

1.

Logos

## Primary Logo



## Main Logotypes



Logo for Light Backgrounds



Logo with Location for Light Backgrounds



Logo for Dark Backgrounds



Logo with Location for Dark Backgrounds

## Circle Logotypes



Circle Logo, Light and Dark Background



Circle Logo No Text, Light and Dark Background



## Company Colors



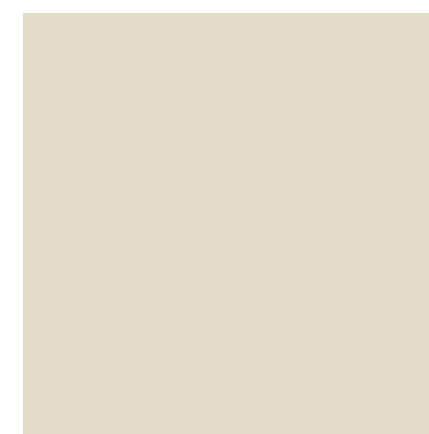
CMYK: 0/48/93/36  
 RGB: 162/84/11  
 Pantone: 160 C



CMYK: 0/0/0/90  
 RGB: 65/64/66  
 Pantone: 4287 C



CMYK: 0/1/9/45  
 RGB: 141/140/128  
 Pantone: 2332 C



CMYK: 0/2/12/12  
 RGB: 225/220/197  
 Pantone: 7627 C



CMYK: 0/0/0/0  
 RGB: 255/255/255



CMYK: 0/0/0/100  
 RGB: 48/46/44  
 Pantone: Process Black C

2.

Fonts



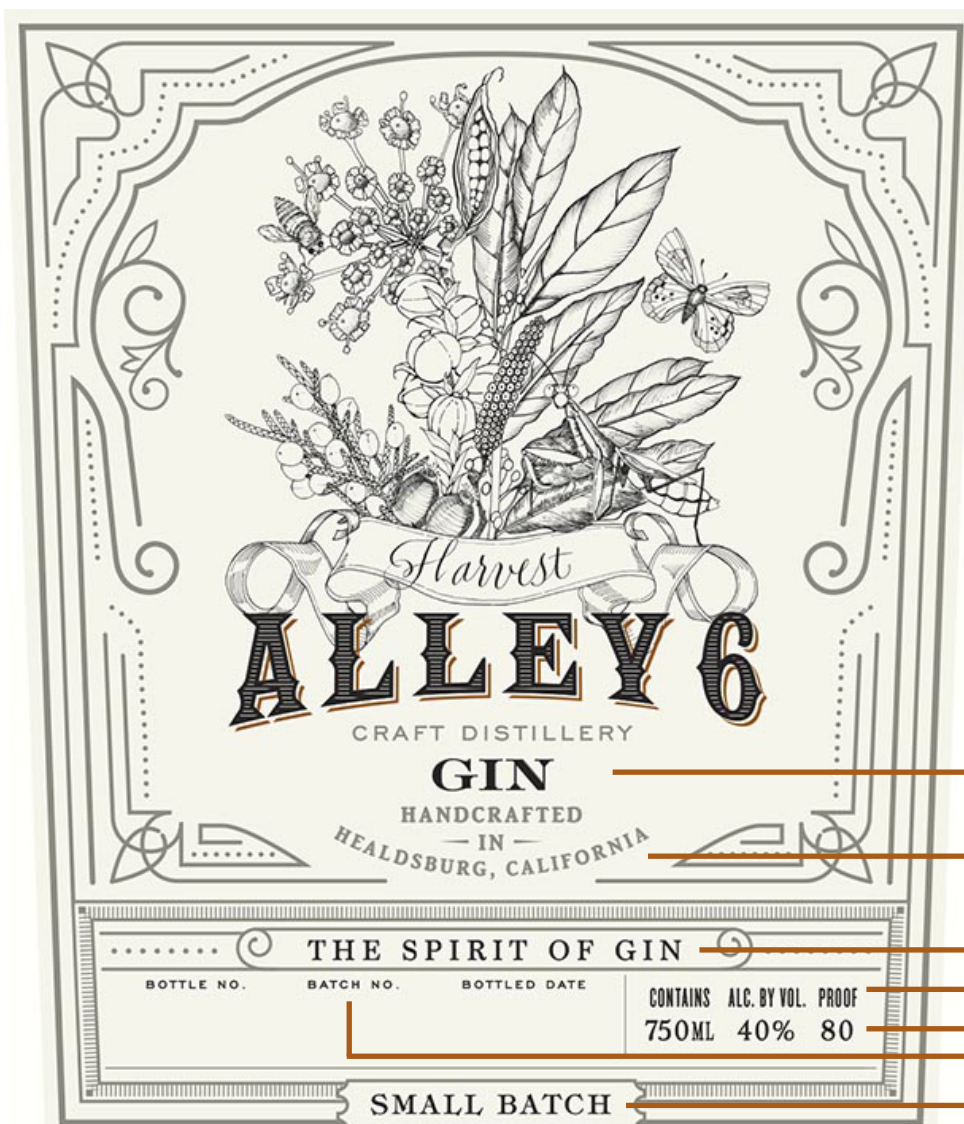
### Font

CRAFT DISTILLERY

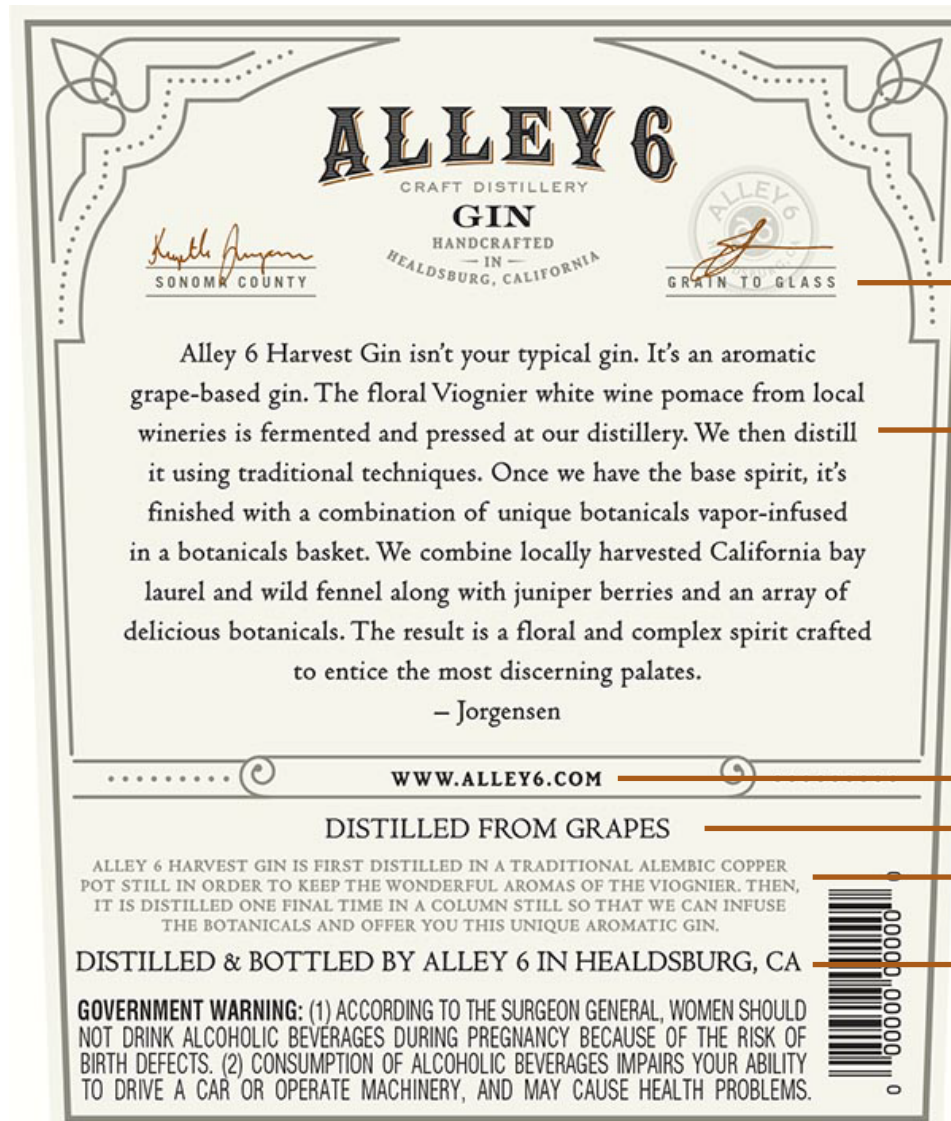
**A**  
 ENGRAVERS'  
 GOTHIC BT

A B C D E F G H I  
 J K L M N O P Q  
 R S T U V W X Y Z  
 0 1 2 3 4 5 6 7 8 9

### Label Font Usage



ENGRAVERS LT STD  
 BOLD FACE  
 BRIGHTON BOLD PLAIN  
 MARION  
 KNOCKOUT FLWWEIGHT  
 MARION  
 ENGRAVERS GOTHIC BT  
 TIFFANY



TRADE GOTHIC  
 Centaur MT  
 BRIGHTON BOLD PLAIN  
 CENTAUR MT  
 CENTAUR MT BOLD  
 CENTAUR MT

### Website Fonts

Header 1 - Trade Gothic Next Regular, 36 px

Header 2 - Trade Gothic Next Condensed, 22 px

Body Text - Adobe Garamond Pro 20 px

### Mailchimp Fonts

HEADERS - **Helvetica** 28 PT BLACK, ALL CAPS

Body Text - Georgia 14 pt Gray