

DONATION RECOGNITION

Since opening our doors in 1991, we have been committed to enriching the lives of wine lovers, as well as supporting the communities in which we work and live. In 2022, Total Wine & More donated over \$9,500,000 to 14,000+ organizations across 27 states. Thank you for helping us support our community through your organization. We are excited to work with you and wish you a successful event!

There are a few things that we ask of you to ensure our partnership goes well. First, please make sure to **adhere** to our brand guidelines when using our name “Total Wine & More” and/or our logo. Also, we encourage you to use social media to give thanks/appreciation of our donation by tagging us in your posts. Finally, after your event is over with and you have time to catch a breath, we want to know how it went! Please keep an eye out for more information, which will be sent to your inbox, about our post-event follow-up survey.

1 Brand Guidelines

BRAND NAME

Our official name is Total Wine & More. When referring to Total Wine & More, do not drop any of the words in our name. Our name is always spelled with the ampersand (&).

Acceptable: Total Wine & More

Not Acceptable: Total Wine, Total Wines, Total Wine and More, Total Wines and More

LOGO USE

The Total Wine & More symbol and logotype have carefully defined spacing and size requirements and should not be modified. It should never appear in conjunction with any other symbols, icons, text, or be combined within another shape. The logo should not be lightened or used in any other color.

PRIMARY LOGOTYPE:



Download our logo [HERE](#)

2 Social Media

We would love to connect on social! Follow us on Facebook, Instagram, or Twitter.

FACEBOOK: [Facebook.com/TotalWineAndMore](https://www.facebook.com/TotalWineAndMore)

INSTAGRAM: [Instagram.com/totalwine](https://www.instagram.com/totalwine)

TWITTER: [Twitter.com/TotalWine](https://www.twitter.com/TotalWine)

#TotalWine

