
food network
IN THE SEAPORT
NYC WINE&FOOD FESTIVAL
PRESENTED BY
Invesco QQQ
2025 STYLE GUIDE
OCTOBER 15-19

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BRAND EVOLUTION



NYCWFF's Premier Wine & Food Festival, Reimagined.

As we enter our 18th year, we're embarking on a transformative evolution: moving our central Festival hub to the historic Seaport neighborhood and expanding our impact with incredible new partners.

This evolution isn't just about a new neighborhood—it's about refining our identity to match our ambition.

The following pages showcase our refreshed brand identity—designed to capture the spirit, energy and evolution of NYCWFF as we step into this exciting new era.

NYCWFF LOGO

COLOR



BLACK



WHITE / KNOCKOUT





When referencing the Festival, please list as follows:

Food Network New York City Wine & Food Festival presented by Invesco QQQ

LOGO SPACING & ALIGNMENT

CLEARSPACE

A minimum amount of clearspace must surround the logo at all times. This clearspace is based on the size of the title sponsor logo.

CENTERING THE LOGO

The vertical “center” of the logo is based on the center of the title sponsor logo.

The horizontal “center” of the logo is located at the top of the words “WINE&FOOD”.



MISUSE OF LOGO

1 Do not use only part of the logo, crop the logo or remove the Food Network, Seaport or Invesco QQQ logos from within the Festival logo.

2 Logo must be used on a clean, solid dark or white background.

3 Do not change the typeface of the logo.

4 Do not alter any colors of the logo.

5 Do not alter the position of the logo elements.

6 Do not rotate the logo.

7 Do not add 3-D effects to the logo.

8 Do not outline the logo.

9 Do not add a gradient to the logo.

10 Do not stretch the logo.

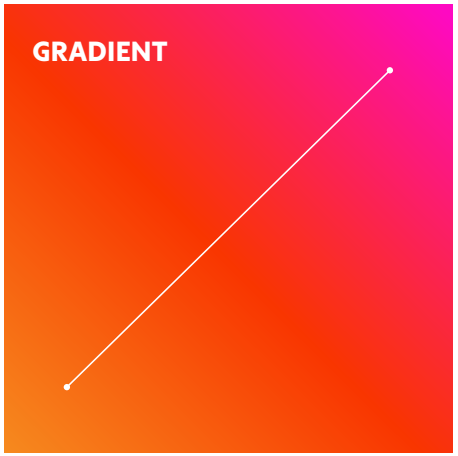
11 Do not add text or other graphic elements to the logo.

BRAND COLORS

PRIMARY COLORS

ORANGE
CMYK: 0 / 90 / 100 / 0
RGB: 249 / 53 / 0
PANTONE: 1655
HEX: F93500

NAVY
CMYK: 100 / 70 / 0 / 40
RGB: 1 / 9 / 63
PANTONE: 2758
HEX: 01093F



CMYK: 0 / 100 / 10 / 0
RGB: 255 / 0 / 235
HEX: FF00EB

CMYK: 0 / 90 / 100 / 0
RGB: 239 / 65 / 35
HEX: EF4123

CMYK: 0 / 45 / 100 / 0
RGB: 246 / 139 / 31
HEX: F68B1F

NOTE ABOUT THE FESTIVAL ORANGE:
For maximum impact, the Festival orange has different color breakdowns for print and for web. Because of this, it is critical to use the proper logo formats when designing for each medium.

When designing for PRINT (CMYK),
ALWAYS use the EPS version of our logo.

When designing for WEB (RGB),
ALWAYS use the PNG version of our logo.

Opening the EPS and converting to PNG or JPG will NOT create the correct color combination.

FONTS

FOR ADVERTISING OR ANY DESIGNED COMMUNICATIONS

GAMAY WIDE / EXTRA BOLD:

ACDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890#&

GAMAY EXPANDED / EXTRA BOLD:

ACDEFGHIJKLMN
OPQRSTUVWXYZ
acdefghijklmn
opqrstuvwxyz
1234567890#&

GAMAY EXPANDED / MEDIUM:

ACDEFGHIJKLMN
OPQRSTUVWXYZ
acdefghijklmn
opqrstuvwxyz
1234567890#&

GAMAY EXPANDED / BOOK:

ACDEFGHIJKLMN
OPQRSTUVWXYZ
acdefghijklmn
opqrstuvwxyz
1234567890#&

GRAPHIC ELEMENTS IN USE

VERTICAL CENTER







CENTERING THE LOGO

The vertical “center” of the logo is based on the center of the title sponsor logo.

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2024 PROMOTIONAL CAMPAIGN

















PARTNERS

New Partners. New Vision.

This new chapter also introduces strategic partnerships that will enhance the Festival's mission and impact:

HOSTED BY AND BENEFITING

Event Zero

Dedicated to driving environmental and social impact within the events industry, guiding NYCWFF toward more sustainable event practices.

eventzerofoundation.org

BENEFITING

JAMES BEARD FOUNDATION

Supporting a more equitable, sustainable and innovative independent restaurant industry.

jamesbeard.org

EXCLUSIVE PROVIDER OF WINE AND SPIRITS

SOUTHERN GLAZER'S SG WINE & SPIRITS ®

Southern Glazer's Wine & Spirits is the world's preeminent distributor of beverage alcohol, and proud to be a multi-generational, family-owned company. The Company has operations in 44 U.S. states, the District of Columbia and Canada.

southernglazers.com

DOWNLOADS ASSETS

Festival logos, graphic elements and fonts can be downloaded here.
All proposed displays of Festival marks and assets must be submitted to the Festival for prior approval.

If you are promoting your participation in the Festival and/or creating a Festival premium, you must always include the Festival logo.

LOGOS & GRAPHIC ELEMENTS

To download the Festival's logos and graphic elements,
please visit: NYCWFF.ORG/LOGOS

FONTS

Gamay Wide Extra Bold is available at fonts.adobe.com/fonts/gamay

Gamay Expanded Extra Bold is available at fonts.adobe.com/fonts/gamay

Gamay Expanded Medium is available at fonts.adobe.com/fonts/gamay

Gamay Expanded Book is available at fonts.adobe.com/fonts/gamay

SUPPORTING FONT

Montserrat is available for free at fonts.google.com/specimen/Montserrat

SOCIAL MEDIA ASSETS

To download the Festival's social media assets, please visit NYCWFF.ORG/SOCIAL

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PRESENTED BY

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For any questions or specific requests, please contact:

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