

# IDAHO CRAFT BEER MONTH

BRAND GUIDE

# THE LOGOS:

## PRIMARY LOGO

USAGE: Primary Promotional Items,  
Apparel, Vendor Promotion



**PRIMARY 1:**  
NO BACKGROUND



**PRIMARY 2:**  
ON BACKGROUND



**PRIMARY 3:**  
B+W NO BACKGROUND



**PRIMARY 4:**  
B+W ON BACKGROUND

# THE LOGOS:

## SECONDARY LOGOS

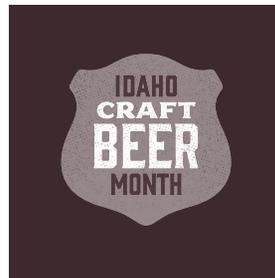
### LOGO WITH TAGLINE

USAGE: Promotional  
Items, Apparel, Vendor  
Promotion



### CREST LOGO

USAGE: Social Media  
Profile, Apparel, Vendor  
Promotion



### BEER LOGO

USAGE: Social Media Profile,  
Apparel



## THE COLOR PALETTE:

**BROWN**  
 CMYK 70-80-70-50  
 RGB 62-43-47  
 HEX 3e2a2f  
 PMS 4975

**ORANGE**  
 CMYK 10-65-100-0  
 RGB 223-118-39  
 HEX df7627  
 PMS 138

**WARM GREY**  
 CMYK 45-45-40-0  
 RGB 51-51-51  
 HEX 988a8d  
 PMS 408

## THE TEXTURE:

**IN WHITE AREAS**  
 Texture\_Dark.psd

**IN COLOR AREAS**  
 Texture\_Light.psd



## FULL COLOR EPS LOGOS:

For use when an eps vector file is required for production. Full color and black and white usage. No texture.



## ONE COLOR LOGOS

One spot color, no texture.

**BROWN**  
 PMS 4975



**ORANGE**  
 PMS 138



**WARM GREY**  
 PMS 408

