



Endless Orchard

- HARD-PRESSED CIDER -



The Official
BRAND GUIDE
— 2026 —



Our Story

Nestled between Utopia & Washington state lies an orchard that bubbles with possibilities. Endless possibilities for love, laughter & celebration.

Our Endless Orchard Hard-Pressed Cider is made from 137% magical, orchard-fresh apples. Our Arctic 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 balanced and soft, it's hard to believe it's hard.

Take your tastebuds on a magical mystical tour of our Endless Orchard.

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LOWDRAGE

REGULAR ALL CAPS

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789 (!?@#\$\$%&)

NEXA RUST

BLACK ALL CAPS

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789 ?@&

Redondo Ave

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

0123456789 (!?@#\$\$%&)

Edmond Sans

Bold UPPER / Lower

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789 (!?@#\$\$%&)

Endless Orchard™
-HARD-PRESSED CIDER-

HORIZONTAL

Endless
Orchard™
-HARD-PRESSED CIDER-

STACKED



MONOGRAM

**SINGLE COLOR
DARK / BLACK**

Endless Orchard™
-HARD-PRESSED CIDER-

HORIZONTAL

Endless
Orchard™
-HARD-PRESSED CIDER-

STACKED

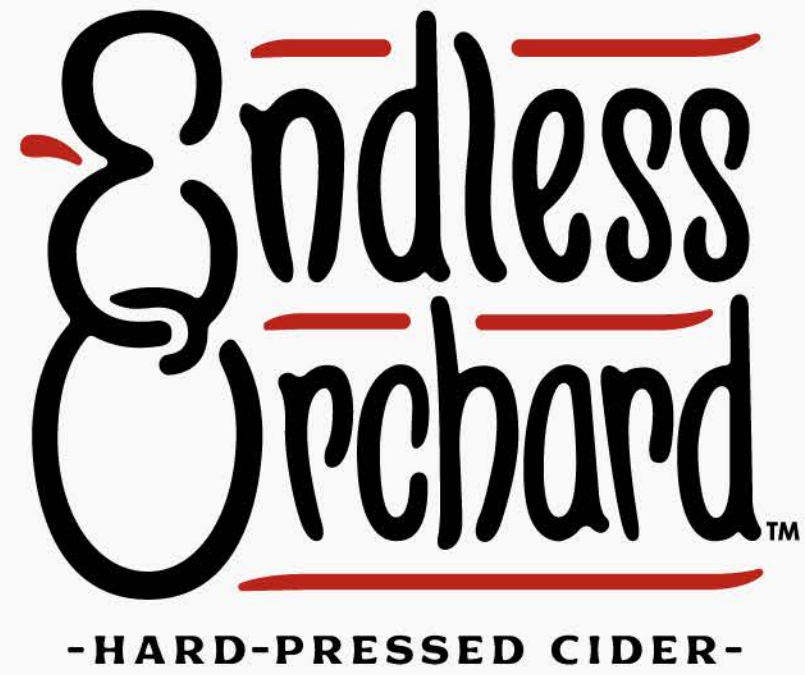


MONOGRAM

SINGLE COLOR
LIGHT / WHITE



GRANNY



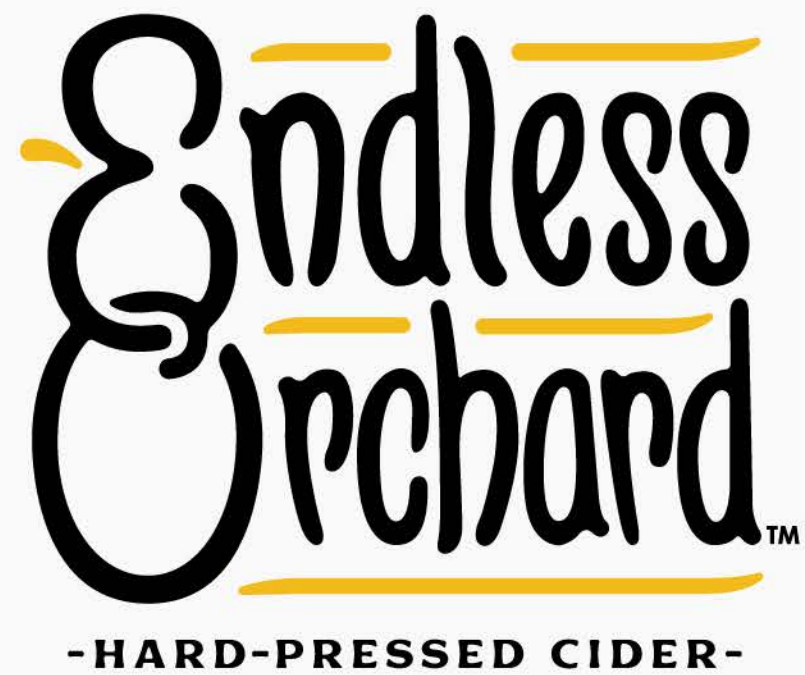
FUJI



GOLDEN



BLUEBERRY



PINEAPPLE-MANGO



ORANGE-MIMOSA



SEASONAL

**MULTI-COLOR
BLACK / HIGHLIGHT**



-HARD-PRESSED CIDER-

GRANNY



-HARD-PRESSED CIDER-

FUJI



-HARD-PRESSED CIDER-

GOLDEN



-HARD-PRESSED CIDER-

BLUEBERRY



-HARD-PRESSED CIDER-

PINEAPPLE-MANGO



-HARD-PRESSED CIDER-

ORANGE-MIMOSA



-HARD-PRESSED CIDER-

SEASONAL

MULTI-COLOR
WHITE / HIGHLIGHT



MONOGRAM BADGE



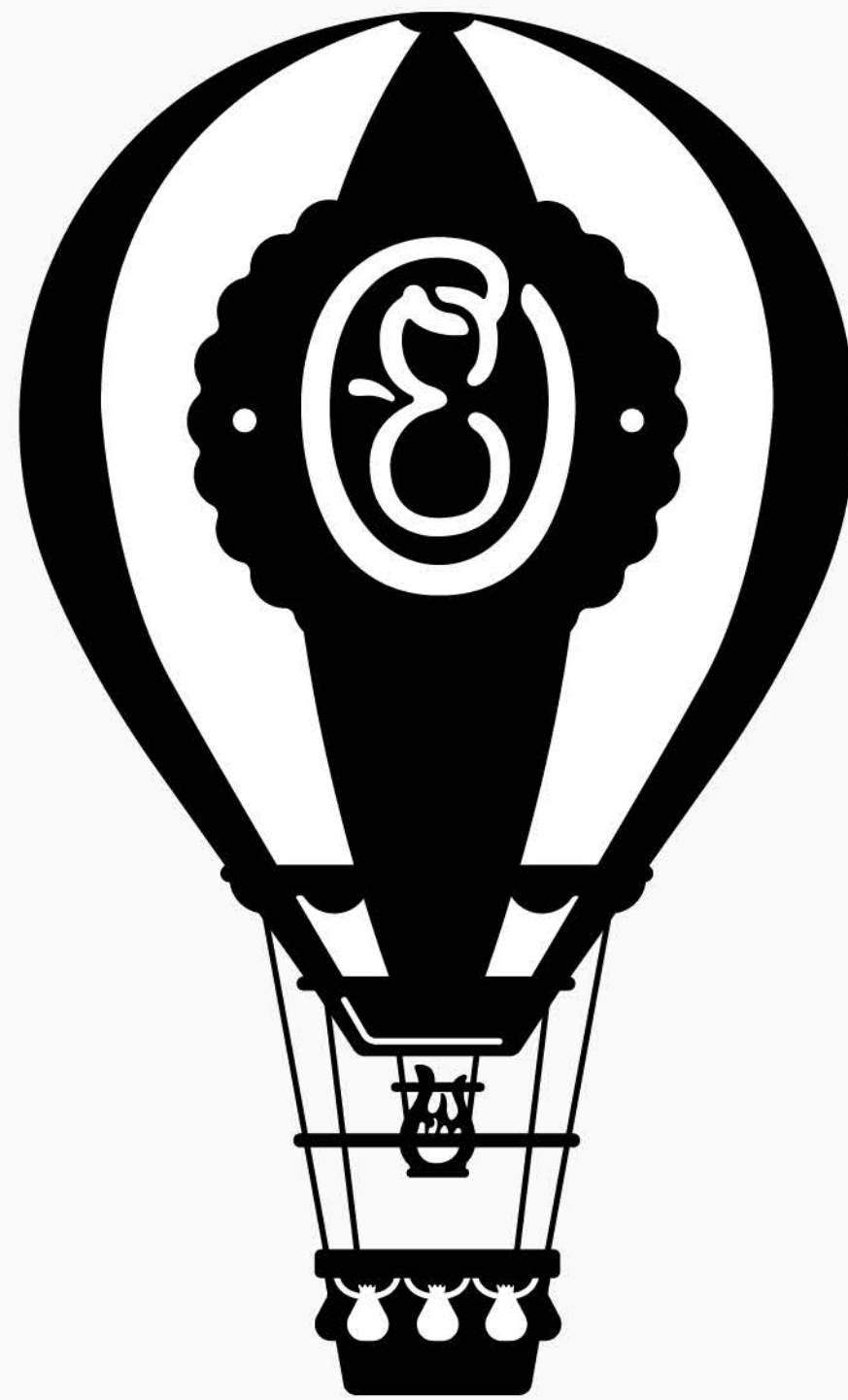
MONOGRAM BADGE REVERSE



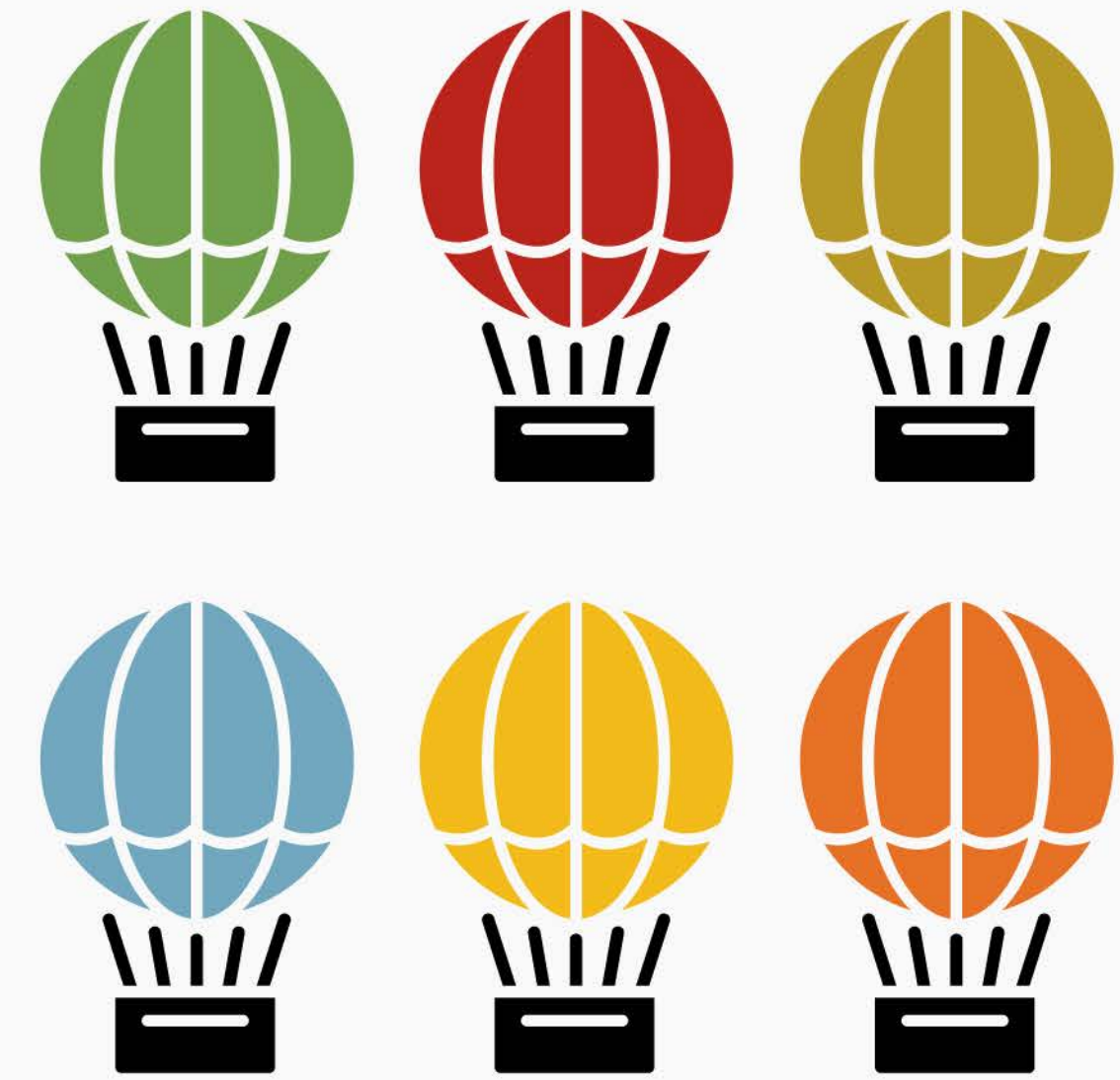
MONOGRAM TWO-COLOR



BALLOON ROUGH



BALLOON CLEAN



BALLOON ICON

Our Orchards

Spanning 1,250 acres in the heart of Washington State, Okanagan Specialty Fruits has crafted an effervescent hard cider made exclusively from the enchanting Arctic® apple. With the magic of bioengineering, we've used the apple's own genes to "turn off" the enzymes that cause browning when sliced, bitten, or bruised—ensuring more apples are enjoyed and less are wasted. After decades of cultivating apples, we are thrilled to share the pure, unmatched freshness of our orchards with you.

That same innovation makes our cider extraordinary. Crafted from proprietary Arctic® apples, our cider radiates vibrant color, delivers a crisp and refreshing finish, and offers bright, perfectly balanced flavors that are truly one of a kind. As a vertically integrated company, we oversee every step—from nurturing the orchards to pressing the cider—ensuring unparalleled quality. No one else grows Arctic® apples, making our cider a singular testament to our dedication to innovation and sustainability.

This is more than just cider; it's a celebration of nature's brilliance, a reflection of endless possibilities, and a taste of the magic we cultivate in every Arctic® apple.



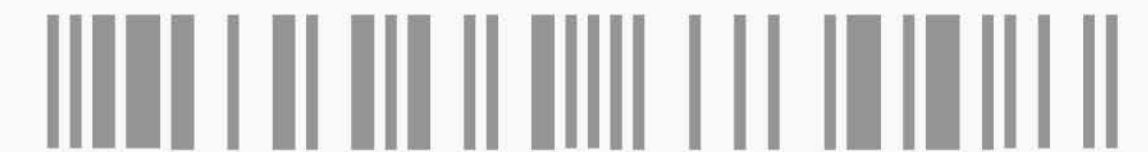




COLOR VALUE CODES

HEX#	RGB	CMYK	PMS
5e8f3a	94 143 58	68 24 100 7	2047 C

UPC - 850054673008



SWEETNES SCALE - 2.57%



BEVERAGE SPECS

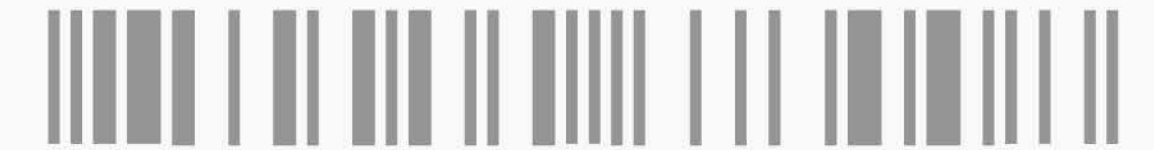
355 ML.	6.9% ALC.	12 OZ.	GLUTEN FREE
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COLOR VALUE CODES

HEX#	RGB	CMYK	PMS
5e8f3a	94 143 58	68 24 100 7	2047 C

UPC - 850054673039



SWEETNES SCALE - 2.5%

DRY  SWEET

BEVERAGE SPECS

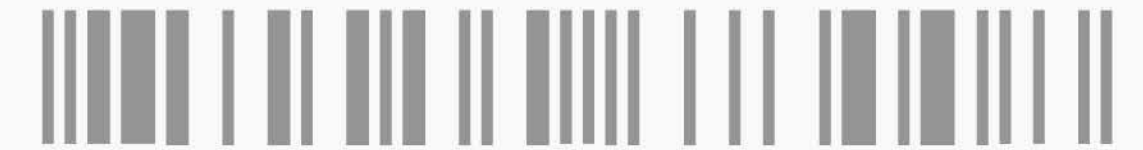
355 ML.	8.4% ALC.	12 OZ.	GLUTEN FREE
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COLOR VALUE CODES

HEX#	RGB	CMYK	PMS
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UPC - 850054673060

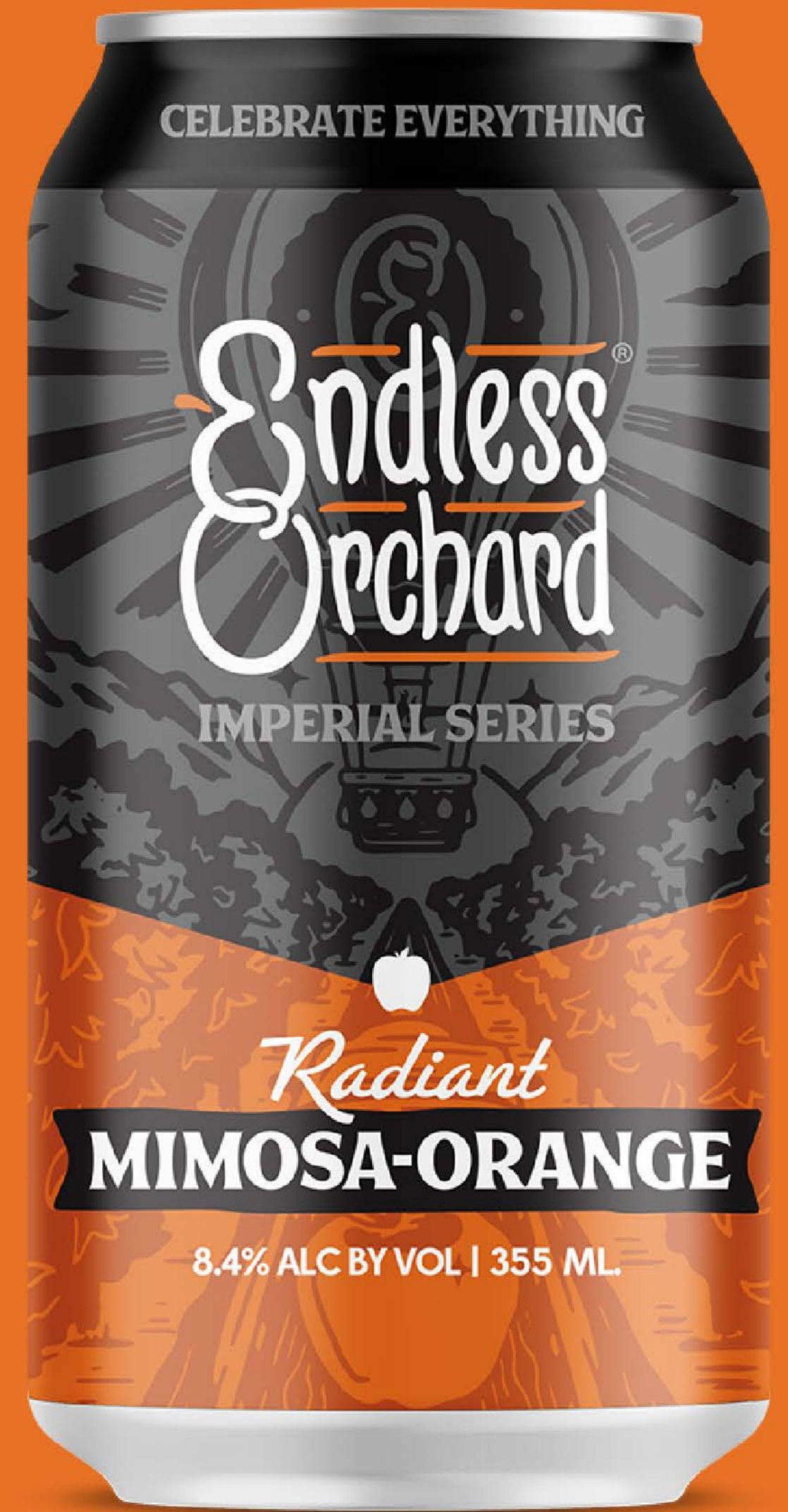
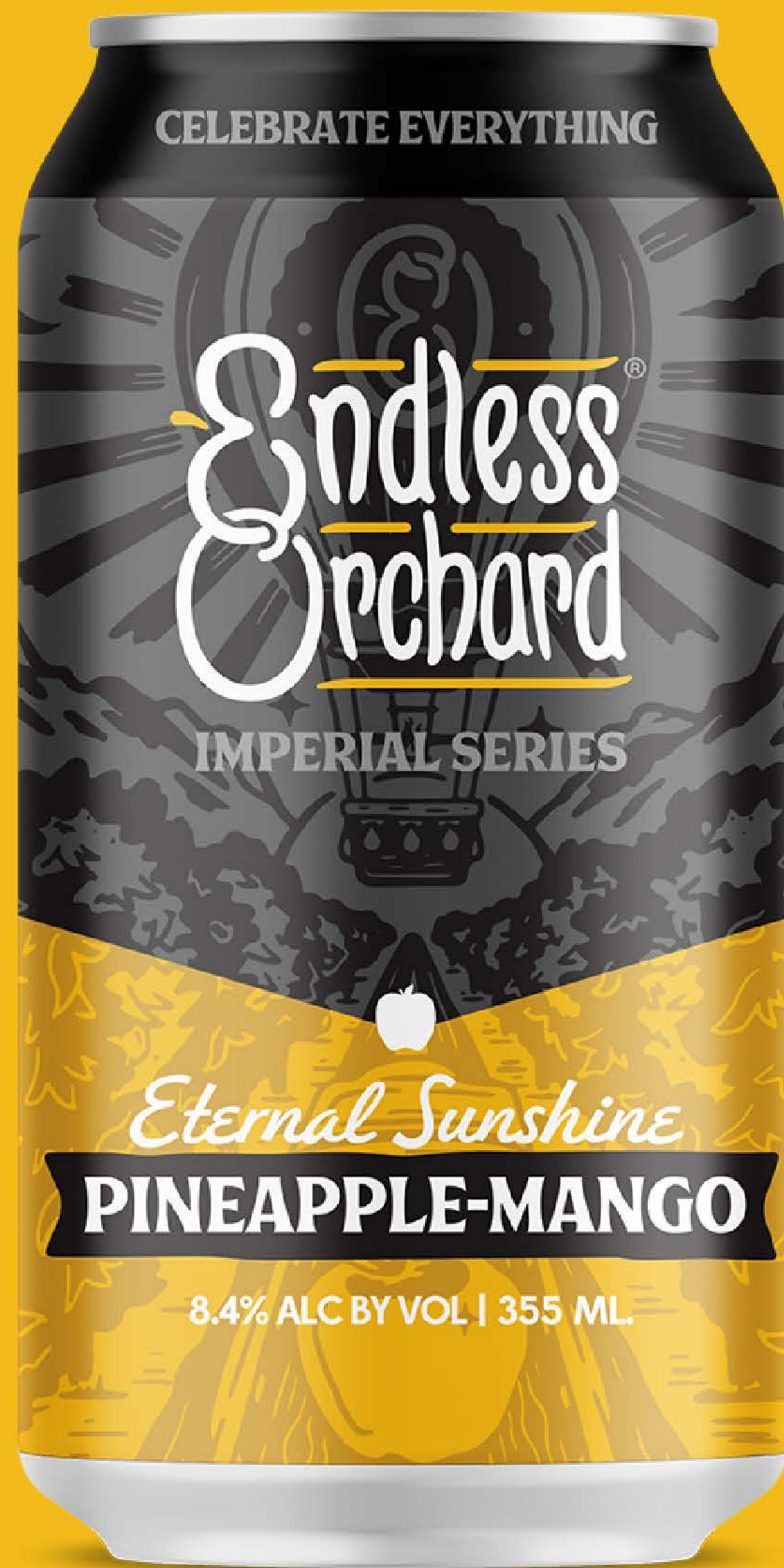
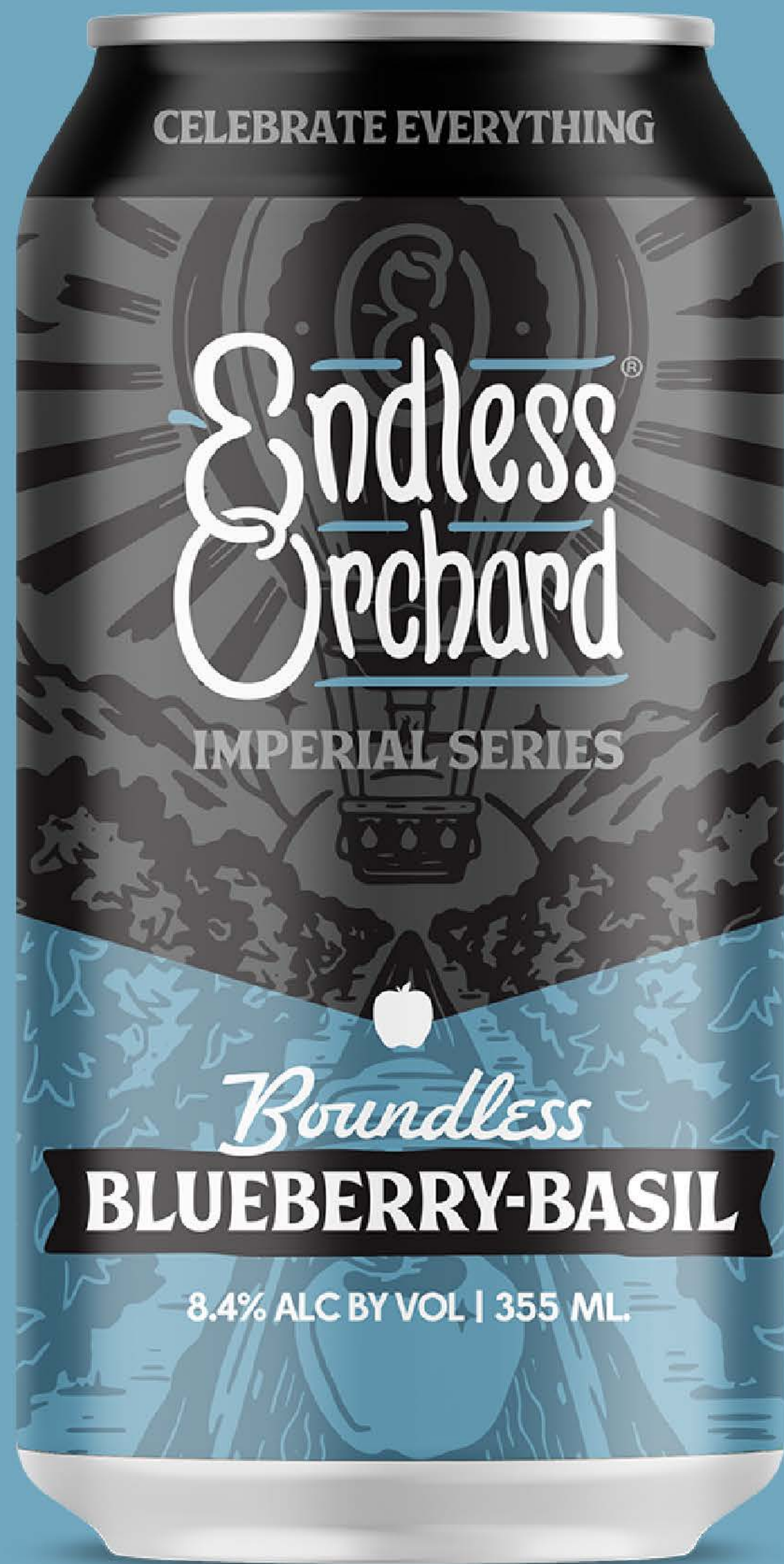


SWEETNES SCALE - 2.2%

DRY  SWEET

BEVERAGE SPECS

355 ML.	6.9% ALC.	12 OZ.	GLUTEN FREE
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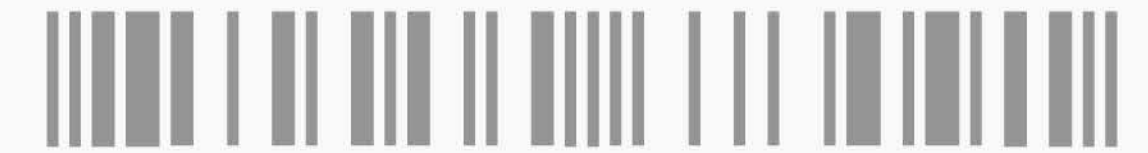




COLOR VALUE CODES

HEX# 71a7bf	RGB 113 167 191	CMYK 57 22 18 0	PMS 2047 C
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UPC - 850054673091



SWEETNES SCALE - 2.61%



BEVERAGE SPECS

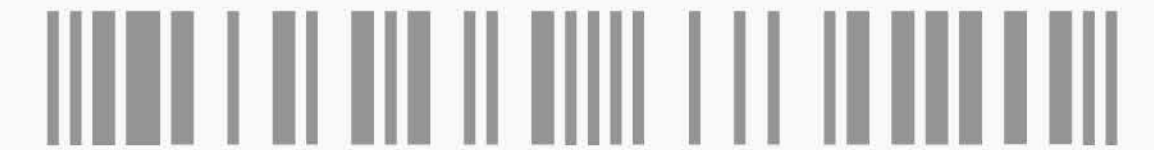
355 ML.	8.4% ALC.	12 OZ.	GLUTEN FREE
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COLOR VALUE CODES

HEX# f3bb1a	RGB 23 187 26	CMYK 5 27 100 0	PMS 2047 C
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UPC - 850054673121



SWEETNES SCALE - 3.0%

DRY SWEET

BEVERAGE SPECS

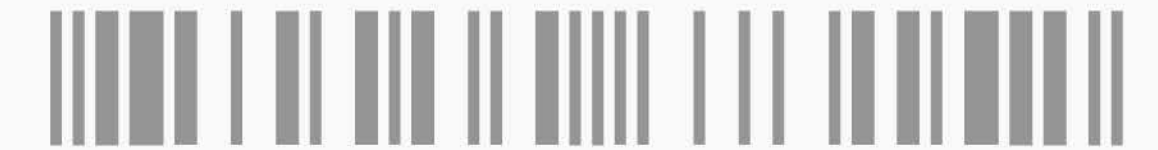
355 ML.	8.4% ALC.	12 OZ.	GLUTEN FREE
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COLOR VALUE CODES

HEX#	RGB	CMYK	PMS
e77125	231 113 37	5 68 100 0	2047 C

UPC - 850054673152

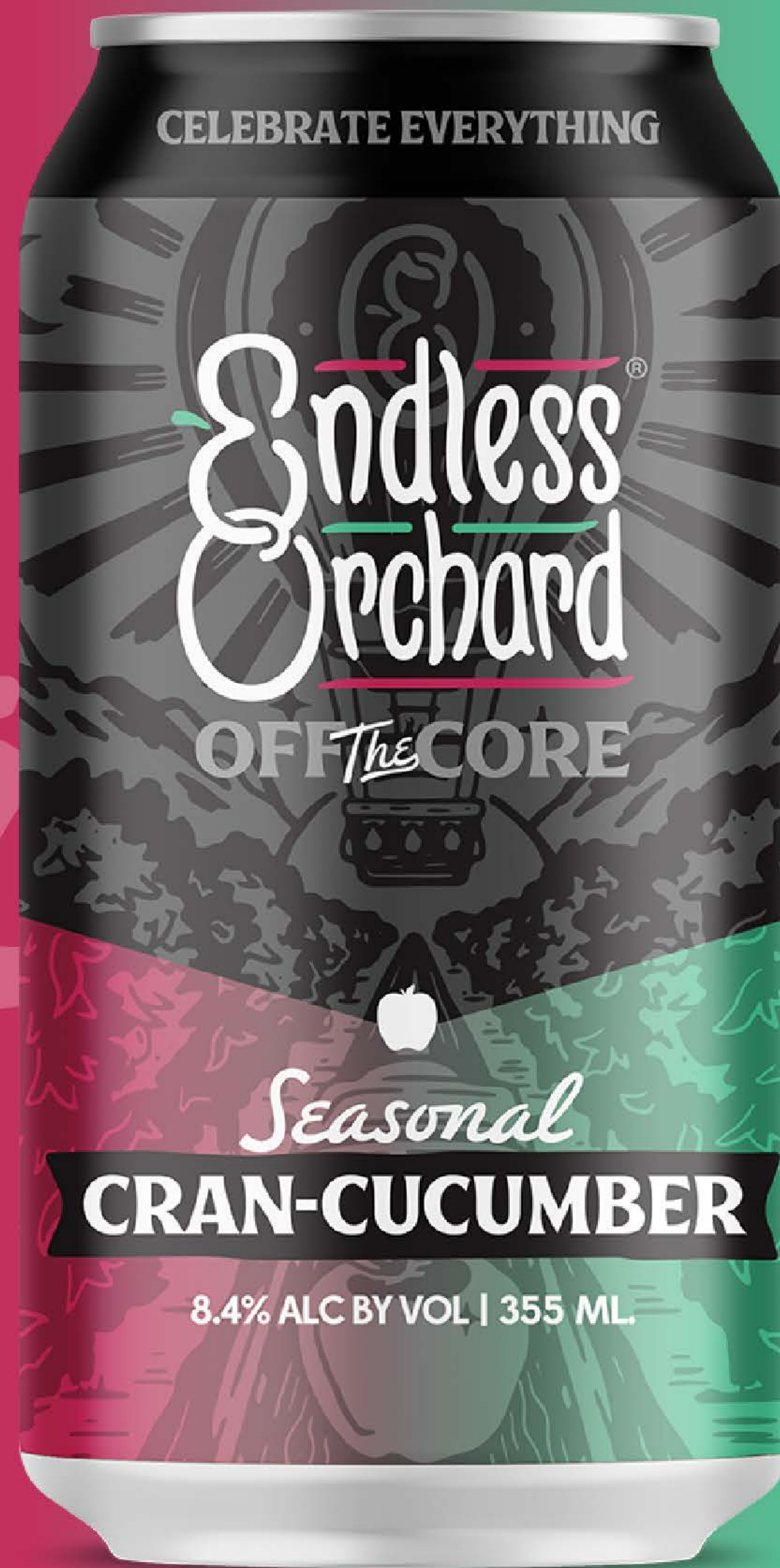


SWEETNES SCALE - 3.1%



BEVERAGE SPECS

355 ML.	8.4% ALC.	12 OZ.	GLUTEN FREE
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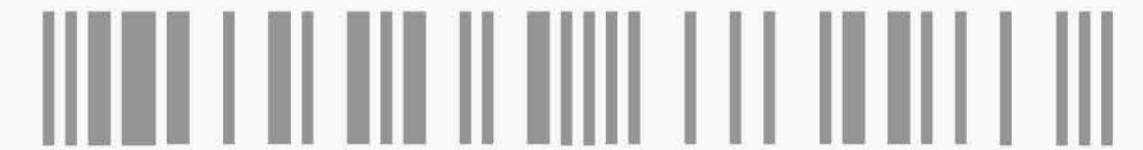




COLOR VALUE CODES

HEX# c42f5f	RGB 196 47 95	CMYK 19 95 47 3	PMS 2047 C
HEX# 55bd92	RGB 85 189 146	CMYK 65 0 56 0	PMS 2047 C

UPC - 850054673183



SWEETNES SCALE - 2.61%



BEVERAGE SPECS

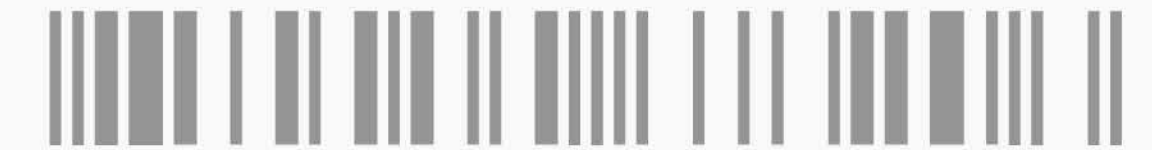
355 ML.	8.4% ALC.	12 OZ.	GLUTEN FREE
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 **COLOR VALUE CODES**

HEX# f3bb1a	RGB 23 187 26	CMYK 5 27 100 0	PMS 2047 C
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UPC - 850054673206



SWEETNES SCALE - 3.0%



BEVERAGE SPECS

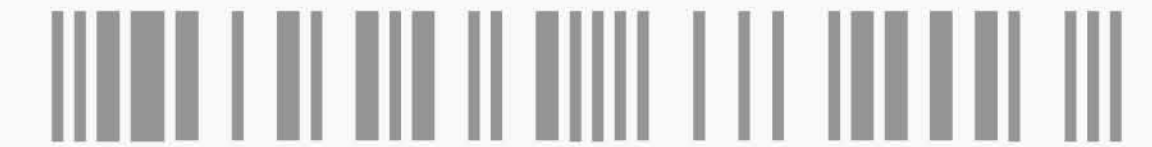
568 ML.	8.4% ALC.	19.2 OZ.	GLUTEN FREE
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COLOR VALUE CODES

HEX#	RGB	CMYK	PMS
5e8f3a	94 143 58	68 24 100 7	2047 C

UPC - 850054673213



SWEETNES SCALE - 2.5%



BEVERAGE SPECS

355 ML.	8.4% ALC.	12 OZ.	GLUTEN FREE
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Thank You



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