

## 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

This alternative, solid color logo should **only** be used if the gradient version cannot be used, such as for apparel (embroidery, screenprinting, etc).



#### 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