
Cuts the Mustard

Brand Identity Guidelines





Logo



Lock-up

Only one logo variation is provided. Text may be positioned anywhere from horizontal to 30 degrees.

Clearspace

The clearspace is equal to $\frac{1}{4}$ of the radius of the logo.

Color

Logo may be reproduced in any of the approved colors listed below.

Logo Versions

2 Color Spot



Black & White



4 Color Process



Reverse



1 Color Spot

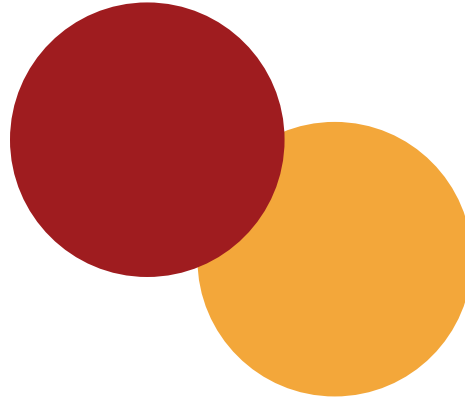


Colors

Primary Brand Colors

Ketchup

PMS: 2427
CMYK: 24 100 100 21
RGB: 159 29 33



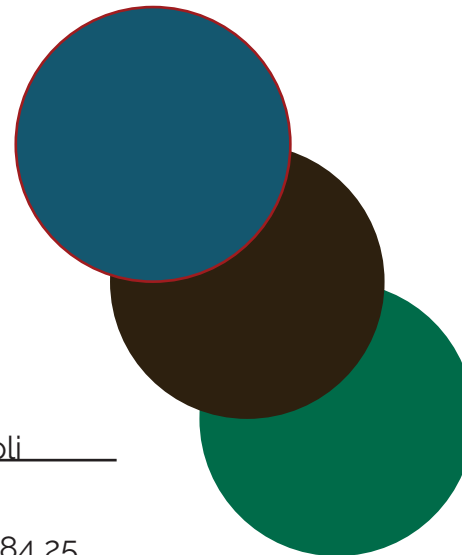
Mustard

PMS: 1235
CMYK: 3 39 88 0
RGB: 241 166 58

Secondary Palette

Ketchup

PMS: 7701
CMYK: 94 58 40 20
RGB: 5 87 111



Toast

PMS: Orange 021 C
CMYK: 58 66 81 74
RGB: 47 34 17

Broccoli

PMS: 384
CMYK: 99 29 84 25
RGB: 0 108 73

Don'ts



Do not rotate the logo past 30 degrees.



Do not distort the logo in any way.



Do not use unapproved colors on the logo.



Do not stroke the signature only version.

Typefaces and Styles

Arizona

thin

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

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 @ \$ % & ? " "

Pompierre

regular

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

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 @ \$ % & ? " "

Food Truck Mock-Up

