



BRAND GUIDELINES

These few simple rules will help you use our branding elements to communicate the **SALT OF THE EARTH** brand most effectively.

LOGO

The **SALT OF THE EARTH** identity consists of a Logo, Signature and tagline. The Logo mark including Signature and Tagline is available when it is used with intention as the visual focus.

The Signature may be in conjunction with the Logo mark or on its own.
The Tagline may be used in conjunction with the Logo mark or on its own.

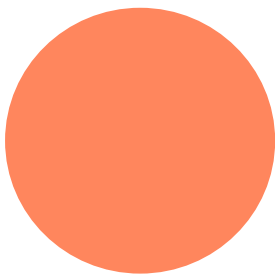
The logo is comprised of a unique Hill Design. The one is Icon which has a Hill design with crystals, and the typography. The logo has been designed with the intention of being strong enough to communicate our unique brand identity to showcase the business nature.



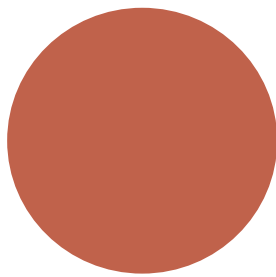
LOGO

Color

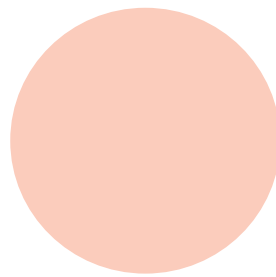
These colors were selected to be used first and foremost. However, only the silver color (#e0e0e0) can be used on the text.



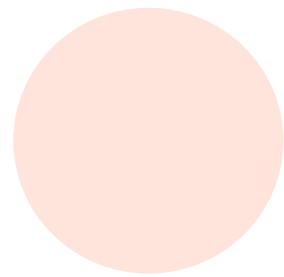
RGB
255, 134, 93
CMYK
0,59, 64,0
HEX
ff865d



RGB
192, 98, 75
CMYK
20,72,74, 6
HEX
c0624b



RGB
251, 204, 188
CMYK
0, 23, 21, 0
HEX
fbccbc



RGB
255, 228, 219
CMYK
0, 12, 10,0
HEX
ffe4db

LOGO

Clearspace

When you place our logo in a design, please make sure you give it room to breathe; we call this “clear space.” Always leave a clear space area equal to the cap height of the Salt of the Earth logotype “S”

Logo artwork comes with the clear space dimensions included in the art board size.



Minimum Logo Size



LOGO

Typography

HUGHS

AB CDEFGH

IJKLMNOP

QRSTUVWXYZ

Z

abcdefghijkl

mnopqrstuvw

x y z

Ink Free

AB CDEFGH

IJKLMNOPQ

RSTUVWXYZ

abcdefghijkl

mnopqrstu

vwxyz

LOGO

Primary Usage:

Our wordmark is primarily used in brown background. It can sit on top any light background with our color tone except blue, black or any other dark backgrounds.



Incorrect Color Usage:

Our wordmark should never be used in black or any other dark backgrounds. Additionally it shouldn't be used with our color tones which may match or any change of font.



LOGO

Promotional Designs:



