



LOGO STYLE GUIDE

Old Towne Cracker Co. logo is the graphic representation of the brand.

Please note that no component of the logo should be altered in any way under any circumstances. Any modification, either scaling in size or use of the logo, should always be made to the logo as a whole.

LOGO MINIMUM SIZE

The Old Towne Cracker Co. logo can be reproduced in a variety of sizes.

However, the logo should always be at least 1.25" wide to ensure legibility.

There should always be at least 0.125" of space around the logo to avoid text running in to the logo. See examples below:



HOW TO USE ON A COLOR OR PHOTO BACKGROUND

On white or lite color solid or gradient color backgrounds, the full color logo should be used. On a photo background, the full color logo should be used. The full color logo should always be used, if possible. Depending on printing processes the spot color, CMYK, or black & white version should be used. On dark backgrounds see example below for suggested use:





TYPOGRAPHY

Hands On Regular is the primary brand name font. It is meant to be used for the brand name, headlines, subheads, and call outs. It can be downloaded for free from <https://www.dafontfree.net/freefonts-hands-on-f167571.htm>.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9 . , ;

Open Sans is the secondary logo font and suggested tertiary brand font that can be used for body copy. It can be downloaded for free from Google Fonts by searching on www.google.com/fonts or using the <https://fonts.google.com/specimen/Open+Sans> URL. Since it is a Google Font it can be used for print and web purposes.

There are 10 weights and styles for Open Sans, including: Light, Light Italic, Regular, Italic, SemiBold, SemiBold Italic, Bold, Bold Italic, ExtraBold, ExtraBold Italic.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9 . , ; : " ' ' ? / ! @ # \$ % ^ & * ()

COLORS

The colors are meant to be used throughout most communication efforts.



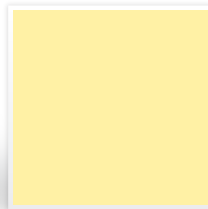
BLUE

Pantone: PMS 281 CP

Process: C 100, M 85, Y 5, K 36

RGB: R 0, G 32, B 91

Hex: #00205B



YELLOW

Pantone: PMS 1205 CP

Process: C 0, M 3, Y 43, K 0

RGB: R 248, G 224, B 142

Hex: #F8E08E



GREEN

Pantone: PMS 7488 CP

Process: C 52, M 0, Y 82, K 0

RGB: R 120, G 214, B 75

Hex: #78D64B