



**WINES OF HUNGARY**

PERSONALLY

# WINES OF HUNGARY BRAND IDENTITY



# TABLE OF CONTENTS

<b>1. 0. HUNGARIAN WINE ..... 4</b>	<b>2. 0. WINE REGIONS ..... 38</b>		
<b>1. 1. Logo ..... 5</b>	<b>2. 1. Balaton Wine Region ..... 39</b>	<b>2. 3. Upper Hungary Wine Region ..... 71</b>	<b>2. 5. Pannon Wine Region ..... 103</b>
1. 1. 1. Vertical logo ..... 6	2. 1. 1. Vertical logo ..... 40	2. 3. 1. Vertical logo ..... 72	2. 5. 1. Vertical logo ..... 104
1. 1. 2. Vertical logo – Free area ..... 7	2. 1. 2. Vertical logo – Free area ..... 41	2. 3. 2. Vertical logo – Free area ..... 73	2. 5. 2. Vertical logo – Free area ..... 105
1. 1. 3. Horizontal logo ..... 8	2. 1. 3. Horizontal logo ..... 42	2. 3. 3. Horizontal logo ..... 74	2. 5. 3. Horizontal logo ..... 106
1. 1. 4. Horizontal logo – Free area ..... 9	2. 1. 4. Horizontal logo – Free area ..... 43	2. 3. 4. Horizontal logo – Free area ..... 75	2. 5. 4. Horizontal logo – Free area ..... 107
1. 1. 5. Minimum sizes ..... 10	2. 1. 5. Left aligned logo ..... 44	2. 3. 5. Left aligned logo ..... 76	2. 5. 5. Left aligned logo ..... 108
1. 1. 6. Positioning ..... 11	2. 1. 6. Left aligned logo – Free area ..... 45	2. 3. 6. Left aligned logo – Free area ..... 77	2. 5. 6. Left aligned logo – Free area ..... 109
1. 1. 6. Positioning – Prohibitions ..... 12	2. 1. 7. Minimum sizes ..... 46	2. 3. 7. Minimum sizes ..... 78	2. 5. 7. Minimum sizes ..... 110
1. 1. 6. Positioning – Examples ..... 13	2. 1. 8. Secondary logo ..... 47	2. 3. 8. Secondary logo ..... 79	2. 5. 8. Secondary logo ..... 111
1. 1. 7. Brands and Partner logos ..... 14	2. 1. 9. Applied together with the umbrella logo ..... 49	2. 3. 9. Applied together with the umbrella logo ..... 81	2. 5. 9. Applied together with the umbrella logo ..... 113
1. 1. 8. Logo prohibitions ..... 17	2. 1. 10. Colours ..... 50	2. 3. 10. Colours ..... 82	2. 5. 10. Colours ..... 114
1. 1. 9. Logomark and Logotype separately ..... 18	2. 1. 11. Typography ..... 51	2. 3. 11. Typography ..... 83	2. 5. 11. Typography ..... 115
1. 1. 10. Secondary logo ..... 19	2. 1. 12. Slogan as a campaign message ..... 52	2. 3. 12. Slogan as a campaign message ..... 84	2. 5. 12. Slogan as a campaign message ..... 116
	2. 1. 13. Applications ..... 54	2. 3. 13. Applications ..... 86	2. 5. 13. Applications ..... 118
<b>1. 2. Colours ..... 21</b>	<b>2. 2. Danube Wine Region ..... 55</b>	<b>2. 4. Upper Pannon Wine Region ..... 87</b>	<b>2. 6. Tokaj Wine Region ..... 119</b>
1. 2. 1. Primary colours – Print ..... 22	2. 2. 1. Vertical logo ..... 56	2. 4. 1. Vertical logo ..... 88	2. 6. 1. Vertical logo ..... 120
1. 2. 2. Primary colours – Web ..... 23	2. 2. 2. Vertical logo – Free area ..... 57	2. 4. 2. Vertical logo – Free area ..... 89	2. 6. 2. Vertical logo – Free area ..... 121
1. 2. 3. Secondary colours ..... 24	2. 2. 3. Horizontal logo ..... 58	2. 4. 3. Horizontal logo ..... 90	2. 6. 3. Horizontal logo ..... 122
	2. 2. 4. Horizontal logo – Free area ..... 59	2. 4. 4. Horizontal logo – Free area ..... 91	2. 6. 4. Horizontal logo – Free area ..... 123
<b>1. 3. Typography ..... 25</b>	2. 2. 5. Left aligned logo ..... 60	2. 4. 5. Left aligned logo ..... 92	2. 6. 5. Left aligned logo ..... 124
1. 3. 1. Logotype and slogan ..... 26	2. 2. 6. Left aligned logo – Free area ..... 61	2. 4. 6. Left aligned logo – Free area ..... 93	2. 6. 6. Left aligned logo – Free area ..... 125
1. 3. 2. Print – Smallest sizes ..... 27	2. 2. 7. Minimum sizes ..... 62	2. 4. 7. Minimum sizes ..... 94	2. 6. 7. Minimum sizes ..... 126
1. 3. 3. Print – Styles ..... 28	2. 2. 8. Secondary logo ..... 63	2. 4. 8. Secondary logo ..... 95	2. 6. 8. Secondary logo ..... 127
1. 3. 4. Web – Smallest sizes ..... 29	2. 2. 9. Applied together with the umbrella logo ..... 65	2. 4. 9. Applied together with the umbrella logo ..... 97	2. 6. 9. Applied together with the umbrella logo ..... 129
1. 3. 5. Web – Styles ..... 30	2. 2. 10. Colours ..... 66	2. 4. 10. Colours ..... 98	2. 6. 10. Colours ..... 130
1. 3. 6. Alternative fonts – Newsletter ..... 31	2. 2. 11. Typography ..... 67	2. 4. 11. Typography ..... 99	2. 6. 11. Typography ..... 131
1. 3. 7. Alternative fonts – PowerPoint ..... 32	2. 2. 12. Slogan as a campaign message ..... 68	2. 4. 12. Slogan as a campaign message ..... 100	2. 6. 12. Slogan as a campaign message ..... 132
	2. 2. 13. Applications ..... 70	2. 4. 13. Applications ..... 102	2. 6. 13. Applications ..... 134
<b>1. 4. Campaign message ..... 33</b>			
1. 4. 1. Etymology ..... 34			
1. 4. 2. Primary proportions and free area ..... 36			
1. 4. 3. Secondary proportions and free area ..... 37			

# TABLE OF CONTENTS

<b>2. 7. Wine Regions – Common Identity ...135</b>	<b>4. 0. MERCHANDISING MATERIALS .....181</b>
2. 7. 1. Coordinate logos.....136	4. 0. 1. Paper bag.....182
2. 7. 2. Free area.....137	4. 0. 2. Tote bag.....183
2. 1. 3. Secondary versions.....138	4. 0. 3. Backpack.....184
<b>3. 0. MARKETING MATERIALS..... 139</b>	4. 0. 4. T-shirt.....185
<b>3. 1. General rules ..... 140</b>	4. 0. 5. Sweater/Jumper/Hoodie .....186
3. 1. 1. Portrait orientation .....141	4. 0. 6. Umbrella.....187
3. 1. 2. Landscape orientation .....142	4. 0. 7. Badge.....188
3. 1. 3. Special dimensions.....143	4. 0. 8. Wine glass.....189
<b>3. 2. Offline marketing materials..... 144</b>	4. 0. 9. Mug.....190
3. 2. 1. Business card.....145	
3. 2. 2. Letterhead.....146	
3. 2. 3. Envelopes.....148	
3. 2. 4. Publications .....151	
3. 2. 5. Folder .....155	
3. 2. 6. One-page advertisement.....157	
3. 2. 7. Citylight.....159	
3. 2. 8. Billboard .....161	
3. 2. 9. Roll-up.....163	
3. 2. 10. Banner .....165	
3. 2. 11. Counter .....167	
3. 2. 12. Media wall .....169	
<b>3. 3. Online marketing materials.....171</b>	
3. 3. 1. Powerpoint.....172	
3. 3. 2. Banners.....176	
3. 3. 3. Social post and story .....179	



**WINES OF HUNGARY**

PERSONALLY

1.0.

**WINES OF HUNGARY**





**WINES OF HUNGARY**

PERSONALLY

1.1.

**WINES OF HUNGARY**

LOGO



## 1.1. LOGO

### 1.1.1. VERTICAL LOGO

The official logo of Wines of Hungary. It contains the text 'Wines of Hungary' and the 'Personally' slogan.



**WINES OF HUNGARY**

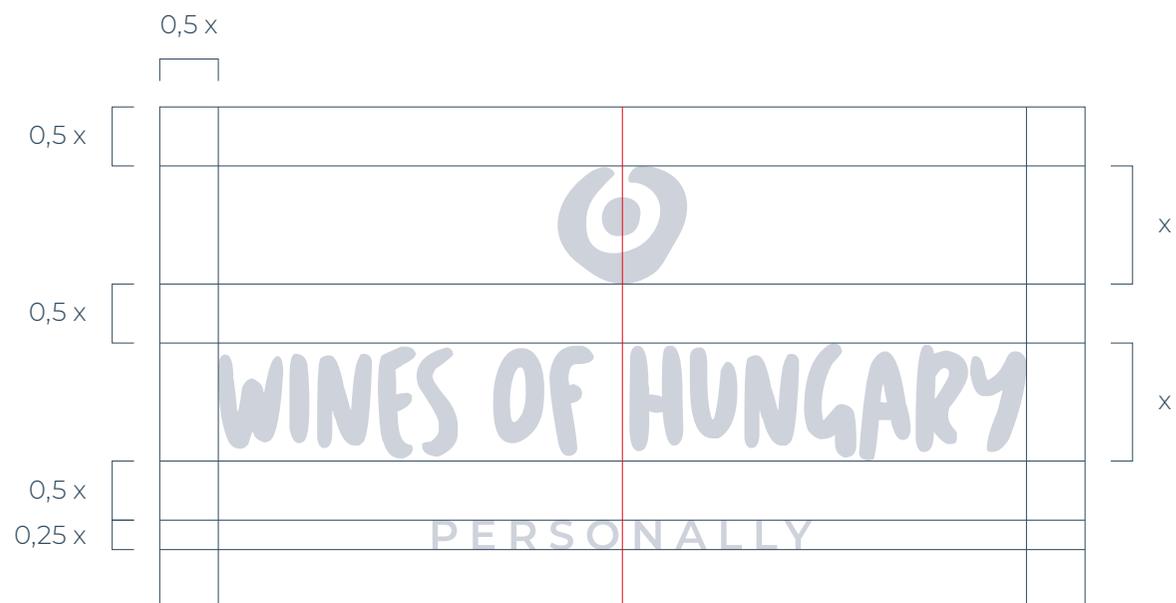
PERSONALLY

## 1.1. LOGO

### 1.1.2. VERTICAL LOGO FREE AREA

The minimum size of the free area of the logo is 0.5x, which comes from the font height of Wines of Hungary.

Please do not use any other graphic elements within 0.5x distance from the square encompassing the logo.



## 1.1. LOGO

### 1.1.3. HORIZONTAL LOGO



## 1.1. LOGO

### 1.1.4. HORIZONTAL LOGO FREE AREA

The minimum size of the free area of the logo is 0.5x, which comes from the font height of Wines of Hungary.

Please do not use any other graphic elements within 0.5x distance from the square encompassing the logo.



## 1.1. LOGO

### 1.1.5. MINIMUM SIZES

The minimum size of the logo, which should not be used in a smaller size for an enjoyable usage.

If it is impossible to use it in the minimum size or in any larger size, you may make the logo smaller by omitting the slogan.

1. Minimum size with slogan

2. Minimum size without slogan

1



2

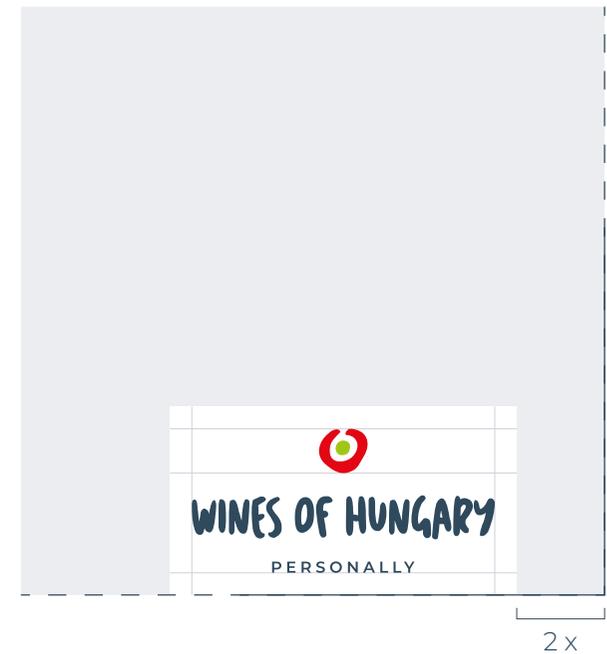
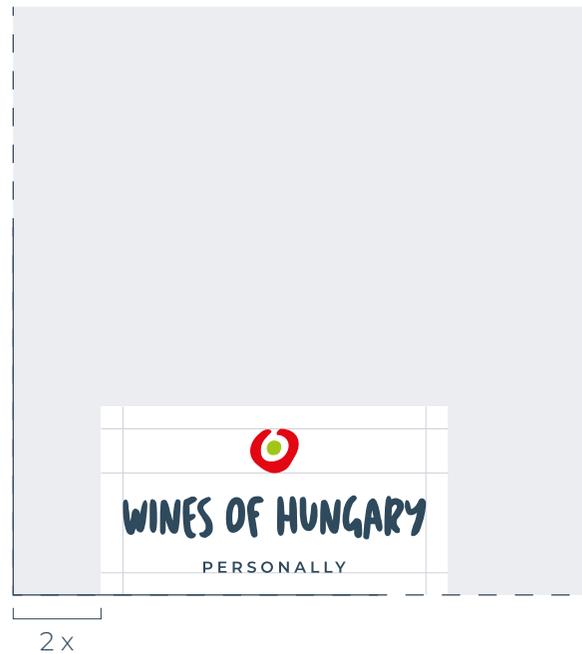
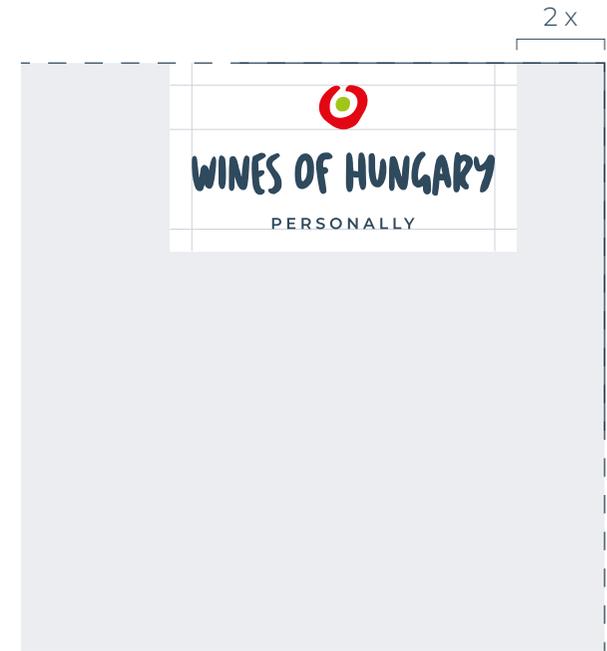


## 1.1. LOGO

### 1.1.6. POSITIONING

Keep the logo, along with its free area, at the upper or lower part of the creative area, but not in the corner.

If required, the upper or lower part of the free area may be increased by 0.5x increments.



## 1.1. LOGO

### 1.1.6. POSITIONING

- PROHIBITIONS

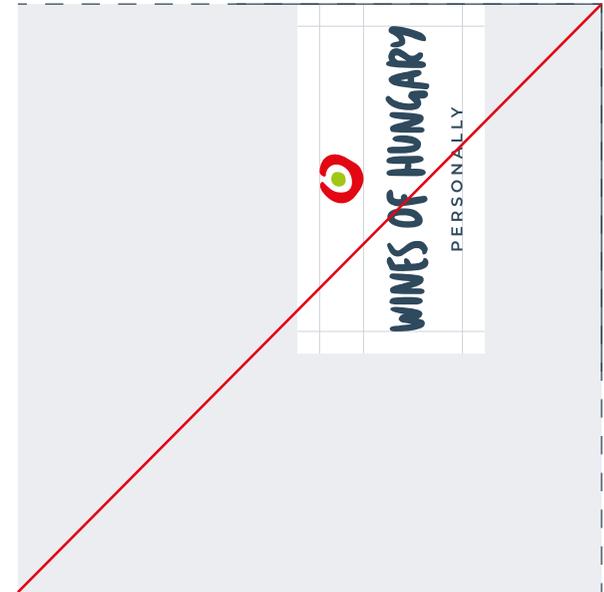
Mind the positioning within the page or graphical surface.

1. Do not use logo without its free area.
2. Do not rotate.
3. Do not place it to the corner out of proportions.
4. It is not recommended to use it in the middle of the page, but of course it is allowed in case of a packshot or cover page.

1



2



3



3

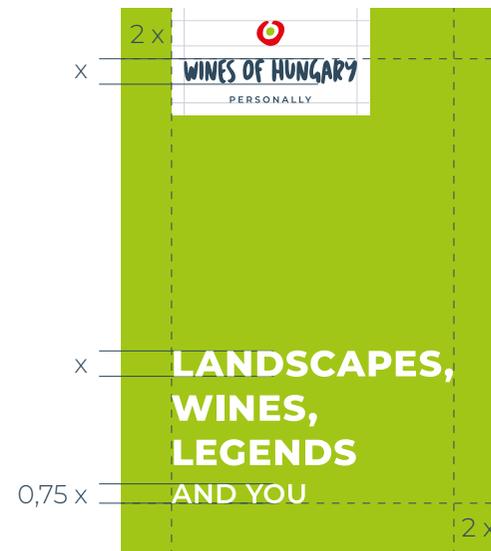


## 1.1. LOGO

### 1.1.6. POSITIONING

#### • EXAMPLES

In this case, the minimum size of the 'AND YOU' part of the campaign message is equal to 75% of the height of the logotype, and the maximum size is determined by the 2x margins placed on the surface, taking into account that the height of the text cannot exceed 2x.



## 1.1. LOGO

### 1.1.7. BRANDS AND PARTNER LOGOS

In a collaborative or sponsorship environment, partners are always given a subordinate position under the logo. The height of the other logos is  $1/2 y$  and their width may change dynamically.

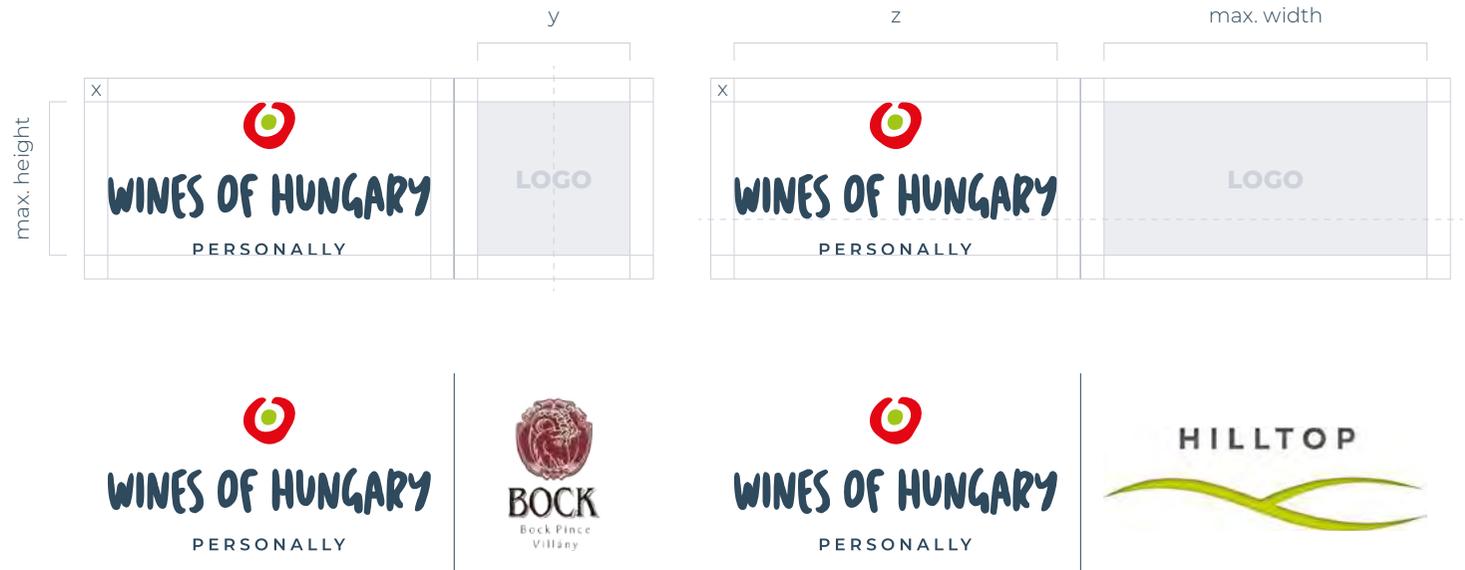


## 1.1. LOGO

### 1.1.7. BRANDS AND PARTNER LOGOS

When Wines of Hungary communicates its partners on its own interface, use the attached format.

Place the partner logo on the right side of the master logo in a coordinate relationship. Their free areas are common, the proportions of which can be seen on the attached example.

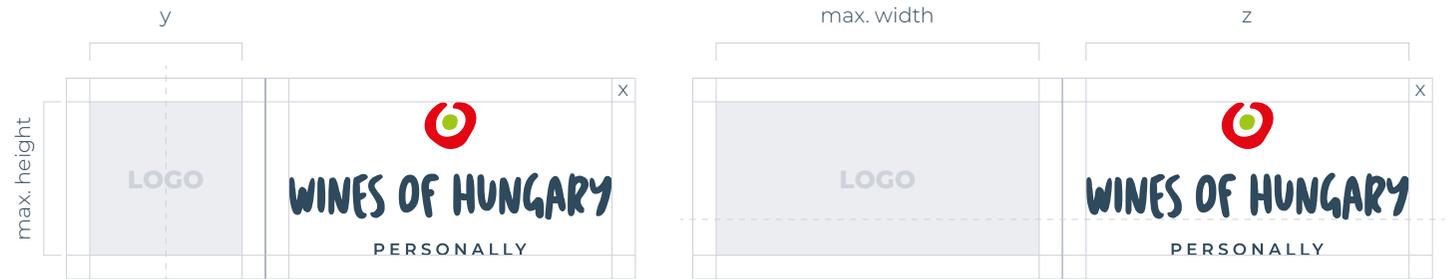


## 1.1. LOGO

### 1.1.7. BRANDS AND PARTNER LOGOS

When 'Wines of Hungary' appears as a partner, its dimensions are determined by the winery's logo. Its height and/or width must not exceed the height and/or width of the winery's logo, taking into account the smallest usable size of the 'Wines of Hungary' logo.

In this case, place the 'Wines of Hungary' logo to the right side of the winery's logo. Their free space is common, the proportions of which can be seen in the attached example.



## 1.1. LOGO

### 1.1.8. PROHIBITIONS

1. Do not rotate logo.
2. Do not distort logo.
3. Do not use the logotype on its own, without the logomark.
4. Do not use incomplete logo.
5. Do not mix the order of the logo elements.
6. Do not use logo with contours.
7. Refrain from using effects on logo.
8. Do not alter the elements.
9. Do not change the colour of the logo or its elements.



## 1.1. LOGO

### 1.1.9. LOGOMARK AND LOGOTYPE SEPARATELY

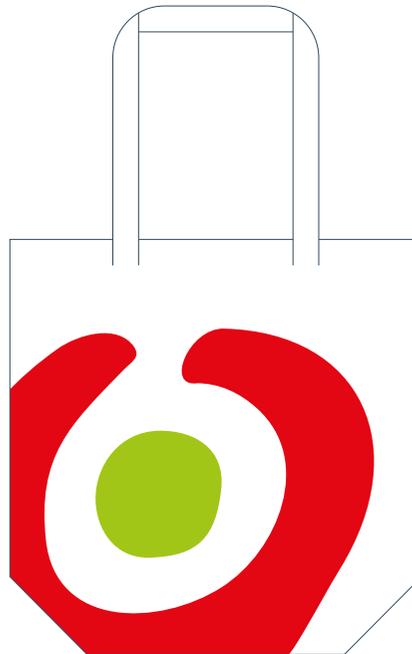
The logomark and logotype can only be used separately in three cases:

1. When the logomark appears as a favicon on the website.
2. When used on merchandising materials. In this case, the logomark can be used alone and can be cut, making sure it remains recognizable.
3. When used on marketing or POS materials. In this case, the signal can be cut, making sure it remains recognizable.

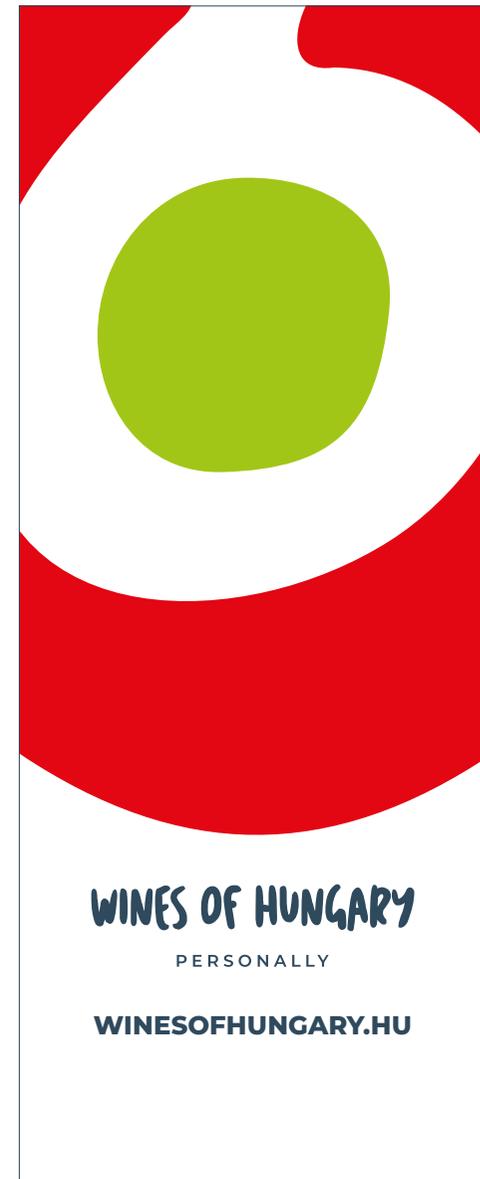
1



2



3



## 1.1. LOGO

### 1.1.10. SECONDARY LOGO

The secondary logo means negative colour usage. Use it only if you do not have the technical ability to display the primary logo.



PANTONE 4161 C  
C70 M40 Y20 K60  
AVERY 540 COBALT BLUE  
RAL 5001 GRÜNBLAU

R50 G72 B90  
HEX #32485A



PANTONE 485 C  
C0 M100 Y100 K0  
AVERY 523 MEDIUM RED  
RAL 3028 REINROT

R230 G0 B0  
HEX #ED1C24



PANTONE 2293 C  
C45 M0 Y100 K0  
AVERY 531 LIME  
RAL 6018 GELBGRÜN

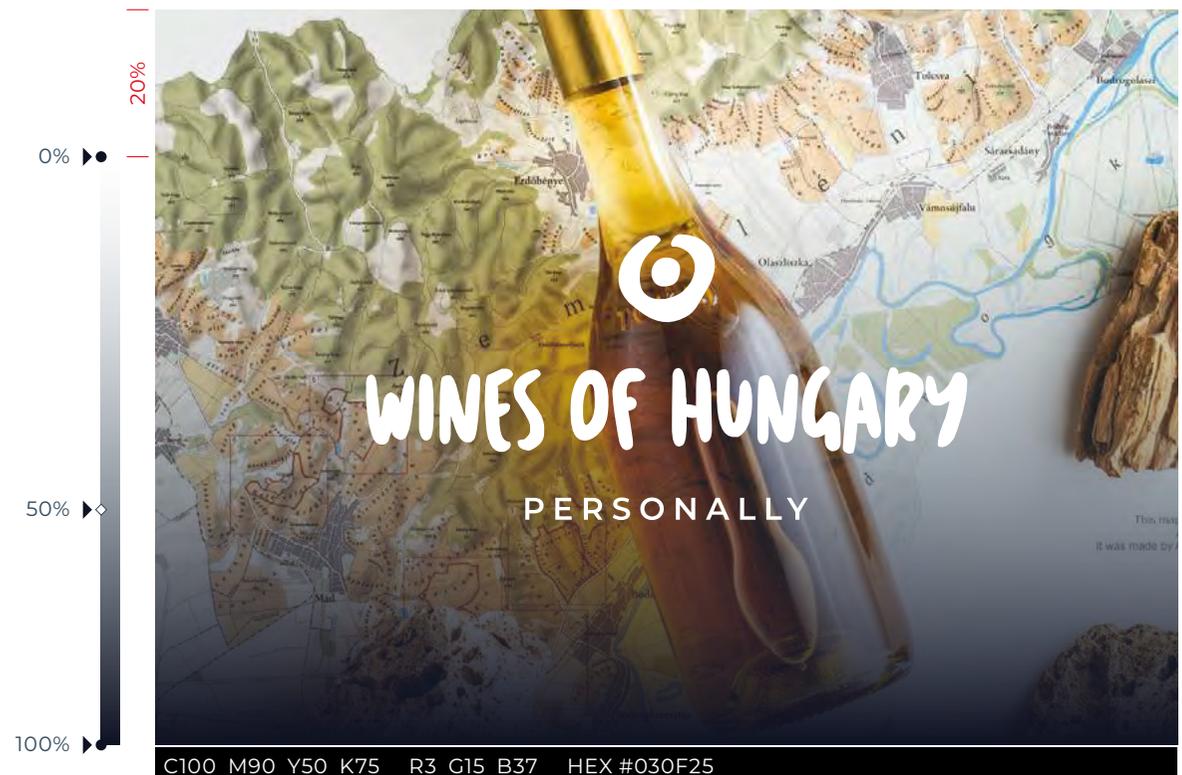
R160 G200 B20  
HEX #99CA3C

## 1.1. LOGO

### 1.1.11. SECONDARY LOGO

The secondary logo only be used on photos with the necessary contrast.

If appropriate, the contrast can be augmented by an added layer according to the attached example. The height of the added layer can be up to 80% of the height of the image.





**WINES OF HUNGARY**

PERSONALLY

1.2.

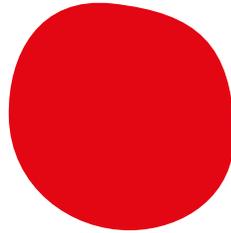
**WINES OF HUNGARY**

COLOURS

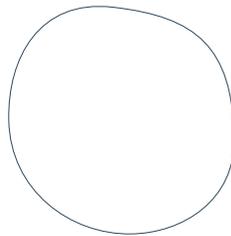


## 1. 2. COLOURS

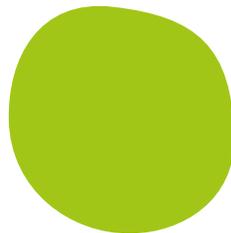
### 1. 2. 1. PRIMARY COLOURS PRINT



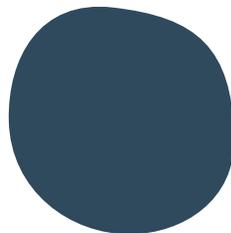
PANTONE 485 C  
CO M100 Y100 K0  
AVERY 523 MEDIUM RED  
RAL 3028 REINROT



PANTONE 000 C  
CO M0 Y0 K0  
AVERY 920 WHITE MATT  
RAL 9003 SIGNAL WHITE



PANTONE 2293 C  
C45 M0 Y100 K0  
AVERY 531 LIME  
RAL 6018 GELBGRÜN

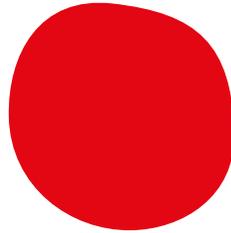


PANTONE 4161 C  
C70 M40 Y20 K60  
AVERY 540 COBALT BLUE  
RAL 5001 GRÜNBLAU

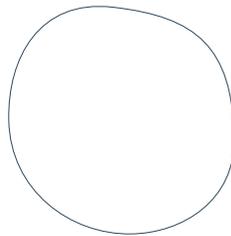
	TEXT	TEXT	TEXT	TEXT
TEXT				TEXT
TEXT			TEXT	TEXT
TEXT				
TEXT	TEXT	TEXT		

## 1. 2. COLOURS

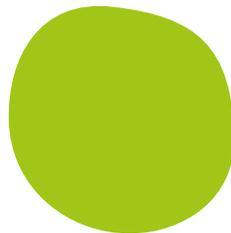
### 1. 2. 2. PRIMARY COLOURS WEB



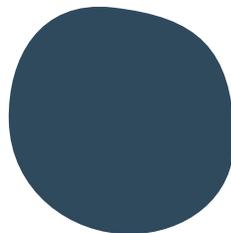
R230 G0 B0  
HEX #ED1C24



R255 G255 B255  
HEX #FFFFFF



R160 G200 B20  
HEX #99CA3C

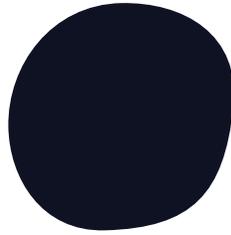


R50 G72 B90  
HEX #32485A

	TEXT	TEXT	TEXT	TEXT
TEXT				TEXT
TEXT			TEXT	TEXT
TEXT				
TEXT	TEXT	TEXT		

## 1. 2. COLOURS

### 1. 2. 3. SECONDARY COLOURS



C100 M90 Y50 K75

R3 G15 B37  
HEX #030F25



80%



60%



40%



20%



**WINES OF HUNGARY**

PERSONALLY

1.3.

**WINES OF HUNGARY**

TYPOGRAPHY



### 1. 3. TYPOGRAPHY

#### 1. 3. 1. LOGOTYPE AND SLOGAN

The font of the logotype can only be used in the umbrella logo and the logos of the wine regions.

#### CARTOON MARKER

WINES OF HUNGARY

PERSONALLY

#### MONTERRAT SEMIBOLD

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9

## 1. 3. TYPOGRAPHY

### 1. 3. 2. PRINT SMALLEST SIZES

If the Montserrat font is not installed on your system, use the Arial font family with the dimensions specified here.

TITLE

**MONTERRAT EXTRABOLD**

minimum size 16pt

**LOREM IPSUM DOLOR SIT**

SUBTITLE

**MONTERRAT SEMIBOLD**

minimum size 12pt

**LOREM IPSUM DOLOR SIT**

BODY TEXT

**MONTERRAT REGULAR**

minimum size 8pt

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi.

SUB-INFOS

**MONTERRAT REGULAR**

**MONTERRAT BOLD**

minimum size 6,5pt

@magyarbor  
fb.com/magyarbor  
@magyarborszemelyesen  
**@magyarbor**  
**fb.com/magyarbor**  
**@magyarborszemelyesen**

## 1.3. TYPOGRAPHY

### 1.3.3. PRINT STYLES

Primary font

# MONTSEERRAT

MONTSEERRAT REGULAR

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9

MONTSEERRAT SEMIBOLD

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9

MONTSEERRAT BOLD

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9

MONTSEERRAT EXTRABOLD

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9

### 1. 3. TYPOGRAPHY

#### 1. 3. 4. WEB

##### SMALLEST SIZES

TITLE

**MONTERRAT EXTRABOLD**

minimum size 60pt

**LOREM IPSUM**

SUBTITLE

**MONTERRAT BOLD**

minimum size 30pt

**LOREM IPSUM DOLOR SIT**

BODY TEXT

MONTERRAT REGULAR

minimum size 16pt

Lorem ipsum dolor sit amet,  
consectetur adipiscing elit, sed  
diam nonummy nibh euismod  
tincidunt ut laoreet dolore  
magna aliquam erat volutpat.  
Ut wisi enim ad minim veniam.

SUB-INFOS

MONTERRAT REGULAR

*MONTERRAT ITALIC*

minimum size 14pt

@magyarbor

fb.com/magyarbor

@magyarborszemelyesen

## 1.3. TYPOGRAPHY

### 1.3.5. WEB STYLES

Primary font

# MONTSEERRAT

MONTSEERRAT REGULAR

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9

MONTSEERRAT SEMIBOLD

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9

MONTSEERRAT BOLD

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9

MONTSEERRAT EXTRABOLD

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9

### 1. 3. TYPOGRAPHY

#### 1. 3. 6. ALTERNATIVE FONTS – NEWSLETTER

TITLE  
ARIAL BLACK  
minimum size 60pt

# LOREM IPSUM

SUBTITLE  
ARIAL BOLD  
minimum size 30pt

## LOREM IPSUM DOLOR SIT

BODYTEXT  
ARIAL REGULAR  
minimum size 16pt

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam.

SUB-INFOS  
ARIAL REGULAR  
*ARIAL ITALIC*  
minimum size 14pt

*@magyarbor*

*fb.com/magyarbor*

*@magyarborszemelyesen*

### 1. 3. TYPOGRAPHY

#### 1. 3. 7. ALTERNATIVE FONTS – PPT

TITLE  
ARIAL BLACK  
minimum size 60pt

LOREM IPSUM

SUBTITLE  
ARIAL BOLD  
minimum size 48pt

DOLOR SIT

BODYTEXT  
ARIAL REGULAR  
minimum size 36pt

Lorem ipsum  
dolor sit amet,  
consectetuer

SUB-INFOS  
ARIAL REGULAR  
*ARIAL ITALIC*  
minimum size 14pt

@magyarbor  
*fb.com*



**WINES OF HUNGARY**

PERSONALLY

1.4.

# WINES OF HUNGARY

## CAMPAIGN MESSAGE



## 1. 4. CAMPAIGN MESSAGE

### 1. 4. 1. ETYMOLOGY

# LANDSCAPES, WINES, LEGENDS AND YOU

## **THE UNIFORM COMMUNICATION OF HUNGARIAN WINE TOURISM INCREASES THE VALUE OF HUNGARIAN WINE AND THE HUNGARIAN TOURISM BRAND.**

The previously adopted **“WINES OF HUNGARY - PERSONALLY”** concept puts personal encounters and experiences, the experience of encounters, and the winemaker as the creator at the centre of communication. The aim of the campaign message **“LANDSCAPES, WINES, LEGENDS AND YOU”** is primarily to promote tourism to the wine regions and to encourage the discovery of Hungarian wine at its region of origin. In the campaign slogans, the tourism message of the wine regions is united with the promises of wine experiences. At the end of these list-like promises, the message created from the original slogan appears - **“AND YOU”**, which, as an enhancement of values, suggests that the experience becomes complete when the recipient, i.e. **“you”** are also present, participating in the journey.

The lists consist of three words, of which the permanent element, always in the middle and thus in focus, is **“WINE”**.

If the values for all six wine regions are aggregated, they can be interpreted together as a set of values for Hungarian wine tourism.

## 1. 4. CAMPAIGN MESSAGE

### 1. 4. 1. ETYMOLOGY

# LANDSCAPES, WINES, LEGENDS AND YOU

The national unified message appears in the framework already applied in case of the regions, summarizing the values that have been formulated in connection with the regional messages.

#### **LANDSCAPES** – TOURISM MESSAGE

This includes natural attractions, mountains, waters, vineyards, etc.

#### **WINES** – WINE MESSAGE

This clearly links communication to the wine-consuming experience.

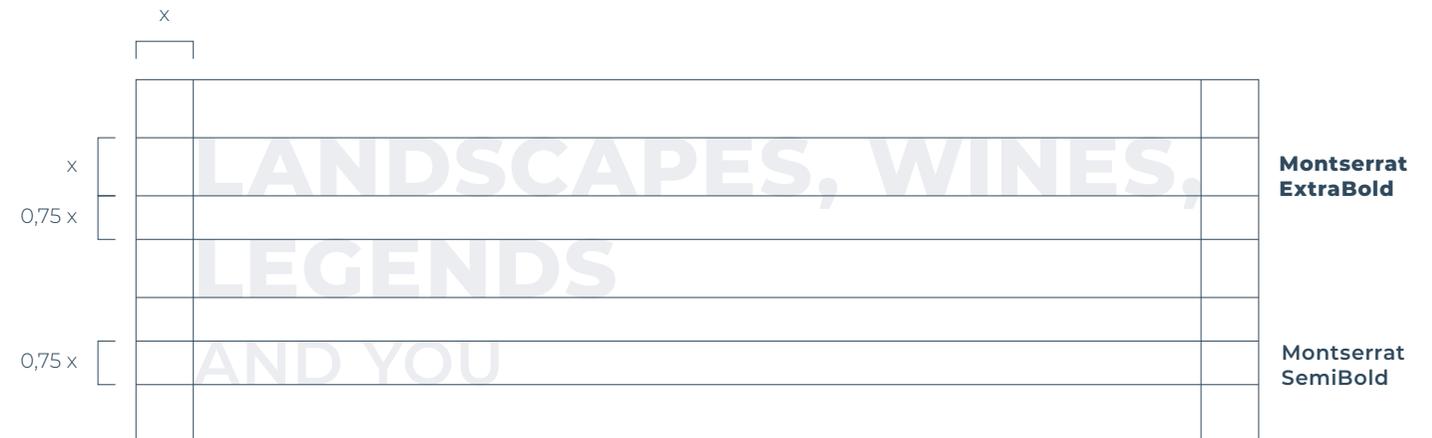
#### **LEGENDS** – TOURISM AND WINE MESSAGE

Reflects on historical, cultural, gastronomic and wine values. It can also act as a quality indicator, as it evokes legendary, outstanding performances. Great winemakers can also be included in this circle as legends.

## 1. 4. CAMPAIGN MESSAGE

### 1. 4. 2. PRIMARY PROPORTIONS AND FREE AREA

# LANDSCAPES, WINES, LEGENDS AND YOU



**1. 4. CAMPAIGN MESSAGE**

1. 4. 3. SECONDARY  
PROPORTIONS AND  
FREE AREA

# LANDSCAPES, WINES, LEGENDS AND YOU



# LANDSCAPES, WINES, LEGENDS AND YOU





**WINES OF HUNGARY**

PERSONALLY

# 2.0. **WINE REGIONS**





**WINES OF HUNGARY**

PERSONALLY

2.1.

**WINE REGIONS**

BALATON WINE REGION

## **2. 1. BALATON WINE REGION**

### 2. 1. 1. VERTICAL LOGO

The official logo of the Balaton Wine Region. The logo includes the Balaton Wine Region term, and the slogan which fits to that region.



# **BALATON WINE REGION**

**VIBRANCE, WINES, SAILS  
AND YOU**

## 2. 1. BALATON WINE REGION

### 2. 1. 2. VERTICAL LOGO FREE AREA

The minimum size of the free area of the logo is 0.5x, which comes from the font height of Balaton Wine Region.

Please do not use any other graphic elements within 0.5x distance from the square encompassing the logo.



## **2.1. BALATON WINE REGION**

### 2.1.3. HORIZONTAL LOGO



## 2.1. BALATON WINE REGION

### 2.1.4. HORIZONTAL LOGO FREE AREA

The minimum size of the free area of the logo is 0.5x, which comes from the font height of Balaton Wine Region.

Please do not use any other graphic elements within 0.5x distance from the square encompassing the logo.



## 2.1. BALATON WINE REGION

### 2.1.5. LEFT ALIGNED LOGO



## 2. 1. BALATON WINE REGION

### 2. 1. 6. LEFT ALIGNED LOGO FREE AREA

The minimum size of the free area of the logo is 0.5x, which comes from the font height of Balaton Wine Region.

Please do not use any other graphic elements within 0.5x distance from the square encompassing the logo.



## 2. 1. BALATON WINE REGION

### 2. 1. 7. MINIMUM SIZES

The minimum size of the logo, which should not be used in a smaller size for an enjoyable usage.

If it is impossible to use it in the minimum size or in any larger size, you may make the logo smaller by omitting the slogan.

1. Minimum size with slogan
2. Minimum size without slogan

For further prohibitions regarding the logo please see

11.8. Logo - Prohibitions

1



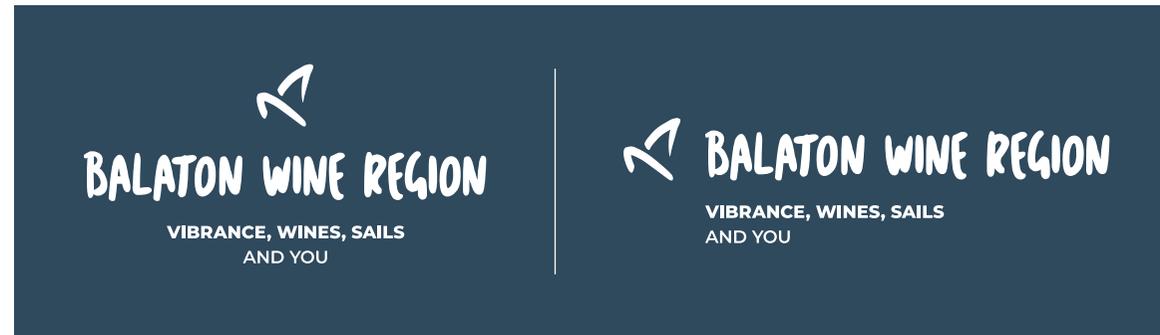
2



## 2.1. BALATON WINE REGION

### 2.1.8. SECONDARY LOGO

The secondary logo means negative colour usage. Use it only if you do not have the technical ability to display the primary logo.



PANTONE 4161 C  
C70 M40 Y20 K60  
AVERY 540 COBALT BLUE  
RAL 5001 GRÜNBLAU

R50 G72 B90  
HEX #32485A



PANTONE 485 C  
C0 M100 Y100 K0  
AVERY 523 MEDIUM RED  
RAL 3028 REINROT

R230 G0 B0  
HEX #ED1C24



PANTONE 2293 C  
C45 M0 Y100 K0  
AVERY 531 LIME  
RAL 6018 GELBGRÜN

R160 G200 B20  
HEX #99CA3C

## 2.1. BALATON WINE REGION

### 2.1.8. SECONDARY LOGO

The secondary logo only be used on photos with the necessary contrast.

If appropriate, the contrast can be augmented by an added layer according to the attached example.



**2. 1. BALATON WINE REGION**  
2. 1. 9. APPLIED TOGETHER WITH  
THE UMBRELLA LOGO

Together with the free area of the umbrella logo, it must be at least as high as 40% of the height of the logo of the wine region, taking into account the smallest size of the umbrella logo.

In addition to the umbrella logo, use the secondary logo of the wine region.

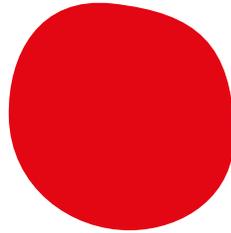


## 2.1. BALATON WINE REGION

### 2.1.10. COLOURS

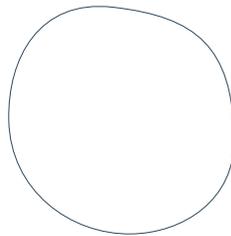
For further details on the colours,  
please see:

1.2. Wines of Hungary - Colours



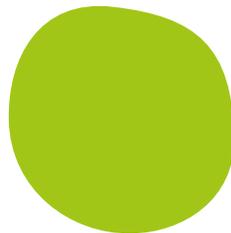
PANTONE 485 C  
CO M100 Y100 K0  
AVERY 523 MEDIUM RED  
RAL 3028 REINROT

R230 G0 B0  
HEX #ED1C24



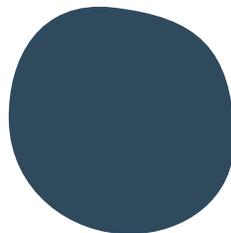
PANTONE 000 C  
CO M0 Y0 K0  
AVERY 920 WHITE MATT  
RAL 9003 SIGNAL WHITE

R255 G255 B255  
HEX #FFFFFF



PANTONE 2293 C  
C45 M0 Y100 K0  
AVERY 531 LIME  
RAL 6018 GELBGRÜN

R160 G200 B20  
HEX #99CA3C



PANTONE 4161 C  
C70 M40 Y20 K60  
AVERY 540 COBALT BLUE  
RAL 5001 GRÜNBLAU

R50 G72 B90  
HEX #32485A

	TEXT	TEXT	TEXT	TEXT
TEXT				TEXT
TEXT			TEXT	TEXT
TEXT				
TEXT	TEXT	TEXT		

## 2. 1. BALATON WINE REGION

### 2. 1. 11. TYPOGRAPHY

The font of the logotype can only be used in the umbrella logo and the logos of the wine regions.

For further details on typography, please see:

1.3. Wines of Hungary -Typography

LOGOTYPE FONT

**CARTOON MARKER**

SLOGAN FONT

**MONTSEERRAT**

**MONTSEERRAT SEMIBOLD**

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**

**a b c d e f g h i j k l m n o p q r s t u v w x y z**

**0 1 2 3 4 5 6 7 8 9**

**MONTSEERRAT EXTRABOLD**

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**

**a b c d e f g h i j k l m n o p q r s t u v w x y z**

**0 1 2 3 4 5 6 7 8 9**

## 2. 1. BALATON WINE REGION

### 2. 1. 12. SLOGAN AS

A CAMPAIGN MESSAGE

- APPEARANCE AND PROPORTIONS

For further details on the campaign message and its proportions, please see: 1.4.2. - 1.4.3. Campaign Message

# VIBRANCE, WINES, SAILS AND YOU



## 2. 1. BALATON WINE REGION

### 2. 1. 12. SLOGAN AS

- A CAMPAIGN MESSAGE
- LOGO AND FREE AREA

If the slogan is used as a campaign message, it is no longer needed to be displayed below the logo. In this case, the logo and its free space will change according to the example.

For further details on the positioning of the logo, please see:

1.1.6. Logo - Positioning



## 2. 1. BALATON WINE REGION

### 2. 1. 13. SLOGAN AS A CAMPAIGN MESSAGE • APPLICATIONS

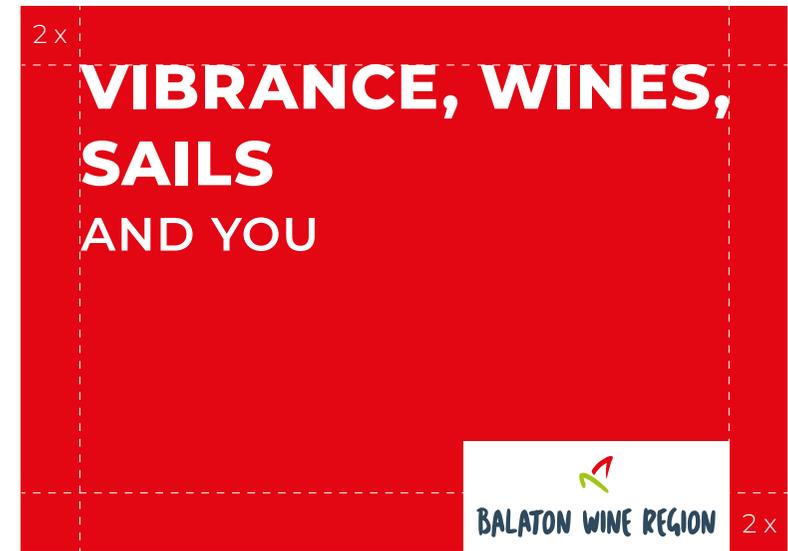
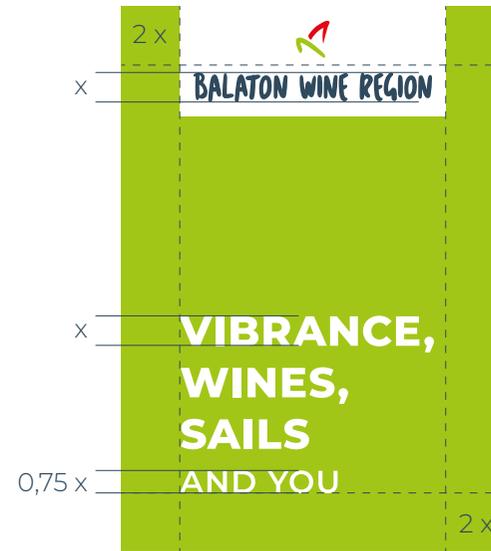
In this case, the minimum size of the 'AND YOU' part of the campaign message is equal to 75% of the height of the logotype, and the maximum size is determined by the 2x margins placed on the surface, taking into account that the height of the text cannot exceed 2x.

Keep the logo with its free area at the top or bottom of the creative surface, but not in a corner.

The top or bottom of the free area can be increased by 0.5x increments from the edge of the sheet.

For further details on the positioning of the logo, please see:

1.1.6. Logo - Positioning





**WINES OF HUNGARY**

PERSONALLY

2.2.

**WINE REGIONS**

DANUBE WINE REGION



## **2. 2. DANUBE WINE REGION**

### 2. 2. 1. VERTICAL LOGO

The official logo of the Danube Wine Region. The logo includes the Danube Wine Region term, and the slogan which fits to that region.



# DANUBE WINE REGION

**FLAVOURS, WINES, CELLAR ROWS  
AND YOU**

## 2. 2. DANUBE WINE REGION

### 2. 2. 2. VERTICAL LOGO FREE AREA

The minimum size of the free area of the logo is 0.5x, which comes from the font height of Danube Wine Region.

Please do not use any other graphic elements within 0.5x distance from the square encompassing the logo.



## 2. 2. DANUBE WINE REGION

### 2. 2. 3. HORIZONTAL LOGO



# DANUBE WINE REGION

**FLAVOURS, WINES, CELLAR ROWS  
AND YOU**

## 2. 2. DANUBE WINE REGION

### 2. 2. 4. HORIZONTAL LOGO FREE AREA

The minimum size of the free area of the logo is 0.5x, which comes from the font height of Danube Wine Region.

Please do not use any other graphic elements within 0.5x distance from the square encompassing the logo.



## 2. 2. DANUBE WINE REGION

### 2. 2. 5. LEFT ALIGNED LOGO

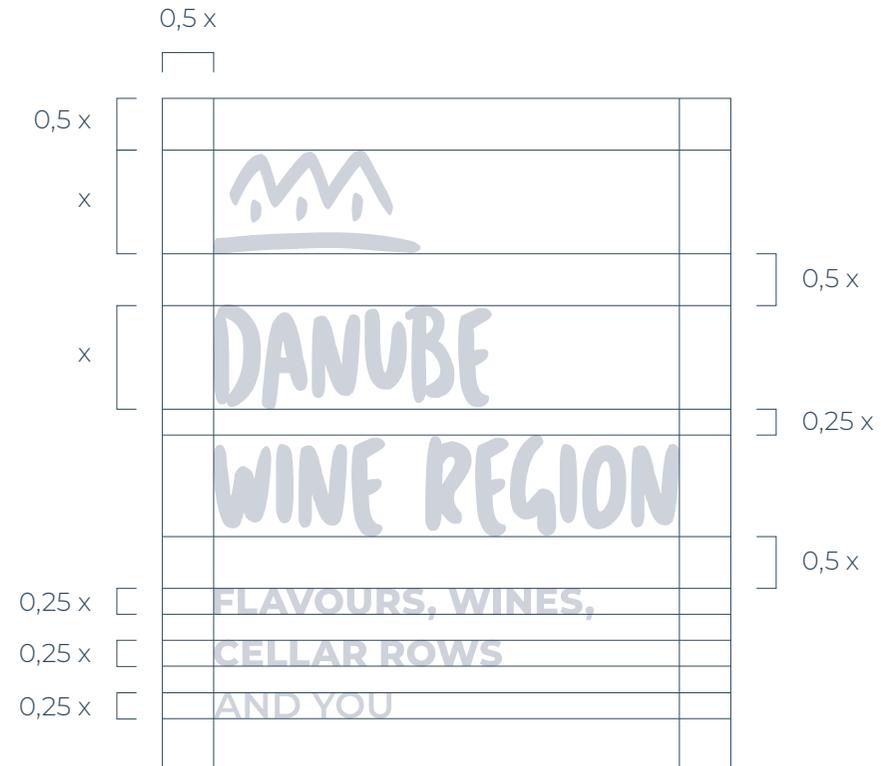


## 2. 2. DANUBE WINE REGION

### 2. 2. 6. LEFT ALIGNED LOGO FREE AREA

The minimum size of the free area of the logo is 0.5x, which comes from the font height of Danube Wine Region.

Please do not use any other graphic elements within 0.5x distance from the square encompassing the logo.



## 2. 2. DANUBE WINE REGION

### 2. 2. 7. MINIMUM SIZES

The minimum size of the logo, which should not be used in a smaller size for an enjoyable usage.

If it is impossible to use it in the minimum size or in any larger size, you may make the logo smaller by omitting the slogan.

1. Minimum size with slogan
2. Minimum size without slogan

For further prohibitions regarding the logo please see 11.8. Logo - Prohibitions

1



2



## 2.2. DANUBE WINE REGION

### 2.2.8. SECONDARY LOGO

The secondary logo means negative colour usage. Use it only if you do not have the technical ability to display the primary logo.



PANTONE 4161 C  
C70 M40 Y20 K60  
AVERY 540 COBALT BLUE  
RAL 5001 GRÜNBLAU

R50 G72 B90  
HEX #32485A



PANTONE 485 C  
C0 M100 Y100 K0  
AVERY 523 MEDIUM RED  
RAL 3028 REINROT

R230 G0 B0  
HEX #ED1C24



PANTONE 2293 C  
C45 M0 Y100 K0  
AVERY 531 LIME  
RAL 6018 GELBGRÜN

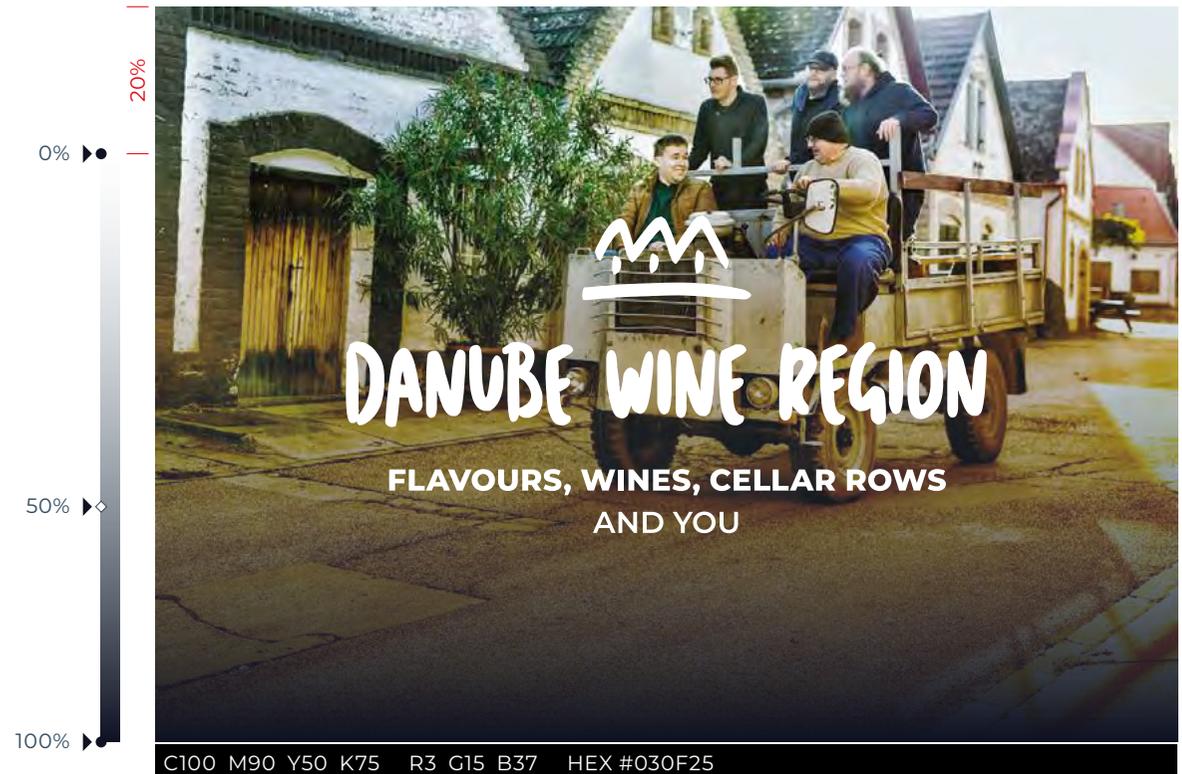
R160 G200 B20  
HEX #99CA3C

## 2. 2. DANUBE WINE REGION

### 2. 2. 8. SECONDARY LOGO

The secondary logo only be used on photos with the necessary contrast.

If appropriate, the contrast can be augmented by an added layer according to the attached example.



## 2. 2. DANUBE WINE REGION

### 2. 2. 9. APPLIED TOGETHER WITH THE UMBRELLA LOGO

Together with the free area of the umbrella logo, it must be at least as high as 40% of the height of the logo of the wine region, taking into account the smallest size of the umbrella logo.

In addition to the umbrella logo, use the secondary logo of the wine region.

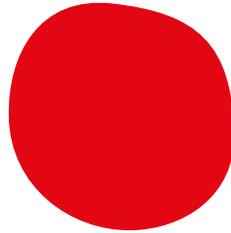


## 2. 2. DANUBE WINE REGION

### 2. 2. 10. COLOURS

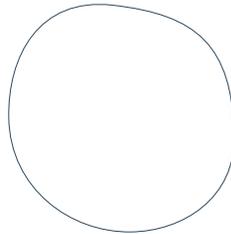
For further details on the colours,  
please see:

1.2. Wines of Hungary - Colours



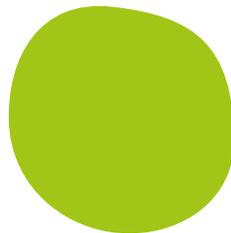
PANTONE 485 C  
CO M100 Y100 K0  
AVERY 523 MEDIUM RED  
RAL 3028 REINROT

R230 G0 B0  
HEX #ED1C24



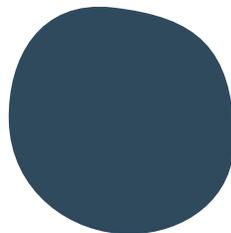
PANTONE 000 C  
CO M0 Y0 K0  
AVERY 920 WHITE MATT  
RAL 9003 SIGNAL WHITE

R255 G255 B255  
HEX #FFFFFF



PANTONE 2293 C  
C45 M0 Y100 K0  
AVERY 531 LIME  
RAL 6018 GELBGRÜN

R160 G200 B20  
HEX #99CA3C



PANTONE 4161 C  
C70 M40 Y20 K60  
AVERY 540 COBALT BLUE  
RAL 5001 GRÜNBLAU

R50 G72 B90  
HEX #32485A

	TEXT	TEXT	TEXT	TEXT
TEXT				TEXT
TEXT			TEXT	TEXT
TEXT				
TEXT	TEXT	TEXT		

## 2. 2. DANUBE WINE REGION

### 2. 2. 11. TYPOGRAPHY

The font of the logotype can only be used in the umbrella logo and the logos of the wine regions.

For further details on typography, please see:

1.3. Wines of Hungary -Typography

LOGOTYPE FONT

**CARTOON MARKER**

SLOGAN FONT

**MONTSERRAT**

**MONTSERRAT SEMIBOLD**

A Á B C D E É F G H I Í J K L M N O Ó Ö Ö P Q R S T U Ú Ü Ü V W X Y Z  
a á b c d e é f g h i í j k l m n o ó ö ö p q r s t u ú ü ü v w x y z  
0 1 2 3 4 5 6 7 8 9

**MONTSERRAT EXTRABOLD**

**A Á B C D E É F G H I Í J K L M N O Ó Ö Ö P Q R S T U Ú Ü Ü V W X Y Z  
a á b c d e é f g h i í j k l m n o ó ö ö p q r s t u ú ü ü v w x y z  
0 1 2 3 4 5 6 7 8 9**

## 2. 2. DANUBE WINE REGION

### 2. 2. 12. SLOGAN AS

A CAMPAIGN MESSAGE

- APPEARANCE AND PROPORTIONS

For further details on the campaign message and its proportions, please see: 1.4.2. - 1.4.3. Campaign Message

# FLAVOURS, WINES, CELLAR ROWS AND YOU



## 2. 2. DANUBE WINE REGION

### 2. 2. 12. SLOGAN AS

- A CAMPAIGN MESSAGE
- LOGO AND FREE AREA

If the slogan is used as a campaign message, it is no longer needed to be displayed below the logo. In this case, the logo and its free space will change according to the example.

For further details on the positioning of the logo, please see:

1.1.6. Logo - Positioning



## 2. 2. DANUBE WINE REGION

### 2. 2. 13. SLOGAN AS

A CAMPAIGN MESSAGE

- APPLICATIONS

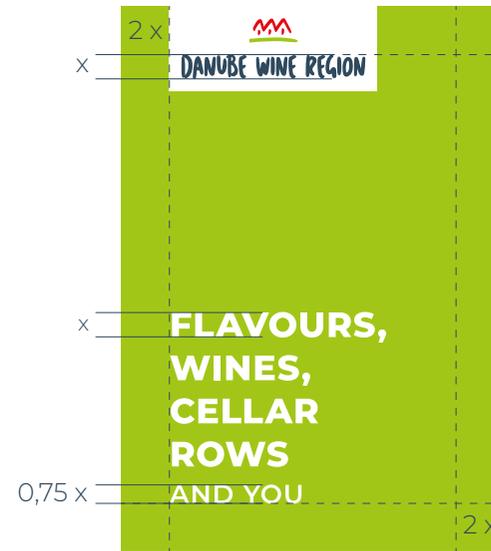
In this case, the minimum size of the 'AND YOU' part of the campaign message is equal to 75% of the height of the logotype, and the maximum size is determined by the 2x margins placed on the surface, taking into account that the height of the text cannot exceed 2x.

Keep the logo with its free area at the top or bottom of the creative surface, but not in a corner.

The top or bottom of the free area can be increased by 0.5x increments from the edge of the sheet.

For further details on the positioning of the logo, please see:

1.1.6. Logo - Positioning





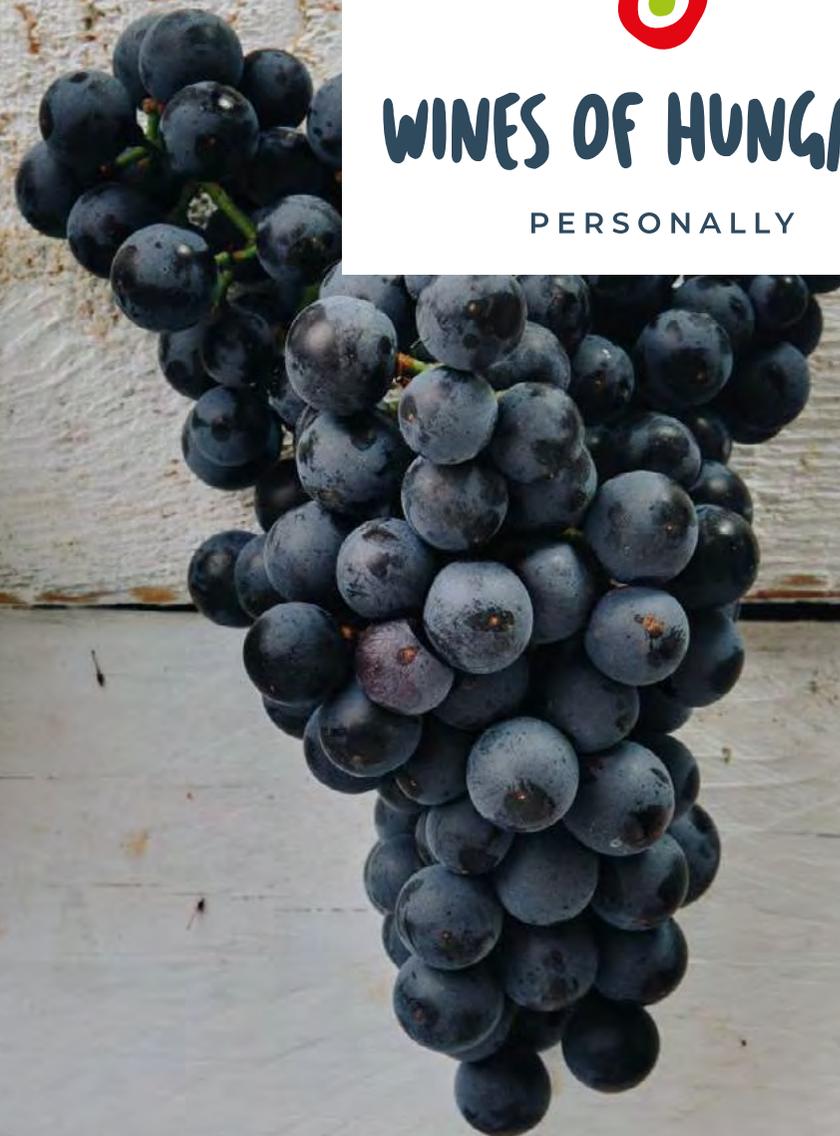
**WINES OF HUNGARY**

PERSONALLY

2.3.

# WINE REGIONS

UPPER HUNGARY  
WINE REGION



## 2. 3. UPPER HUNGARY WINE REGION

### 2. 3. 1. VERTICAL LOGO

The official logo of the Upper Hungary Wine Region. The logo includes the Upper Hungary Wine Region term, and the slogan which fits to that region.



**UPPER HUNGARY  
WINE REGION**

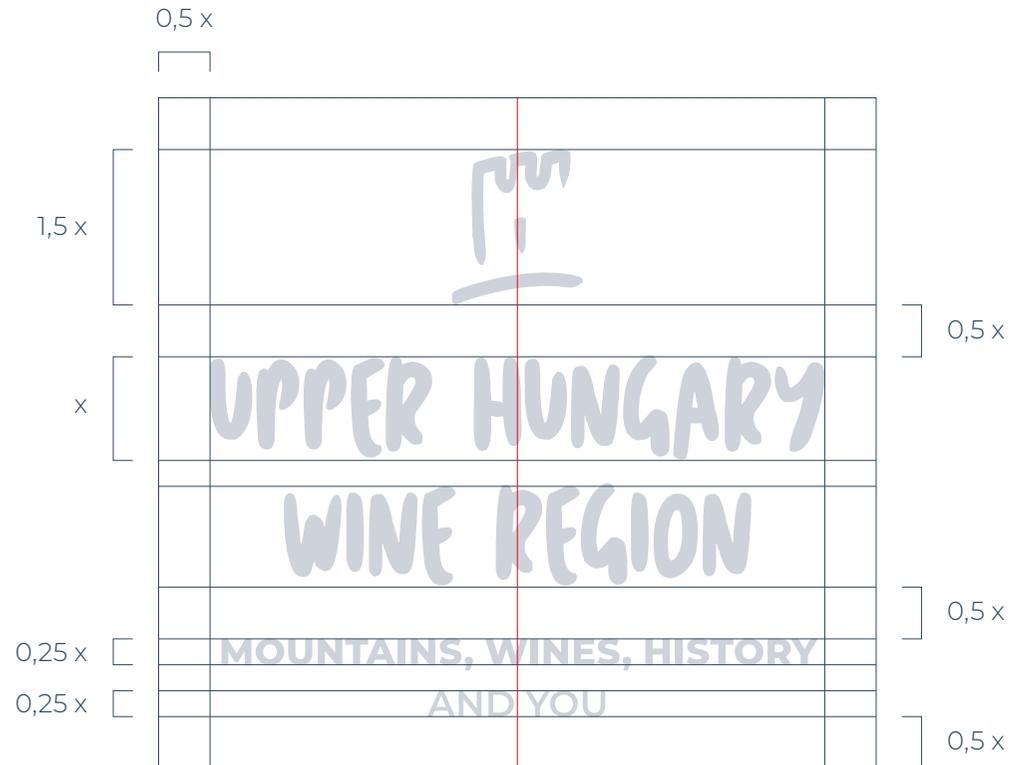
**MOUNTAINS, WINES, HISTORY  
AND YOU**

## 2. 3. UPPER HUNGARY WINE REGION

### 2. 3. 2. VERTICAL LOGO FREE AREA

The minimum size of the free area of the logo is 0.5x, which comes from the font height of Upper Hungary Wine Region.

Please do not use any other graphic elements within 0.5x distance from the square encompassing the logo.



## 2. 3. UPPER HUNGARY WINE REGION

### 2. 3. 3. HORIZONTAL LOGO



# UPPER HUNGARY WINE REGION

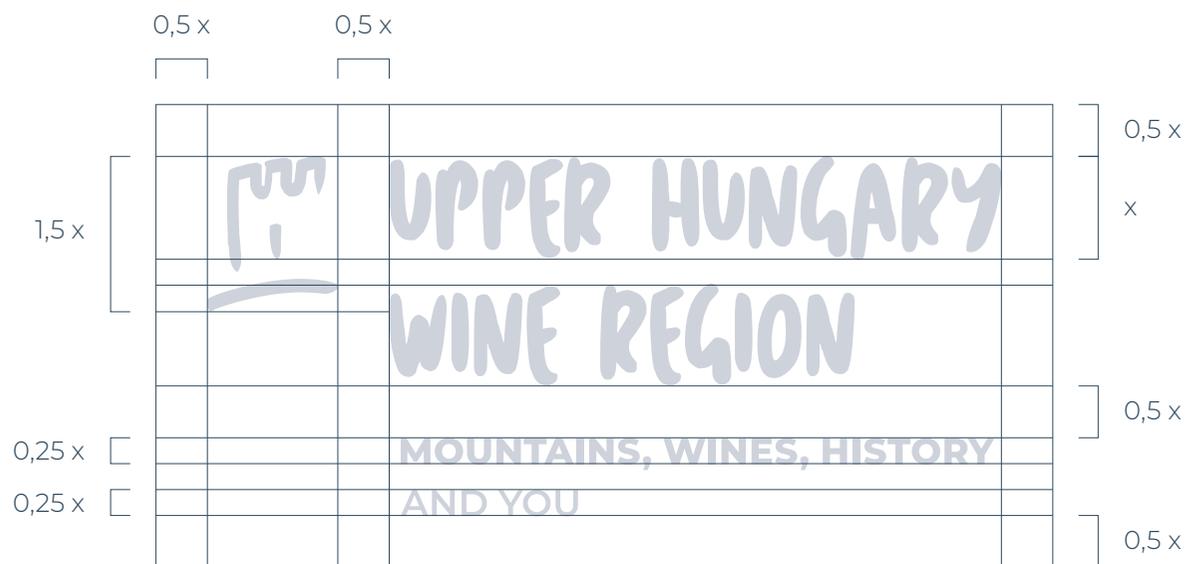
**MOUNTAINS, WINES, HISTORY  
AND YOU**

## 2. 3. UPPER HUNGARY WINE REGION

### 2. 3. 4. HORIZONTAL LOGO FREE AREA

The minimum size of the free area of the logo is 0.5x, which comes from the font height of Upper Hungary Wine Region.

Please do not use any other graphic elements within 0.5x distance from the square encompassing the logo.



**2. 3. UPPER HUNGARY  
WINE REGION**

2. 3. 5. LEFT ALIGNED LOGO



**UPPER  
HUNGARY  
WINE REGION**

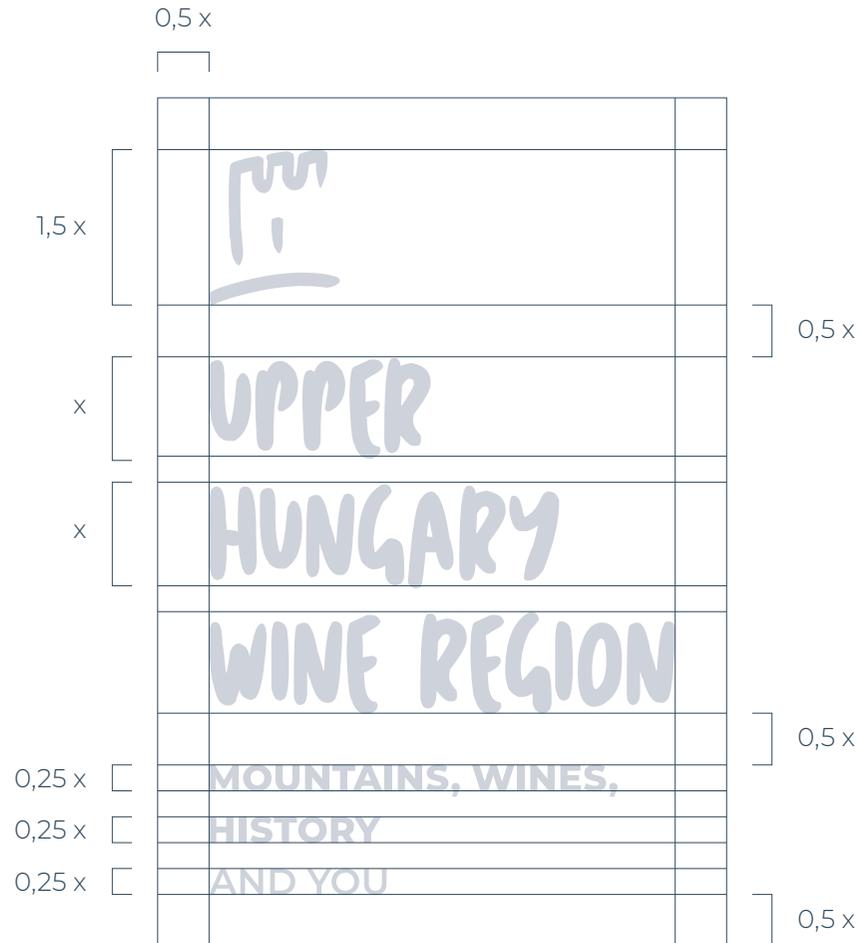
**MOUNTAINS, WINES,  
HISTORY  
AND YOU**

## 2. 3. UPPER HUNGARY WINE REGION

### 2. 3. 6. LEFT ALIGNED LOGO FREE AREA

The minimum size of the free area of the logo is 0.5x, which comes from the font height of Upper Hungary Wine Region.

Please do not use any other graphic elements within 0.5x distance from the square encompassing the logo.



## 2. 3. UPPER HUNGARY WINE REGION

### 2. 3. 7. MINIMUM SIZES

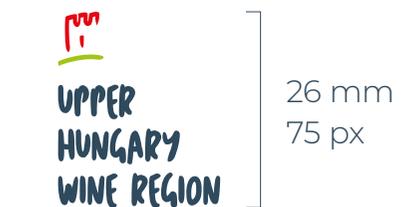
The minimum size of the logo, which should not be used in a smaller size for an enjoyable usage.

If it is impossible to use it in the minimum size or in any larger size, you may make the logo smaller by omitting the slogan.

1. Minimum size with slogan
2. Minimum size without slogan

For further prohibitions regarding the logo please see

11.8. Logo - Prohibitions



## 2. 3. UPPER HUNGARY WINE REGION

### 2. 3. 8. SECONDARY LOGO

The secondary logo means negative colour usage. Use it only if you do not have the technical ability to display the primary logo.



PANTONE 4161 C  
C70 M40 Y20 K60  
AVERY 540 COBALT BLUE  
RAL 5001 GRÜNBLAU

R50 G72 B90  
HEX #32485A



PANTONE 485 C  
C0 M100 Y100 K0  
AVERY 523 MEDIUM RED  
RAL 3028 REINROT

R230 G0 B0  
HEX #ED1C24



PANTONE 2293 C  
C45 M0 Y100 K0  
AVERY 531 LIME  
RAL 6018 GELBGRÜN

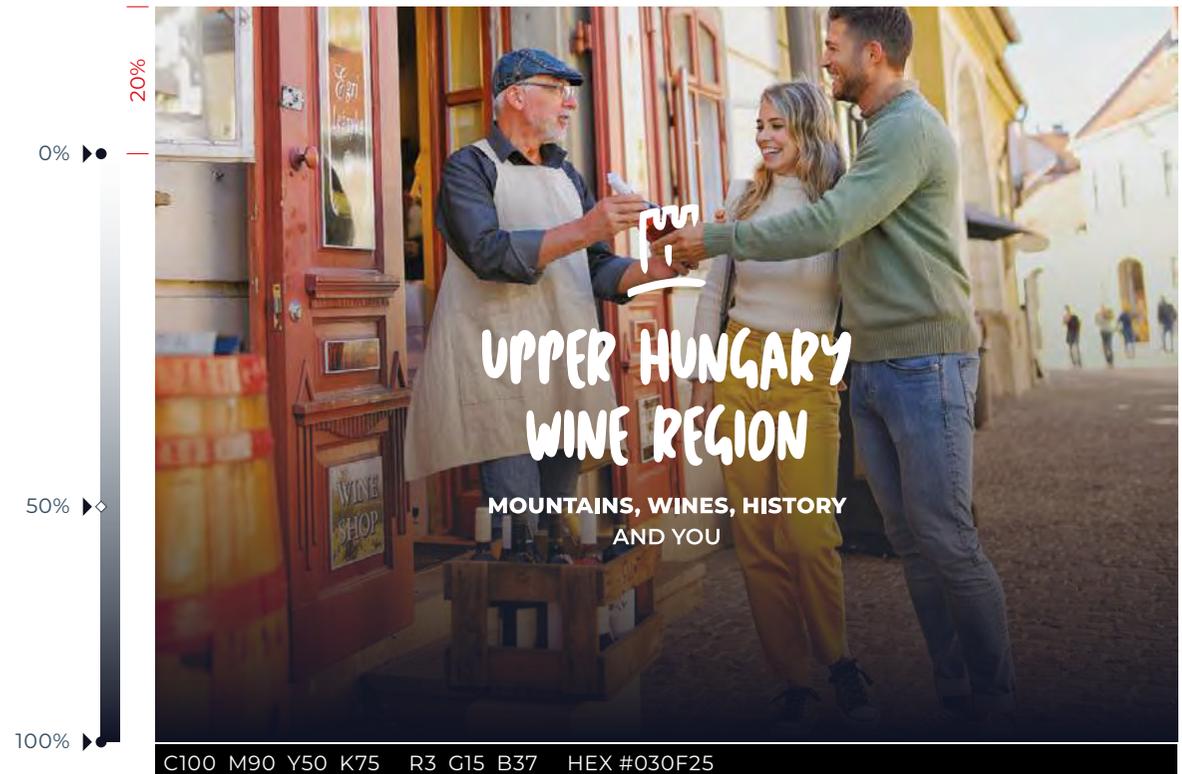
R160 G200 B20  
HEX #99CA3C

## 2. 3. UPPER HUNGARY WINE REGION

### 2. 3. 8. SECONDARY LOGO

The secondary logo only be used on photos with the necessary contrast.

If appropriate, the contrast can be augmented by an added layer according to the attached example.



## 2. 3. UPPER HUNGARY WINE REGION

### 2. 3. 9. APPLIED TOGETHER WITH THE UMBRELLA LOGO

Together with the free area of the umbrella logo, it must be at least as high as 40% of the height of the logo of the wine region, taking into account the smallest size of the umbrella logo.

In addition to the umbrella logo, use the secondary logo of the wine region

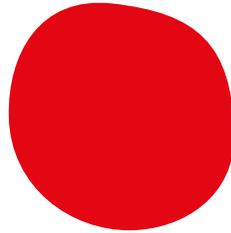


## 2. 3. UPPER HUNGARY WINE REGION

### 2. 3. 10. COLOURS

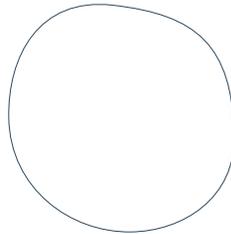
For further details on the colours, please see:

1.2. Wines of Hungary - Colours



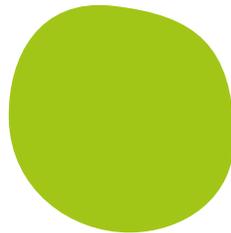
PANTONE 485 C  
CO M100 Y100 K0  
AVERY 523 MEDIUM RED  
RAL 3028 REINROT

R230 G0 B0  
HEX #ED1C24



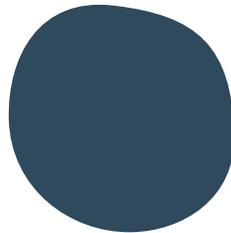
PANTONE 000 C  
CO M0 Y0 K0  
AVERY 920 WHITE MATT  
RAL 9003 SIGNAL WHITE

R255 G255 B255  
HEX #FFFFFF



PANTONE 2293 C  
C45 M0 Y100 K0  
AVERY 531 LIME  
RAL 6018 GELBGRÜN

R160 G200 B20  
HEX #99CA3C



PANTONE 4161 C  
C70 M40 Y20 K60  
AVERY 540 COBALT BLUE  
RAL 5001 GRÜNBLAU

R50 G72 B90  
HEX #32485A

	TEXT	TEXT	TEXT	TEXT
TEXT				TEXT
TEXT			TEXT	TEXT
TEXT				
TEXT	TEXT	TEXT		

## 2. 3. UPPER HUNGARY WINE REGION

### 2. 3. 11. TYPOGRAPHY

The font of the logotype can only be used in the umbrella logo and the logos of the wine regions.

For further details on typography, please see:

1.3. Wines of Hungary -Typography

LOGOTYPE FONT

**CARTOON MARKER**

SLOGAN FONT

**MONTERRAT**

**MONTERRAT SEMIBOLD**

A Á B C D E É F G H I Í J K L M N O Ó Ö Ö P Q R S T U Ú Ü Ü V W X Y Z  
a á b c d e é f g h i í j k l m n o ó ö ö p q r s t u ú ü ü v w x y z  
0 1 2 3 4 5 6 7 8 9

**MONTERRAT EXTRABOLD**

A Á B C D E É F G H I Í J K L M N O Ó Ö Ö P Q R S T U Ú Ü Ü V W X Y Z  
a á b c d e é f g h i í j k l m n o ó ö ö p q r s t u ú ü ü v w x y z  
0 1 2 3 4 5 6 7 8 9

## 2. 3. UPPER HUNGARY WINE REGION

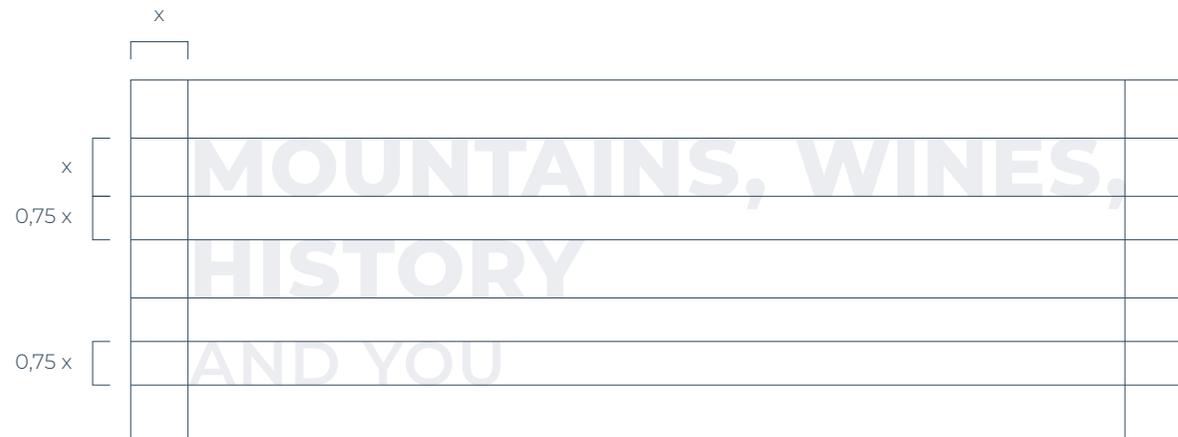
### 2. 3. 12. SLOGAN AS

A CAMPAIGN MESSAGE

- APPEARANCE AND PROPORTIONS

For further details on the campaign message and its proportions, please see: 1.4.2. - 1.4.3. Campaign Message

# MOUNTAINS, WINES, HISTORY AND YOU



## 2. 3. UPPER HUNGARY WINE REGION

### 2. 3. 12. SLOGAN AS

A CAMPAIGN MESSAGE

- LOGO AND FREE AREA

If the slogan is used as a campaign message, it is no longer needed to be displayed below the logo. In this case, the logo and its free space will change according to the example.

For further details on the positioning of the logo, please see:

1.1.6. Logo - Positioning



## 2. 3. UPPER HUNGARY WINE REGION

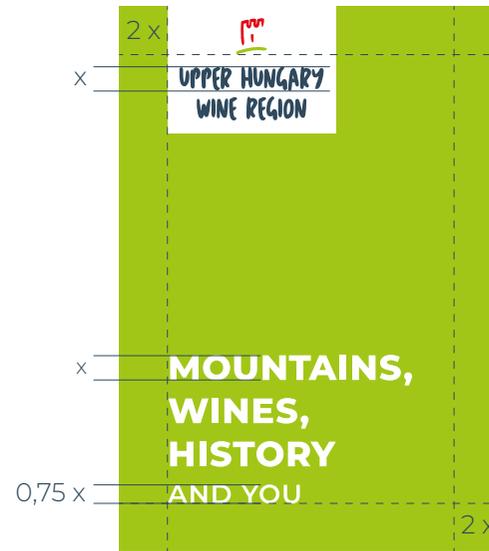
### 2. 3. 13. SLOGAN AS A CAMPAIGN MESSAGE • APPLICATIONS

In this case, the minimum size of the 'AND YOU' part of the campaign message is equal to 75% of the height of the logotype, and the maximum size is determined by the 2x margins placed on the surface, taking into account that the height of the text cannot exceed 2x.

Keep the logo with its free area at the top or bottom of the creative surface, but not in a corner.

The top or bottom of the free area can be increased by 0.5x increments from the edge of the sheet.

For further details on the positioning of the logo, please see:  
1.1.6. Logo - Positioning





**WINES OF HUNGARY**

PERSONALLY

2.4.

# WINE REGIONS

UPPER PANNON  
WINE REGION



## **2. 4. UPPER PANNON WINE REGION**

### 2. 4. 1. VERTICAL LOGO

The official logo of the Upper Pannon Wine Region. The logo includes the Upper Pannon Wine Region term, and the slogan which fits to that region.



# **UPPER PANNON WINE REGION**

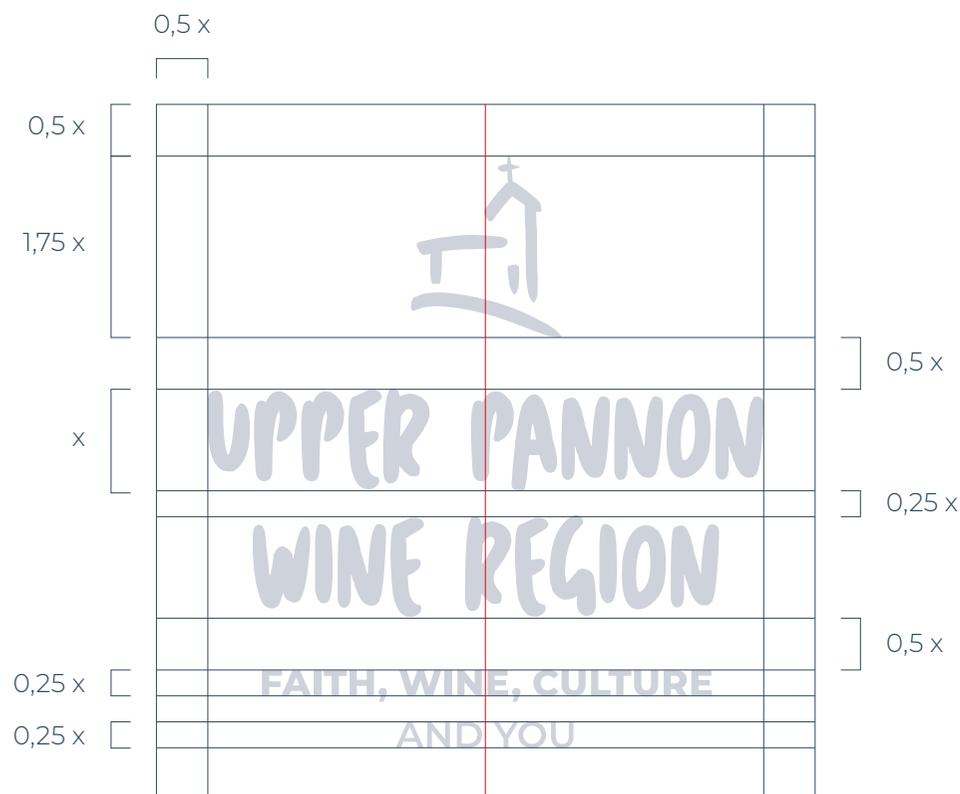
**FAITH, WINE, CULTURE  
AND YOU**

## 2. 4. UPPER PANNON WINE REGION

### 2. 4. 2. VERTICAL LOGO FREE AREA

The minimum size of the free area of the logo is 0.5x, which comes from the font height of Upper Pannon Wine Region.

Please do not use any other graphic elements within 0.5x distance from the square encompassing the logo.



## 2. 4. UPPER PANNON WINE REGION

### 2. 4. 3. HORIZONTAL LOGO



# UPPER PANNON WINE REGION

**FAITH, WINE, CULTURE  
AND YOU**



**2. 4. UPPER PANNON  
WINE REGION**

2. 4. 5. LEFT ALIGNED LOGO



**UPPER  
PANNON  
WINE REGION**

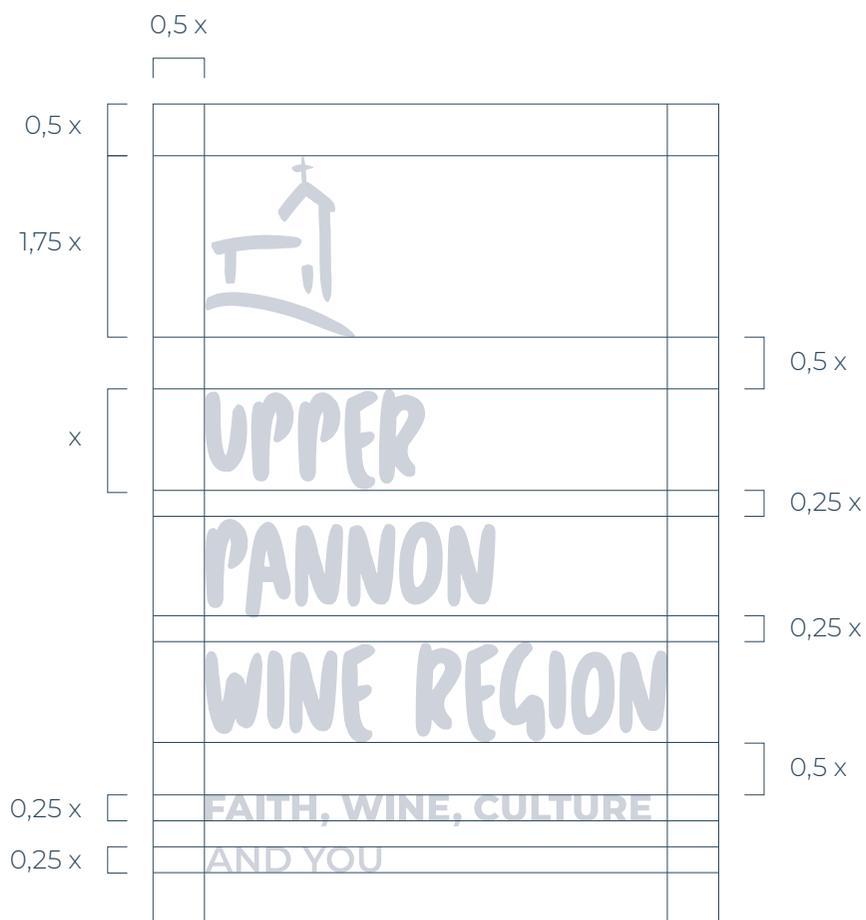
**FAITH, WINE, CULTURE  
AND YOU**

## 2. 4. UPPER PANNON WINE REGION

### 2. 4. 6. LEFT ALIGNED LOGO FREE AREA

The minimum size of the free area of the logo is 0.5x, which comes from the font height of Upper Pannon Wine Region.

Please do not use any other graphic elements within 0.5x distance from the square encompassing the logo.



## 2. 4. UPPER PANNON WINE REGION

### 2. 4. 7. MINIMUM SIZES

The minimum size of the logo, which should not be used in a smaller size for an enjoyable usage.

If it is impossible to use it in the minimum size or in any larger size, you may make the logo smaller by omitting the slogan.

1. Minimum size with slogan
2. Minimum size without slogan

For further prohibitions regarding the logo please see

11.8. Logo - Prohibitions



## 2. 4. UPPER PANNON WINE REGION

### 2. 4. 8. SECONDARY LOGO

The secondary logo means negative colour usage. Use it only if you do not have the technical ability to display the primary logo.



PANTONE 4161 C  
C70 M40 Y20 K60  
AVERY 540 COBALT BLUE  
RAL 5001 GRÜNBLAU

R50 G72 B90  
HEX #32485A



PANTONE 485 C  
C0 M100 Y100 K0  
AVERY 523 MEDIUM RED  
RAL 3028 REINROT

R230 G0 B0  
HEX #ED1C24



PANTONE 2293 C  
C45 M0 Y100 K0  
AVERY 531 LIME  
RAL 6018 GELBGRÜN

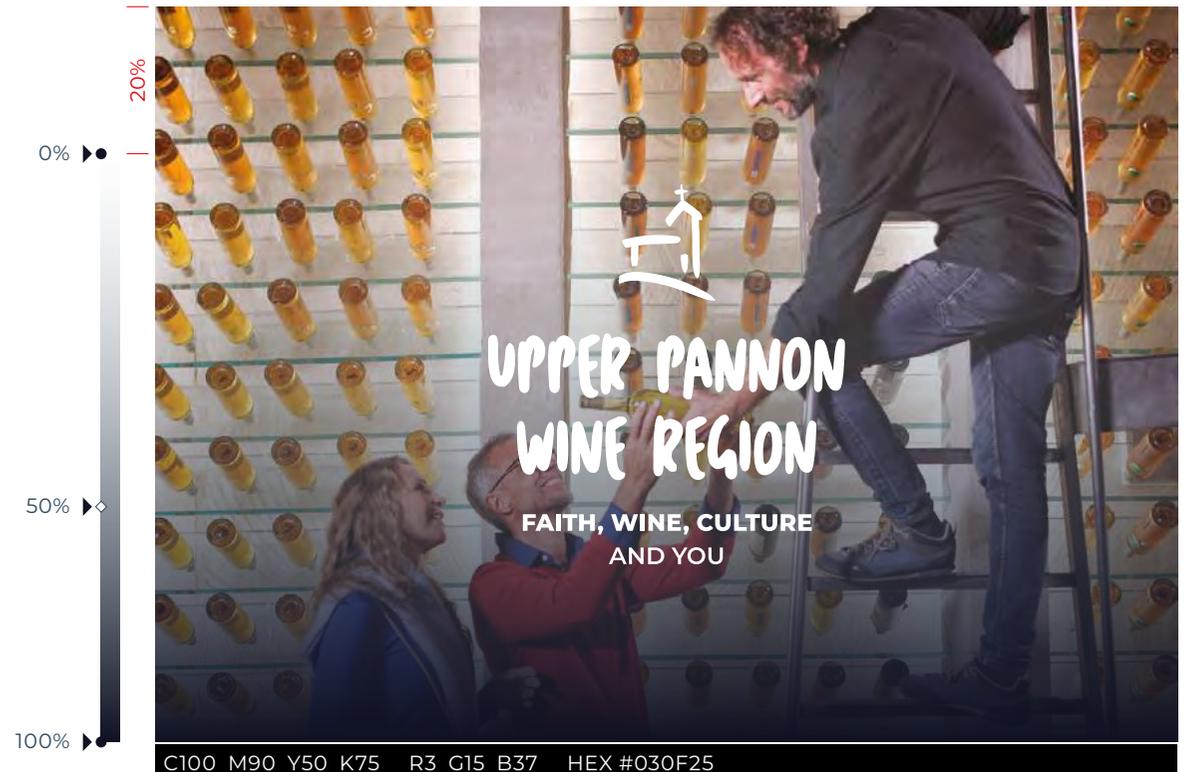
R160 G200 B20  
HEX #99CA3C

## 2. 4. UPPER PANNON WINE REGION

### 2. 4. 8. SECONDARY LOGO

The secondary logo only be used on photos with the necessary contrast.

If appropriate, the contrast can be augmented by an added layer according to the attached example.



## 2. 4. UPPER PANNON WINE REGION

### 2. 4. 9. APPLIED TOGETHER WITH THE UMBRELLA LOGO

Together with the free area of the umbrella logo, it must be at least as high as 40% of the height of the logo of the wine region, taking into account the smallest size of the umbrella logo.

In addition to the umbrella logo, use the secondary logo of the wine region.

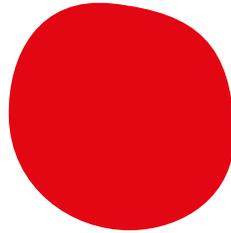


## 2. 4. UPPER PANNON WINE REGION

### 2. 4. 10.COLOURS

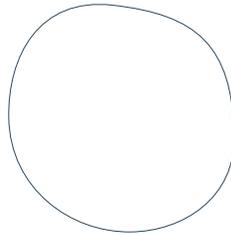
For further details on the colours,  
please see:

1.2. Wines of Hungary - Colours



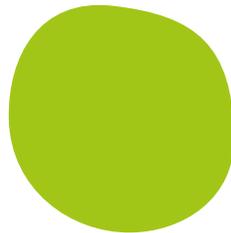
PANTONE 485 C  
CO M100 Y100 K0  
AVERY 523 MEDIUM RED  
RAL 3028 REINROT

R230 G0 B0  
HEX #ED1C24



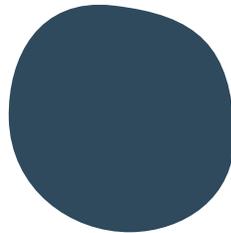
PANTONE 000 C  
CO M0 Y0 K0  
AVERY 920 WHITE MATT  
RAL 9003 SIGNAL WHITE

R255 G255 B255  
HEX #FFFFFF



PANTONE 2293 C  
C45 M0 Y100 K0  
AVERY 531 LIME  
RAL 6018 GELBGRÜN

R160 G200 B20  
HEX #99CA3C



PANTONE 4161 C  
C70 M40 Y20 K60  
AVERY 540 COBALT BLUE  
RAL 5001 GRÜNBLAU

R50 G72 B90  
HEX #32485A

	TEXT	TEXT	TEXT	TEXT
TEXT				TEXT
TEXT			TEXT	TEXT
TEXT				
TEXT	TEXT	TEXT		

## 2. 4. UPPER PANNON WINE REGION

### 2. 4. 11. TYPOGRAPHY

The font of the logotype can only be used in the umbrella logo and the logos of the wine regions.

For further details on typography, please see:

1.3. Wines of Hungary -Typography

LOGOTYPE FONT

# CARTOON MARKER

SLOGAN FONT

# MONTSEERRAT

MONTSEERRAT SEMIBOLD

A Á B C D E É F G H I Í J K L M N O Ó Ö Ö P Q R S T U Ú Ü Ü V W X Y Z  
a á b c d e é f g h i í j k l m n o ó ö ö p q r s t u ú ü ü v w x y z  
0 1 2 3 4 5 6 7 8 9

MONTSEERRAT EXTRABOLD

A Á B C D E É F G H I Í J K L M N O Ó Ö Ö P Q R S T U Ú Ü Ü V W X Y Z  
a á b c d e é f g h i í j k l m n o ó ö ö p q r s t u ú ü ü v w x y z  
0 1 2 3 4 5 6 7 8 9

## 2. 4. UPPER PANNON WINE REGION

### 2. 4. 12. SLOGAN AS

A CAMPAIGN MESSAGE

- APPEARANCE AND PROPORTIONS

For further details on the campaign message and its proportions, please see: 1.4.2. - 1.4.3. Campaign Message

# FAITH, WINE, CULTURE AND YOU



## 2. 4. UPPER PANNON WINE REGION

2. 4. 12. SLOGAN AS  
A CAMPAIGN MESSAGE  
• LOGO AND FREE AREA

If the slogan is used as a campaign message, it is no longer needed to be displayed below the logo. In this case, the logo and its free space will change according to the example.

For further details on the positioning of the logo, please see:  
1.1.6. Logo - Positioning



## 2. 4. UPPER PANNON WINE REGION

### 2. 4. 13. SLOGAN AS A CAMPAIGN MESSAGE • APPLICATIONS

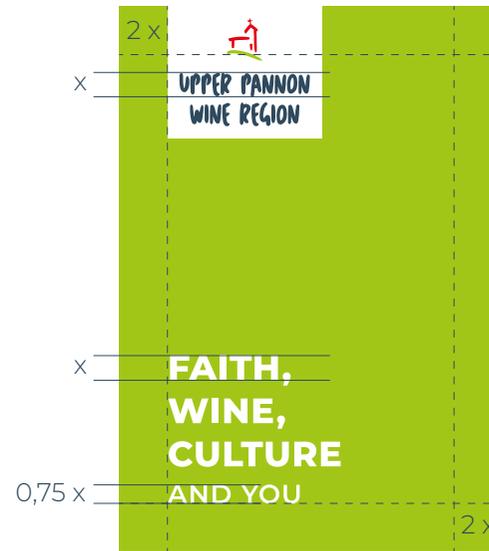
In this case, the minimum size of the 'AND YOU' part of the campaign message is equal to 75% of the height of the logotype, and the maximum size is determined by the 2x margins placed on the surface, taking into account that the height of the text cannot exceed 2x.

Keep the logo with its free area at the top or bottom of the creative surface, but not in a corner.

The top or bottom of the free area can be increased by 0.5x increments from the edge of the sheet.

For further details on the positioning of the logo, please see:

1.1.6. Logo - Positioning





**WINES OF HUNGARY**

PERSONALLY

2.5.

**WINE REGIONS**

PANNON WINE REGION



## **2. 5. PANNON WINE REGION**

### 2. 5. 1. VERTICAL LOGO

The official logo of the Pannon Wine Region. The logo includes the Pannon Wine Region term, and the slogan which fits to that region.



# **PANNON WINE REGION**

**VALLEYS, WINES, SUNSHINE  
AND YOU**

## 2. 5. PANNON WINE REGION

### 2. 5. 2. VERTICAL LOGO FREE AREA

The minimum size of the free area of the logo is 0.5x, which comes from the font height of Pannon Wine Region.

Please do not use any other graphic elements within 0.5x distance from the square encompassing the logo.



## **2. 5. PANNON WINE REGION**

### 2. 5. 3. HORIZONTAL LOGO



# **PANNON WINE REGION**

**VALLEYS, WINES, SUNSHINE  
AND YOU**

## 2. 5. PANNON WINE REGION

### 2. 5. 4. HORIZONTAL LOGO FREE AREA

The minimum size of the free area of the logo is 0.5x, which comes from the font height of Pannon Wine Region.

Please do not use any other graphic elements within 0.5x distance from the square encompassing the logo.



## **2. 5. PANNON WINE REGION**

### 2. 5. 5. LEFT ALIGNED LOGO



# **PANNON WINE REGION**

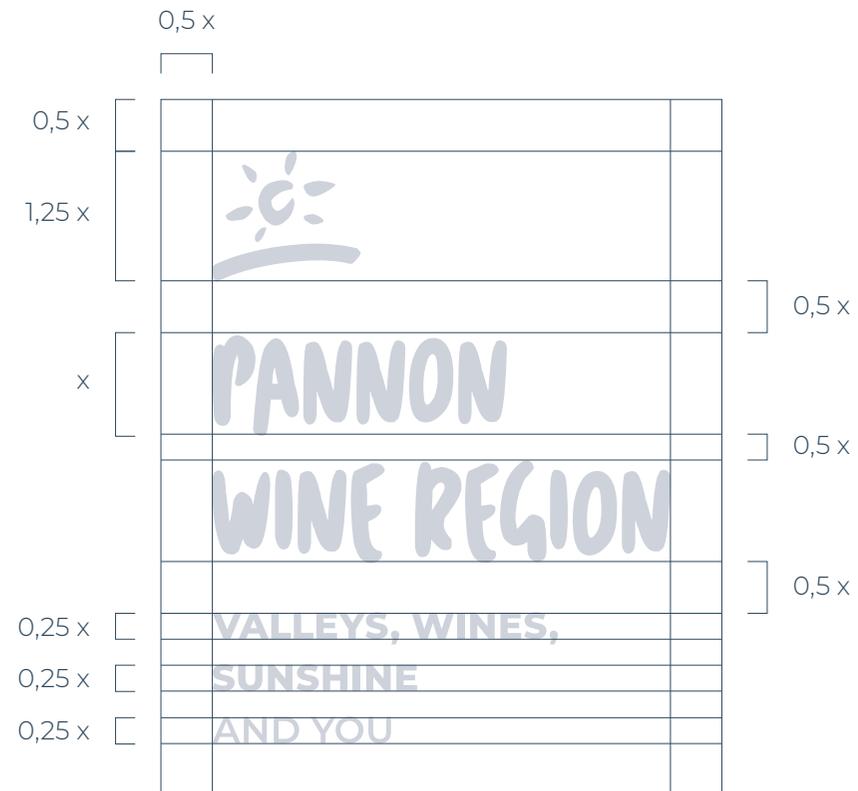
**VALLEYS, WINES,  
SUNSHINE  
AND YOU**

## 2. 5. PANNON WINE REGION

### 2. 5. 6. LEFT ALIGNED LOGO FREE AREA

The minimum size of the free area of the logo is 0.5x, which comes from the font height of Pannon Wine Region.

Please do not use any other graphic elements within 0.5x distance from the square encompassing the logo.



## 2. 5. PANNON WINE REGION

### 2. 5. 7. MINIMUM SIZES

The minimum size of the logo, which should not be used in a smaller size for an enjoyable usage.

If it is impossible to use it in the minimum size or in any larger size, you may make the logo smaller by omitting the slogan.

1. Minimum size with slogan
2. Minimum size without slogan

For further prohibitions regarding the logo please see

11.8. Logo - Prohibitions

1



2



## 2. 5. PANNON WINE REGION

### 2. 5. 8. SECONDARY LOGO

The secondary logo means negative colour usage. Use it only if you do not have the technical ability to display the primary logo.



PANTONE 4161 C  
C70 M40 Y20 K60  
AVERY 540 COBALT BLUE  
RAL 5001 GRÜNBLAU

R50 G72 B90  
HEX #32485A



PANTONE 485 C  
C0 M100 Y100 K0  
AVERY 523 MEDIUM RED  
RAL 3028 REINROT

R230 G0 B0  
HEX #ED1C24



PANTONE 2293 C  
C45 M0 Y100 K0  
AVERY 531 LIME  
RAL 6018 GELBGRÜN

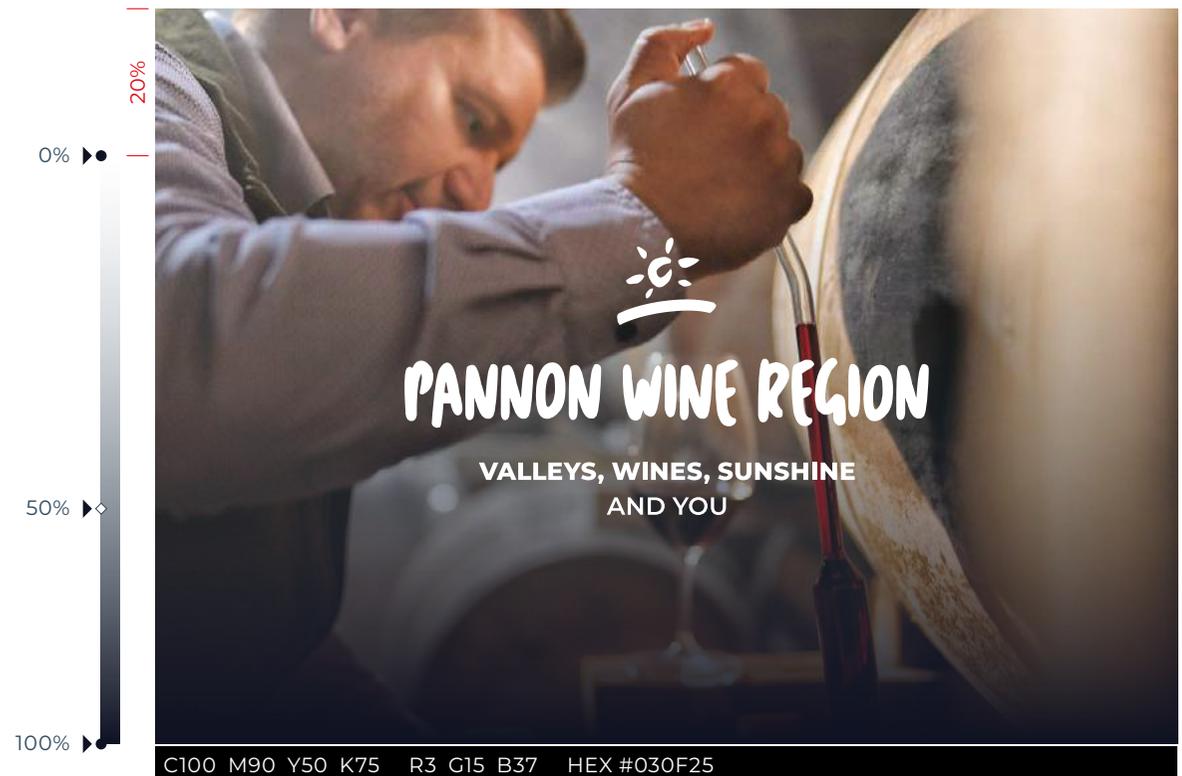
R160 G200 B20  
HEX #99CA3C

## 2. 5. PANNON WINE REGION

### 2. 5. 8. SECONDARY LOGO

The secondary logo only be used on photos with the necessary contrast.

If appropriate, the contrast can be augmented by an added layer according to the attached example.



## 2. 5. PANNON WINE REGION

### 2. 5. 9. APPLIED TOGETHER WITH THE UMBRELLA LOGO

Together with the free area of the umbrella logo, it must be at least as high as 40% of the height of the logo of the wine region, taking into account the smallest size of the umbrella logo.

In addition to the umbrella logo, use the secondary logo of the wine region.

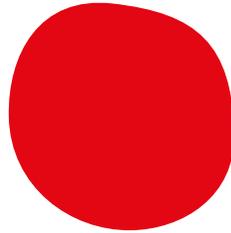


## 2. 5. PANNON WINE REGION

### 2. 5. 10.COLOURS

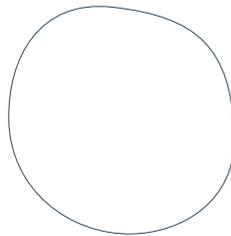
For further details on the colours,  
please see:

1.2. Wines of Hungary - Colours



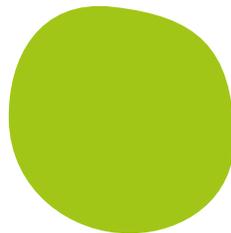
PANTONE 485 C  
CO M100 Y100 K0  
AVERY 523 MEDIUM RED  
RAL 3028 REINROT

R230 G0 B0  
HEX #ED1C24



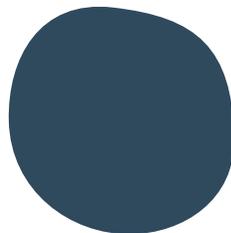
PANTONE 000 C  
CO M0 Y0 K0  
AVERY 920 WHITE MATT  
RAL 9003 SIGNAL WHITE

R255 G255 B255  
HEX #FFFFFF



PANTONE 2293 C  
C45 M0 Y100 K0  
AVERY 531 LIME  
RAL 6018 GELBGRÜN

R160 G200 B20  
HEX #99CA3C



PANTONE 4161 C  
C70 M40 Y20 K60  
AVERY 540 COBALT BLUE  
RAL 5001 GRÜNBLAU

R50 G72 B90  
HEX #32485A

	TEXT	TEXT	TEXT	TEXT
TEXT				TEXT
TEXT			TEXT	TEXT
TEXT				
TEXT	TEXT	TEXT		

## 2. 5. PANNON WINE REGION

### 2. 5. 11. TYPOGRAPHY

The font of the logotype can only be used in the umbrella logo and the logos of the wine regions.

For further details on typography, please see:

1.3. Wines of Hungary -Typography

LOGOTYPE FONT

**CARTOON MARKER**

SLOGAN FONT

**MONTERRAT**

**MONTERRAT SEMIBOLD**

**A Á B C D E É F G H I Í J K L M N O Ó Ö Ö P Q R S T U Ú Ü Ü V W X Y Z**

**a á b c d e é f g h i í j k l m n o ó ö ö p q r s t u ú ü ü v w x y z**

**0 1 2 3 4 5 6 7 8 9**

**MONTERRAT EXTRABOLD**

**A Á B C D E É F G H I Í J K L M N O Ó Ö Ö P Q R S T U Ú Ü Ü V W X Y Z**

**a á b c d e é f g h i í j k l m n o ó ö ö p q r s t u ú ü ü v w x y z**

**0 1 2 3 4 5 6 7 8 9**

## 2. 5. PANNON WINE REGION

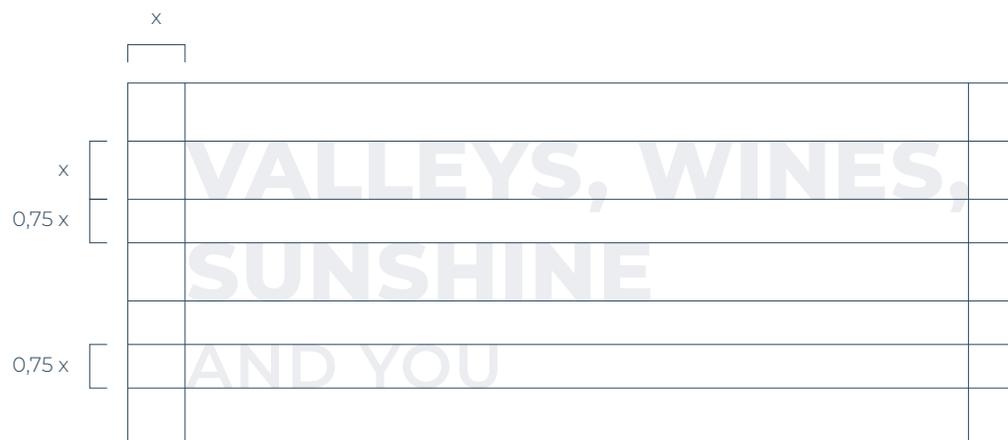
### 2. 5. 12. SLOGAN AS

A CAMPAIGN MESSAGE

- APPEARANCE AND PROPORTIONS

For further details on the campaign message and its proportions, please see: 1.4.2. - 1.4.3. Campaign Message

# VALLEYS, WINES, SUNSHINE AND YOU



## 2. 5. PANNON WINE REGION

### 2. 5. 12. SLOGAN AS

- A CAMPAIGN MESSAGE
- LOGO AND FREE AREA

If the slogan is used as a campaign message, it is no longer needed to be displayed below the logo. In this case, the logo and its free space will change according to the example.

For further details on the positioning of the logo, please see:

1.1.6. Logo - Positioning



## 2. 5. PANNON WINE REGION

### 2. 5. 13. SLOGAN AS A CAMPAIGN MESSAGE • APPLICATIONS

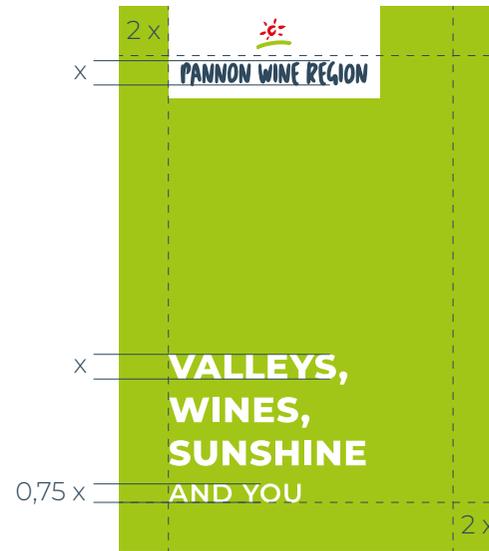
In this case, the minimum size of the 'AND YOU' part of the campaign message is equal to 75% of the height of the logotype, and the maximum size is determined by the 2x margins placed on the surface, taking into account that the height of the text cannot exceed 2x.

Keep the logo with its free area at the top or bottom of the creative surface, but not in a corner.

The top or bottom of the free area can be increased by 0.5x increments from the edge of the sheet.

For further details on the positioning of the logo, please see:

1.1.6. Logo - Positioning





**WINES OF HUNGARY**

PERSONALLY

2.6.

**WINE REGIONS**

TOKAJ WINE REGION

## **2. 6. TOKAJ WINE REGION**

### 2. 6. 1. VERTICAL LOGO

The official logo of the Tokaj Wine Region. The logo includes the Tokaj Wine Region term, and the slogan which fits to that region.



# **TOKAJ WINE REGION**

**VINEYARDS, WINES, HERITAGE  
AND YOU**

## 2. 6. TOKAJ WINE REGION

### 2. 6. 2. VERTICAL LOGO

#### FREE AREA

The minimum size of the free area of the logo is 0.5x, which comes from the font height of Tokaj Wine Region.

Please do not use any other graphic elements within 0.5x distance from the square encompassing the logo.



## **2. 6. TOKAJ WINE REGION**

### 2. 6. 3. HORIZONTAL LOGO



## 2. 6. TOKAJ WINE REGION

### 2. 6. 4. HORIZONTAL LOGO

#### FREE AREA

The minimum size of the free area of the logo is 0.5x, which comes from the font height of Tokaj Wine Region.

Please do not use any other graphic elements within 0.5x distance from the square encompassing the logo.



## **2. 6. TOKAJ WINE REGION**

### 2. 6. 5. LEFT ALIGNED LOGO



# **TOKAJ WINE REGION**

**VINEYARDS, WINES,  
HERITAGE  
AND YOU**

## 2. 6. TOKAJ WINE REGION

### 2. 6. 6. LEFT ALIGNED LOGO FREE AREA

The minimum size of the free area of the logo is 0.5x, which comes from the font height of Tokaj Wine Region.

Please do not use any other graphic elements within 0.5x distance from the square encompassing the logo.



## 2. 6. TOKAJ WINE REGION

### 2. 6. 7. MINIMUM SIZES

The minimum size of the logo, which should not be used in a smaller size for an enjoyable usage.

If it is impossible to use it in the minimum size or in any larger size, you may make the logo smaller by omitting the slogan.

1. Minimum size with slogan
2. Minimum size without slogan

For further prohibitions regarding the logo please see

11.8. Logo - Prohibitions

1



2



## 2. 6. TOKAJ WINE REGION

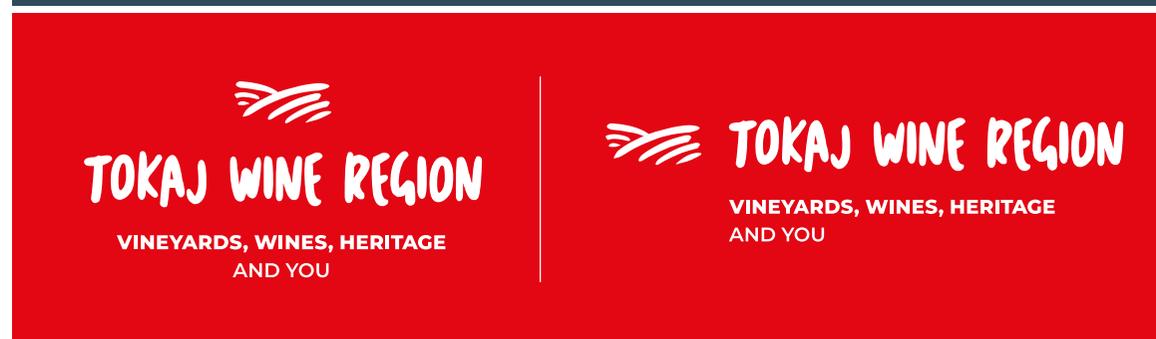
### 2. 6. 8. SECONDARY LOGO

The secondary logo means negative colour usage. Use it only if you do not have the technical ability to display the primary logo.



PANTONE 4161 C  
C70 M40 Y20 K60  
AVERY 540 COBALT BLUE  
RAL 5001 GRÜNBLAU

R50 G72 B90  
HEX #32485A



PANTONE 485 C  
C0 M100 Y100 K0  
AVERY 523 MEDIUM RED  
RAL 3028 REINROT

R230 G0 B0  
HEX #ED1C24



PANTONE 2293 C  
C45 M0 Y100 K0  
AVERY 531 LIME  
RAL 6018 GELBGRÜN

R160 G200 B20  
HEX #99CA3C

## 2. 6. TOKAJ WINE REGION

### 2. 6. 8. SECONDARY LOGO

The secondary logo only be used on photos with the necessary contrast.

If appropriate, the contrast can be augmented by an added layer according to the attached example.



## 2. 6. TOKAJ WINE REGION

### 2. 6. 9. APPLIED TOGETHER WITH THE UMBRELLA LOGO

Together with the free area of the umbrella logo, it must be at least as high as 40% of the height of the logo of the wine region, taking into account the smallest size of the umbrella logo.

In addition to the umbrella logo, use the secondary logo of the wine region.

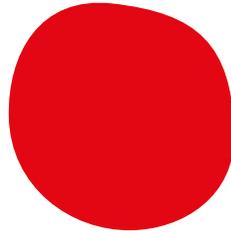


## 2. 6. TOKAJ WINE REGION

### 2. 6. 10.COLOURS

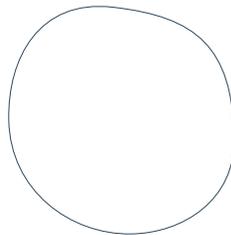
For further details on the colours,  
please see:

1.2. Wines of Hungary - Colours



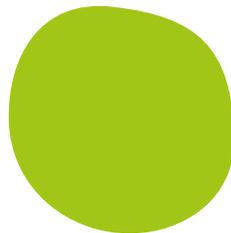
PANTONE 485 C  
CO M100 Y100 K0  
AVERY 523 MEDIUM RED  
RAL 3028 REINROT

R230 G0 B0  
HEX #ED1C24



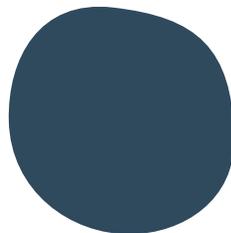
PANTONE 000 C  
CO M0 Y0 K0  
AVERY 920 WHITE MATT  
RAL 9003 SIGNAL WHITE

R255 G255 B255  
HEX #FFFFFF



PANTONE 2293 C  
C45 M0 Y100 K0  
AVERY 531 LIME  
RAL 6018 GELBGRÜN

R160 G200 B20  
HEX #99CA3C



PANTONE 4161 C  
C70 M40 Y20 K60  
AVERY 540 COBALT BLUE  
RAL 5001 GRÜNBLAU

R50 G72 B90  
HEX #32485A

	TEXT	TEXT	TEXT	TEXT
TEXT				TEXT
TEXT			TEXT	TEXT
TEXT				
TEXT	TEXT	TEXT		

## 2. 6. TOKAJ WINE REGION

### 2. 6. 11. TYPOGRAPHY

The font of the logotype can only be used in the umbrella logo and the logos of the wine regions.

For further details on typography, please see:

1.3. Wines of Hungary -Typography

LOGOTYPE FONT

**CARTOON MARKER**

SLOGAN FONT

**MONTERRAT**

**MONTERRAT SEMIBOLD**

A Á B C D E É F G H I Í J K L M N O Ó Ö Ö P Q R S T U Ú Ü Ü V W X Y Z  
a á b c d e é f g h i í j k l m n o ó ö ö p q r s t u ú ü ü v w x y z  
0 1 2 3 4 5 6 7 8 9

**MONTERRAT EXTRABOLD**

A Á B C D E É F G H I Í J K L M N O Ó Ö Ö P Q R S T U Ú Ü Ü V W X Y Z  
a á b c d e é f g h i í j k l m n o ó ö ö p q r s t u ú ü ü v w x y z  
0 1 2 3 4 5 6 7 8 9

## 2. 6. TOKAJ WINE REGION

### 2. 6. 12. SLOGAN AS

A CAMPAIGN MESSAGE

- APPEARANCE AND PROPORTIONS

For further details on the campaign message and its proportions, please see: 1.4.2. - 1.4.3. Campaign Message

# VINEYARDS, WINES, HERITAGE AND YOU



## 2. 6. TOKAJ WINE REGION

### 2. 6. 12. SLOGAN AS

- A CAMPAIGN MESSAGE
- LOGO AND FREE AREA

If the slogan is used as a campaign message, it is no longer needed to be displayed below the logo. In this case, the logo and its free space will change according to the example.

For further details on the positioning of the logo, please see:

1.1.6. Logo - Positioning



## 2. 6. TOKAJ WINE REGION

### 2. 6. 13. SLOGAN AS

A CAMPAIGN MESSAGE

• APPLICATIONS

In this case, the minimum size of the 'AND YOU' part of the campaign message is equal to 75% of the height of the logotype, and the maximum size is determined by the 2x margins placed on the surface, taking into account that the height of the text cannot exceed 2x.

Keep the logo with its free area at the top or bottom of the creative surface, but not in a corner.

The top or bottom of the free area can be increased by 0.5x increments from the edge of the sheet.

For further details on the positioning of the logo, please see:

1.1.6. Logo - Positioning





**WINES OF HUNGARY**

PERSONALLY

2.7.

# WINE REGIONS COMMON IDENTITY



## 2.7. COMMON IDENTITY

### 2.7.1. COORDINATE LOGOS



**2.7. COMMON IDENTITY**  
 2.7.2. COORDINATE LOGOS  
 PROPORTIONS  
 AND FREE AREA

	x				x			
<b>BALATON WINE REGION</b>				<b>DANUBE WINE REGION</b>				<b>PANNON WINE REGION</b>
<b>VIBRANCE, WINES, SAILS</b>				<b>FLAVOURS, WINES, CELLAR ROWS</b>				<b>VALLEYS, WINES, SUNSHINE</b>
AND YOU			x	AND YOU			x	AND YOU

## 2. 7. COMMON IDENTITY

### 2. 7. 3. COORDINATE LOGOS SECONDARY VERSIONS





**WINES OF HUNGARY**

PERSONALLY

3.0.

# MARKETING MATERIALS





**WINES OF HUNGARY**

PERSONALLY

3.1.

# **MARKETING MATERIALS**

## GENERAL RULES



### 3. 1. MARKETING MATERIALS

#### 3. 1. 1. PORTRAIT ORIENTATION

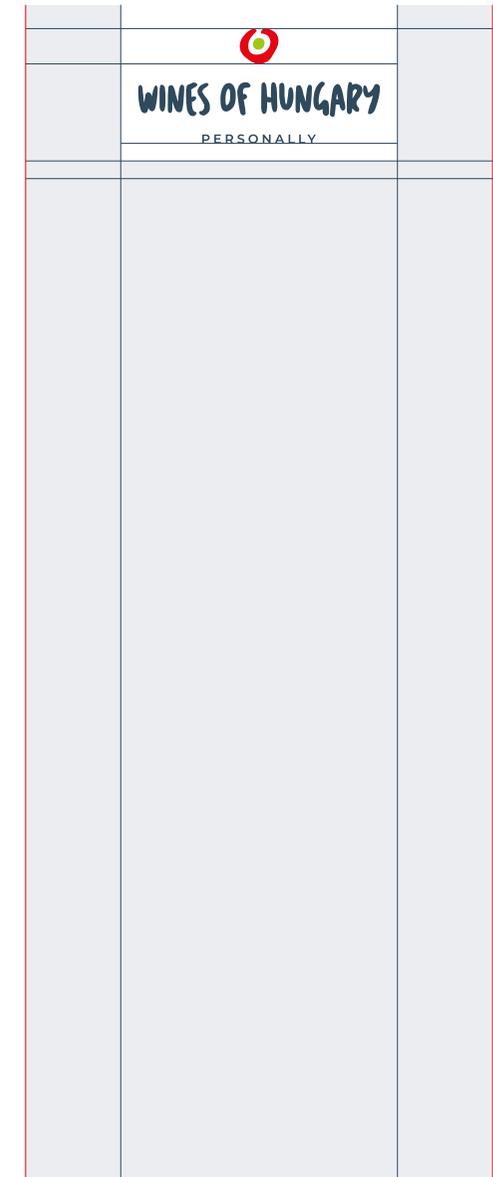
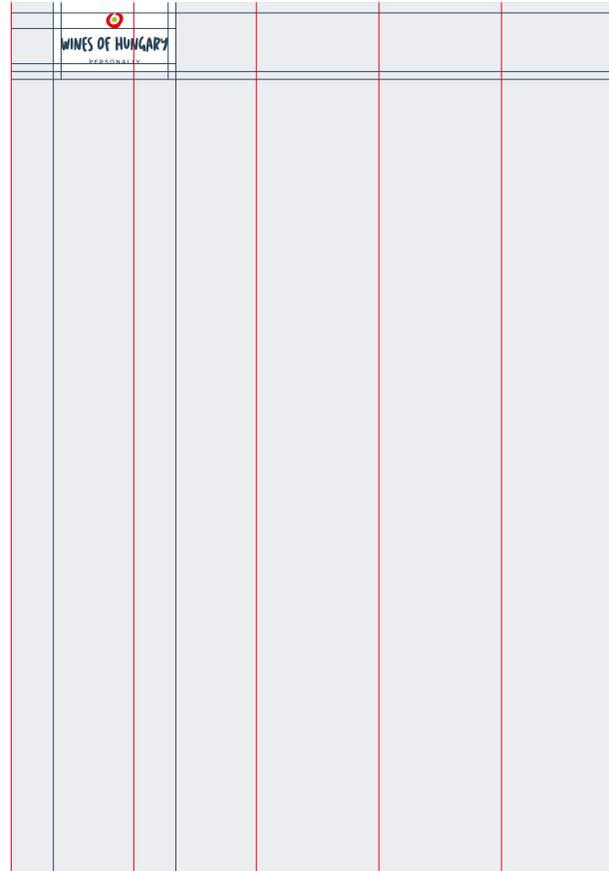
When displayed on a portrait format, the minimum size of the width of the logo is 20% of the shorter side, and the distance from the edge is 2x, the size of which is determined by the logo.

When using the smallest size, follow the rules for the smallest size of the logo.

For more information on the smallest size, please see 1. 1. 5. Logo - Minimum dimensions

The maximum size of its width, including the 2x distance on each side, is equal to the shorter side.

For more information on positioning, please see 1. 1. 6. Logo - Positioning



### 3. 1. MARKETING MATERIALS

#### 3. 1. 2. LANDSCAPE ORIENTATION

When displayed on a landscape format, the minimum size of the height of the logo is 20% of the shorter side, and the distance from the edge is 2x, the size of which is determined by the logo.

When using the smallest size, follow the rules for the smallest size of the logo.

For more information on the smallest size, please see 1. 1. 5. Logo - Minimum dimensions

The maximum size of its height on a landscape orientation is equal to the 50% of the shorter side.

For more information on positioning, please see 1. 1. 6. Logo - Positioning

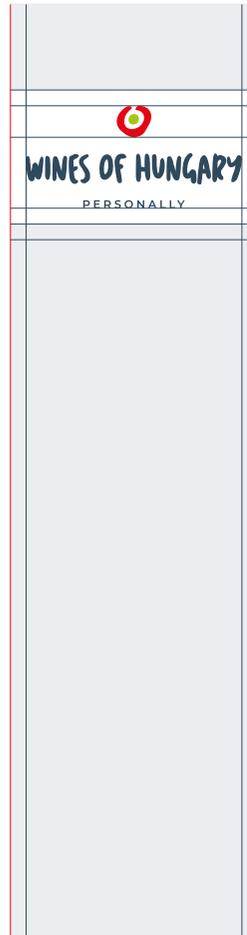


### 3. 1. MARKETING MATERIALS

#### 3. 1. 3. SPECIAL DIMENSIONS

If the area is too narrow or too tight, the enclosing shape of the logo may be in contact with two sides of the substrate at the same time.

If you want to display the branding using the secondary logo, the maximum size of the logo can be determined by keeping a distance of 1-1 signs from the edges, while the smallest size can be determined as specified.





**WINES OF HUNGARY**

PERSONALLY

3.2.

**MARKETING MATERIALS**

OFFLINE



## 3. 2. OFFLINE MARKETING

### 3. 2. 1. BUSINESS CARD

Business card design of Wines of Hungary. Its dimensions follow the European standard: width, 85mm; height, 55mm.

This size is also advantageous because, unlike the American standard, it fits comfortably in a wallet, as it is the same size as other plastic cards.

Name:

Montserrat ExtraBold 8 pt

Title:

Montserrat SemiBold 6.5 pt

Data:

Montserrat Regular 6.5 pt

Leading: 8.6 pt

Margins: 8.8 mm



## 3. 2. OFFLINE MARKETING

### 3. 2. 2. LETTERHEAD

Title:

**Montserrat ExtraBold 16 pt**

Leading: 20 pt

Text:

Montserrat Regular 8 pt

Leading: 12 pt

Data:

Montserrat Semibold 6.5 pt

Montserrat Regular 6.5 pt

Leading: 8.6 pt

Top margin: 4.4 mm

Other margins: 17.6 mm

	 <p>WINES OF HUNGARY PERSONALLY</p>	
		<b>Lorem ipsum dolor sit amet</b>
		<p>Aenean commodo ligula eget dolor, Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis, ultricies nec, pellentesque eu, pretium quis, sem. Nulla consequat massa quis enim. Donec pede justo, fringilla vel, aliquet nec, vulputate eget, arcu. In enim justo, rhoncus ut, imperdiet a, venenatis vitae, justo. Nullam dictum felis eu pede mollis pretium. Integer tincidunt. Cras dapibus. Vivamus elementum semper nisi. Aenean vulputate eleifend tellus. Aenean leo ligula, porttitor eu, consequat vitae, eleifend ac, enim. Aliquam lorem ante, dapibus in, viverra quis, feugiat a, tellus. Phasellus viverra nulla ut metus varius laoreet.</p> <p>Quisque rutrum. Aenean imperdiet. Etiam ultricies nisi vel augue. Curabitur ullamcorper ultricies nisi. Nam eget dui. Etiam rhoncus. Maecenas tempus, tellus eget condimentum rhoncus, sem quam semper libero, sit amet adipiscing sem neque sed ipsum. Nam quam nunc, blandit vel, luctus pulvinar, hendrerit id, lorem. Maecenas nec odio et ante tincidunt tempus. Donec vitae sapien ut libero venenatis faucibus. Nullam quis ante.</p> <p>Etiam sit amet orci eget eros faucibus tincidunt. Duis leo. Sed fringilla mauris sit amet nibh. Donec sodales sagittis magna. Sed consequat, leo eget bibendum sodales, augue velit cursus nunc, quis gravida magna mi a libero. Fusce vulputate eleifend sapien. Vestibulum purus quam, scelerisque ut, mollis sed, nonummy id, metus. Nullam accumsan lorem in dui. Cras ultricies mi eu turpis hendrerit fringilla. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; In ac dui quis mi consectetur lacinia. Nam pretium turpis et arcu. Duis arcu tortor, suscipit eget, imperdiet nec, imperdiet iaculis, ipsum. Sed aliquam ultrices mauris. Integer ante arcu, accumsan a, consectetur eget, posuere ut, mauris. Praesent adipiscing. Phasellus ullamcorper ipsum rutrum nunc. Nunc nonummy metus.</p>
		 <p>Minta Géza titulus</p>
		2021
	<p>Hungarian Tourism Agency Ltd. Branding Directorate Wine Tourism and Wine Communication Area +36 1 488 87 00 info@winesofhungary.hu www.winesofhungary.hu 1027 Budapest, Kacsai utca 15-23</p>	

## 3. 2. OFFLINE MARKETING

### 3. 2. 2. LETTERHEAD



## 3. 2. OFFLINE MARKETING

### 3. 2. 3. ENVELOPE

- LA4

Data:

**Montserrat Semibold 6.5 pt**

Montserrat Regular 6.5 pt

Leading: 8.6 pt

Top margin: 4.4 mm

Left margin: 17.6 mm



## 3. 2. OFFLINE MARKETING

### 3. 2. 3. ENVELOPE

- C4

Data:

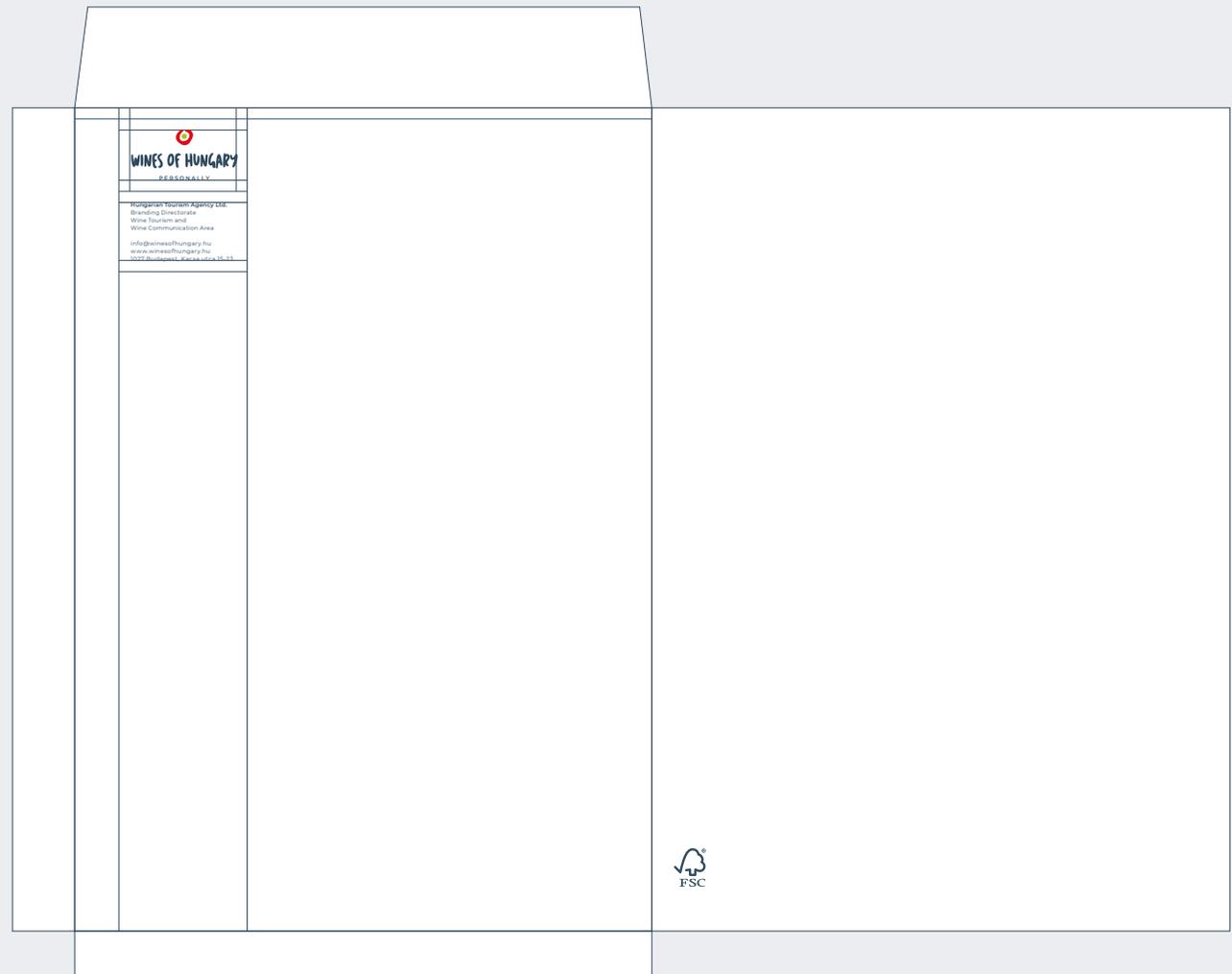
**Montserrat Semibold 6.5 pt**

Montserrat Regular 6.5 pt

Leading: 8.6 pt

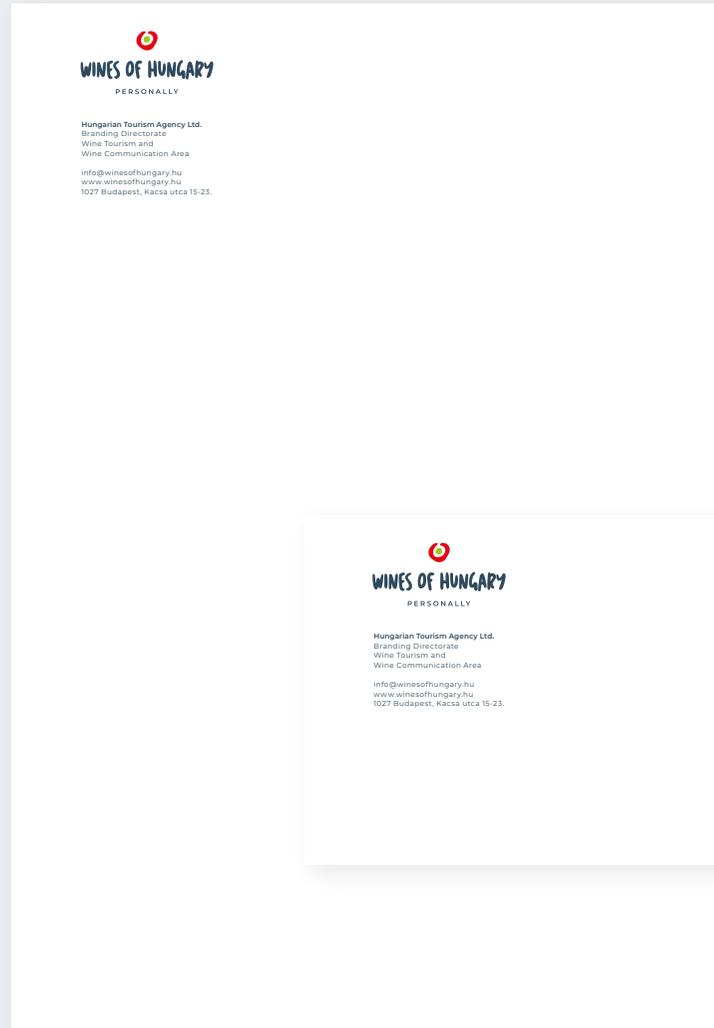
Top margin: 4.4 mm

Left margin: 17.6 mm



## 3. 2. OFFLINE MARKETING

### 3. 2. 3. ENVELOPES



## 3. 2. OFFLINE MARKETING

### 3. 2. 4. PUBLICATIONS

- FOLDED LEAFLET

Title:

Montserrat ExtraBold  
AllCaps - min. 16pt

Subtitle:

Montserrat SemiBold  
AllCaps - min. 12pt

Quote:

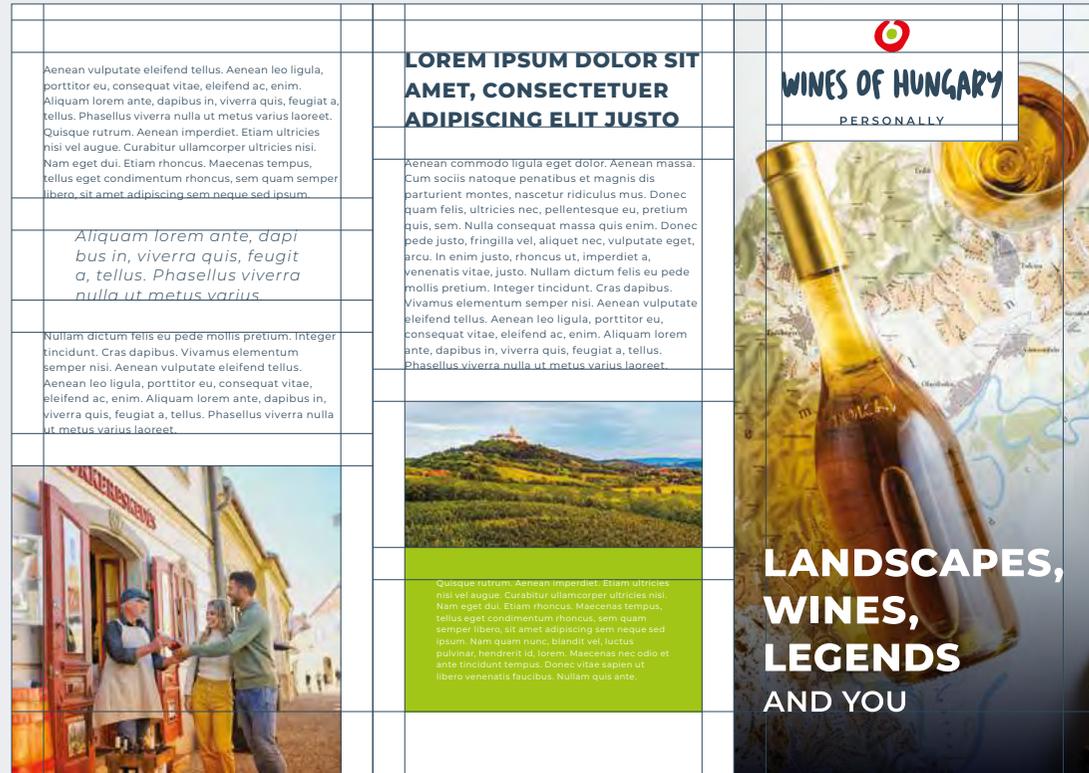
Montserrat Light Italic  
min. 12pt

Body text:

Montserrat Regular  
min. 8pt

Footnote:

Montserrat Regular  
Montserrat Bold  
min. 6.5pt



## 3. 2. OFFLINE MARKETING

### 3. 2. 4. PUBLICATIONS

- FOLDED LEAFLET

Aenean vulputate eleifend tellus. Aenean leo ligula, porttitor eu, consequat vitae, eleifend ac, enim. Aliquam lorem ante, dapibus in, viverra quis, feugiat a, tellus. Phasellus viverra nulla ut metus varius laoreet. Quisque rutrum. Aenean imperdiet. Etiam ultricies nisi vel augue. Curabitur ullamcorper ultricies nisi. Nam eget dui. Etiam rhoncus. Maecenas tempus, tellus eget condimentum rhoncus, sem quam semper libero, sit amet adipiscing sem neque sed ipsum.

*Aliquam lorem ante, dapibus in, viverra quis, feugiat a, tellus. Phasellus viverra nulla ut metus varius.*

Nullam dictum felis eu pede mollis pretium. Integer tincidunt. Cras dapibus. Vivamus elementum semper nisi. Aenean vulputate eleifend tellus. Aenean leo ligula, porttitor eu, consequat vitae, eleifend ac, enim. Aliquam lorem ante, dapibus in, viverra quis, feugiat a, tellus. Phasellus viverra nulla ut metus varius laoreet.



### LOREM IPSUM DOLOR SIT AMET, CONSECTETUER ADIPISCING ELIT JUSTO

Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis, ultricies nec, pellentesque eu, pretium quis, sem. Nulla consequat massa quis enim. Donec pede justo, fringilla vel, aliquet nec, vulputate eget, arcu. In enim justo, rhoncus ut, imperdiet a, venenatis vitae, justo. Nullam dictum felis eu pede mollis pretium. Integer tincidunt. Cras dapibus. Vivamus elementum semper nisi. Aenean vulputate eleifend tellus. Aenean leo ligula, porttitor eu, consequat vitae, eleifend ac, enim. Aliquam lorem ante, dapibus in, viverra quis, feugiat a, tellus. Phasellus viverra nulla ut metus varius laoreet.



Quisque rutrum. Aenean imperdiet. Etiam ultricies nisi vel augue. Curabitur ullamcorper ultricies nisi. Nam eget dui. Etiam rhoncus. Maecenas tempus, tellus eget condimentum rhoncus, sem quam semper libero, sit amet adipiscing sem neque sed ipsum. Nam quam nunc, blandit vel, luctus pulvinar, hendrerit id, lorem. Maecenas nec odio et ante tincidunt tempus. Donec vitae sapien ut libero venenatis faucibus. Nullam quis ante.

**WINES OF HUNGARY**  
PERSONALLY

**LANDSCAPES,  
WINES,  
LEGENDS  
AND YOU**

### 3. 2. OFFLINE MARKETING

#### 3. 2. 4. PUBLICATIONS

- BROCHURE COVER



## 3. 2. OFFLINE MARKETING

### 3. 2. 4. PUBLICATIONS

- BROCHURE PAGES

Title:

Montserrat ExtraBold

AllCaps - min. 16pt

Subtitle:

Montserrat SemiBold

AllCaps - min. 12pt

Quote:

Montserrat Light Italic

min. 12pt

Body text:

Montserrat Regular

min. 8pt

Footnote:

Montserrat Regular

Montserrat Bold

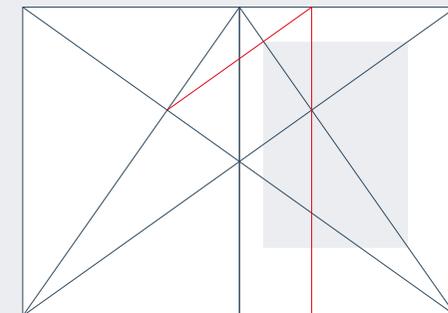
min. 6.5pt



### AENEAN COMMODO LIGULA EGET DOLOR

Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis, ultricies nec, pellentesque eu, pretium quis, sem. Nulla consequat massa quis enim. Donec pede justo, fringilla vel, aliquet nec, vulputate eget, arcu. In enim justo, rhoncus ut, imperdiet a, venenatis vitae, justo. Nullam dictum felis eu pede mollis pretium. Integer tincidunt. Cras dapibus. Vivamus elementum semper nisi. Aenean vulputate eleifend tellus. Aenean leo ligula, porttitor eu, consequat vitae, eleifend ac, enim. Aliquam lorem ante, dapibus in, viverra quis, feugiat a, tellus. Phasellus viverra nulla ut metus varius laoreet. Quisque rutrum. Aenean imperdiet. Etiam ultricies nisi vel augue. Curabitur ullamcorper ultricies nisi. Nam eget dui. Etiam rhoncus. Maecenas tempus, tellus eget condimentum rhoncus, sem quam semper libero, sit amet.

Lorem ipsum dolor sit amet, adipiscing consectetur elit.



## 3. 2. OFFLINE MARKETING

### 3. 2. 5. FOLDER

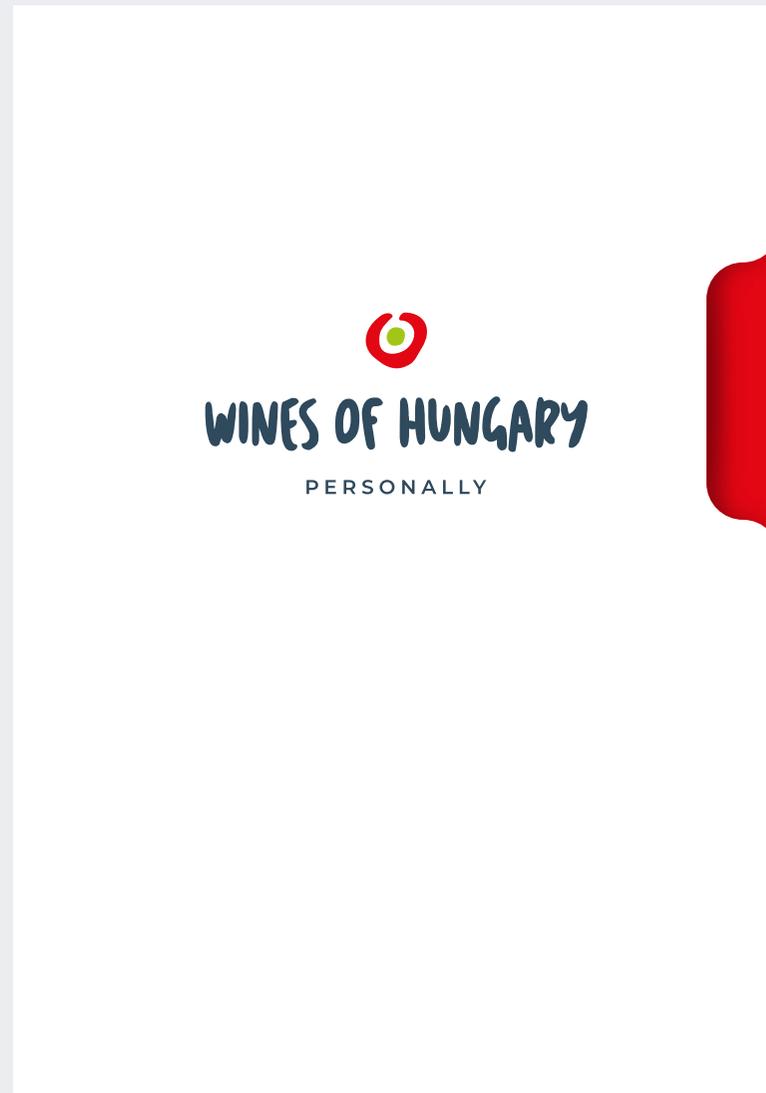
Layout



## 3. 2. OFFLINE MARKETING

### 3. 2. 5. FOLDER

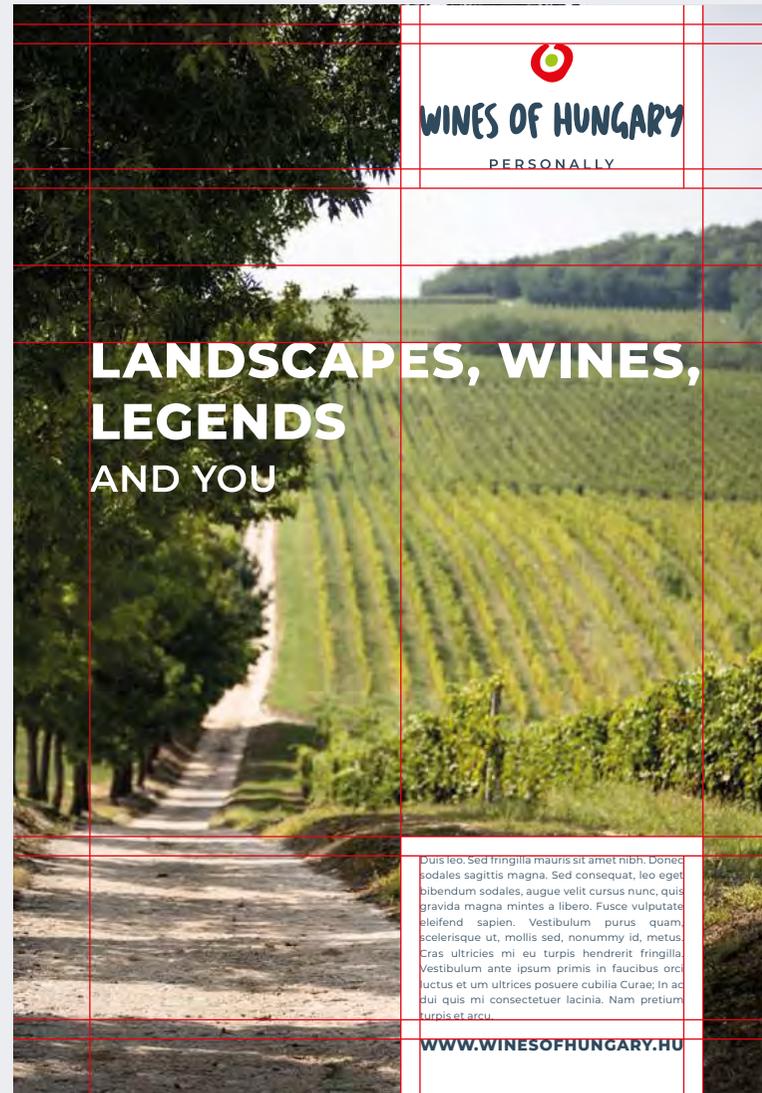
Look



## 3. 2. OFFLINE MARKETING

### 3. 2. 6. ONE-PAGE ADVERTISEMENT

Layout



## 3. 2. OFFLINE MARKETING

### 3. 2. 6. ONE-PAGE ADVERTISEMENT

Look



  
**WINES OF HUNGARY**  
PERSONALLY

**LANDSCAPES, WINES,  
LEGENDS  
AND YOU**

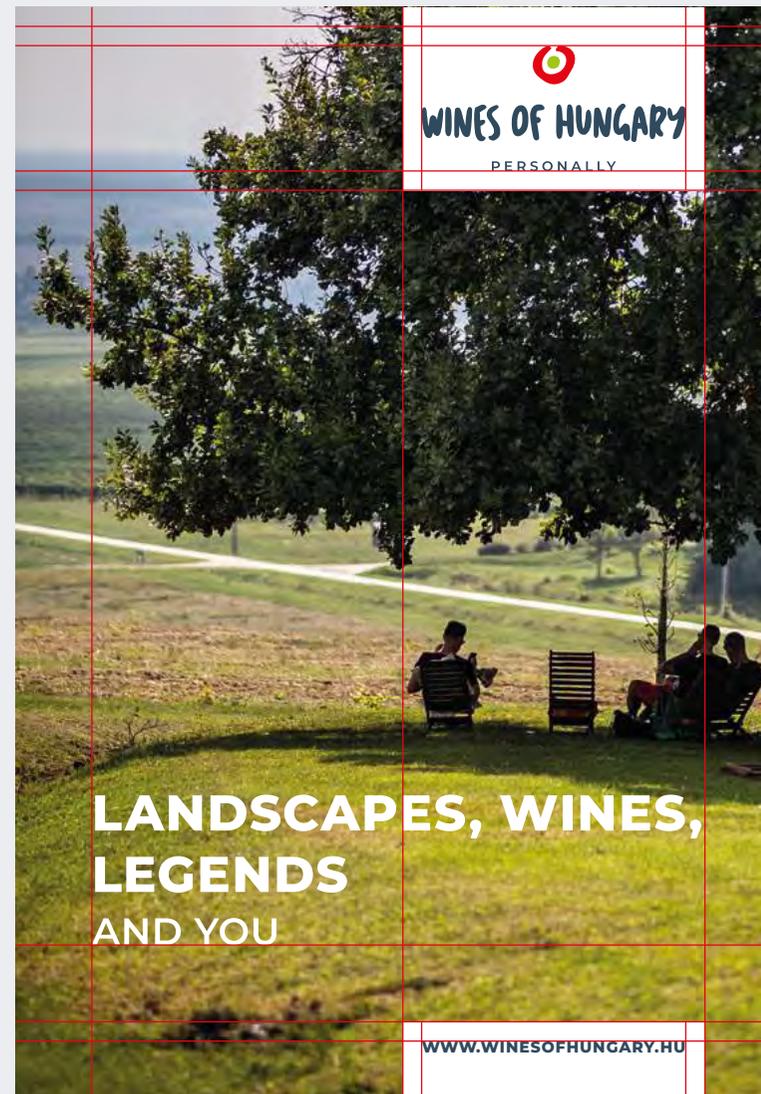
Duis leo. Sed fringilla mauris sit amet nibh. Donec sodales sagittis magna. Sed consequat, leo eget bibendum sodales, augue velit cursus nunc, quis gravida magna mintes a libero. Fusce vulputate eleifend sapien. Vestibulum purus quam, scelerisque ut, mollis sed, nonummy id, metus. Cras ultricies mi eu turpis hendrerit fringilla. Vestibulum ante ipsum primis in faucibus orci luctus et um ultrices posuere cubilia Curae; In ac dui quis mi consectetuer lacinia. Nam pretium turpis et arcu.

**WWW.WINESOFHUNGARY.HU**

## 3. 2. OFFLINE MARKETING

### 3. 2. 7. CITYLIGHT

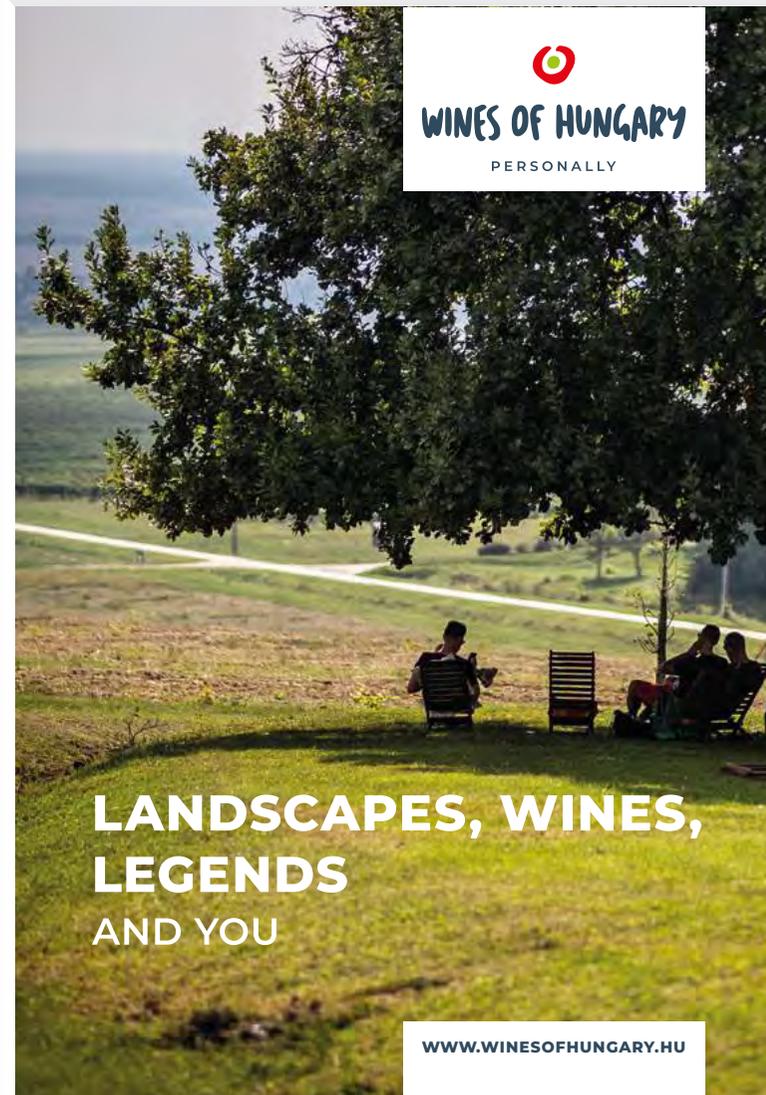
Layout



## 3. 2. OFFLINE MARKETING

### 3. 2. 7. CITYLIGHT

Look



## 3. 2. OFFLINE MARKETING

### 3. 2. 8. BILLBOARD

Layout



## 3. 2. OFFLINE MARKETING

### 3. 2. 8. BILLBOARD

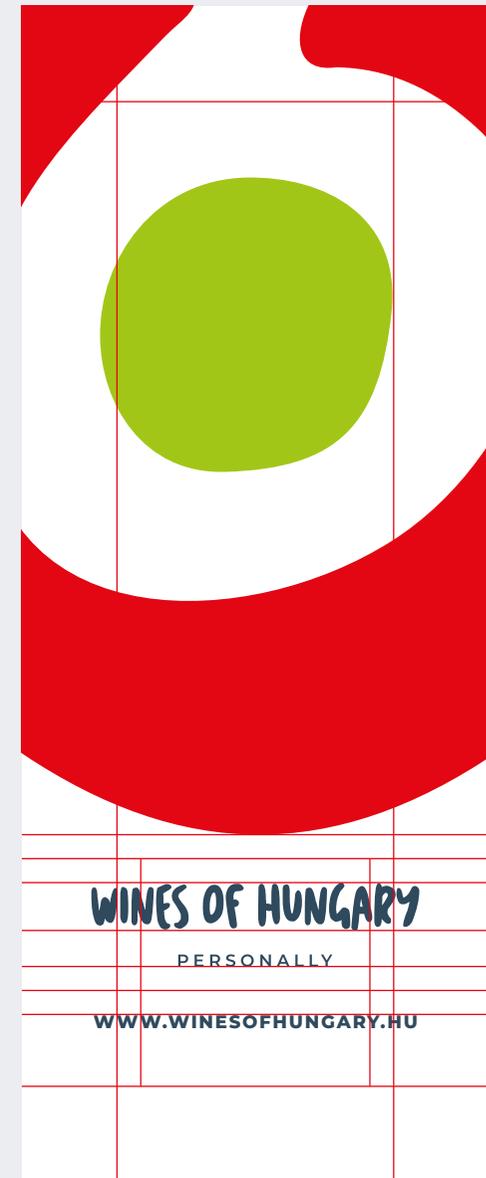
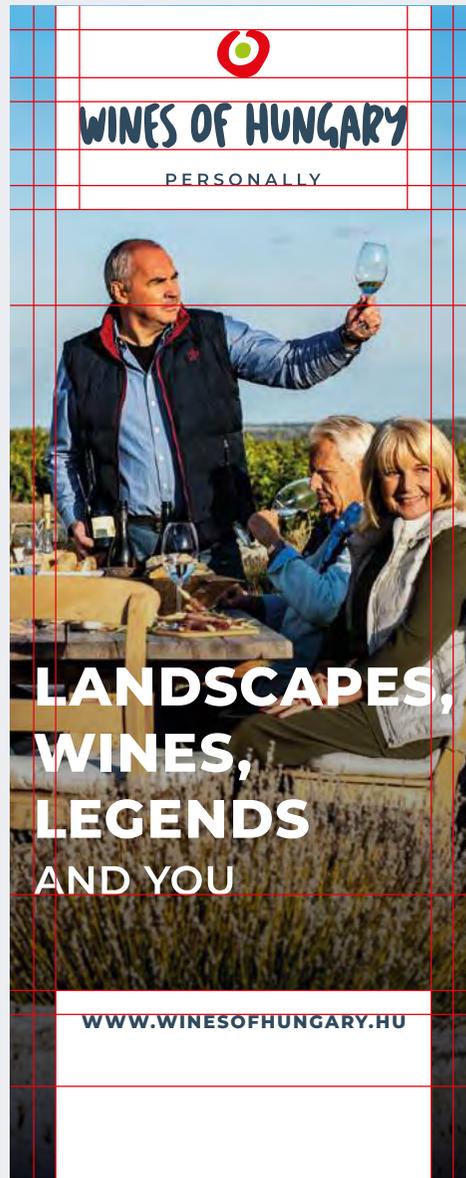
Look



### 3. 2. OFFLINE MARKETING

#### 3. 2. 9. ROLL-UP

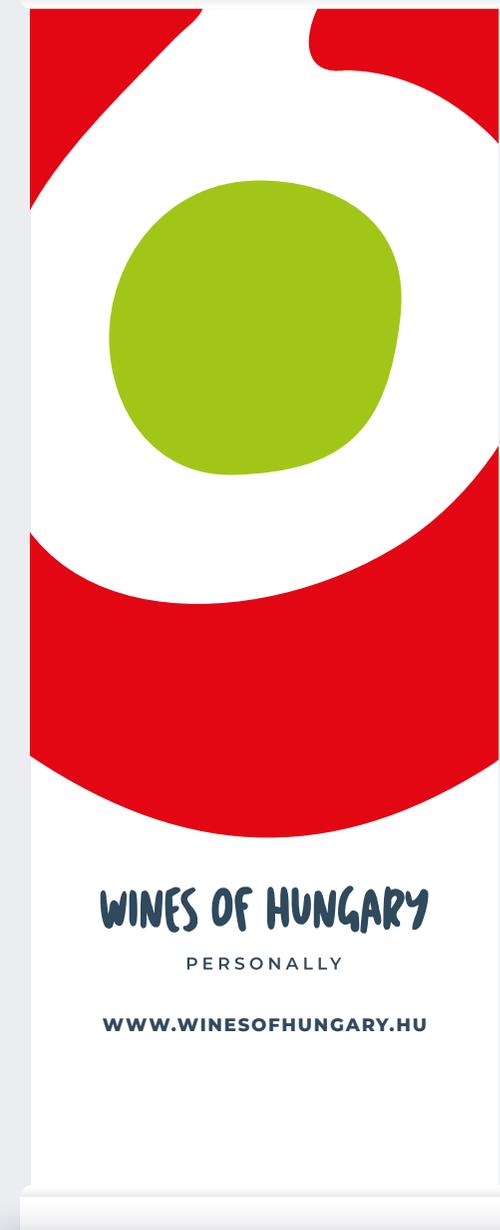
Layout



### 3. 2. OFFLINE MARKETING

#### 3. 2. 9. ROLL-UP

Look



### 3. 2. OFFLINE MARKETING

#### 3. 2. 10. BANNER

Layout



### 3. 2. OFFLINE MARKETING

#### 3. 2. 10. BANNER

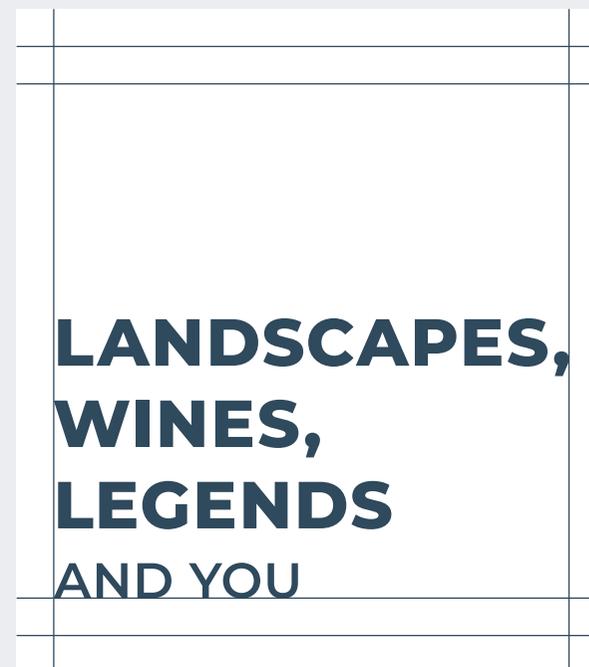
Look



## 3. 2. OFFLINE MARKETING

### 3. 2. 11. COUNTER

Layout



## 3. 2. OFFLINE MARKETING

### 3. 2. 11. COUNTER

Look



**LANDSCAPES,  
WINES,  
LEGENDS  
AND YOU**

## 3. 2. OFFLINE MARKETING

### 3. 2. 12. MEDIA WALL

Layout



## 3. 2. OFFLINE MARKETING

### 3. 2. 12. MEDIA WALL

Look





**WINES OF HUNGARY**

PERSONALLY

3.3.

**MARKETING MATERIALS**

ONLINE



### 3.3. ONLINE MARKETING

#### 3.3.1. POWERPOINT



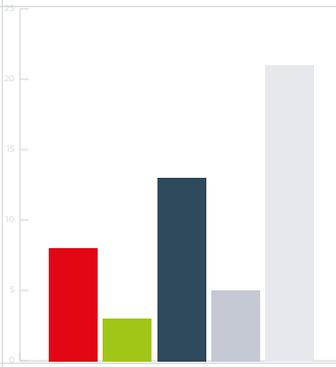




### 3. 3. ONLINE MARKETING

#### 3. 3. 1. POWERPOINT

			 <b>WINES OF HUNGARY</b> PERSONALLY
	<h2>LOREM IPSUM DOLOR SIT AMET</h2> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim exerci tation ullamcorper suscipit.</p>		
2021. 06. 30.	A		WWW.WINESOFHUNGARY.HU

			 <b>WINES OF HUNGARY</b> PERSONALLY
	<h2>AENEAN COMMODO LIGULA EGET DOLOR</h2> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.</p>		
2021. 06. 30.	A		WWW.WINESOFHUNGARY.HU

### 3.3. ONLINE MARKETING

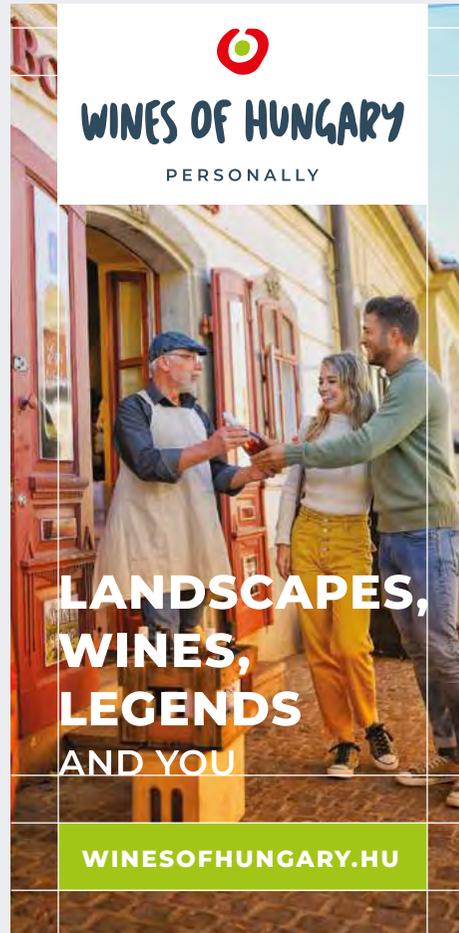
#### 3.3.2. BANNER EXAMPLES

- PORTRAIT

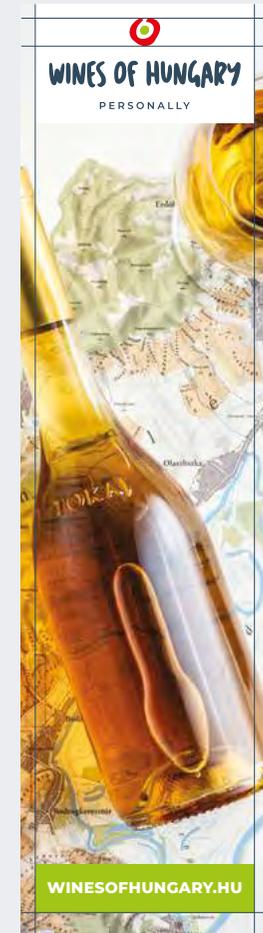
1. 300px × 600px

2. 160px × 600px

1



2



### 3.3. ONLINE MARKETING

#### 3.3.2. BANNER EXAMPLES

- LANDSCAPE

1. 720px × 300px

2. 728px × 90px

1



2



### 3.3. ONLINE MARKETING

#### 3.3.2. BANNER EXAMPLES

##### • SQUARE

1. 250px × 250px

2. 336px × 280px

3. 300px × 250px

1



2



3



### 3. 3. ONLINE MARKETING

#### 3. 3. 3. SOCIAL

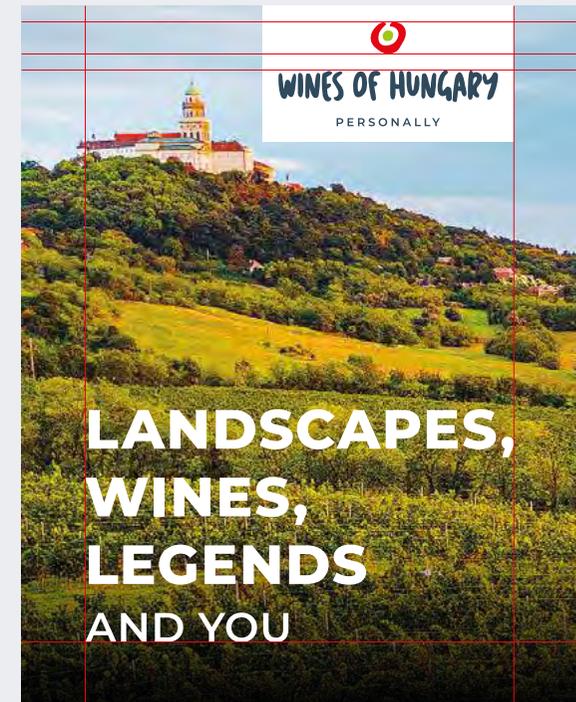
- POST

1. Instagram post  
1080px × 1080px
2. Facebook post  
1350px × 1080px

1



2



### 3. 3. ONLINE MARKETING

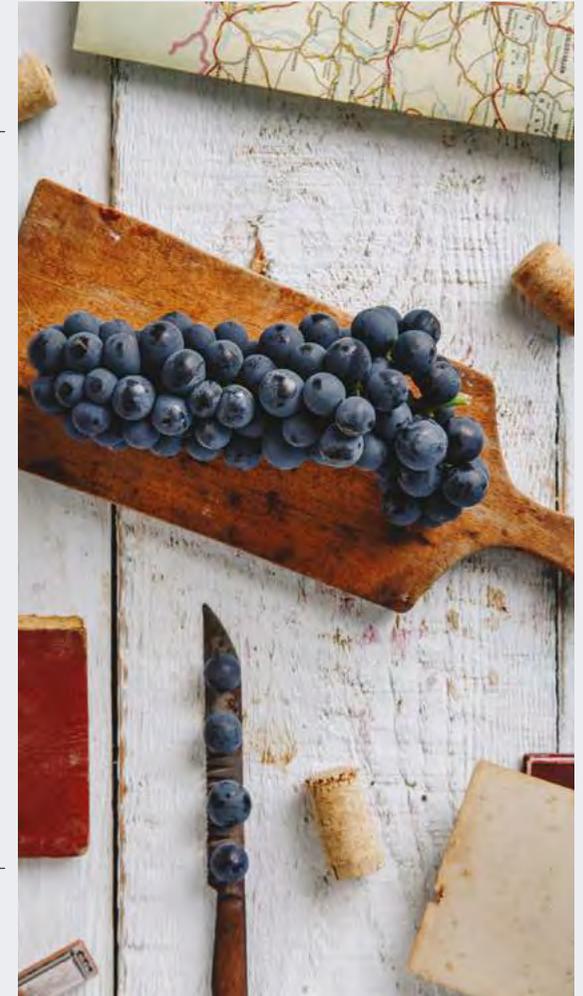
#### 3. 3. 3. SOCIAL

- STORY

1920px × 1080px



SAFE  
ZONE



SAFE  
ZONE



**WINES OF HUNGARY**

PERSONALLY

4.0.

**MERCHANDISING**



## 4. 0. MERCHANDISING

### 4. 0. 1. PAPER BAG



## 4. 0. MERCHANDISING

### 4. 0. 2. TOTE BAG



## 4. 0. MERCHANDISING

### 4. 0. 3. BACKPACK



**4. 0. MERCHANDISING**

4. 0. 4. T-SHIRT



## 4. 0. MERCHANDISING

### 4. 0. 5. SWEATER / JUMPER / HOODIE



## 4. 0. MERCHANDISING

### 4. 0. 6. UMBRELLA



## 4. 0. MERCHANDISING

### 4. 0. 7. PIN BADGE



## 4. 0. MERCHANDISING

### 4. 0. 8. WINE GLASS



## 4. 0. MERCHANDISING

### 4. 0. 9. MUG



**IMPRINT**

Published by the Hungarian Tourism Agency Ltd.  
Dr. Zoltán Guller, CEO of the Hungarian Tourism Agency Ltd.  
1027 Budapest, Kacsá utca 15–23.  
+36 1 488 87 00

It was designed, manufactured and edited by the Hungarian Tourism Agency Ltd.



**WINES OF HUNGARY**

PERSONALLY

[www.winesofhungary.hu](http://www.winesofhungary.hu)

FB: winesofhungary.personally

IG: winesofhungary\_personally