HERMITAGE FARM

LOGO
Anatomy

01

LOGOTYPE
Introduction

The logotype should never be
altered in away way.

LOGO
Logotype

LOGO
Variations

The logos shown below are available in PMS, 4-color process (CMYK), RGB and gray-scale versions. The version selected will depend on the medium and design of the communication, as well as the method of reproduction.

	STACKED	HORIZONTAL	ICON
2 COLOR WITH BLACK BACK-GROUND	HERMITAGE FARM	HERMITAGE FARM	
	↑ THESE LOGOS ARE FOR PRIMARY USE		
	↓ THESE LOGOS ARE FOR SPECIAL CIRCUMSTANCES ONLY		
2 COLOR WITH TRANSPARENT BACKGROUND	HERMITAGE FARM	HERMITAGE FARM	
BLACK WITH TRANSPARENT BACKGROUND	HERMITAGE FARM	HERMITAGE FARM	
2 COLOR WITH WHITE TYPE AND BLACK BACK-GROUND	HERMITAGE FARM	HERMITAGE FARM	
2 COLOR WITH WHITE TYPE AND TRANSPARENT BACKGROUND	HERMITAGE FARM	HERMITAGE FARM	
WHITE WITH TRANSPARENT BACKGROUND	HERMITAGE FARM	HERMITAGE FARM	

LOGO
Minimum Size

The minimum size for the logo is 1 inch, as shown.

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MINIMUM SIZE: 1"

HERMITAGE FARM

MINIMUM SIZE: 2"

LOGO
Clear Space

An area of clear, open space surrounding the logo is an integral part of its design. Do not place graphics, type, photographs or illustrations inside the minimum clear space area. The minimum clear space area is X on the top, left and right, and bottom.

X

X

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LOGO
Don'ts

Logo treatments shown on this section are examples of prohibited uses. Never alter the color, or stretch, condense or otherwise abstract the logo.

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Do not print the color logo on color fields without approval. Do not use the logo on busy patterns or heavy textures.

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Do not change the typeface of the logo.

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Do not compress or stretch the logo elements.

HERMITAGE FARM

Do not alter the color of the logo elements.

HERMITAGE FARM

Do not alter the scale relationship of the logo elements.

HERMITAGE FARM

Do not apply a drop shadow to the logo.

02

Horses. Bourbon. Food. Agriculture.

Historic. Kentucky.

VOICE

The voice of and tone of Hermitage Farm
is timeless, classy yet approachable.

03

TYPEFACES
Introduction

Neutraface is the designated typeface for Hermitage Farm.

Hermitage Farm meet Neutraface.

ABCDEFGHIJKLNO
PQRSTUVWXYZ
abcdefghijklmno
pqrstuvwxyz
1234567890!?*

Typeface
Neutraface
Light
Regular
Regular Italic
Bold

Neutraface is a modern sans serif typeface.

04

The Hermitage Farm color palette complements its historic architecture.

COLOR

Colors help describe who we are. In this case we are bold and welcoming.

Black
Red
Gray

BLACK
RED
WHITE
GRAY

PMS BLACK 6
c:20 m:20 y:20 k:100
r:17 g:25 b:33

PMS 485
c:6 m:97 y:100 k:1
r:225 g:37 b:27

PMS 425
c:0 m:0 y:0 k:77
r:95 g:96 b:98