



ANNIE'S KITCHEN & PIZZERIA BRANDING GUIDELINES





Fonts

Yesteryear Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

TRAJAN PRO BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()

Logo Specifications



Full Color Primary Logo

For full color CMYK logo for use:

- In digitally printed formats
- On a white or light color background

Logo Specifications



Full Color Secondary Logo

For full color CMYK logo for use:

- In digitally printed formats

On a white or light color background



Secondary Logo Color

For 2 color logo use:

- CMYK Green (83%, 43%, 99%, 46%)
- CMYK Gold (24%, 31%, 75%, 1%)

- PMS 357 C (Green)

- PMS 465 C (Gold)

On a white or light color background



Secondary Logo Color

For 1 color logo use:

- CMYK White (0%, 0%, 0%, 0%)

- White

On a green or dark color background