



BRANDING GUIDELINES

FONTS

HEADLINE TEXT

AMCAP ETERNAL

FREE Download at FontSpace.com

BODY COPY & REGULAR TEXT

Interstate Light

FREE Download at FontsGeek.com

COLORS

PANTONE 375

CMYK

41 / 0 / 78 / 0

RGB

159 / 207 / 103

LAB

78 / -29 / 46

WEB COLOR

9fcf67

PANTONE 288

CMYK

100 / 79 / 17 / 3

RGB

0 / 75 / 141

LAB

31 / 1 / -43

WEB COLOR

004b8d

USAGE OF LOGO



On LIGHT or WHITE Background = YES



Over a Photo (no shadow) = YES



On DARK Background = NO

OTHER FORMS OF LOGO



For SOCIAL MEDIA Profile Images



ICON for LIGHT Backgrounds



ICON (only) for Pantone 288 Background

QUESTIONS? NEED LOGO IN A PARTICULAR FORMAT?
CONTACT MIKE BELL | 985-788-9251 | Mike@MenuSurgeon.com