

**THE GRIND**  
CONSCIOUSLY CRAFTED  
**BITES AND BEVERAGES**

**GRIND**  
**AWAY** CONSCIOUSLY CRAFTED  
**BITES AND BEVERAGES**



Logo Style Guide

Version 1.0

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## Style Guide for Proper Use of the Suite of Marks

Logo Type Mark

Font - set to use plain glyphs, not swashes **STEELWORKS VINTAGE**

The "AND" special character in: Steelworks Special Character

Logo must be scaled to size, keeping all proportions the same.

Vector files must be used for properly scaled graphics. ( for proper quality and scalability use files with .ai or .eps extensions - these are scalable Native Illustrator Files)

Proportion must remain as shown.



## Ink Colors and Web Colors

As with all printed inks, there are variations in color depending on substrate chosen and the printing process chosen.

**Pantone (PMS) Colors** are exact match color blended inks

**CMYK** is 4 colors ink print process. 4 colored inks are blended to simulate the exact match colors of PMS inks. This is also very close to digital print results.

**RGB** values are best used for web use

**HEX** values are for use online and within Microsoft Office Software Apps.

	Black	520C	131C	485C	7474C
PMS Colors:					
	0/0/0/100	64/100/12/0	0/32/100/9	0/97/100/0	70/0/38/8
CMYK:					
	0/0/0	124/43/131	231/166/20	72/118/41	0/146/159
RGB:					
	#000000	#7c2b83	#e7a614	#ee2a24	#00929f
HTML:					

### Alternate Colorways:



Knock Out



Knock Out

### Safezone

Logo should always remain spaced within a safezone. To allow a buffer between it and text or other logos that it may appear among. You should be able to fit about 1/2 of the logo width and height within the safe zone. Safezone is within dotted lines.



## Useages NOT Allowed

Colors should NOT be changed.

Proportions should NOT be changed.

Strokes/ Outlines should NOT be added or adjusted.

Logo file should NOT be used on a conflicting patterned background.

Knockout Logo should ONLY be used on SOLID dark colors.

Care must be taken when using logo on any colored or patterned background to ensure that the logo is still legible and is not obscured.

## Allowed Uses:



## Useages NOT Allowed:



## File Formats:

### Vector / Scaleable Art File formats: .ai, .eps, .pdf

All files have font converted to outlines to avoid font conflicts.

Vector files (sometimes called "art files" are the ONLY files provided that should ever be scaled.\*  
(scaled = enlarged or reduced)

These files can be resized without any loss of quality. These are high res files formatted for print use.  
With the exception of .pdf files most of the time these files are used by professional designers or print shops.

\*The exception to this rule is vector .pdf files which can be viewed and used at any resolution.

**All other formats should used at 100% of size provided to avoid loss of quality.**

### Web Ready / Screen formats :

The file names contain the pixel sizes of these files.

Format for Word or Other desktop Programs: .png

Web Ready / Low Resolution Formats: .jpg / .png

Other High Resolution Formats provided: .tif, large size .jpg file