



Graphic Guide to Using Logo of
Kakheti Regional Brand – “Experience Kakheti”

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The graphic guide serves to define the terms of use of the brand logo, which is a guarantee of the origin, quality, environmental friendliness and uniqueness of the product / service or event, and a clear expression of its belonging to the brand.

Branding local products, services and experiences helps to raise the profile of the region through quality local products and increases its touristic attractiveness.

Belonging to a regional brand is valued by both visitors and locals, who are also given the opportunity to support "their" manufacturer or service provider. The certificate promotes competitiveness against the non-origin products and services and evokes a sense of "pride" in belonging to the region.

Tea Sturua

Coordinator of Kakheti Regional Brand – “Experience Kakheti”

Kakheti – is a unique region

Most people, when they hear the word Kakheti, remember wine, which of course is logical. Georgia is a country of wine, and Kakheti is the cradle of wine in this country. Here wine is not only an integral part of everyday life, but also of culture with its endemic vine varieties and grape juices obtained from them. This eastern side of Georgia is really deservedly at the forefront of Georgian wine production, which dates back to 8000 years.

The diversity and uniqueness of the vine varieties is conditioned by the landscape and climate of Kakheti. Here in one day you can see forests and deserts, glaciers and vineyards, very rich, unique flora and fauna.

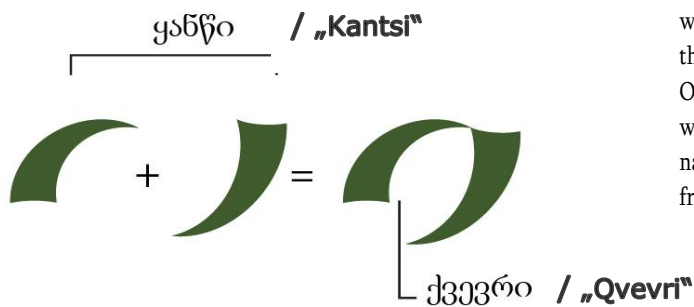
Due to the historical circumstances, in Kakheti, in addition to viticulture and winemaking, blacksmithing, production of silk or other fabrics, metallurgy, making weapons and, of course, many fields of agriculture were quite developed. It should definitely be noted the architecture that is perfectly reflected and preserved in the historical monuments of this corner. All this left a big mark on the life of an ordinary Kakhetian and was reflected in the everyday household items or agricultural / military tools that have been preserved to this day.

The main uniqueness of Kakheti, of course, is the people who create and inspire all this, with their traditions, songs, dances, labor or culture, which blended not only with history, but also with modernity, acquired new charm and forms.

Even today, this part of Georgia, with its individualism, culture or people, material and intangible heritage, has the greatest touristic potential for domestic or foreign tourism.

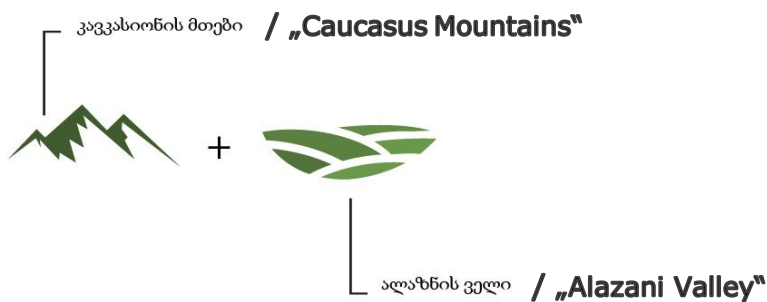
Badri Dreidze

Co-founder of Kakheti Regional Brand – “Experience Kakheti”



I decided that the logo should be as simple as possible, easy to understand and symbolic. The images of the logo consist of negative spaces, on the background of which the main message is revealed. Each component represents the peculiarities of the Kakheti region. „Kantsi“ (horn for drinking wine) - Most of all, this vessel expresses the fact that Kakheti is the "homeland" of wine. Also, by joining them, we get an amphore – „Qvevri“, other very important patterns, which makes the logo even more symbolic. Caucasus Mountains - is what can be seen from anywhere in Kakheti and it is impossible to imagine Kakheti without the mountains. Finally, the „Alazani Valley“, a landscape that, once again, proves the diversity of Kakheti. Overall, the shape of the logo is circular and resembling a leaf, which is another proof of the region's eco-friendliness and its natural beauty. The colors are monochrome and emphasize eco-friendliness, which makes the logo a whole.

Irina Makharoblishvili
Author of the logo



By obtaining the Kakheti Regular Brand - "Experience Kakheti" certificate, the trademark owner undertakes to publicly acknowledge his / her obligations to the brand according to the brand methodology, charter and contract.

By recognizing the commitments made under the brand methodology, charter and contract, it promotes transparency in the branding process and helps us to integrate new business entities into the branding system and develop cooperation at the regional level.

This guide provides basic information on how to use a brand's trademark / logo.

*Kakhi Gigauri
Chairperson of the Founding Board of Kakheti Regional Brand -
"Experience Kakheti"*

LOGO

The brand logo must be affixed to each label of the branded product and in the service delivery information messages. Must be used in any form of business communication, advertising materials, websites and social media. The logo must be accompanied by the logo of your own business if any.

The logo / trademark is a key visual element and is used for all design-related designations. The use of the logo and its variants is precisely defined and obeys the rules set out in this guide

Due to the irregular shape of the logo, it can only be obtained from the original electronic source and the brand coordinator.



Our recommendation is to use the original color of the brand logo for labels in color or gray, which in turn does not prohibit the use of your own logo. The use of a logo in combination is advisable even if the entrepreneur is making his own advertising materials, has his own web and social network pages, prepares product annotations, etc. Also if he participates independently in various public events.








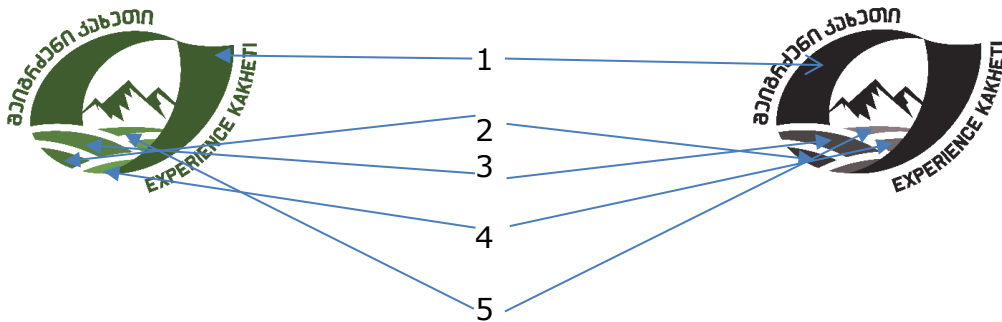
Width of the safety zone is equal to width of the X field – 2 mm.






It is not allowed to move away from the logo to any object other than X.



Minimum Size
(Height 20 mm)

	CMYK	RGB	PANTONE
1 	71-41-94-35	63-91-43	574 C U 100 %
2 	71-37-96-27	81-115-57	7742C U 100%
3 	69-34-94-21	90-128-64	575 C U 100 %
4 	67-30-94-14	99-140-70	575 C U 100 %
5 	63-21-90-4	107-154-77	7490 C U 100 %



	CMYK	RGB	PANTONE
1 	68-66-64-70	38-35-36	Black C/U 100%
2 	65-64-60-55	58-52-53	Black 7C/U 100%
3 	62-61-57-41	76-69-70	Black 438 C/U 100%
4 	58-58-52-27	97-86-89	Black 411 C/U 100 %
5 	46-48-41-7	138-123-127	Black 409 C/U 100%

The main original logo is the most commonly used on the light background with maximum colour intensity of 20% (When CMYK registers, the background color intensity is given by the sum of the individual color channels). If the intensity of a substrat is more than 20%, use white colour, as a substrat under the mark (please see logo/colour).

A positive gray-black mark can be placed on a gray background with a maximum intensity of 15%.

Example of maximum background intensity verification under the logo
 CMYK 10-0-10-0
 $10\% + 10\% = 20\%$



Examples of maximum background intensity verification under the logo
 CMYK 15-0-0-5
 $15\% + 5\% = 20\%$

Example of maximum background intensity check under the logo
 CMYK 0-0-0-20
 $0\% + 0\% + 0\% + 20\% = 20\%$

Example of maximum background intensity check under the logo
 CMYK 7-2-0-11
 $7\% + 2\% + 11\% = 20\%$



An example of checking the maximum intensity of a gray background
 Under the gray-black logo:
 CMYK 0-0-0-15
 $0\% + 0\% + 0\% + 15\% = 15\%$

Negative white variant of trademark / logo is used on rich, dark monochrome or very dark rough substrates. The background has a minimal intensity 150% (When CMYK registers, the background color intensity is given by the sum of the individual color channels). Black should be more than 50% in the intensity of the gray background.

The positive black option can be placed on a colored background with a maximum color intensity of 60%. Black should be a maximum of 50% in the intensity of the gray background.

An example of checking the minimum background intensity under a logo
 CMYK 50-0-50-50
 $50\% + 50\% + 50\% = 150\%$

Example of calculating the minimum background intensity in shades of gray
 CMYK 0-0-0-51
 $0\% + 0\% + 0\% + 51\% = 51\%$



An example of checking the minimum background intensity under a logo
 CMYK 100-50-0-0
 $100\% + 50\% = 150\%$

Example of checking the minimum intensity of a rough background: The brightest point
 CMYK 8-52-84-6
 $8\% + 52\% + 84\% + 6\% = 150\%$

Example of checking the maximum intensity of the background under the logo
 CMYK 30-0-30-0
 $30\% + 30\% = 60\%$

An example of checking the maximum intensity of a gray background under a logo
 CMYK 0-0-0-50
 $0\% + 0\% + 0\% + 50\% = 50\%$



Example of checking the maximum intensity of the background under the logo
 CMYK 40-0-0-20
 $40\% + 20\% = 60\%$

Example of checking the maximum intensity of a rough background: The darkest point
 CMYK 30-20-0-10
 $30\% + 20\% + 10\% = 60\%$

Error patterns apply to all shapes and colors of the logo. Follow the logo usage rules described in this guide and use only the original source of the trademark



Rotation is not allowed!



One-tone color is unacceptable!



Deformation is not allowed!



Use of contour is not allowed!



It is not allowed to use only parts of the logo!



It is not allowed to use graphic effects!



It is forbidden to use a logo on a branded product / service!



Violation of background intensity is not allowed!



Violation of safe zone requirements is not allowed!

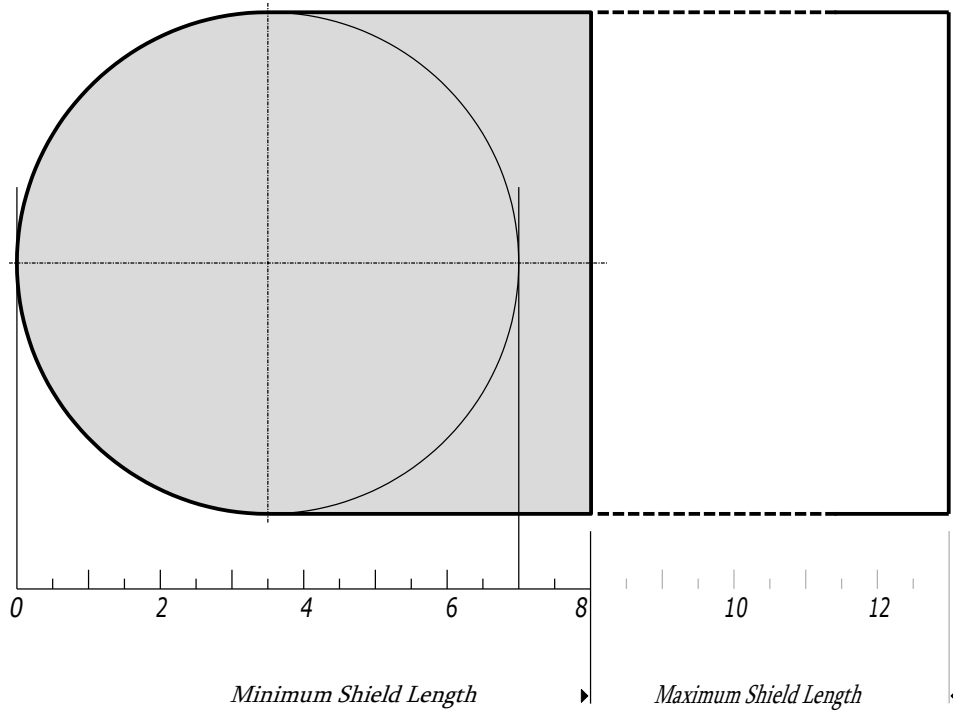
The base shield emphasizes the logo and at the same time creates its protective zone. The shield can be used only in the cases specified in this section. Use the shield on a colored background where the sign is suppressed. The shield should always start from the edge of the surface (see examples), it can not be used in a corner. The color of the shield is always white without a contour.

Example of using a shield on a rough background that fails to meet the intensity requirements



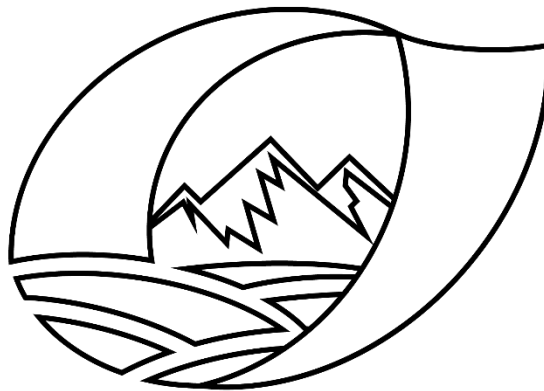
Example of using a shield against a monochromatic, high intensity background





A watermark is an additional graphic element used to fill in unstructured areas on advertising materials and cannot be used in isolation. Unlike symbols that have objects filled with colors, the watermark has an outline filled with colors. The individual symbol of the logo may not be used as a watermark. Due to the complexity of the form, it is necessary to use the watermark source data. The watermark can be overlaid with other graphic elements or can be cut out according to the instructions in the manual. It is impossible to replace, remove or otherwise interfere with the whole or its individual parts.

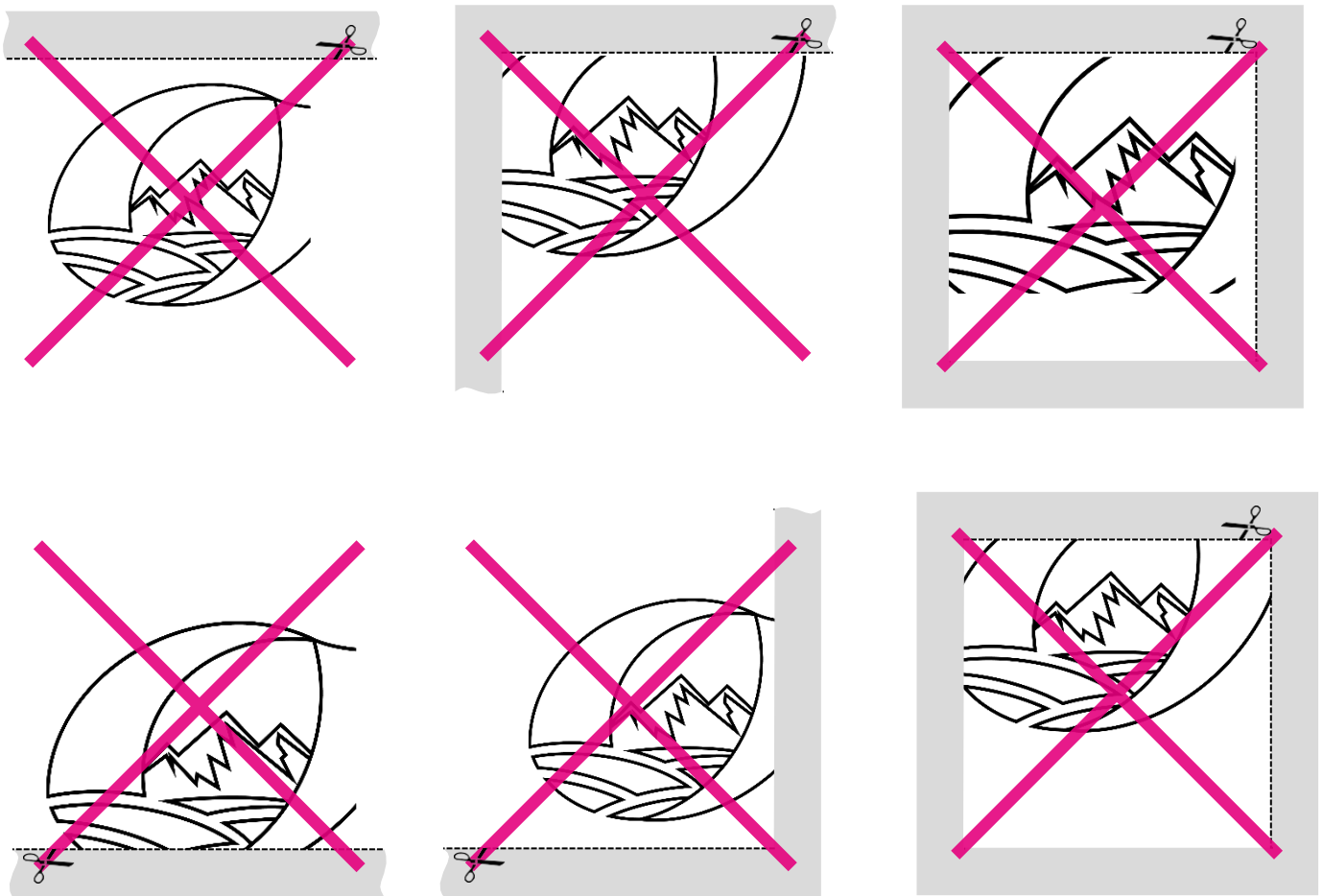
Use the watermark according to the graphic guide of the Kakheti Regional Brand – „Experience Kakheti“.



Minimum width of the contour is 5 mm

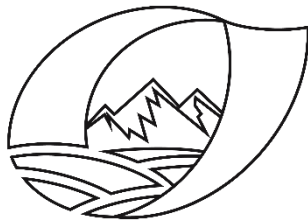
The watermark can be displayed entirely as well as without permitted parts. Permissible cutting options are shown in the examples below. The dashed line defines the narrowest part that can be cut. Samples of selected unauthorized cutting options do not show all the unacceptable variations that may occur.

Examples of allowable cutting options

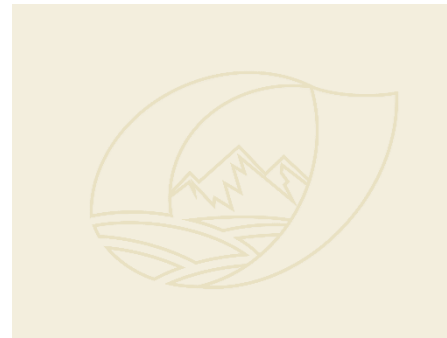


The watermark can be used in the colors specified in the colors section of the watermark in the manual. The color of the watermark is usually darker than the background color. Examples show color codes. When choosing a watermark and background colors, select adjacent colors rather than a combination of colors (exp. A1 and A2)

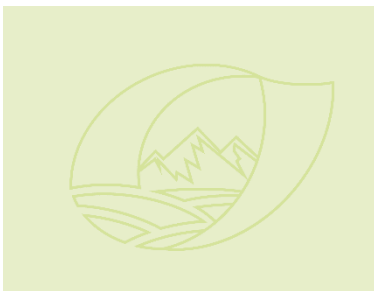
Gray (10% black) watermark on white background



Beige (C1) watermark on light beige background (C)



*Green (B2) watermark
On light green background (B)*



*Dark red watermark (A2) on
light red background (A)*



*Blue watermark (A1) on dark blue
background (A2)*



The selected font also represents the main element of the visual style. It is mandatory to use both Georgian and English scripts in the original version of the logo. For original version of the logo the selected Georgian font is „datebashvili“ 77pt. As for the English – the selected font is „somerton dense“ 103pt.. The ration of the main elements of the logo to the height of the font should be 25/45mm (height of the font-bounding arc relative to the width of the mouth of the “Kasntsi”). Both fonts are accessible and are used in the office applications.

„datebashvili“ 77pt

**ჟგჟრთყუიოპასდ-
ფგჟრთყუიოპასდ
1234567890**

„somerton dense“ 103pt.

**QWERTYUIOPASDFGHJKLZX-
CVB
1234567890**

Additional fonts can be used for large texts, large-scale advertising materials, as well as for office or electronic applications, or where the main font is not available. Suitable additional Georgian and English fonts are BPG Phone Sans Bold. The size of the fonts depends on the size of the logo and the established ratio must be maintained.



BPG Phone Sans Bold.

**ქნტერტყუიოპასშდფ
გჰჯკლზხჩცვბნმ
1234567890**

**QWERTYUIOPASDFGH-
JKLZXCVBNM
qwertyuiopasdfghjklzx-
cvbnm
1234567890**

A stamp is used to identify products, packaging or other parts related to the product. A positive black version of the logo should be used. The color of the stamp is only black. The background color should be lighter than the black stamp (see Brand / Colors / Color Wallpaper - Page 9, Section Logo Positive Black Option). Reprinting the stamp mark on the shield is not allowed.

The dimensions of the stamp may vary, but the mark should not be less than 20 mm in height. All parts of the stamp must be clear, recognizable and the text clearly readable

Permissible stamp samples



Incompatible stamp samples



Recommendations:

For better printing quality it is advisable to use classic one-sided stamp with a separate cover. It simplifies printing process on the curved surfaces.

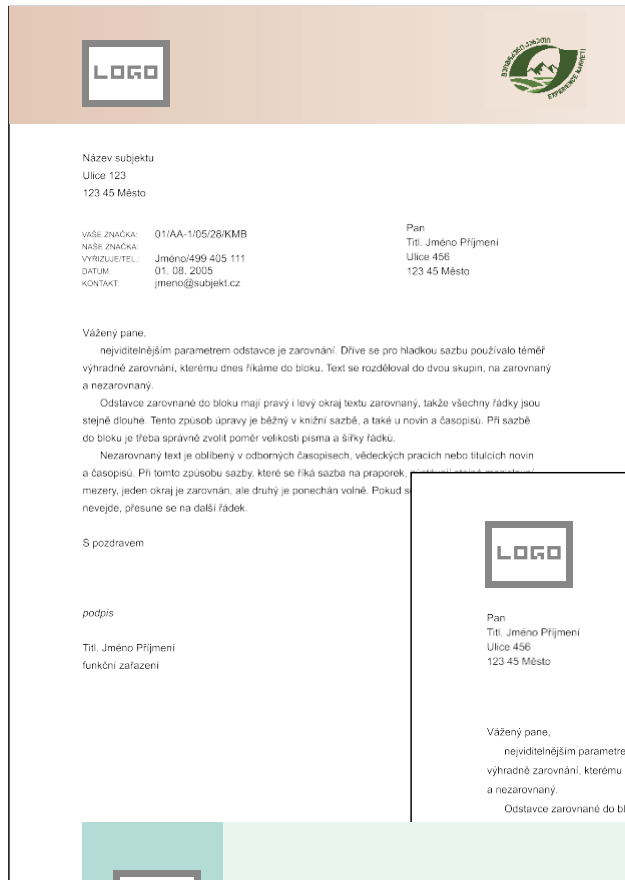


The use of the logo on the business card is adapted to the composition of the business card itself and taking into account the general principles of using the logo.

The minimum size of the mark on business cards is 15 mm in height. If shield is used (see brand app / shield), its minimum size is 18 x 20.5 mm.

Examples of logo placement on the business cards

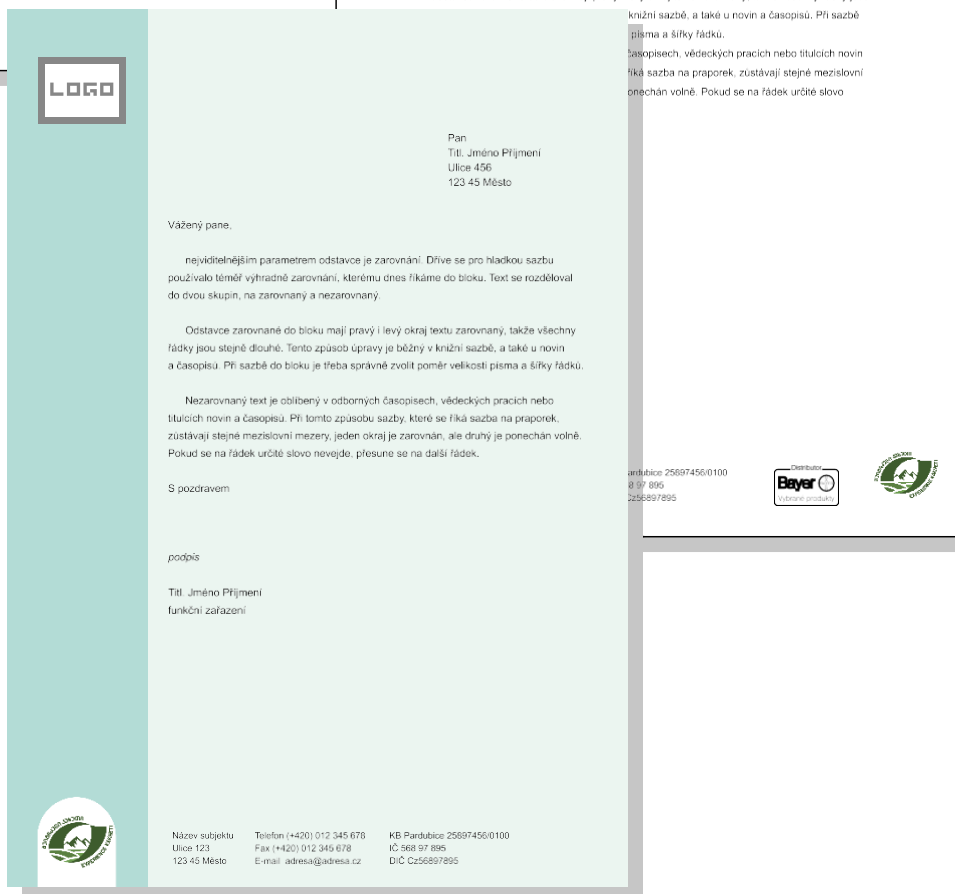




It is allowed to use the brand logo on the personal letterhead of the entrepreneur in such a way that it fits the composition of your letterhead and follows the guidelines. The logo can be affixed to the letterhead on all angles.

The minimum height of the trademark on the letterhead is 20 mm. If shield is used (see the brand application / colour) than its minimum size is 18 x 20.5 mm.

Examples of placement of the logo on the letterhead



Recommended formats for offline / printing - pdf.

Recommended format for internet - jpg or png, in case the transparent format is used.

JPG (72resolution)



PNG (300 resolution)



Minimum resolution for the logo:
300 dpi – for the original product / printed material;
72 dpi – for online advertisement (exp. web-page, electronic newsletters, catalogues, Fb and etc.)

For printing 300 dpi (PNG)



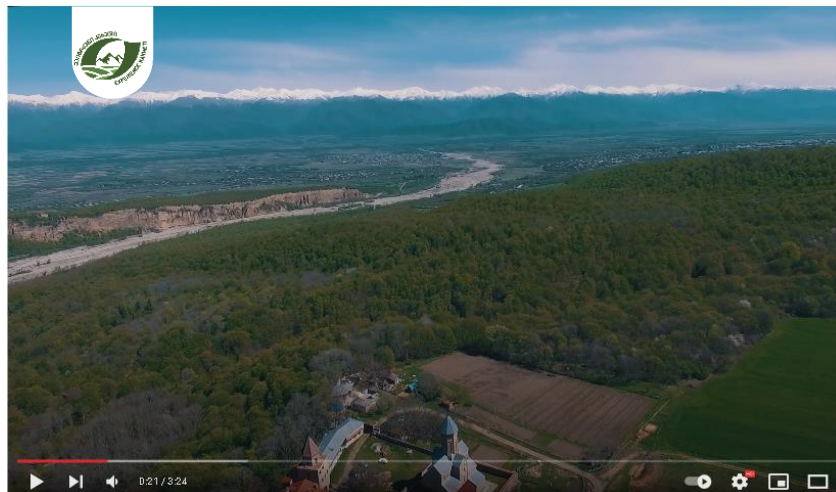
For web 72 dpi (JPG)



It is mandatory to place the brand logo on any object where any event is held, in which the brand or its member participates (conference banner, special board at auditoriums and special exhibitions and festivals on open spaces) in front of the stand(s). The size of the logo should be proportional to the size of your plate, but not less than 300 mm high



The placement of the logo is mandatory on any kind of advertisement material, including videos, booklets, catalogues, flyers, when participating in the news programs, during representation meetings (on information boards of the participants and etc.).



For the purpose of exporting products or attracting foreign tourists, it is allowed to use the brand logo inscriptions in different languages, provided that the Georgian inscription is an integral part of the logo.

Brand name on different languages:

ENG – Kakheti regional brand – “Experience Kakheti”

GER – Regionale Marke Kachetien - "Erleben Sie Kachetien"

FR – Marque régionale Kakheti - "Experience Kakheti"

IT – Marchio regionale Kakheti - "Esperienza Kakheti"

TR - Kakheti bölgesel markası - "Deneyim Kakheti"

Rus –Региональный бренд Кахетия – «Познай Кахетию»



Colophon

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- Visegrad Fund

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The document was developed by Georgian partners in close cooperation with Visegrad partners:



Czech Association of Regional Brands – Czech Republic

Official Website

www.regionalni-vyrobky.cz



Regional Development Agency Senec – Pezinok Slovak Republic

Official Website

<http://www.rrasenec-pezinok.sk>



Rába-Duna-Vág European Grouping of Territorial Cooperation with Limited Liability (RDV EGTC) -Hungary

Official Website

<https://rdvegtc.eu>



Slovak – Georgian Chamber of Commerce

Official Website

<http://sg-chamber.com>



კახეთის რეგიონული განვითარების ფონდი
KAKHETI REGIONAL DEVELOPMENT FOUNDATION

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Tbilisi