



**OH LQ**

**OHIO LIQUOR**



# THE PRINCIPLES OUTLINED HERE APPLY TO EVERY APPLICATION OF THE OHLQ BRAND. WHEN WE PRACTICE THEM CONSISTENTLY, WE'LL COMMUNICATE IN A COHESIVE WAY AND STRENGTHEN OUR BRAND.

Our brand is more than our logo. It's a system of core elements that combine to create a distinctive look and feel that people will immediately recognize as OHLQ. When you execute our brand, there's a reason behind every visual or verbal decision.

This document is designed to help you make those decisions. It reflects the thought process that went into creating the brand and offers guidelines for making it work.

As our brand grows and our toolkit expands, we'll continue to refine and enhance this document so that the OHLQ brand stays fresh, vibrant, and compelling.





## SECTION 1.0

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# OUR LOGO

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Our logo represents us at the very highest level and is vitally important to our brand. It acts as a signature, an identifier and a stamp of quality. To maintain consistency throughout our communications, follow the few simple guidelines in this section.

## 1.1/OUR LOGO

### PRIMARY LOGO

The OHLQ logo is the cornerstone of our visual identity, and consistent use of our logo helps establish a strong, recognizable brand. The primary logo is comprised of the red bottle icon and the OHLQ word mark. The “OHIO LIQUOR” tag line should always be used in the logo lockup.

Either the horizontal version or the stacked version can be used. Choose the primary logo lockup that best fits your size constraints. See Size and Clearspace guidelines on the following pages.

The logo lockup should be used in the color combination shown here (PMS 186 and PMS Black 7) in most cases. Approved, alternative colors are shown on the next page.

These logos should only be reproduced from authorized digital files. Do not attempt to typeset or recreate them yourself.

#### PRIMARY LOGO (horizontal)



#### PRIMARY LOGO (stacked)



## 1.2/OUR LOGO

### LOGO COLOR

### VARIATION

Use a logo color variation when printing limitations prevent the use of the primary logo. The logos shown here are the only approved alternatives, and they should be used sparingly.

When reversing the logo, it is best to do so on a solid color background. If the logo must be used on top of a photograph, reverse it out of a section of the photo that is not overly complicated.

### 90% BLACK



### REVERSED WITH RED BOTTLE ICON



### REVERSED



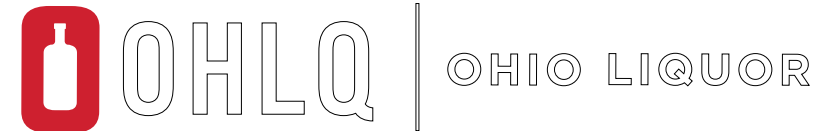
### 1.3/OUR LOGO

## SPECIAL USE LOGO

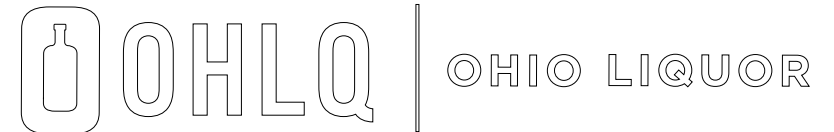
The primary logos lock ups, from the previous pages, should be used almost exclusively. In some retail applications where the logo must be applied to a narrow, horizontal space this special use logo may be used. It should be used exclusively for exterior retail signs. To achieve the most impact, choose one of the approved color options that contrasts most with the building material it is being applied to.

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SPECIAL USE LOGO (PMS 186+ WHITE)



SPECIAL USE LOGO (PMS WHITE)



## 1.4/OUR LOGO

### SIZE

To maintain full legibility, never reproduce the logo at widths smaller than what is shown—both in print and on screen. There is no maximum size limit, but use discretion when sizing the logo. The logo should live comfortably and clearly as an identifying mark.

#### PRIMARY LOGO (horizontal)



No smaller than 1"

#### PRIMARY LOGO (stacked)



**OHLQ**  
OHIO LIQUOR

No smaller than 0.5"



**O H I O**  
**O H I O L I Q U O R**

Using the proper vector files, the logo can be proportionately scaled as large as necessary.

## 1.5/OUR LOGO

### CLEARSPACE

To maintain maximum impact and legibility, clear space must be maintained around the primary signature. This area is measured using the width of the “O” in “OHLQ” as shown.

No other graphic elements, typography, rules, or images should appear inside this clear space.







## SECTION 2.0

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# OUR RETAIL ENVIRONMENT

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Our retail stores are the physical embodiment of our brand. Choosing materials and colors carefully will draw customers in and encourage them to shop longer, to try new products, and to come back for repeat trips. The materials on the following pages are the preferred OHLQ choices. Please contact the OHLQ Brand Manager for approval of alternate choices.

## 2.2/OUR RETAIL ENVIRONMENT

### SHELVING

The preferred shelving for OHLQ retail interiors are black or charcoal metal gondola shelving.

If alternate shelving is used it should be stained with an ebony color stain or painted black.

The OHLQ Brand Manager can provide sources for purchase of gondola shelving.



The preferred shelf is a black or charcoal color gondola shelving system.



Painted shelves should match  
Sherwin Williams #SW 6990/Caviar



Stained wood shelves should  
match Sherwin Williams  
#SW 3135/New Ebony

## 2.3/OUR RETAIL ENVIRONMENT

### FLOORS

We have chosen several different material options for your retail floors. The preferred flooring choice is a hard surface. These flooring choices have been chosen to compliment the OHLQ brand palette, but also for their durability.

Contact the OHLQ Brand Manager for additional sourcing information.

The preferred flooring choice is a dark wood/ wood-look floor with gray undertones.

#### *Option 1*

**Brand:** Roppe (roppe.com)

**Style:** Northern Timbers vinyl plank

**Color:** #277 Roasted Sawcut Oak



#### *Option 2*

**Brand:** Roppe (roppe.com)

**Style:** Northern Timbers vinyl plank

**Color:** #045 Steely Ash



## 5.4/OUR RETAIL ENVIRONMENT

### WALLS

Walls should be painted a warm ,  
neutral tone.

Contact the OHLQ Brand Manager for  
additional sourcing information.



Walls should be painted a warm neutral matching  
Sherwin Williams #SW 7050/Useful Gray



APPENDIX

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# CONTACT INFORMATION

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