

APOTHECARY FARMS IDENTITY STANDARDS GUIDE

01 LOGO USAGE



GRAYSCALE / 1 COLOR
Substitute 55% Black For 871 U



02 COLOR PALETTE

BLACK	871 U (Uncoated) 871 C (Coated) Metallic ink	"LINEN"	"CHARCOAL"
R 35 C 0 G 31 M 0 B 32 Y 0 K 100	R 132 C 22 G 117 M 23 B 78 Y 47 K 57	R 229 C 6 G 229 M 9 B 216 Y 14 K 0	R 52 C 67 G 50 M 63 B 48 Y 64 K 59
#231f20	#84754e	#e5e5d8	#343230

PRIMARY LOGO COLORS

ACCENT & BACKGROUND COLORS

03 TYPOGRAPHY

HEADLINE HERO

Montserrat | GOLD | #84754e

Header 2

Alternate Gothic No3 D | CHARCOAL, WHITE, LINEN,

Body Copy | | BLACK, LINEN or WHITE

Georgia

TYPE ACCENTS

DK Badehaus | Thickened 30% with stroke

05 THIRD PARTY ICONS & LOGOS

