

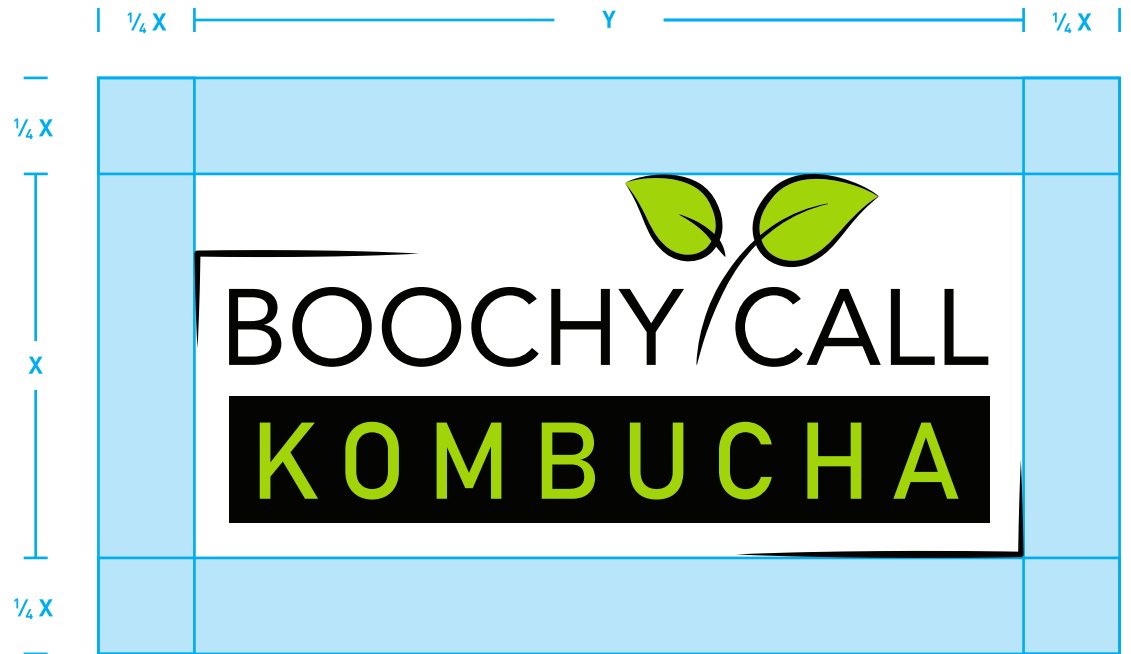


BOOCHY CALL

KOMBUCHA

LOGO

The logo must be used correctly to ensure that its visual impact and integrity are not diluted or compromised.



Avoid crowding the logo with other graphic elements such as imagery or text. For visibility and impact, we recommend surrounding the logo with clear space equal to or greater than $\frac{1}{4}$ the height of the logo.

LOGO VARIATIONS

ALWAYS REPRODUCE THE LOGO FROM APPROVED ELECTRONIC ARTWORK.



SINGLE COLOR (WITH TINTS)

When possible the logo should be used as a full color positive, unless it is impossible due to production limitations. When only one color is allowed, use only black this logo can be reproduced using tints.



SINGLE COLOR (KNOCKOUT)

When placing the logo on a dark or visually busy background it is best to use the all white knockout version of the logo. This will ensure that all details in the logo are still visible and that the logo and background do not clash with each other.

TYPOGRAPHY

Logo Typeface | Avenir 55 Roman



ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Logo Typeface | Bahnschrift



ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

BRAND COLOR PALLET

Logo colors may be used in logos, stationery, and additional branded materials. They can also be used in other applications as a secondary accent color. To reproduce the brand colors consistently across different applications PANTONE® colors are preferred.

PRIMARY LOGO COLORS

RICH BLACK CMYK: 75, 68, 67, 90 RGB: 00, 00, 00 HEX: 000000	PANTONE 375 C CMYK: 47, 00, 100, 00 RGB: 149, 201, 61 HEX: 93D500
RICH BLACK 100% - 5%	PMS 375 100% - 5%

SECONDARY BRAND COLORS

PANTONE 2098 C CMYK: 87, 92, 00, 00 RGB: 73, 61, 152 HEX: 493D98	PANTONE 312 C CMYK: 96, 06, 15, 00 RGB: 00, 166, 201 HEX: 00A6CF	PANTONE 356 C CMYK: 96, 27, 100, 15 RGB: 00, 121, 64 HEX: 007940
PMS 2098 100% - 5%	PMS 312 100% - 5%	PMS 356 100% - 5%
PANTONE 109 C CMYK: 01, 16, 100, 00 RGB: 254, 209, 03 HEX: FED103	PANTONE 235 C CMYK: 41, 100, 41, 21 RGB: 135, 28, 85 HEX: 871C55	PANTONE 171 C CMYK: 00, 78, 81, 00 RGB: 241, 94, 62 HEX: F15E3E
PMS 109 100% - 5%	PMS 235 100% - 5%	PMS 171 100% - 5%