



★ BRAND STYLE GUIDE ★

The American Butcher Brand logo is the graphic representation of the brand. Please note that no component of the logo should be altered in any way under any circumstances. Any modification, either scaling in size or use of the logo, should always be made to the logo as a whole.

LOGO MINIMUM SIZE

The American Butcher Brand logo can be reproduced in a variety of sizes. However, the logo should always be at least 1.25" wide to ensure legibility.

There should always be at least 0.125" of space around the logo to avoid text running in to the logo. See examples below:



HOW TO USE ON A COLOR OR PHOTO BACKGROUND

On solid or gradient color backgrounds, the full color logo should be used. On a photo background, the full color logo should be used. The full color logo should always be used, if possible. Depending on printing processes the spot color, CMYK, or black & white version should be used.





TYPOGRAPHY

GoBold is the primary brand name font. It is meant to be used for the brand name. It can also be used for headlines, call outs or subheadings, if necessary. The font can be downloaded for free at <https://www.1001fonts.com/gobold-font.html>.

There are 24 weights and styles for GoBold, including: Light, High Thin, Thin, Bold, High Bold, Hollow Bold, Regular, Extra1, High, Hollow, Lowplus, Uplow, Italic, Light Italic, Thin Italic, High Thin Italic, Bold Italic, High Bold Italic, Hollow Bold Italic, Extra1 Italic, High Italic, Hollow Italic, Lowplus Italic, Uplow Italic.

AA BB CC DD EE FF GG HH II JJ KK LL MM NN OO PP QQ RR SS TT UU VV WW XX YY ZZ
0 1 2 3 4 5 6 7 8 9 . , ; : " ' ` ? / ! @ # \$ % ^ & * ()

MetroScript is the suggested secondary brand font. It is meant to be used for the brand name. It can also be used for call outs, if necessary. It can be downloaded at <http://fontsgeek.com/fonts/MetroScript-Regular>.

There is only 1 style for MetroScript: Regular.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
*0 1 2 3 4 5 6 7 8 9 . , ; : " ' ` ? / ! @ # \$ % ^ & * ()*

COLORS

The colors are meant to be used throughout most communication efforts.



RED
Pantone: PMS 186 CP
Process: C 2, M 100, Y 85, K 6
RGB: R 206, G 35, B 42
Hex: #ce232a



BLUE
Pantone: PMS 287 CP
Process: C 100, M 75, Y 2, K 18
RGB: R 21, G 57, B 119
Hex: #153977