



BRAND MARKS STYLE GUIDE

(VER 2.0 - 08_2025)

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BRAND MARKS

PRIMARY MARK - 2 COLOR



SECONDARY MARK - 2 COLOR



TERTIARY MARK - 2 COLOR



File Formats

EPS
EPS files are the preferred file formats. Because these are vector-based files, they are scalable and generally provide the best reproduction in print. They should be used on all professionally printed pieces.

AI
AI files are also vector-based files. They are scalable and generally provide the best reproduction in print. They can also be used on all professionally printed pieces.

PNG
PNG files are most often used in digital media, such as the web. They have transparent backgrounds, so they're a good choice for non-white backgrounds.

JPG
Use JPEG files in digital media, such as PowerPoint or Keynote presentations with white backgrounds.

SVG
Use SVG files for all website logos.

BRAND MARKS USE ON COLORS

PRIMARY MARK - 2 COLOR



PRIMARY MARK - 2 COLOR



TERTIARY MARK - 2 COLOR



SECONDARY MARK - 2 COLOR



TERTIARY MARK - 2 COLOR



Uses on Colors

When using the marks on solid colors such as black or PMS 185 C, they must be used as shown.

BRAND MARKS SINGLE COLOR ONLY

PRIMARY MARK - B/W



SECONDARY MARK - B/W



Uses on Black/White

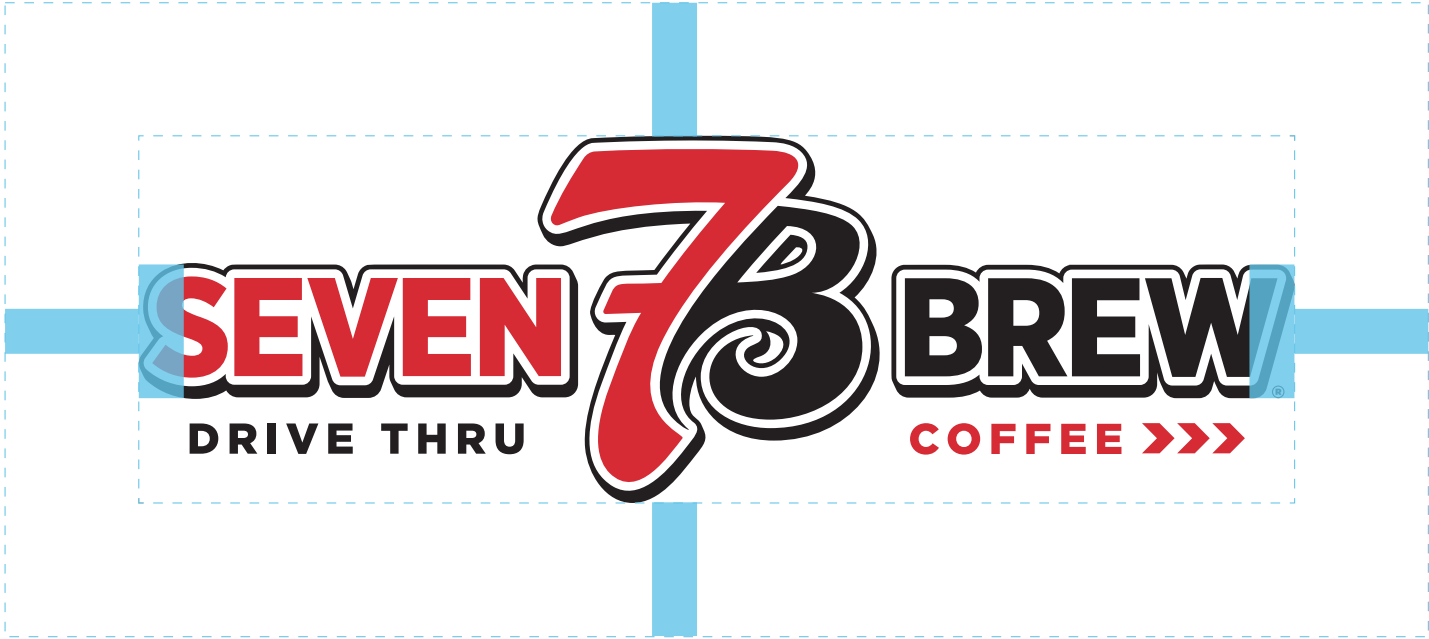
The brand marks may be used as a single black or reversed out in white as shown.

TERTIARY MARK - B/W



BRAND MARKS – SPACING

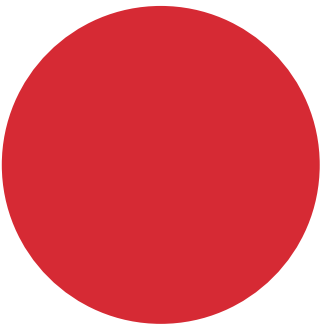
SPACING AROUND LOGO



Spacing

The spacing around the brand mark should be based on the most prominent size of the logo on all sides as shown.

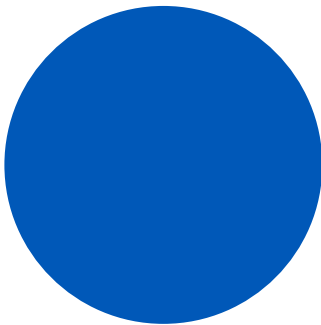
BRAND COLORS



PMS 185 C
C: 2%
M: 100%
Y: 92%
K: 0%

R: 214
G: 42
B: 52

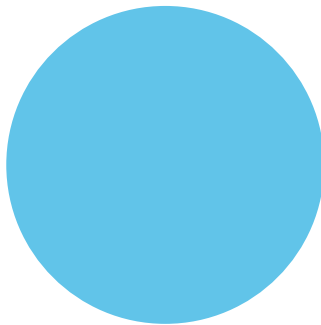
HEX: d62a34



PMS 2935 C
C: 100%
M: 68%
Y: 4%
K: 0%

R: 0
G: 83
B: 177

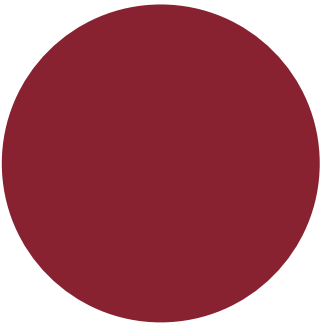
HEX: 0053b1



PMS 297 C
C: 47%
M: 6%
Y: 0%
K: 0%

R: 130
G: 193
B: 228

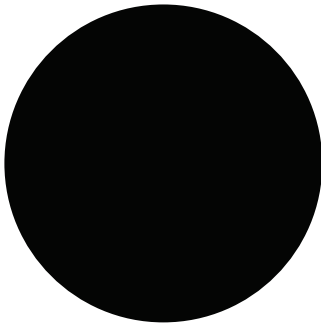
HEX: 82c1e4



PMS 202 C
C: 30%
M: 95%
Y: 75%
K: 30%

R: 127
G: 44
B: 52

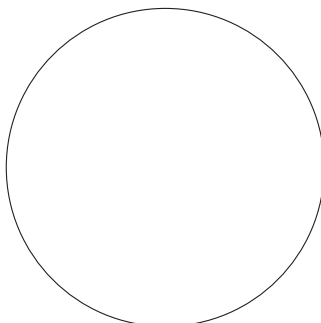
HEX: 7e2c35



BLACK
C: 0%
M: 0%
Y: 0%
K: 100%

R: 0
G: 0
B: 0

HEX: 000000



WHITE
C: 0%
M: 0%
Y: 0%
K: 0%

R: 255
G: 255
B: 255

HEX: ffffff

PANTONE COLORS

PMS (Pantone Matching System): The most accurate representation of each of the colors. This system is used in print applications instead of — or in addition to — CMYK color.

CMYK EQUIVALENTS

(Process Color): Process builds use international standards for printing with the four process colors: Cyan, Magenta, Yellow and Black (CMYK). Values range from 0% to 100% for each of the four colors.

RGB EQUIVALENTS

(Screen Color): For on-screen applications. RGB refers to the three colors of the visual spectrum, Red, Green and Blue. RGB values range from 0 to 255 for each of the three colors.

HEXADECIMAL VALUES

(Screen Color): For on-screen applications. Hex values are arranged into three groupings of two characters each, representing Red, Green and Blue, and are compatible with HTML and other programming languages.

BRAND ELEMENTS

CULTIVATE KINDNESS ON WHITE



DRIVE THRU COFFEE ON WHITE



CULTIVATE KINDNESS ON COLORS



DRIVE THRU COFFEE ON COLORS



ARROWS



TYPOGRAPHY & FONTS

Gotham Thin
Gotham Thin Italic
Gotham Extra Light
Gotham Extra Light Italic
Gotham Light
Gotham Light Italic
Gotham Book
Gotham Book Italic
Gotham Medium
Gotham Medium Italic
Gotham Bold
Gotham Bold Italic
Gotham Black
Gotham Black Italic
Gotham Ultra
Gotham Ultra Italic

Gotham Condensed Thin
Gotham Condensed Thin Italic
Gotham Condensed Extra Light
Gotham Condensed Extra Light Italic
Gotham Condensed Light
Gotham Condensed Light Italic
Gotham Condensed Book
Gotham Condensed Book Italic
Gotham Condensed Medium
Gotham Condensed Medium Italic
Gotham Condensed Bold
Gotham Condensed Bold Italic
Gotham Condensed Black
Gotham Condensed Black Italic
Gotham Condensed Extra Black
Gotham Condensed Extra Black Italic
Gotham Condensed Ultra
Gotham Condensed Ultra Italic

Gotham Narrow Thin
Gotham Narrow Thin Italic
Gotham Narrow Extra Light
Gotham Narrow Extra Light Italic
Gotham Narrow Light
Gotham Narrow Light Italic
Gotham Narrow Book
Gotham Narrow Book Italic
Gotham Narrow Medium
Gotham Narrow Medium Italic
Gotham Narrow Bold
Gotham Narrow Bold Italic
Gotham Narrow Black
Gotham Narrow Black Italic
Gotham Narrow Ultra
Gotham Narrow Ultra Italic

Gotham XNarrow Condensed Thin
Gotham XNarrow Condensed Thin Italic
Gotham XNarrow Condensed Extra Light
Gotham XNarrow Condensed Extra Light Italic
Gotham XNarrow Condensed Light
Gotham XNarrow Condensed Light Italic
Gotham XNarrow Condensed Book
Gotham XNarrow Condensed Book Italic
Gotham XNarrow Condensed Medium
Gotham XNarrow Condensed Medium Italic
Gotham XNarrow Condensed Bold
Gotham XNarrow Condensed Bold Italic
Gotham XNarrow Condensed Black
Gotham XNarrow Condensed Black Italic
Gotham XNarrow Condensed Ultra
Gotham XNarrow Condensed Ultra Italic

Canache

Fonts

Gotham Font family from Hoefler & Co.
Available at: <https://www.typography.com/search?term=gotham>

CONTACT

Office

2710 S 48th St,
Springdale, AR 72762

Email

info@7brew.com

Website

7brew.com

Phone

(479) 358-9274

