

# Logo Standards One Sheet

## Vertical Format



## Horizontal Format

# Lets Jerk It

## JAMAICAN FAST FOOD



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## JAMAICAN FAST FOOD

## Fonts

(NOT included. Berlin Sans FB available on Adobe Fonts or online at <http://fontsgeek.com/fonts/Berlin-Sans-FB-Regular>. Tiki Tropic available for personal use at <https://www.1001fonts.com/tiki-tropic-font.html#license>)

# Berlin Sans FB

aAbBcCdDeEfFgGhHiIjJkKlLmMnNoOpPqQrRsStTuU  
 vVwWxXyYzZ1234567890!@#\$%^&\*() =+{[ ]\|;:'",<.>/?`~

**Tiki Tropic** (In place of the custom font, please use Tiki Tropic as it is close in appearance)

aAbBcCdDeEfFgGhHiIjJkKlLmMnNoOpPqQrRsStTuU  
vVwWxXyYzZ1234567890-.\_=+🌴🏠🌴🏠🌴🏠⚡️”“,✳️🌀/?

## Colors



Spot color (PMS)



4 Color Process



sRGB

Hexidecimal

Black: BLACK C 6  
Red: PMS 2347C  
Green: PMS 802C, 2287C  
Yellow: PMS 101C, 106C, 394C  
Brown: PMS 188C, 1815C, 1955C

Black: C:75 M:68 Y:67 K:90  
Red: C:13 M:98 Y:97 K:3  
Green: C:75 M:8 Y:86 K:0  
Yellow: C:2 M:7 Y:75 K:0  
Brown: C:23 M:73 Y:66 K:23

Black: R:0 G:0 B:0  
 Red: R:193 G:31 B:31  
 Green: R:51 G:153 B:61  
 Yellow: R:255 G:221 B:77  
 Brown: R:160 G:81 B:72

```
Black:    #000000
Red:      #C11F1F
Green:    #33993D
Yellow:   #FFDD4D
Brown:    #A05148
```