

Thank you for downloading the Culinary Crossroads branding assets.

Please follow these brand guidelines when using these assets to help maintain visual consistency across all channels.

LOGOS

APPROVED LOGOS

These are the approved brand logos for Culinary Crossroads. Always use these colors and proportions without alteration.

PREFERRED USAGE



PRIMARY MARK
2 Colors
Light background



SECONDARY MARK
3 Colors
Dark background



TERTIARY MARK
2 Colors
Gold background

ONE COLOR

APPROVED LOGOS

These are the approved one-color brand logos for Culinary Crossroads. Use these one color logos only when using the multi color logo is not possible. Only use the Primary or Secondary marks as one color. The Tertiary mark should only be used as a two color mark.



Navy on Light



Tan on Dark



Navy on Gold



Navy on Light



Tan on Dark



Navy on Gold

Do's and Don't

MINIMUM CLEAR SPACE

The minimum clear space for each logo should be at least twice the cap height of the CULINARY CROSSROADS text used in the logo.



DIMENSIONS

Do not squash, stretch, or otherwise alter the dimensions of any logo.



X



X



X

COLORS

Do not alter, or use any other colors other than as shown in the APPROVED LOGOS section. Do not use gradients, transparency or tints when rendering any Culinary Crossroads logo.



X



X



X

Avoid using black or white for the logos, instead use Tan or Navy.

Do not use any of these one color logos with these background colors.



X



X



X



X



X



X

TYPOGRAPHY

APPROVED FONTS

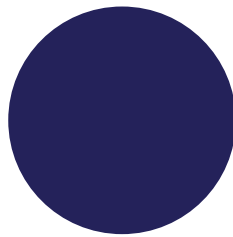
Please use Congenial Heavy when setting display copy.

Congenial Heavy
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()

COLORS

APPROVED COLORS

These are the approved colors for Culinary Crossroads. Please only



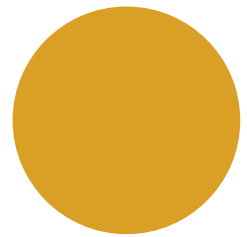
NAVY

HEX 20205b
PANTONE 274 C
CMYK 100, 99, 33, 26
RGB 32, 32, 91



CREAM

HEX f2ede5
PANTONE 468 C (30%)
CMYK 4, 5, 8, 0
RGB 242, 237, 229



GOLDENROD

HEX da9f27
PANTONE 7563 C
CMYK 15, 38, 100, 0
RGB 218, 159, 39

**Thank you for downloading the
Culinary Crossroads branding assets.**

If you have any questions about proper usage, please contact us at hello@12linestudio.com for assistance.