



SASSAFRAS
- WOODWORKING -

PRIMARY COLOR

PANTONE (PMS)
186 C

CMYK
2 100 85 6

RGB
200 16 46

HEX/HTML
#C8102E

SECONDARY COLOR

CMYK
25 100 91 25

RGB
150 12 35

HEX/HTML
#960C23

TYPEFACE

"WAYFARER"

COLOR LOGO

FOR PRINTING AND LARGE DISPLAY IN COLOR



SINGLE COLOR LOGO

FOR SILKSCREENING, REVERSE APPLICATIONS
AND SMALL DISPLAY IN COLOR OR GRAYSCALE



GRAYSCALE LOGO

FOR PRINTING AND LARGE DISPLAY IN GRAYSCALE



USAGE GUIDLINES

TO ENSURE BRAND INTEGRITY PLEASE REFRAIN FROM STRETCHING, SKEWING, OR MORPHING AND MAINTAIN THE BRANDING COLOR SCHEME.



USE PROPER WHITESPACE TO INCREASE BRAND IMPACT

