



WIGHT MARQUE BRAND GUIDELINES

Logo variations



Blue



Black



Gold



Simplified for branding / stamp

The Isle of Wight is a region that has an abundance of quality food and drink produce and dining establishments that are renowned for their support for the use of local produce. The Wight Marque has been developed by the Royal Isle of Wight Agricultural Society to help support and promote local produce.

What is the Wight Marque?

The marque is a recognised logo that clearly identifies produce, producers and establishments that support local Isle of Wight produce.

Who can use the Wight Marque?

Producers, processors, sellers and food & drink establishments are able to use the Wight Marque if their business is based within the scheme boundary and its products meet the scheme criteria.

Use of the Wight Marque brand

The Wight Marque brand cannot be altered or added to in any way. You must not insert any additional words, images or graphic details.

The logo should only be enlarged in proportion – never stretched horizontally or vertically.

The logo is available in monotone or using the colours approved in this guidance and should be used on a solid, sufficiently contrasting background.

There should be an exclusion zone of approximately 20% of the logo's width, maintained around the logo.

This Wight Marque is available as an eps, jpeg or pdf file and should not be recreated.

The **Gold Marque** only applies to wholesalers, retailers, hotels, restaurant etc who are users or sellers of products that producer members supply. Gold Marque status can only be achieved when 10 qualifying Wight Marque products are used.

Colour codes



This colours has been specifically chosen for the Wight Marque.

It is essential that the colour references or values are correctly specified to ensure that consistency is achieved across all media.

Please avoid tints of these colours.

Further information

For more details on how the Wight Marque logo can be used please contact the scheme's marketing partner Solent by telephone: 01983 200336 or email: info@solent.co