

Brand Standards January, 2020

LOGO

Anatomy



LOGOTYPE

Introduction altered in away way.

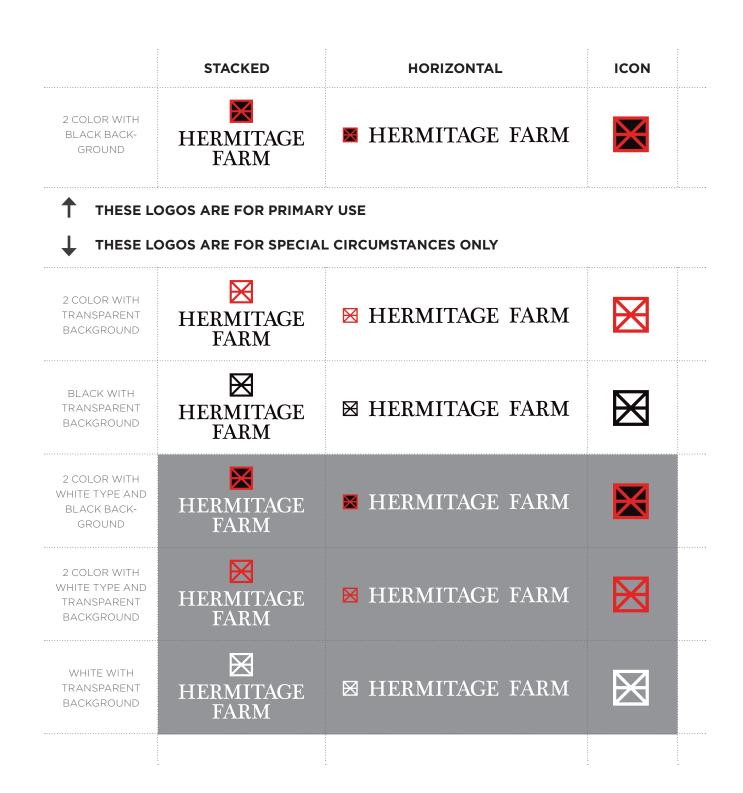
The logotype should never be



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.



LOGO Minimum Size

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



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.





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



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



Do not alter the color of the logo elements.



Do not change the typeface of the logo.



Do not compress or stretch the logo elements.



Do not alter the scale relationship of the logo elements.



Do not apply a drop shadow to the logo.



Horses. Bourbon. Food. Agriculture. Historic. Kentucky.

VOICE

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

TYPEFACES Introduction Neutraface is the designated typeface for Hermitage Farm.

Hermitage Farm meet Neutraface.

ABCDEFGHIJKLNO PQRSTUVWXYZ abcdefghijklmno pqrstuvwxyz 1234567890!?*

10

Typeface Neutraface Light Regular Regular Italic Bold

Neutraface is a modern sans serif typeface.



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 RFD GRAY

PMS BLACK 6

c:20 m:20 y:20 k:100 r:17 <u>g:25 b:33</u>

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