Logo

Colored

Black and White

-Ends have thinner strokes than center.
-Type arcs around glyph.
-Upper text smaller than lower text (19pt, 31pt respectively)

Logo Alternative and Dimensions

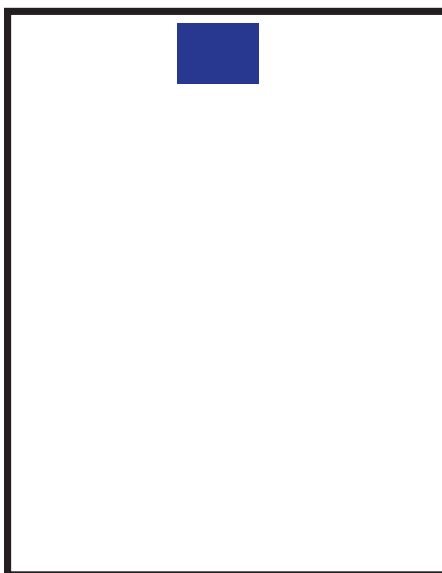### Primary

1.16in/ 2.9cm

1.58in/ 4cm

-No elements can clip into yellow frame.
-Secondary logo has type either under glyph or to the right of the glyph (as shown).
-Logo can be no smaller than displayed.

Secondary: Type Under

1.2in/ 3.1cm

1.2in/ 3.1cm

Secondary: Type Right

0.75in/ 1.9cm

2in/ 5.1cm

Stationary

Envelope

Letterhead

-Logo placed on top-left or top-center of stationary item

-Logo remains same size between stationary items
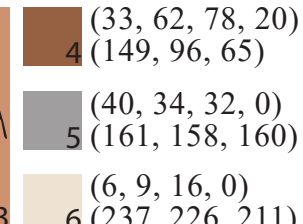
Business Card

Logo Background Colors

1
CMYK (43, 28, 61, 3)
RGB (152, 159, 118)

2
CMYK (44, 41, 51, 7)
RGB (144, 135, 120)

3
CMYK (19, 46, 59, 1)
RGB (205, 146, 112)

4 (33, 62, 78, 20)
(149, 96, 65)

5 (40, 34, 32, 0)
(161, 158, 160)

6 (6, 9, 16, 0)
(237, 226, 211)

Use earth-tone background colors to accentuate locally sourced / natural ingredients.

Type

Fonts:
-Gabriola
-Courier New
Size:
8pt or Greater

Colors:
(CMYK)
(RGB)

1 (96, 95, 0, 0)
(10, 15, 255)

2 (0, 0, 0, 0)
(255, 255, 255)

3 (0, 0, 0, 100)
(35, 31, 32)

-DO NOT-

1. Warp/ Stretch/ Rotate Logo

2. Disassemble Glyph

3. Recolor Glyph

4. Remove Type from Logo

5. Scale Too Small

Nathan Hallam
6-2 Logo Usage
February 12th, 2023