

**LONG TABLE**

• DISTILLERY •



## Logo + Font Usage Guide

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Created by Saint Bernadine Mission Communications Inc.



# Logo Usage

THIS IS THE PRIMARY LOGO FOR LONG TABLE DISTILLERY AND MUST BE USED ON ALL CORPORATE MATERIALS.

## Primary Logo

The Long Table Distillery logo consists of hand-rendered wordmark and the word 'Distillery' as a descriptor. The logo must never be separated and must only be reproduced from original digital files.

**LONG TABLE**  
· DISTILLERY ·

## Reverse

Use the following reverse logo version in white, when reproducing the logo on a background darker than 50% black.



## Logo Clearance

There must always be a clear space around the logo equal to or larger than the vertical height of the logo, represented by X.



X = MINIMUM CLEARANCE SPACE

## Minimum Size

The logo should never be produced smaller than 0.75" wide.



0.75" WIDE MINIMUM SIZE

## Wrong Logo Usage

Do not alter the Long Table Distillery Logo.



DO NOT tilt or rotate the logo. It should always be seen horizontally.



DO NOT change the colour.



DO NOT add a stroke to the logo.



DO NOT stretch the logo vertically or horizontally.



DO NOT add shadows or dimensional devices to the logo.



DO NOT contain the logo within a shape.



DO NOT use the logo on a complex background or image.



# Monogram Usage

THERE ARE TWO VERSIONS OF THE MONOGRAM, BOTH ARE USED FOR DIFFERENT APPLICATIONS AS SECONDARY ELEMENTS.

## Standard Monogram

The Standard Monogram is used as a secondary design element on corporate print and packaging materials. The Monogram must only be reproduced from original digital files.



100% BLACK MONOGRAM



12% BLACK MONOGRAM

## Large Monogram

The Large Monogram is used for large-scale applications, such as building signage. This format may also be used on additional applications with approval from Long Table Distillery.



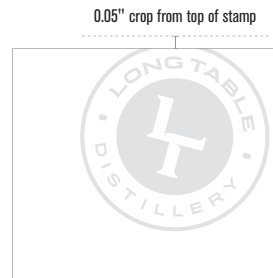
100% BLACK MONOGRAM



12% BLACK MONOGRAM

## Standard Monogram Applications

The Monogram can either be embossed or watermarked and either bleeding off the edge or overlapping another element in a purposeful way. Never over-crowd the monogram. For printing on white backgrounds use a 12% black and for darker backgrounds up to 90% black use the 100% black version. The preferred use of the Monogram is angled 15° clockwise. However, isolated exceptions may be used with approval from Long Table Distillery.



CROPPED STAMP ON WHITE IN 12% BLACK, ROTATED 15° CLOCKWISE



CROPPED STAMP ON 90% BLACK IN 100% BLACK, ROTATED AT 15° CLOCKWISE

## Monogram Clearance + Minimum Size

There must always be a clear space around the Monogram equal to or larger than the vertical height of the white space in the monogram, represented by X. The Standard Monogram should never be produced smaller than 0.5" wide.



X = MINIMUM CLEARANCE SPACE



STANDARD MONOGRAM 0.5" MINIMUM SIZE

## Wrong Monogram Usage

Do not alter the Long Table Distillery Monogram.



DO NOT change the colour.



DO NOT add a stroke to the stamp.



DO NOT stretch the stamp vertically or horizontally.



DO NOT add shadows or dimensional devices to the stamp.



DO NOT rotate the stamp counter clock-wise.



DO NOT over-crowd the stamp on a complex background or image.



# Typography

TO MAINTAIN CONSISTENCY IN ALL OF THE LONG TABLE DISTILLERY PRINTED PIECES, THE 'PRIMARY FONTS' SHOULD BE USED WHENEVER POSSIBLE.

## Primary Fonts

### Headlines + Body copy

Egyptian 505 BT Roman Upper and Lower

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

### Intro Paragraph

BERTHOLD AKZIDENZ GROTESQUE LIGHT EXTENDED ALL CAPS 80 TRACKING

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

### Sub Headlines

Egyptian 505 BT Medium Upper and Lower

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

### Call-outs

BERTHOLD AKZIDENZ GROTESQUE CONDENSED ALL CAPS 20 TRACKING

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

### Typesetting Sample

Sample Headline Here  
(Egyptian 505 BT Roman 14/18)

(INTRO PARAGRAPH BERTHOLD AKZIDENZ GROTESQUE LIGHT EXTENDED 6/12).

(Body copy Egyptian 505 BT Roman 7/10) Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis interdum, ligula eu faucibus

CALL-OUT (BERTHOLD AKZIDENZ GROTESQUE COND. 7/9) SED TINCIDUNT VELIT VEL TURPIS. sagittis, mi nibh sollicitudin neque, in lacinia turpis orci ac nisl. Aliquam volutpat, orci non dictum tempus.

IF NEITHER OF THE FONTS ARE AVAILABLE (FOR EXAMPLE: PC DEFAULT FONTS FOR EMAIL CORRESPONDENCE), THEN THE 'FONTS FOR PC' SHOULD BE USED.

## Fonts for PC

### Headlines + Body copy

Cambria Roman Upper and Lower

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

### Intro Paragraph

ARIAL REGULAR ALL CAPS 80 TRACKING

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

### Sub Headlines

Cambria Bold Upper and Lower

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

### Call-outs

TREBUCHET BOLD ALL CAPS

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

### Typesetting Sample

Sample Headline Here  
(Cambria Roman 14/20)

(INTRO PARAGRAPH ARIAL REGULAR 6/12) LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT.

(Body copy Cambria Roman 7/11) Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis interdum, ligula eu faucibus sagittis,

CALL-OUT (TREBUCHET BOLD 6/9) SED TINCIDUNT VELIT VEL TURPIS CONSECTETUR DAPIBUS. mi nibh sollicitudin neque, in lacinia turpis orci ac nisl. Aliquam volutpat, orci non dictum tempus.

FOR ALL ONLINE COMMUNICATIONS, 'FONTS FOR WEB' SHOULD BE USED. SUCH FONTS ARE AVAILABLE ON TYPEKIT.

## Fonts for Web

### Headlines + Body copy

Meta Serif Web Pro Book Upper and Lower

### Intro Paragraph

Adrianna Extended Light All Caps 80 tracking

### Sub Headlines

Meta Serif Web Pro Bold Upper and Lower

### Call-outs

News Gothic Medium All Caps 20 tracking

Please call if you have any questions.

If you're unsure about any part of this graphic standards manual please don't hesitate to give us a ring.

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