



THE VIRGINIA BEER COMPANY

LOGO USE + BRANDING GUIDELINES



VBC RED

VBC CREAM

VBC BLACK

CMYK:
18 • 85 • 84 • 7

RGB:
192 • 72 • 57

#:
c04739

CMYK:
3 • 5 • 21 • 0

RGB:
246 • 235 • 205

#:
f6ebcd

CMYK:
60 • 90 • 90 • 90

RGB:
22 • 0 • 0

#:
150000

PANTONE RED

PANTONE CREAM

PANTONE BLACK

7619 C

7499 C

BLACK 6 C

FONT FAMILIES: FRANCHISE / GOTHAM

- **MAIN TITLES: GOTHAM BOLD (CAPS WITH 50PT KERNING)**
- **SUB-TITLES: GOTHAM BOOK (CAPS)**
- **BOLDED WORDS IN BODY: Sentence Case Medium**
- **BODY TEXT: Sentence Case Book**

A FEW GENERAL RULES:

- Please use the Gotham family for any text in your branding, other than main headers, which should be in Franchise. When Gotham is unavailable, Univers Book should work as a good substitute. If you're unable to use either of these fonts, stick with a standard sans-serif.
- All files ending in the file extension .ai or .eps are vector-based files, and set up for print publications. Please use these files whenever possible. For web use, please use the .jpg files.
- Because the Pantone Matching System (PMS) is not exact, please refrain from using these colors unless you're printing a job that requires "spot color printing." In all other instances, stick with the CMYK values for color to ensure proper printing.
- For questions, edits, or comments on this styleguide, please contact the designer: Matt@mattandtheleches.com