

*Aaron*

BRAND GUIDELINES

## LOGOMARKS

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### PRIMARY LOGOMARK

*Aaron*

## LOGOMARKS

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### PRIMARY LOGOMARK

*Aaron*

Primary use of logo mark in charcoal on light background

*Aaron*



Minimum size 1" wide

*Aaron*

Secondary use of logo mark in cream on blue background

*Aaron*



Minimum size 1" wide

Logo may also be used in color when screen printed on glass. See brand colors

LOGOMARKS

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ICON



## LOGOMARKS

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### ICON



Primary use of icon in charcoal  
on light background



Minimum size .16" wide



Primary use of icon in charcoal  
on light background



Minimum size .16" wide

Icon may also be used in color when screen printed on glass. See brand colors

# Adobe Jensen Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Primary typeface used for  
headlines, headings, and titles

BRAND TYPOGRAPHY

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SECONDARY TYPEFACE

**Europa**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890**

Secondary typeface used for  
sub-headlines and taglines

## BRAND TYPOGRAPHY

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### PARAGRAPH TYPEFACE

Europa Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Paragraph typeface used for text  
blocks and paragraphs

*Adobe Jensen Pro Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

*abcdefghijklmnopqrstuvwxyz*

*1234567890*

Typeface used for quotes or to  
emphasize text elements

## BRAND COLORS

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### WEB COLORS



HEX: F2F1ED

Use for member logo color,  
general header background,  
text background, button text



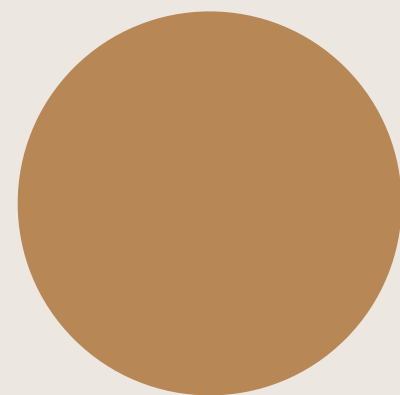
HEX: E7E5DE

Use for background color,  
button text



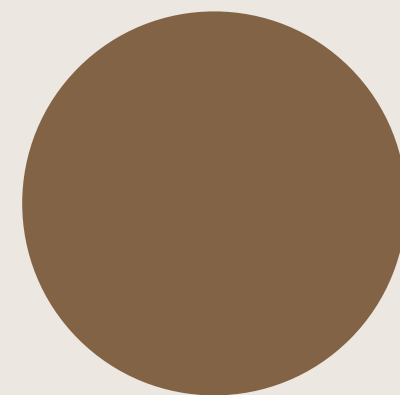
HEX: DCDCDC

Use for footer information



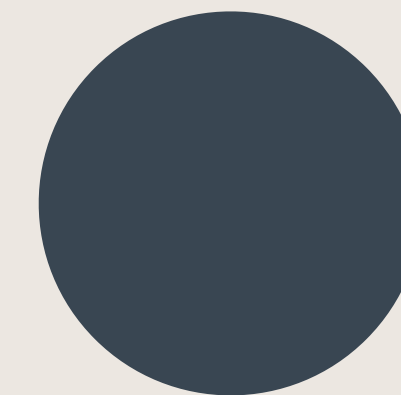
HEX: B18A5E

Use for secondary headlines,  
button fill



HEX: 7F644A

Use for text



HEX: 3C4751

Use for member background,  
general logo color, button  
outlines, text, icons, footer

## BRAND ICONS

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### ILLUSTRATIONS



Brand icons may be used in either blue on a light background or in cream on a dark background.

Use for both print and web application

## BRAND ICONS

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## ILLUSTRATIONS



Wine Man is typically used only in print applications and may appear in cream on both a light or dark background.

Exception: When Wine Man is printed for temp tattoos and stickers, he may appear in a darker color



AKANA

BRAND GUIDELINES

## LOGOMARKS

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### PRIMARY LOGOMARK

AKANA

# LOGOMARKS

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## PRIMARY LOGOMARK

AKANA

Primary use of logo mark in navy  
on a light background

AKANA

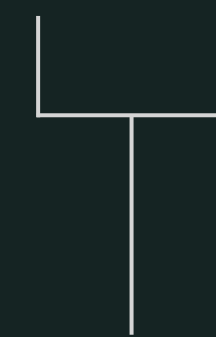


Minimum size 1" wide

AKANA

Secondary use of logo mark in  
cream on dark background

AKANA



Minimum size 1" wide

LOGOMARKS

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PRIMARY LOGOMARK WITH TAGLINE

AKANA  
SAN LUIS OBISPO COAST

## LOGOMARKS

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### PRIMARY LOGOMARK WITH TAGLINE

**AKANA**  
SAN LUIS OBISPO COAST

Primary use of logo mark in navy  
on a light background

**AKANA**  
SAN LUIS OBISPO COAST

Minimum size 1.5" wide

**AKANA**  
SAN LUIS OBISPO COAST

Secondary use of logo mark in  
cream on dark background

**AKANA**  
SAN LUIS OBISPO COAST

Minimum size 1.5" wide

BRAND TYPOGRAPHY

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BRAND SUB-TYPE (LABEL ONLY)

# Faustina Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Brand sub-type when used in conjunction  
with logo mark in label context

BRAND TYPOGRAPHY

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BRAND SUB-TYPE (WEB + COLLATERAL ONLY)

**Europa**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890**

Brand sub-type when used in conjunction with logo mark in web or printed collateral context (excluding labels)