



BRAND GUIDELINES

HOTEL TANGO DISTILLERY

HERO LOGO



STACKED LOGO



BRAND COLORS

CAMPAIGN CREAM

CMYK 9 - 10 - 17 - 0
RGB 230 - 221 - 207
HEX #E8E0D4

COBRA GOLD

PMS 146
CMYK 34 - 59 - 82 - 20
RGB 148 - 100 - 61
HEX #94643D

DIAMOND BLACK

CMYK 73 - 65 - 67 - 80
RGB 22 - 24 - 22
HEX #161816

TYPOGRAPHY

SAA SERIES

SAA Series is a versatile font consisting of 6 different widths. These widths may be combined in any number of ways, allowing for great flexibility and visual interest.

SAA SERIES A

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

SAA SERIES B

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

SAA SERIES C

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

SAA SERIES D

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

SAA SERIES E

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

SAA SERIES F

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

PITCH SANS

Pitch Sans is a monospace font that resembles typewritten text. In print, Pitch Sans should never be set larger than 11 pt.

Pitch Sans Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Abcdefghijklmnopqrstuvwxyz

0123456789

Pitch Sans Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Abcdefghijklmnopqrstuvwxyz

0123456789

Pitch Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Abcdefghijklmnopqrstuvwxyz

0123456789

LOGO CLEAR SPACE

An appropriate amount of space should be left between the Hotel Tango logo and other information, such as product names and other logos. Use the height of the 'HT' monogram to define clear space around the Hotel Tango logo.



APPROPRIATE LOGO USAGE



TWO-COLOR ON CREAM



TWO-COLOR ON BLACK



ONE-COLOR BLACK ON GOLD



ONE-COLOR BLACK ON WHITE



REVERSED FROM COLOR



REVERSED FROM IMAGE

