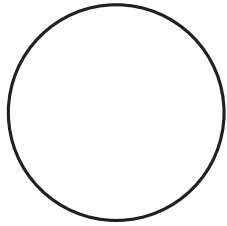




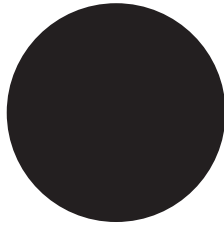
BRAND STANDARDS | 2022

COLOR PALETTE

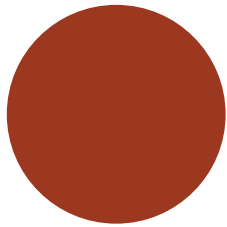
Primary Colors



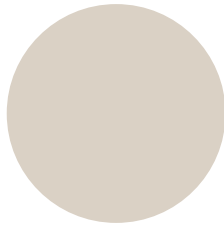
C:0 M:0 Y:0 K:0
R:0 G:0 B:0



C:0 M:0 Y:0 K:100
R:35 G:31 B:32



C:26.7 M:87 Y:99.7 K:23
R:153 G:57 B:33
PANTONE: 147C



C:15.5 M:13.3 Y:21.1 K:0
R:214 G:210 B:196
PANTONE: 7527C

FONT USAGE

Primary logo text is handdrawn

Primary Typeface - Proxima Nova Extra Condensed Regular

Primary Typeface - Proxima Nova Extra Condensed Semibold

Primary Typeface - Proxima Nova Extra Condensed Semibold Italic

Primary Typeface - Proxima Nova Extra Condensed Extrabold

AaBbCc123

abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
1234567890

AaBbCc123

abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
1234567890

AaBbCc123

*abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
1234567890*

AaBbCc123

abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
1234567890

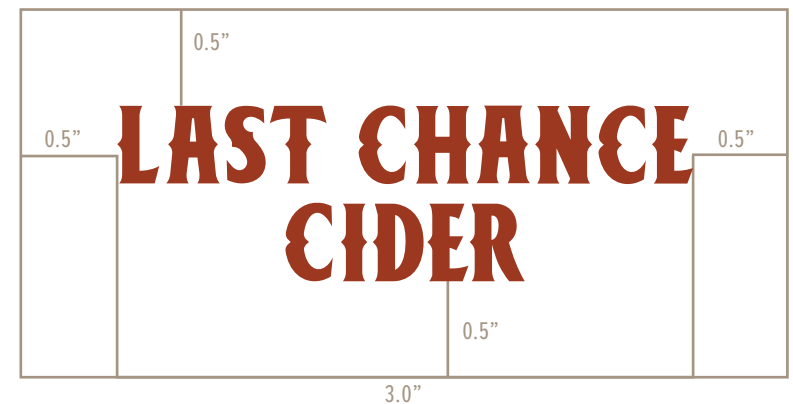
PRIMARY LOGOS

The primary logo should be used in full color whenever possible.
Secondary options are listed for when full color is not a feasible option.



**LAST CHANCE
CIDER**

The primary logo with proper whitespace surrounding the logo to ensure legibility and recognition.



SECONDARY LOGO OPTIONS

These are secondary logo options for when the primary full color logo is not a feasible option.



**LAST CHANCE
CIDER**

**LAST CHANCE
CIDER**

**LAST CHANCE
CIDER**

OTHER BRAND ELEMENTS & TAGLINES

These other brand elements can be used to help elevate the brand on marketing materials. (ex. merch, sales sheets, packaging, etc.)



LAST CHANCE PUB & CIDER MILL

GOOD TO FIND, EASY TO ENJOY



INCORRECT LOGO USAGE

Logo may not be skewed or stretched out of proportion.

X



Logo should always be high resolution and clear.

X



Logo should use approved typefaces and colors.

X



Logo should be of a legible size.

X



Logo should have appropriate surrounding whitespace.

X



Another Graphic

Logo should not have additions besides already approved secondary elements i.e. shadows, boxes etc.

X

