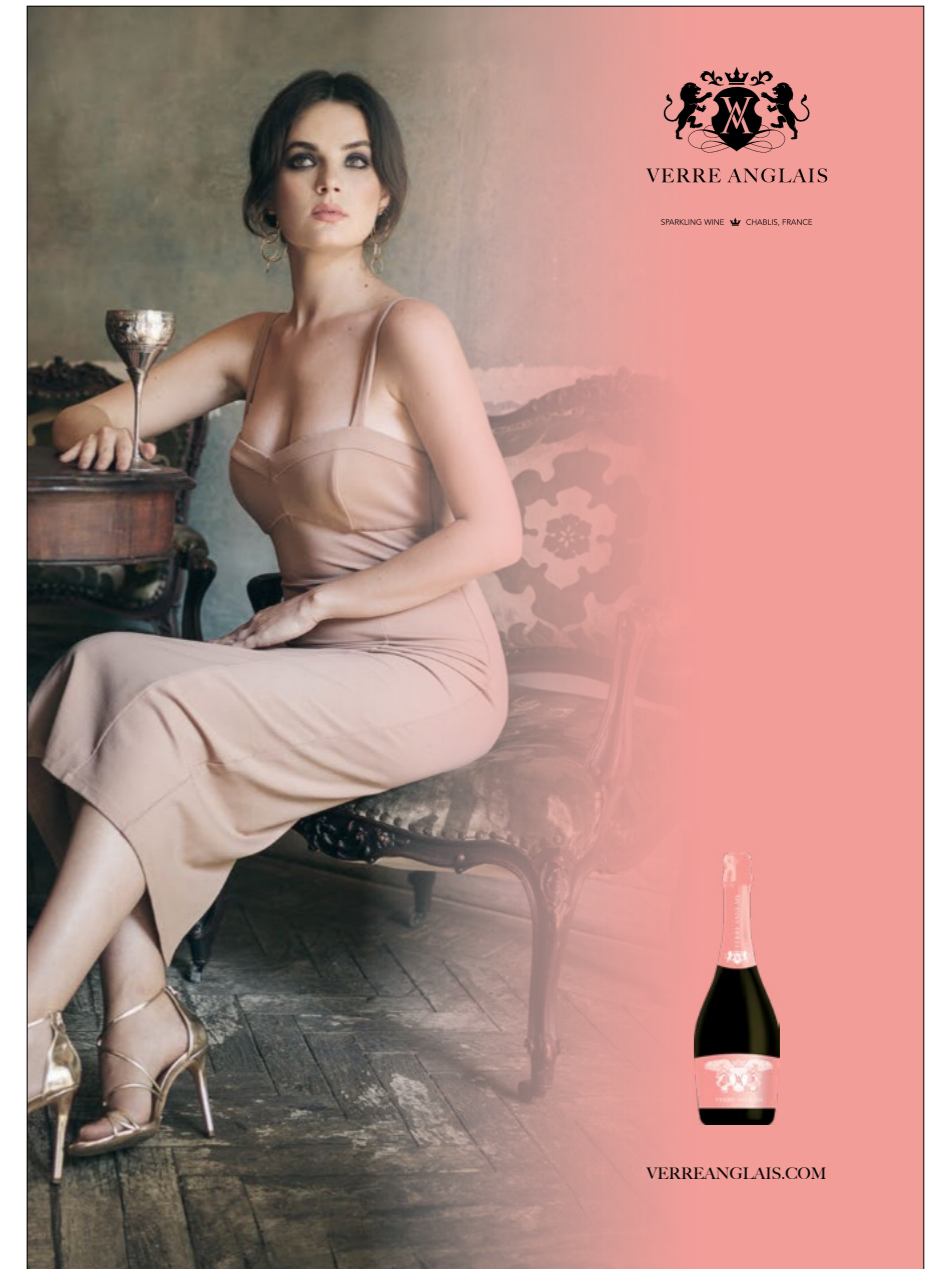


✗ Illustration styles



✗ Metaphoric imagery

POSTERS



POSTERS



POSTERS







EXAMPLES



EXAMPLES



PRODUCTS





VERRE ANGLAIS

Verre Anglais, London Wall Buildings, London EC2M 5PD

VERREANGLAIS.COM