



# zesty CHEESE LOFT

BRAND GUIDELINES



<b>Introduction</b>	<b>3</b>	<b>Primary &amp; Secondary Palette</b>	<b>7</b>
<b>Components</b>	<b>4</b>	<b>Typography</b>	<b>8</b>
<b>Clear Space &amp; Minimum Size</b>	<b>5</b>	<b>Designer Contact</b>	<b>9</b>
<b>Background Control</b>	<b>6</b>	<b>Glossary</b>	<b>10</b>

## LOGO

### Introduction

Zesty Cheese Loft is the home to Nacho Husky; a fun loving loving little purple and green Husky that loves 'smol' things, good food, craft cocktails, art + design and of course Adventure! ZCL is often a venue for many furry parties and other fun.

Nacho can be reached on Twitter/Telegram @NachoHusky or via email. Bark!

<https://ZestyCheeseLoft.com>  
[bark@nachohusky.com](mailto:bark@nachohusky.com)



## LOGO

### Components

This logo shows the saltbox roof style where it represents a gathering place for the art and design community, for fun occasions, with lots of good food so as the name suggests "Zesty Cheese Loft" so that there is a form of cheese with a window under the roof. The type of font used on the logo is sans serif which shows a modern impression.





## LOGO

### Clear Space & Minimum Space

#### Clear Space

The logo clear space is the same as the letter S in the word "Super" (marked as x on the diagram).

#### Minimum Size

Establishing a minimum size ensures that the impact and legibility of the logo is not compromised in application. The logo should never be smaller than 200 px in digital or 2 inch in print.



X= Letter Z in the word "Zesty"



2 inch or 200 pixels

## LOGO

### Background Control

Our logo must look in contrast to the background. There are 4 other versions of logos for printing and digital needs.

#### FULL COLOR

Full color logo can only be used for white background.

#### SINGLE COLOR

For background other than white, can use a single color logo. The logo in black, using a bright background, while the white color logo, use a dark background.



## COLOR

### Primary & Secondary Palette

Our logo is comprised of 3 colors: Yellow, Black, and Grey.

#### RED

RGB	255	199	0	HEX	#FFC700
CMYK	0	27	96	0	PANTONE 810 C

#### DARK GREY

RGB	55	52	53	HEX	#373435
CMYK	80	79	75	56	PANTONE 447 C

#### GREY

RGB	94	94	94	HEX	#5E5E5E
CMYK	71	64	61	15	PANTONE 425 C

#### WHITE

RGB	255	255	255	HEX	#FFFFFF
CMYK	0	0	0	0	PANTONE Trans. White

## TYPOGRAPHY

### Arial

Arial Regular  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890!@#\$%^&\*()-=+\_<>/?;:'"[]{}|

Arial Bold  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890!@#\$%^&\*()-=+\_<>/?;:'"[]{}|**

**Arial Black**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890!@#\$%^&\*()-=+\_<>/?;:'"[]{}|**

### Montserrat

Montserrat Light  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890!@#\$%^&\*()-=+\_<>/?;:'"[]{}|

Montserrat Regular  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890!@#\$%^&\*()-=+\_<>/?;:'"[]{}|**

Montserrat Medium  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890!@#\$%^&\*()-=+\_<>/?;:'"[]{}|

Montserrat Bold  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890!@#\$%^&\*()-=+\_<>/?;:'"[]{}|**

**Montserrat Black**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890!@#\$%^&\*()-=+\_<>/?;:'"[]{}|**



*Design by restuibubapak*



**restuibubapak**

***Contact me***

*[www.99designs.com/profiles/restuibubapak](http://www.99designs.com/profiles/restuibubapak)*

***Experience skill set***

*Logo design, Brand identity, Social media,  
Business card, Card or invitation*

***Portfolio***

*[www.99designs.com/profiles/restuibubapak](http://www.99designs.com/profiles/restuibubapak)*

## BRAND GUIDELINES

### Glossary

#### RGB

(Red, Green, Blue) color mode is for anything that is computer-based design. This includes websites, apps, banner ad and any other design created for electronic use.

#### Raster

Raster images are made up of a set grid of dots called pixels, where each pixel is assigned a color value. Unlike a vector image, raster images are resolution dependent. When you change the size of a raster image, you shrink or stretch the pixels themselves, which can result in a significant loss of clarity and produce very blurry images.

#### CMYK

(Cyan, Magenta, Yellow, Black) color mode is used for print design. This includes logos, business cards, stationary, illustration, packaging and any other designs used for print.

#### Lossless

Lossless image formats capture all of the data of your original file. Nothing from the original file, photo, or piece of art is lost—hence the term “lossless.” The file may still be compressed, but all lossless formats will be able to reconstruct your image to its original state.

#### Vector

Vector images are made up of points, lines, and curves that can be infinitely scaled without any loss in image quality.

#### Lossy

Lossy image formats approximate what your original image looks like. For example, a lossy image might reduce the amount of colors in your image or analyze the image for any unnecessary data. These clever technical tricks will typically reduce the file size, though they may reduce the quality of your image.

## BRAND GUIDELINES

### Glossary

#### JPEG/JPG

JPEG is a lossy raster format that stands for Joint Photographic Experts Group, the technical team that developed it. This is one of the most widely used formats online, typically for photos, email graphics and large web images like banner ads. JPEG images have a sliding scale of compression that decreases file size tremendously, but increases artifacts or pixelation the more the image is compressed.

#### AI

AI is a proprietary vector image format that stands for Adobe Illustrator. The format is based on both the EPS and PDF standards developed by Adobe. Like those formats, AI files are primarily a vector-based format, though they can also include embedded or linked raster images. AI files can be exported to both PDF and EPS files (for easy reviewing and printing), and also JPEG, PNG, GIF, TIFF and PSD (for web use and further editing).

#### EPS

EPS is an image format that stands for Encapsulated PostScript. Although it is used primarily as a vector format, an EPS file can include both vector and raster image data. Typically, an EPS file includes a single design element that can be used in a larger design.

#### PDF

PDF stands for Portable Document Format and is an image format used to display documents and graphics correctly, no matter the device, application, operating system or web browser. At its core, PDF files have a powerful vector graphics foundation, but can also display everything from raster graphics to form fields to spreadsheets. Because it is a near universal standard, PDF files are often the file format requested by printers to send a final design into production. Both Adobe Photoshop and Illustrator can export straight to PDF, making it easy to start your design and get it ready for printing.

#### PNG

PNG is a lossless raster format that stands for Portable Network Graphics. Think of PNGs as the next-generation GIF. This format has built-in transparency, but can also display higher color depths, which translates into millions of colors. PNGs are a web standard and are quickly becoming one of the most common image formats used online.

#### TIFF/TIF

TIFF is a lossless raster format that stands for Tagged Image File Format. Because of its extremely high quality, the format is primarily used in photography and desktop publishing. You'll likely encounter TIFF files when you scan a document or take a photo with a professional digital camera. Do note that TIFF files can also be used as a "container" for JPEG images. These files will be much smaller than traditional TIFF files, which are typically very large.





Brand Guidelines

<https://ZestyCheeseLoft.com/>  
[bark@nachohusky.com](mailto:bark@nachohusky.com)