

AMERICAN CIDER ASSOCIATION **LOGO**



ON BACKGROUND



BLACK



WHITE



AMERICAN CIDER ASSOCIATION **LOGO**



COLOR PALETTE

|                                   |                              |                           |                                    |                                  |                                   |
|-----------------------------------|------------------------------|---------------------------|------------------------------------|----------------------------------|-----------------------------------|
| <b>PACIFIC ROSE</b><br>3/83/78/18 | <b>COPPER</b><br>14/48/86/21 | <b>BEIGE</b><br>8/11/22/0 | <b>GRANNY SMITH</b><br>42/25/100/0 | <b>FERN GREEN</b><br>62/31/64/18 | <b>RICH BLACK</b><br>30/30/30/100 |
| <b>RGB</b><br>196/69/55           | <b>RGB</b><br>178/119/52     | <b>RGB</b><br>253/220/197 | <b>RGB</b><br>163/167/107          | <b>RGB</b><br>96/127/107         | <b>RGB</b><br>0/0/0               |
| <b>HEX</b><br>c44537              | <b>HEX</b><br>B27734         | <b>HEX</b><br>E8DBC5      | <b>HEX</b><br>A3A739               | <b>HEX</b><br>607F65             | <b>HEX</b><br>000000              |

FONT

SPACING

GOTHAM HTF BOOK    KERNED 110