BRAND STYLE GUIDE

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Brand Guidelines ensure that the visual design of Carolina Thread Trail brand elements are applied correctly in every application and provide consistency in all communications.

Main Logo

- The main logo should be used most often.

- The secondary logo should be used in situations where the main logo will not work due to space limitations.

- Logo should be used as a whole, never in parts, unless otherwise specified.

- Logo use must follow color and size guidelines as listed.

MAIN

SECONDARY

TRANSPARENT

Variations

- These are the approved logo variations and should never be altered.

- On photo or color backgrounds where the approved color logos are not clearly visible, always use the white logo version.

COLOR

GRAYSCALE

WHITE & COLOR

WHITE

BRAND STYLE GUIDE | LOGO SPECIFICATIONS

Positioning

The logo should always have the required clearance space on all sides to ensure that no other graphic element interferes with its clarity and integrity. The safe zone is equivalent to width of the letter C in CAROLINA.

Scaling

- To ensure visibility, do not scale the logos smaller than the smallest logo size provided.

- To ensure scaling and quality, do not enlarge the provided JPG logos, always use the EPS or AI files.

.7095" x 1.0507"
SMALLEST

Color Printing

For proper logo execution, follow guidelines for when to use each logo color.

PANTONE

Use when printing on an offset press and in large runs. This is a 2 color print job which can cut costs and result in better quality color matching.

CMYK

Use in all other printing methods.
(ex: digital press and desktop printer)

RGB

Use in all digital/online presence. (ex: websites)

GRAY

Use for black and white required printing.
(ex: newspaper)

WHITE

Use when logo is printed on a solid color background or photograph.

Incorrect Treatment

Do not alter or distort the logo in any way.

do not scale individual elements

do not adjust spacing

do not stretch

do not squeeze

do not skew

do not remove elements

do not add a stroke

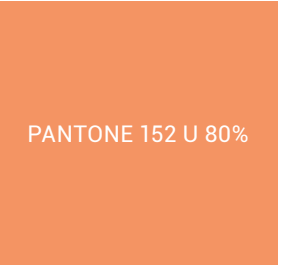do not adjust alignment

do not use unapproved colors
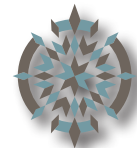
do not apply effects

BRAND STYLE GUIDE | COLORS

Swatches

These are the approved brand colors:

PANTONE 7533 U	PANTONE 5493 U	PANTONE 5483 U	PANTONE 443 U	PANTONE 152 U 80%	PANTONE 390 U

C M Y K	**C M Y K**	**C M Y K**	**C M Y K**	**C M Y K**	**C M Y K**
54 52 57 22	58 29 31 1	67 39 39 6	10 0 0 60	0 70 100 0	35 0 100 10
R G B	**R G B**	**R G B**	**R G B**	**R G B**	**R G B**
72 55 41	124 167 173	75 133 142	144 156 156	244 143 62	182 189 0
Web	**Web**	**Web**	**Web**	**Web**	**Web**
#473628	#7ca7ad	#4b858e	#909c9c	#f48e3d	#b6bd00

yellow duck marketing

BRAND ELEMENTS

- For use as an accent to images or text in marketing collateral, presentations, website, etc.

- Never alter the look of these brand elements.
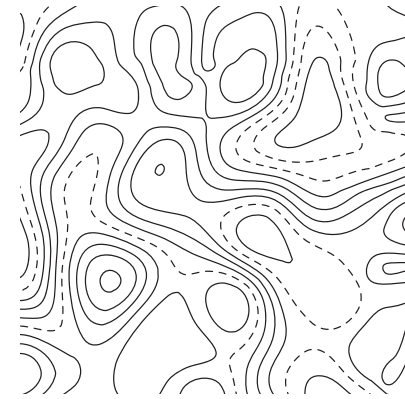
RUN
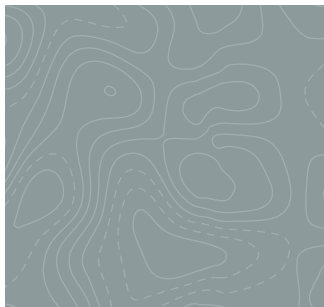PANTONE 390U

BIKE
PANTONE 443U

WALK
PANTONE 152U

PADDLE
PANTONE 5493U

BRAND STYLE GUIDE | BRAND pattern
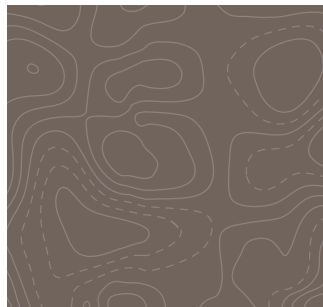
Brand Pattern

- For use as an accent or background to signage, marketing collateral, presentations, etc.

- Never use pattern swatch in its raw form. Always follow the below instructions when placing on top of any of the approved color backgrounds.

RAW PATTERN

20% OPACITY

20% OPACITY

30% OPACITY

30% OPACITY

20% OPACITY

yellow duck marketing

File Format

For proper logo execution, guidelines for when to use each file type.

AI / EPS

Vector option for use in all printable advertising/marketing media and signage - especially when a transparent background is required. Can be enlarged to any size without losing quality.

JPG

Use mostly for presentations and email. Do not enlarge as they will appear pixelated and lose quality. If a JPG is needed for print, use the logo labeled accordingly.

PNG

Use for websites and email when transparent background is required.

Typefaces

- These are the three approved branding fonts. Never add another font other than those stated.

PRIMARY:

Filosofia

HEADLINE:

NEUTRAFACE TEXT BOLD

* OTHER WEIGHTS CAN BE USED AS ACCENT PER DISCRETION OF DESIGNER.

ACCENT:
ROBOTO SLAB

WEB FONTS

JOSEFIN SANS BOLD
Arapey
Roboto Slab

PRIMARY

- The approved brand font is Filosofia.

- Filosofia should be used for most body copy in internal/external communication and correspondence, programs, presentations, etc unless otherwise specified.

- Use the font weights at your discretion for all collateral, signage, presentations, etc.

Aa

ABCDEFGHIJKL
MNOPQRSTUVWXYZ
abcdefghijkl
mnopqrstuvwxyz
1234567890

Headline

- The approved headline font is **Neutraface Text Bold.**

- The headline font should be used for all collateral and signage headlines.

- The approved font family weight options as accent are shown here.

A

ABCDEFGHIJKL
MNOPQRSTUVWXYZ
1234567890

NEUTRAFACE TEXT LIGHT
NEUTRAFACE TEXT LIGHT ITALIC
NEUTRAFACE TEXT BOOK
NEUTRAFACE TEXT BOOK ITALIC
NEUTRAFACE TEXT DEMI
NEUTRAFACE TEXT DEMI ITALIC
NEUTRAFACE TEXT BOLD
NEUTRAFACE TEXT BOLD ITALIC

Accent

· The approved accent font is **Roboto Slab.**

· The accent font should be used sparingly. (example: numbers in ordered lists, subheadline/headline to call out an important sentence or word).

A
ABCDEFGHIJKL MNOPQRSTUVWXYZ
1234567890

ROBOTO SLAB THIN
ROBOTO SLAB LIGHT
ROBOTO SLAB REGULAR
ROBOTO SLAB BOLD

Web Fonts

- The approved web fonts are **Josefin Sans Bold**, **Arapey** and **Roboto Slab.**
- The web fonts are only to be used on the website.

A

**ABCDEFGHIJKL
MNOPQRSTUVWXYZ**

1234567890

Aa

ABCDEFGHIJKL
MNOPQRSTUVWXYZ

abcdefghijkl
mnopqrstuvwxyz
1234567890

Aa

ABCDEFGHIJKL
MNOPQRSTUVWXYZ

abcdefghijkl
mnopqrstuvwxyz
1234567890

Contact

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