



Endless Orchard<sup>®</sup>

-HARD-PRESSED CIDER-



# BRANDING GUIDELINES

VERSION 2.0

DECEMBER 2024



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# Nestled somewhere between Utopia & Washington State...

lies an orchard that bubbles with possibilities.

Our cider is made from 137% magical, orchard-fresh apples. Each so perfect, so pure, they glitter on the trees of our endless orchard. THE Endless Orchard. Prepare your tastebuds for a mystical tour through unforgettable flavors created by our orchard-fresh apples. Hard-pressed cider so effervescently sweet and soft, it's hard to believe it's hard.



OUR STORY

TWO-COLOR WITH TAGLINE

Endless Orchard.<sup>®</sup>  
-HARD-PRESSED CIDER-

Endless  
Orchard.<sup>®</sup>  
-HARD-PRESSED CIDER-



Endless Orchard.<sup>®</sup>  
-HARD-PRESSED CIDER-

Endless  
Orchard.<sup>®</sup>  
-HARD-PRESSED CIDER-



LOGO  
VARIATIONS

Endless Orchard

ONE-COLOR WITH TAGLINE (In EO Dark Blue, EO Gold, or Black)

Endless Orchard®  
-HARD-PRESSED CIDER-

Endless Orchard®  
-HARD-PRESSED CIDER-



Endless Orchard®  
-HARD-PRESSED CIDER-

Endless Orchard®  
-HARD-PRESSED CIDER-



LOGO  
VARIATIONS

Endless Orchard

TWO-COLOR WITHOUT TAGLINE

Endless Orchard®

Endless Orchard®



Endless Orchard®

Endless Orchard®



LOGO  
VARIATIONS

Endless Orchard

ONE-COLOR WITHOUT TAGLINE (In EO Dark Blue, EO Gold, or Black)

Endless Orchard®

Endless Orchard®



Endless Orchard®

Endless Orchard®



LOGO  
VARIATIONS

Endless Orchard

HOT AIR BALLOON LOGO (Over dark background and light background)



LOGO  
VARIATIONS





LOGO  
SAFE ZONES





# LOGO USAGE

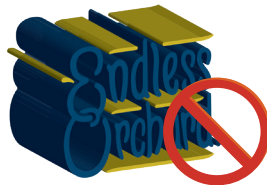
Don't re-color.



Don't rotate or skew.



Don't apply any effects.



Don't change the font.



Don't change size or proportions of the different elements of the logo.



Don't change the spacing.



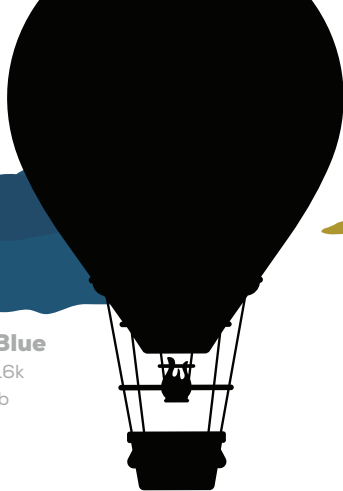
Don't use 2-color logo over photographs.





**EO Dark Blue**

91c 67m 38y 23k  
37r 67g 92b  
#25435c



**EO Medium Blue**

91c 64m 34y 16k  
38r 75g 104b  
#264b68



**EO Gold**

33c 34m 100y 5k  
162r 139g 58b  
#a28b3a



**EO Sky Blue**

41c 0m 11y 0k  
143r 206g 219b  
#8fcedb

**EO Rich Black**

75c 68m 67y 90k  
2r 3g 3b  
#020303



**EO Gray**

35c 27m 28y 0k  
161r 162g 162b  
#a1a2a2



**EO Light Blue**

54c 32m 27y 1k  
125r 152g 167b  
#7d98a7



**EO Green**

61c 19m 91y 3k  
113r 160g 76b  
#71a04c



**EO Yellow**

9c 7m 98y 0k  
239r 218g 34b  
#efda1b



**EO Orange**

5c 35m 99y 0k  
239r 172g 34b  
#efac22



**EO Orange-Red**

2c 75m 100y 0k  
236r 100g 35b  
#ec6423



**EO Red**

13c 94m 99y 4k  
205r 53g 39b  
#cd3527



**BRAND COLOR**



# BRAND COLOR

## GRADIENT 1



EO Orange

EO Orange-Red

## GRADIENT 2



EO Yellow

EO Orange-Red

## GRADIENT 3



EO Green

EO Light Blue

Endless Orchard

PRIMARY

**Nexa**

Nexa Light

Nexa Regular

**Nexa Bold**

**Nexa Black**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**0123456789**

PACKAGING

**LOWDRAG - REGULAR ALL CAPS**

*Redondo Ave Bold*

Edmond Sans Bold - Lowercase

SECONDARY

**Baskerville URW**

*Baskerville URW Regular Italic*

Baskerville URW Regular

*Baskerville URW Bold Oblique*

**Baskerville URW Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**0123456789**



TYPOGRAPHY

12-OZ CANS (No backgrounds)



PACKAGING

Endless Orchard

12-OZ CANS (Color backgrounds)



PACKAGING



500mL BOTTLES



PACKAGING







# Endless Orchard<sup>®</sup>

-HARD-PRESSED CIDER-

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