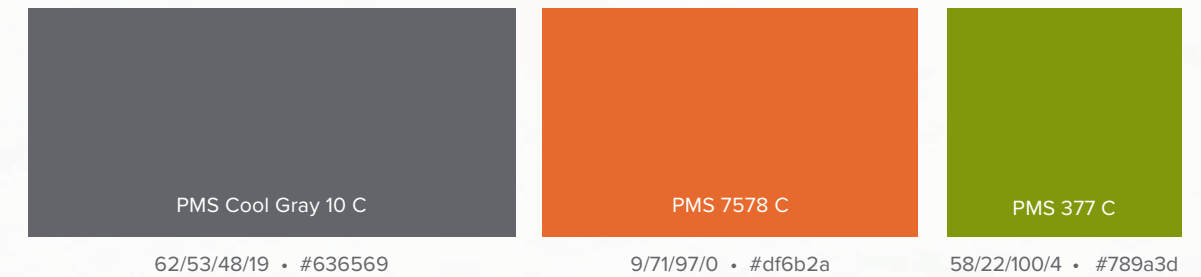# Primary Logo

This is our go-to logo. We use the primary logo in gray on white or light backgrounds and on very light-colored photography. We use the logo in reverse (white text) on dark or black backgrounds. This logo doesn't have a box behind it.

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Logo Colors

Inspired by the humble carrot, our logo colors are confident, playful, and fresh.

| PMS Cool Gray 10 C	PMS 7578 C	PMS 377 C
62/53/48/19 • #636569	9/71/97/0 • #df6b2a	58/22/100/4 • #789a3d

Boxed Logo

When legibility is at stake, such as on busy backgrounds or patterns, we use the logo in a black box with white text. We also use the logo in a black box on apparel to enhance legibility.

One-color Logos

When printing one-color we use a fully reverse (white) logo on a dark background, or PMS Cool Gray 10C on a light background. We also use these versions when legibility of the carrot is at stake.
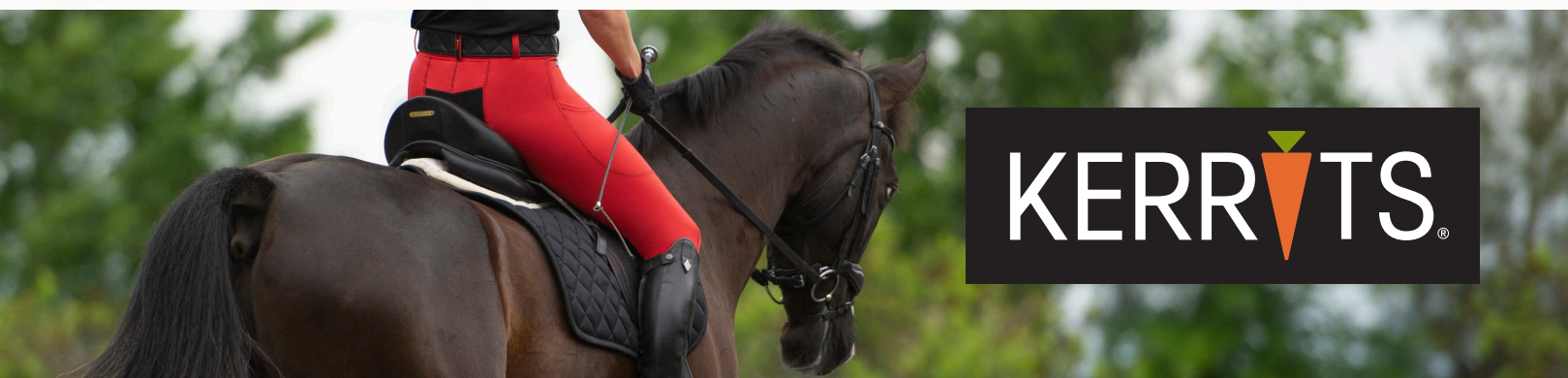
Clear Space

We want our logo to stand on its own and not be crowded or chopped off. So, we maintain clear space around the logo equal to the size of the "E" in Kerrits.

Minimum Size

We never shrink the logo so small that it can't be read. This helps create recognition and prevents our logo from getting lost in the shuffle.

PRINT

¼" HIGH: MINIMUM

BELOW ¼" HIGH: NO!

DIGITAL

30 PX HIGH: MINIMUM
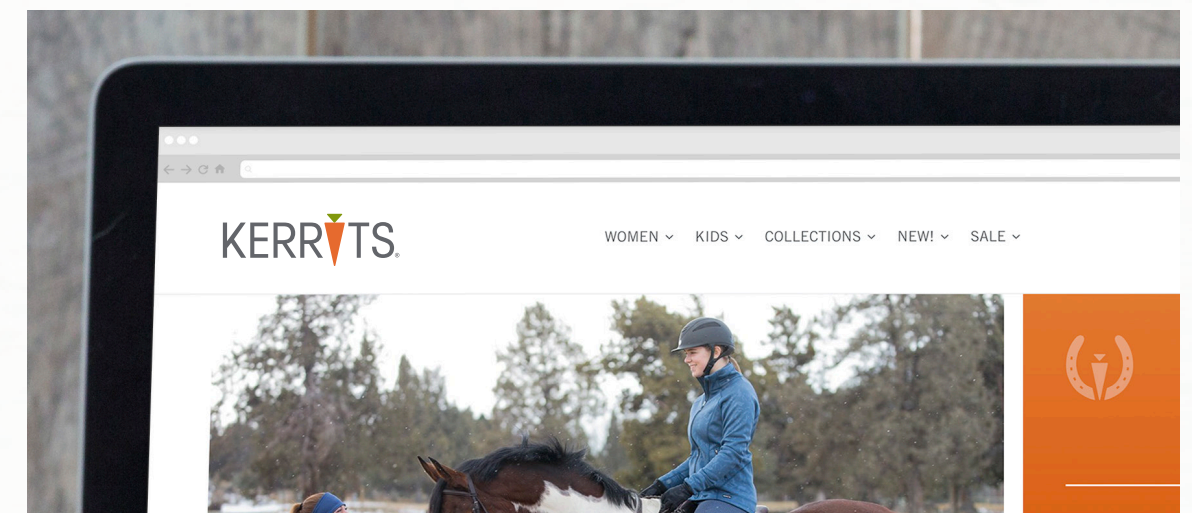
BELOW 30 PX HIGH: NO!

Initial View

In print and digital media, the primary logo (or the carrot/horse shoe icon in proximity to the Kerrits name) should always be present and prominent on initial view—right when a customer looks at the piece.

In print, we place the logo at the top of the piece.
On our catalogs, the logo always goes on the top right.

In digital media, we prefer placement at the top left to maximize exposure across devices.

Tagline Logo

Our tagline supports the primary logo with an extra boost of explanation. In instances where the logo is on its own or without much context (for instance, a banner at a horse show), we add the tagline for clarity.

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Minimum Size

We never shrink the tagline logo so small that the tagline can't be read.

PRINT

.5" HIGH: MINIMUM

KERRITS®
PERFORMANCE EQUESTRIAN APPAREL

BELOW .5" HIGH: NO!

KERRITS®
PERFORMANCE EQUESTRIAN APPAREL

DIGITAL

75 PX HIGH: MINIMUM

KERRITS®
PERFORMANCE EQUESTRIAN APPAREL

BELOW 75 PX HIGH: NO!

KERRITS®
PERFORMANCE EQUESTRIAN APPAREL

Iconography

We use our icons as accents that represent the brand essence—the horse- rider-carrot connection. In print and online, the icons should **always** appear with the primary logo or the Kerrits name in close proximity. This supports the overall vision without sacrificing meaning. On apparel, the icons may appear as accents on their own.

The icons use the primary logo colors, and we use them in full color whenever possible. We use one-color versions (gray or white) when full color is not available.

24 KERRITS
GUARANTEE

KERRITS

EXCEPTIONS

In the Guarantee, "Kerrits" appears in the brand typeface, not the logotype.

In **rare** instances where the icon alone doesn't have enough context, we combine it with the primary logotype.

Main Typography

Our primary typeface, Proxima Nova, has clean, approachable forms that offer mobile-first legibility and a hint of personality. Wide availability ensures consistent display and high performance across digital applications. Five weights provide instant hierarchy. We stick to the standard width in Light, Regular, Medium, Semibold, and Bold weights.

We display headlines in title case and body copy in sentence case, reserving ALL CAPS for succinct calls to action, such as email buttons. We use italic versions of these five weights for emphasis and visual interest.

Proxima Nova Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 10

Proxima Nova Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 10

Proxima Nova Medium

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 10

Proxima Nova Semibold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 10

Proxima Nova Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 10

Accent Typography

Our main typography is softened by the accent of a clean, feminine script. Relation offers flowing, legible forms that come with a variety of alternate characters to further enhance letter clarity when needed. The bold versions allow us to use the script in headlines while still maintaining hierarchy.

We never, ever use a script in all caps or for full sentences of copy.

Relation Script

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 10

Relation Alternates

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1
2 3 4 5 6 7 8 9 10

Relation Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 10

Relation Two

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 10

Relation Two Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 10

Supporting Color Palette

Our fresh, bold logo colors combine with a secondary palette inspired by the breathtaking landscapes of the Pacific Northwest and curated to support our equestrian performance apparel.

This palette offers a neutral backdrop that allows the seasonal offering to shine. **Our seasonal colors inform a rotating palette we use for accents, banners, and calls to action.**

We use these orange shades, not the primary logo orange, sparingly for accent typography. We use tints where needed, especially as background neutrals.

PMS 7527 C
16/13/21/0 • #d7d2c4

PMS 157 C
4/43/76/0 • #f09f54

PMS 158 C
3/66/99/0 • #ee7623

PMS 7535 C
30/26/38/0 • #b7b09d

Black
0/0/0/100 • #000000

PMS Cool Gray 10 C
62/53/48/19 • #636569