Overview

The following defines the guidelines that should apply to all materials directed to an external audience. In order to build a consistent image and brand for Blue to New, the guidelines must be followed when presenting the brand image to the media and in any other communication forms.

If for any reason an exception to these guidelines are requires, please contact the Marketing Director.

Please be advised that the Marketing Director must review and approve any materials released for public consumption regarding Blue to New.
Brand Guide

Logo Standards

Minimum Size, Scaling, and Control Area

The logo is given in 3 variations: with and without the tagline as well as text only.

Use the text version only if there is extremely limited space. This logo version is to be used rarely. Each logo is scaled here to its minimum size, please do not allow the logo to be scaled smaller than indicated here.

Minimum Size

Scalng / Resizing

The Blue to New logotype may only be resized proportionally. It is not to be skewed, squeezed, lengthened, shortened, or distorted from its original format and proportion.

Creation / Recreation

Logos have been provided in multiple file formats. It may not be reproduced, recreated, or altered from its original format unless approved.

Control Area

The Blue to New logo must be set in an area clear of imagery and typography. This area should surround the Blue to New logo and be no smaller than 2x the cap height of the “R” in RIDGE and RIVER. Violation of this space impairs the visibility and impact of the logo. The rule is a minimum requirement, increased clear space around the logo is always desirable.
**LOGO USAGE**

The logo is given in 3 color versions: full color, black, and white.

**FULL COLOR**

Use only the color version supplied on this page. The full color logo will be the most used. Most printed jobs will be 4-color and will require the CMYK logo. See color breakdowns on page 6.

**BLACK AND WHITE VERSION**

When no color (black only) is available, use the gray-scale logo provided. The logo may be printed reversed on dark backgrounds as shown below.
TEXT ONLY VERSION

A text only version has been provided if there is limited space.

TAGLINE

The tagline for Blue to New has 6 variations. These taglines are versatile as to encompass the multitude of products and activities that Blue to New has to offer.

Grown to enjoy
Grown to explore
Grown to love
Grown to savor
Grown to taste

The tagline will vary as appropriate.

It is at marketing’s discretion to determine the inclusion or exclusion of the tagline on various materials. All 5 words may be used simultaneously if deemed appropriate.
LOGO LEGIBILITY

It is preferred that the logo always be placed on a white background and used in full color.

If the logo needs to be on a photograph, please use the guidelines here.

ON PHOTOGRAPH
The logo may be placed on a photograph, however the preferred placement is on a white background. A gradient of black multiplied at 22% – 30% may be placed over the photograph.
Colors used for the approved Blue to New palette are as follows:

**PRIMARY COLOR**
The primary color for Blue to New is orange. The color builds are below.

- **CMYK** 18-86-100-7
- **RGB** 178-64-28
- **HEX** B2401C

**SECONDARY COLORS**
This set of colors is for supplemental design elements and can be used sparingly.

- **CMYK** 92-55-25-5
- **RGB** 32-90-126
- **HEX** 205A7E
- **CMYK** 92-55-25-5
- **RGB** 32-90-126
- **HEX** 205A7E

**EXTENDED COLOR PALETTE**
This set of colors includes the primary and secondary colors.

- **CMYK** 95-61-40-21
- **RGB** 26-70-92
- **HEX** 1A465C
- **CMYK** 100-0-0-0
- **RGB** 0-163-230
- **HEX** 00A3E6
- **CMYK** 89-36-100-30
- **RGB** 25-85-38
- **HEX** 195526
- **CMYK** 67-27-100-10
- **RGB** 85-122-48
- **HEX** 557A30
- **CMYK** 36-11-62-0
- **RGB** 156-179-114
- **HEX** 9CB372
The typefaces used in the logo are Kenyan Coffee and Gotham. Kenyan Coffee may be used sparingly for headings. The preferred font is Gotham.

KENYAN COFFEE REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

KENYAN COFFEE ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

KENYAN COFFEE BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

KENYAN COFFEE BOLD ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

GOTHAM BOOK
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

GOTHAM ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

GOTHAM BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

GOTHAM BOLD ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890