



GRAPHIC STANDARDS GUIDE

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INTRODUCTION

PURPOSE

The following pages contain detailed instructions and guidelines for implementing the Longhini logo in a variety of applications.

The purpose of this Graphic Standards Guide is to add consistency to every level of printed and web communication. This consistency, over time, will provide staff, partners, and the general public with a clear impression of who we are as each piece of communication relies upon and complements the established image guidelines.

BENEFITS

The benefits of adhering to a set of guidelines are far reaching in the marketplace. Consistency in the presentation of the Longhini image will build stability and raise the level of recognition in our constituents as well as the community at large. Therefore, we ask our staff and partners to adhere to the standards in this guide to promote and support Longhinish' image.

The strength of this system relies upon your consistent implementation. Do not hesitate to ask if there are any areas requiring further explanation.



IDENTITY OVERVIEW

BRAND COMPONENTS

The look and feel of the Longhini identity is determined by three basic components: the logo, color, and typography. These elements have been carefully designed and selected to project a coherent, pleasing, and meaningful image of Longhini to our audience. Your intelligent application throughout a wide variety of media will ensure the continued strength of our visual presence.

1. LOGO

The identity, comprised of a logomark and a logotype, conveys the vitality of the innovation in Longhini. Proper and improper use of the logo are discussed later in this guide.

2. COLOR

The primary color of the logo is Hex #D71920. For specifics on color usage in the logo as well as other options in the color palette see Color Logo Configurations and the Color Palette sections in this guide.

3. TYPOGRAPHY

One font family have been selected to support the identity in a variety of applications along with suppoing fonts for headline treatments. For the specific typeface and their appropriate uses see Using Typography.



LOGOS

OUR LOGO

The logo expresses our identity to the world. Consequently, its construction and placement are of the utmost importance in maintaining the integrity of its expression.

Almost as important as what's seen in the logo is what is not seen; the quiet space around the logo.

Although the logos are set up to be flexible, please review this guide to find the best way to support the Longhini image within your application. By adhering to all of the principles that govern its usage, we ensure that our logo remains a powerful and consistent representation of our personality.

PRIMARY LOGO CONTAINED



SECONDARY LOGO



LOGO / SPACING

LOGO MARGIN

Margin is the clear space around the logo that is free from any other text or graphic element. Adequate margin prominently stages the logo and enhances the supporting typography and imagery used in all applications. In general, the objective is to provide as much clear space as possible.

Use the height of **(X)** as a rule of thumb for the least amount of space around the logo. The spacing between logo elements is consistent and should be half the height of the wordmark ($\frac{1}{2}X$).

PRIMARY LOGO CONTAINED



SECONDARY LOGO



LOGO / SIZING

MINIMUM SIZES

Maintaining a minimum size will ensure legibility of the logomark and readability of the logotype. For small applications do not scale logo mark smaller than $\frac{3}{8}$ " or .875".

Please remove the date when using the logo at the smallest legible icon sizes of $\frac{3}{8}$ " or .375".

PRIMARY LOGO SIZING



SECONDARY LOGO SIZING



ICON ONLY SIZING (REMOVAL OF DATE)



LOGO / COLORS

COLORS

Color plays a key role in the visual expression of Longhini's visual style. Depending on the medium used for printing and other reproduction, the color will change.

Please consult the Longhini designer and/or printer to ensure that your final color will match these specifications. Colors outside of the approved palette are unacceptable for use.

PRIMARY COLORS

LONGHINI GREEN

CMYK: 80 / 40 / 100 / 29

RGB: 53 / 98 / 49

HEX: 356231

LONGHINI WHITE

CMYK: 0 / 0 / 0 / 0

RGB: 255 / 255 / 255

HEX: FFFFFFFF

LONGHINI RED

CMYK: 0 / 100 / 100 / 10

RGB: 215 / 25 / 32

HEX: D71920



LOGO / USAGE ON COLOR

COLOR

The continued success of the logo depends largely on the correct use of color. These examples demonstrate the preferred color system.

LOGO IN COLOR

It is preferred that the logo receives the CMYK value.

LOGO OVER COLOR OR IMAGES

If the logo appears over color fields or images, the logomark and logotype should knockout and/or over-print. Please use the logo that best stands out on the background (keep in mind that even in a full-color piece, it may be the black and white logo). Avoid using the color logo when the background contains any color similar to that of the Longhini logo.



WHITE



BLACK



LONGHINI OVER PATTERN GRAPHICS
(WHITE BORDER REQUIRED)



RED



LOGO / UNACCEPTABLE CONFIGURATIONS

EXAMPLES OF MISUSE

These examples, while not exhaustive, illustrate potential application errors and don'ts.

Note: No effects are to be used on the logos or other branding elements (ex: drop shadows, glows, strokes, embossing, etc.).



DISTORT



FILTER



MOVE DATE



ROTATE



CHANGE PROPORTIONS



CHANGE COLORS



CHANGE SHAPE



APPLY A GRADIENT



STROKE OVAL



TYPOGRAPHY

PRIMARY TYPEFACE

Cooper Hewitt is the primary typeface for all applications of the Longhini brand. Cooper Hewitt, is a contemporary sans serif, with characters composed of modified-geometric curves and arches. Cooper Hewitt is available in multiple weights.

The primary style for body type is Cooper Hewitt Book.

COOPER HEWITT

0 1 2 3 4 5 6 7 8 9
A B C E F G H I J K L M N
O P Q R S T U V W X Y Z

0123456789

AaBbCcDdEeFfGgHhIiJjKkLlMm

NnOoPpQqRrSsTtUuVvWwXxYyZz

Book

Book Italic

Medium

Medium Italic

Semibold

Semibold Italic

Bold

Bold Italic

Heavy

Heavy Italic



TYPOGRAPHY

SUPPORTING FONTS

Bodoni RR, Tungsten Semibold, and Cerulean NF Regular may be used to support the Longhini brand when used as headlines and subheadlines.

Do not use these font for body copy. Only Cooper Hewitt Book should be used to address large amounts of copy .

BODONI RR BOLD CONDENSED

0 1 2 3 4 5 6 7 8 9
A B C E F G H I J K L M N O P Q R
S T U V W X Y Z

TUNGSTEN SEMIBOLD

0 1 2 3 4 5 6 7 8 9
A B C E F G H I J K L M N O P Q R S T
U V W X Y Z

CERULEAN NF REGULAR

0 1 2 3 4 5 6 7 8 9
A B C E F G H I J K L M N
O P Q R S T U V W X Y Z





QUESTIONS?

For brand elements and clarifications on their implementation, please contact:

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