

CRITTENDEN

Brand Outline

LOGOS

It is preferable to use the Full Logo Lockup (with or without tagline) whenever possible. The alternative Wordmark logo may be used in instances where space is at a minimum or where the Crittenden Brandmark appears elsewhere in the design or features prominently within photography (eg. on bottle imagery).

Logos will always be supplied in master form and should never be reconstructed, redrawn or distorted in any way.

Logos may be executed in any of the primary brand colours, however, Charcoal is the preferred colour. The appropriate colour should be used to maximise legibility, with a strong contrast between the logo and the background.

Preferred Full Logo Lockups (with or without tagline)



Alternative Wordmark (with or without tagline)



Brandmark



CLEAR SPACE

A specified clear space ensures the integrity and impact of the Crittenden logos. There may be cases where it is difficult to allow the recommended clear space and your best judgment should prevail. For legibility and impact, avoid putting any text or graphics within 'X' distance on all sides.



For all logo treatments where the Crittenden Brandmark appears, X is equal to the height of the brandmark. For the wordmark (with or without tagline) X is equal to twice the height of the wordmark.

MINIMUM SIZES

The minimum sizes shown here are appropriate for print. Larger sizes may be necessary for other media such as video and film, or products requiring specialized manufacturing, such as embroidered apparel.



COLOUR PALETTE

The six colours of the primary palette should be used as a priority across all printed & digital brand collateral.

A secondary colour palette is available to add flexibility across broader branding. These colours may be used in social media, specialty marketing campaigns, etc.

Note:

These PMS/CMYK values are for printing on coated stocks. Uncoated PMS colours or CMYK values should be specified if printing on uncoated stocks.

Primary Colour Palette

CHARCOAL PMS: Process Black CMYK: 10, 10, 10, 100 RGB: 33, 33, 33 HEX: #212121	STRAW PMS: 4535 CMYK: 6, 8, 35, 12 RGB: 210, 199, 152 HEX: #d1c799	EUCALYPT PMS: 5487 CMYK: 51, 16, 35, 50 RGB: 82, 202, 96 HEX: #526661
SAGE PMS: 5527 CMYK: 12, 4, 9, 12 RGB: 185, 192, 186 HEX: #babfba	CONCORD BLUE PMS: 2379 CMYK: 81, 64, 41, 38 RGB: 44, 64, 86 HEX: #2b4057	STONE PMS: 7527 CMYK: 3, 6, 12, 8 RGB: 277, 219, 210 HEX: #e3bdb1

Secondary Colour Palette

TERRACOTTA PMS: 7592 CMYK: 0, 69, 85, 24 RGB: 177, 85, 51 HEX: #b15533	ROSÉ PMS: 473 CMYK: 0, 32, 42, 0 RGB: 240, 191, 155 HEX: #f0bf9b	BARK PMS: 7582 CMYK: 0, 49, 66, 75 RGB: 103, 71, 54 HEX: #674736	GOLD PMS: 465 CMYK: 9, 29, 66, 24 RGB: 189, 155, 91 HEX: #bd9b5b
IVORY PMS: 9043 CMYK: 2, 2, 7, 3 RGB: 227, 219, 210 HEX: #c07d59	SKY PMS: 536 CMYK: 34, 17, 2, 7 RGB: 162, 178, 200 HEX: #a2b2c8	MERLOT PMS: 7643 CMYK: 0, 84, 2, 70 RGB: 103, 46, 69 HEX: #672e45	