

LOGO (GRADIENT & SOLID COLOR)

The logo must always be legible and maintain the integrity of their forms.

GRADIENT (PRIMARY LOGO)

If using the gradient logo in vector-based software, enable "Scale Stroke & Effects" to ensure the logo's drop shadow effect remains proportionally correct/preserved for any logo resizing.



SOLID COLOR

An alternative, solid color logo should be used if the gradient version cannot be used, such as for apparel (embroidery, screenprinting, etc) or special printing situations.



CREAM CAN

HEX #F4C468 CYMK 4 23 70 0%
RGB 244 196 104 PANTONE 2008 C



DARK TAN

HEX #6B0F17 CYMK 33 99 89 48%
RGB 107 15 23 PANTONE 4101 C



CEDAR

HEX #3B1213 CYMK 47 84 73 73%
RGB 59 18 19 PANTONE 4975 C