salt
of the
earth

salt of the earth
SAL TERRAE
estd. | spice co. | 2020

Logo Style Guide

Version 1.0

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Style Guide for Proper Use of the Suite of Marks

Logo Type Mark

All Caps Font 1 :   RUSTED ORLANDO SERIF

All Caps Font 2 :   RUSTED ORLANDO SERIF STAMP

Serif Font 1 :   Fontin

Script Font: *pastelyn*   (used with an outline to thicken)

Ink Colors and Web Colors

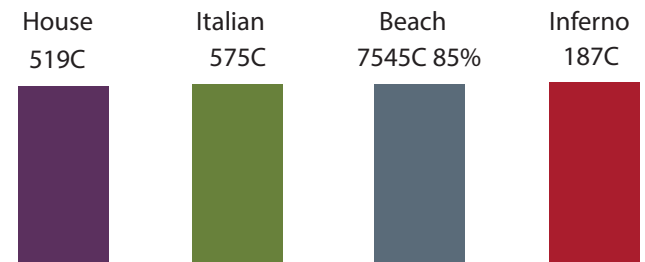As with all printed inks, there are variations in color depending on substrate chosen and the printing process chosen.

Pantone (PMS) Colors are exact match color blended inks

CMYK is a 4 color 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	519C	575C	7540C	7545C 85%	187C
PMS Colors:						
CMYK:	0/0/0/100	69/89/35/24	62/32/96/14	69/59/52/33	88/90/0/0	22/100/88/15
RGB:	0/0/0	91/50/95	105/129/60	74/79/85	66/56/163	171/25/45
HTML:	#000000	#5b325f	#69813c	#4a4f55	#4238a3	#ab192d

House 519C	Italian 575C	Beach 7545C 85%	Inferno 187C

Alternate Colorways:

Knock Out Black

Two Color

Knock Out Inferno

Knock Out Beach

Knock Out Italian

Knock Out House

One Color Inferno

One Color Beach

One Color House

One Color Italian

Alternate Colorways:

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Knock Out
Black

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Knock Out
House

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One Color
Black

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Knock Out
Italian

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Tri Color

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 badge width and height

within the safe zone.   And about 1/2 vertical for the badge and about 1/3 of the width of the badge. 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.

Recommended Uses:

On Solid Contrasting colors or Solid Black or White
On watermarked / Faded Imagery

Useages NOT Recommended:

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**