

Designed for HUNY by Kirsten Carter FALL 2012

MedA305 | FINAL PROJECT
Pacific University



HUNY | Identity Guidelines at a Glance

Black and White

Logo

Simplified



Reversed



Use

The main logo is to be used primarily on the jars of honey. Colors may be changed for new flavors of honey but contrast must still be maintained. As such text must either be the lightest or darkest color in the pallet. The simplified logo is to be used on all correspondence materials and the website. The reversed logo is only to

be used when a black background is needed. In these cases the black and white version is preferred. To maintain visibility there must be a distance equal to that of the lower case "o"

Typography

Exo - Regular

Exo - Light

Exo - Extra Light

Exo - Thin

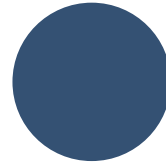
Didot - Regular

Use

Exo and Didot are the two primary font choices to maintain the high end feel of HUNY Honey Co. The Exo font is free for download from FontSquirrel.com and comes in many weights (more than are listed) and should be used for longer blocks of text and the HUNY logo. Didot is to be used as a headline font only to maintain readability, do not use it for long blocks of text. If Exo is not available or acceptable Gill Sans Regular and Light are appropriate substitutes. If Didot is not available, Baskerville or Times New Roman are acceptable substitutes.

Color

Primary



PANTONE 7687

R:52 G:81 B:115

C:87 M:68 Y:34 K:17



PANTONE 663

R:231 G:228 B:242

C:7 M:9 Y:0 K:0

Secondary/Accent



PANTONE 7546

R:54 G:63 B:69

C:75 M:62 Y:55 K:45



PANTONE 2695

R:67 G:49 B:65

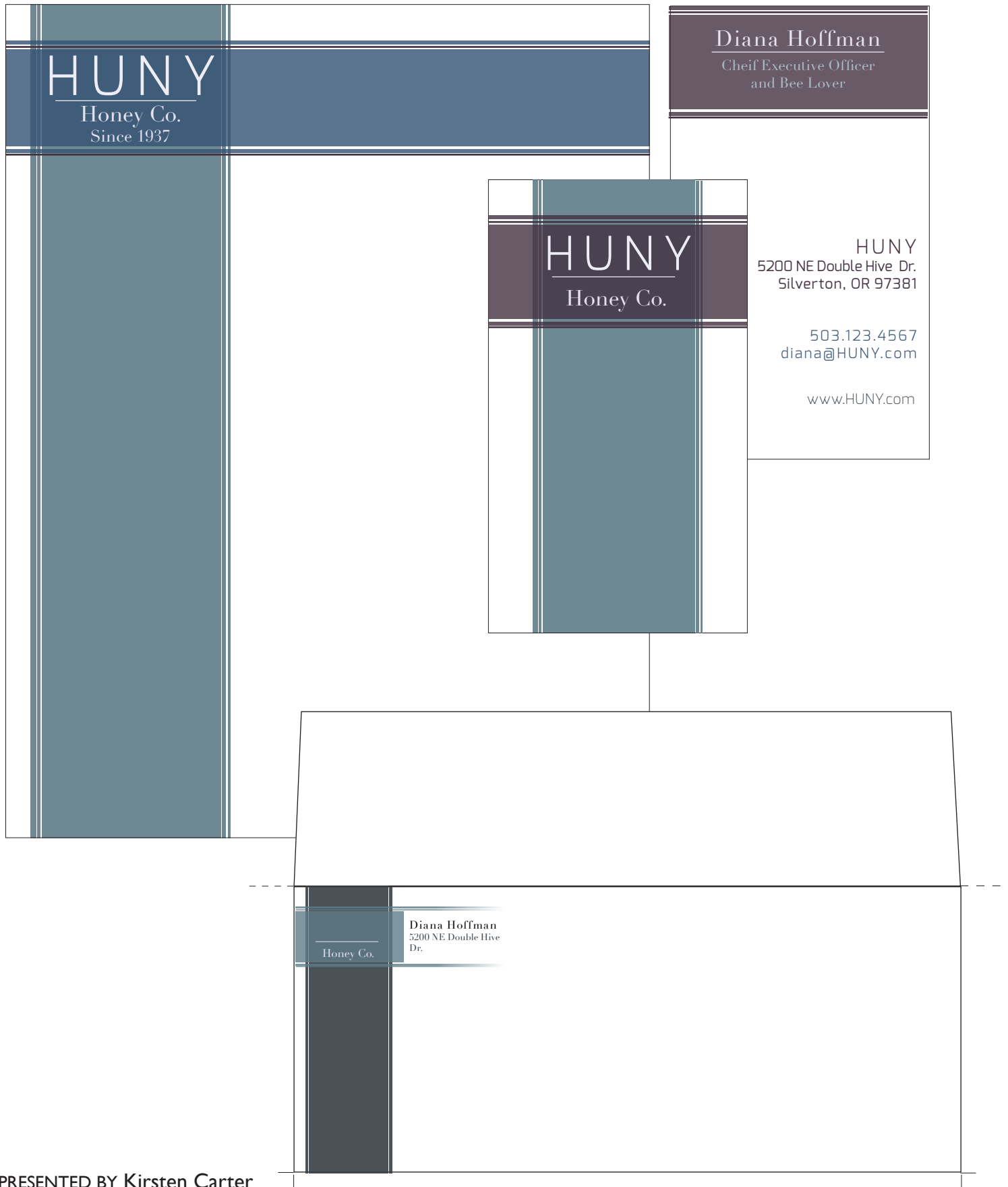
C:67 M:76 Y:50 K:48



PANTONE 7697

R:94 G:124 B:136

C:67 M:42 Y:37 K:7



Started in 1937 with an idea and a passion for honey, the Hoffman family has been providing Oregonians with quality honey for over 75 years. We produce gourmet honey from some of the best flowers in the Pacific Northwest. In addition to our great passion for honey comes our great concern for the decline in the bee population. As such, 10% of proceeds go towards researching the decline in the Honey Bee population.



HUNY

Honey Co.
Est. 1937

lavender

Made with loving care
in Silverton, OR

HUNY

Honey Co.

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Welcome

We are the Hoffman family and creators of HUNY honey products. We can be found at major natural food stores across the Pacific Northwest such as Trader Joe's, Zupans, and Whole Foods. Keep an eye on the shelves for our new honey products next year as we expand to bring you more of our amazing honey!

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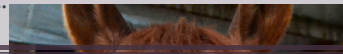
[Bee Research](#)



Image courtesy of prozael/FreeDigitalPhotos.net

About Us

HUNY Honey Co. was started by Eric Hoffman in 1937. Early on the family produced honey and honey related products for neighbors and family members during the Great Depression. As time went on more and more people became interested in purchasing our honey and the family has been making honey ever since. During our long history we have evolved from a local producer for the Silverton Market to a major local creator of high quality honey all over the Pacific Northwest. During all of this we have never forgotten where we've come from and strive to maintain our family owned quality and spirit.



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