



**2 TOWNS
CIDERHOUSE®**

2017

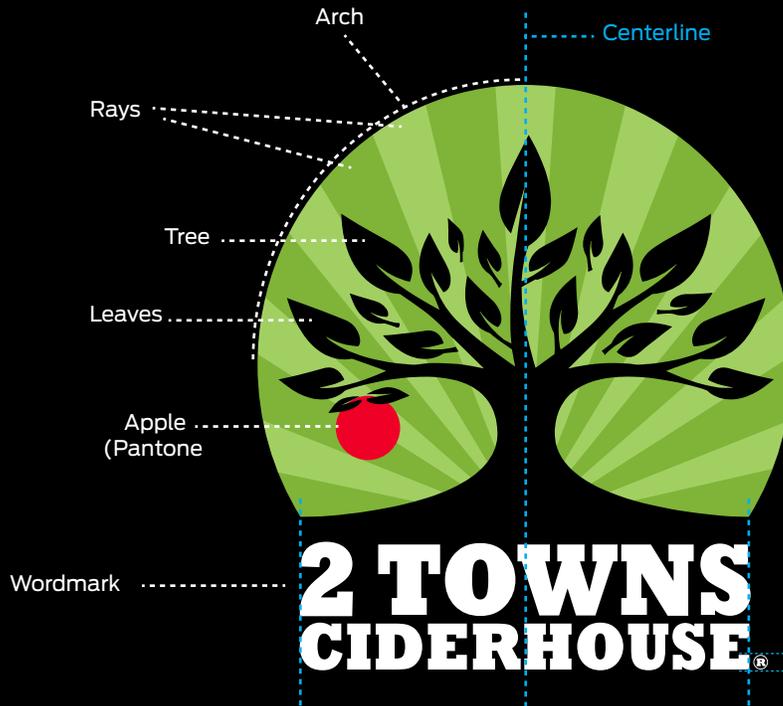
Branding Standards Guide



for latest info visit:
www.2TownsCiderhouse.com/media



questions:
Marketing@2TownsCiderhouse.com



Color Guide

PANTONE (Print):	CMYK (Print):	RGB (Screen):
Pantone DS 295-1C	C=50, M=0, Y=100, K=10	R=127, G=181, B=57
Pantone DS 294-2C	C=40, M=0, Y=80, K=0	R=163, G=207, B=98
Pantone DS 73-1C	C=0, M=100, Y=100, K=0	R=237, G=28, B=36

Notes:

We appreciate your desire to utilize our logo in print and web materials. Please take care to follow these guidelines in order to maintain the integrity of our logo when inserting, scaling, printing etc.

- Never adjust placement of any elements of logo in relation to others.
- Careful when selecting, avoid using “direct select tool” in Illustrator, make sure to select the entire logo group instead.
- Scale everything proportionally. (hold shift when scaling!)
- Leave some room around
- Minimum acceptable size for print is 1/2” height. (larger for less detailed processes, 2” height for embroidery)
- If you have any questions please drop us a line at marketing@2townsciderhouse.com
- we’re happy to help!



2

Logo Variation



Preference ←

***Preferred
Full Color Logo**



**Alternate
1-Color Logo**



Secondary Full Color Logo



Secondary 1-Color Logo



Wordmark

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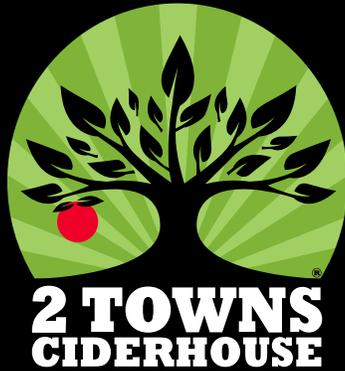
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3 | Examples



✓ Proper Use On Dark Background



Proper Use On Light Background



⊘ Improper Use

Tree/Leaves Off Pixelated Transparency Lost Squished Greyscale Wrong Colors Tilted Changed



Fix: avoid direct select tool Use vector or high res Maintain transparency Constrain height / width (hold shift) Use 1-color logo Don't Don't Don't

