

# GNMAA: 2009 Toast Logo Guidelines

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## The Keys To A Successful Brand Extension

As any brand's products and services become more diverse, each develop its own communications needs. It is very important that the unifying theme is clearly identified and clearly articulated in every external and internal communication. This set of guidelines should be used as a tool for consistent messaging and demonstrate how graphic elements should be treated. All communications should have the same look, feel and tone. Please follow the guidelines in the next pages to retain the brand identity for the 2009 Toast Campaign.

Moët & Chandon presents Toast on The Magnificent Mile® (February 1-28, 2009) will bring luxury champagnes to the North Michigan Avenue area for a month of indulgence and celebration. An impressive fireworks display will illuminate the sky every Saturday at 6:30pm over the Chicago River (401 N. Michigan Avenue) to send corks popping. Experience champagne in many Magnificent Mile hotels, restaurants and retail locations.

## Event Sponsor

The official title of our event is Moët & Chandon presents Toast on The Magnificent Mile®. The full title, including "Moët & Chandon presents" should be used in all first references in all media. The official logo, including "Moët & Chandon presents," must be used in all graphic treatments.

## Event Tagline

Celebrating Life's Moments

## Primary Logotype Configuration

The following guidelines will ensure consistency and recognizability of the 2009 Toast Campaign. Below is the primary version of our logotype which should be your preference in all cases. The reverse primary logotype may be used when the design calls for a colored background or is used against an image that is dark.



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## Fonts

Bodega Sans

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

0123456789

Im iustie venim qui tis ad modiam dolendre mincipsum veliquisl

delesed dolobore modignis nonsed modolessenim diat.

The typeface used for “Toast” is Bodega Sans. If possible, always try to use the graphic representation of the logo.

When an instance calls for the event to be referred to in text, it should appear as Moët & Chandon presents Toast on The Magnificent Mile®.

Ads and other materials must include the current Moët & Chandon presents Toast on The Magnificent Mile® 2009 Logo. For a current logo, or for any questions about logo usage, contact Katie Lippert at [klippert@gnmaa.com](mailto:klippert@gnmaa.com).

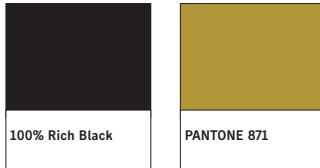
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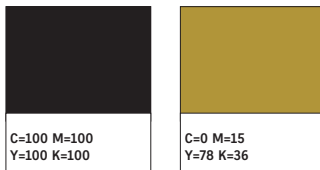
## Primary Logotype Color Configuration

To protect the distinctive Toast image and to build brand recognition, please use the following color palette.



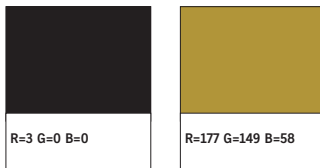
## Pantone Spot Color

Use the PANTONE spot color version of the logotype whenever possible. The PANTONE color is PANTONE 871C (a metallic gold).



## 4-color Process

Use the CMYK or 4-color process version of the logotype when photographic reproductions require process printing. To achieve the best process color match to the PANTONE color, use the formulas listed to the left.



## RGB Conversion

Use the RGB conversion of the logotype when designing for the web or for use in video. To achieve the best color match for RGB conversion, use the formulas listed to the left.

## Web Hex #'s:

Gold = #b1953a

Black = #030000

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## Primary Logotype Color Configuration – Basic Rules

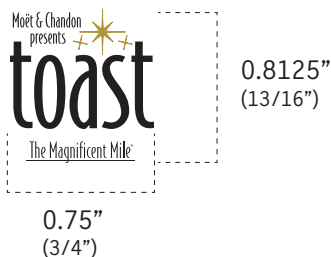
### 1.) SPACE AROUND THE LOGO: 0.375"

The dotted lines represent the amount of clearspace that must be used for each logo. This measures 0.375".



### 2.) MINIMUM SIZE FOR THE LOGO: 13/16" X 3/4" (0.8125" X 0.75")

The logotype can go as large as it needs to be, but for legibility purposes, cannot be smaller than the below specifications. This measurement is from the top of the "M" in Moët to the bottom of the descender in the "G" of Magnificent. The size seen below reflects these measurements.



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## Primary Logotype Color Configuration – Basic Rules (cont.)

3.) DO NOT STRETCH LOGO IN ANY DIRECTION.

The logotype should always be re-sized with constrained proportions.

**THE BELOW IS UNACCEPTABLE AND SHOULD NEVER BE USED:**



## Primary Logotype File Names

Below is a list of file names that should be used for various communication projects. All file formats included are cross-platform and can be used on Macintosh or Windows computers.

FOR HIGH RESOLUTION PRINTING:

Toast\_CMYK\_reverse.eps

Toast\_CMYK.eps

Toast\_CMYK\_reverse.pdf

Toast\_CMYK.pdf

FOR WEB AND EBLAST PROGRAMMING:

Toast\_RGB\_reverse.jpg

Toast\_RGB.jpg

FOR SLIDE SHOW/POWERPOINT:

Toast\_CMYK\_reversePPT.eps

Toast\_RGB\_reversePPT.jpg