Cherri Brand Guide

Color

These are the base Cherri colors. Only use the colors on the light background on a lightish background and the colors on the dark background on a darkish background.

Cherri Red
#C43226
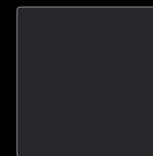
Cherri Green
#008001

Light Red
#F96E65

Light Green
#3B8336

Cherri Black
#27262B

Typography

Cherri uses **Avenir Next Pro Bold** under license by Linotype.

The Cherri type should only be displayed in a way that is legible

- **Black type** on a **light or lightish background**
- **White type** on a **dark or darkish background**

Do not add effects like shadows, make the typography 3D, etc.

✅ **DO**

Use Cherri type as directed.

❌ **DON'T**

Make Cherri type illegible or add effects.
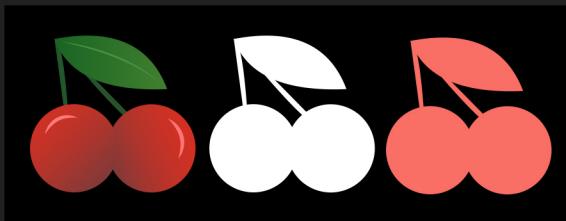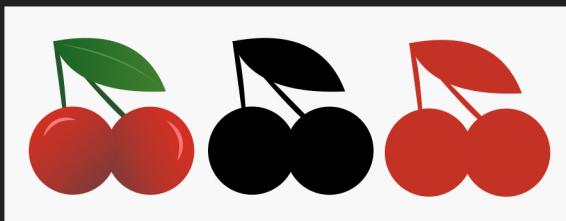
Icon
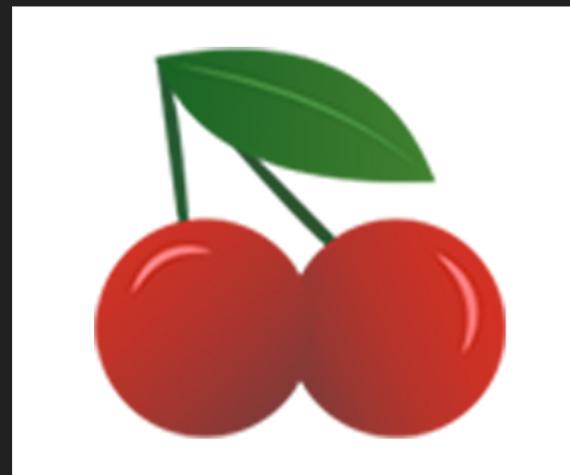
The Cherri icon is available with this guide in vector (SVG) and scaled PNG graphics for various resolutions and purposes. The scaled PNGs are most appropriate for smaller graphics, and the vectors are preferred for larger graphics so that the icon does not appear pixelated.

The icon has been made to be visible on most backgrounds, light or dark. **However, do not place the icon on backgrounds which clash with the shades of red and green used in the icon.**

Do not add effects like shadows, 3D, etc. or recolor the stem or cherries in the icon. However, you may color the icon solid Cherri red ■, black on lighter backgrounds, and Cherri light red ■, or white on darkish backgrounds.

✅ **DO**

Use vector icon when appropriate and a lightish or darkish non-clashing background.

❌ **DON'T**

Always use the PNGs.
(The icon may be blurry and/or pixelated if the graphic is too large.)

❌ **DON'T**

- Use backgrounds that clash with the Cherri shades of red and green.
- Use effects like shadows, etc.

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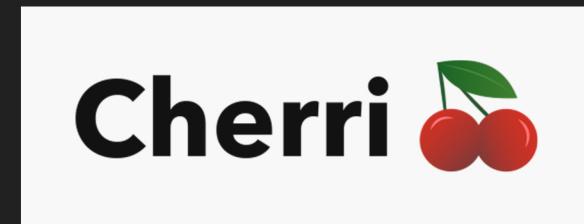
Logo

The Cherri logo is comprised of the icon and typography. The icon should always be to the right of the typography. The icon should be slightly larger than the type as shown.

The logo is provided with this guide with both dark and light text as PNGs for easy use.

Do not add effects like shadows, make the typography 3D, etc.

The same rules apply from the previous pages to the Cherri type and icon. They should only be displayed in a way that is legible and visible.

✅ **DO**

Use logo graphic or arrange logo as directed.

❌ **DON'T**

Incorrect logo arrangements, colors, etc.