

VODKA FOURTEEN®

Logo Usage and Style Guide

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1. About this Document

This is a concise guide for vendors, partners, and event organizers who wish to use the Vodka 14 logo. At Altitude Spirits we are very conscientious about how the Vodka 14 logo appears, and this guide is designed to help you use our logo correctly. If you have a question that this guide does not answer, or are ever in doubt about how to work with the Vodka 14 logo, please do not hesitate to contact us. Contact information can be found at the end of this document.

2. The Vodka 14 Logo System

Mountains, Numbers, and Words

The Vodka 14 Logo system is comprised of three elements: the grey “14” numerals, the “VODKA FOURTEEN” text, and the mountains. In some situations these elements are used together, as shown at left. The mountain lineart should never be used without the “14”, and the “14” should never be used without the “VODKA FOURTEEN” text. If you are designing for a horizontal space, consider using just the “VODKA FOURTEEN” logotype, without the mountains or the “14”.

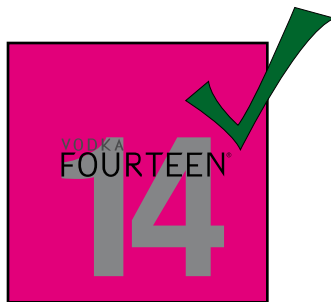


When Not to Use the Mountains

Optimally, the logo appears in its complete form, but sometimes legibility concerns and conflicts with background colors may require you to discard the mountain artwork. If you're unsure, ask yourself:

- Will the size of the logo in the finished piece will be less then 1.5” (4cm or 150 pixels) across?
- Will the size of the logo in the finished piece be on a colored or heavily textured background?
- Will the size of the logo in the finished piece be significantly by vertical aspect ratio?

If you answered “yes” to any of these questions, please discard the mountains.

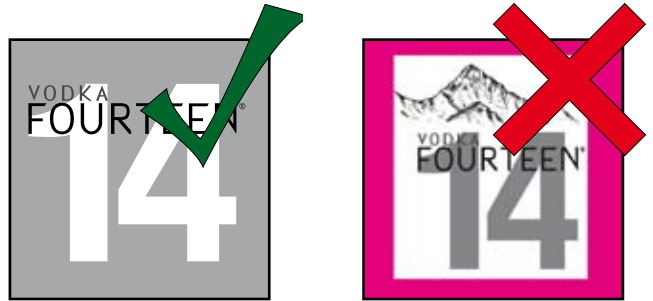


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Logo Color

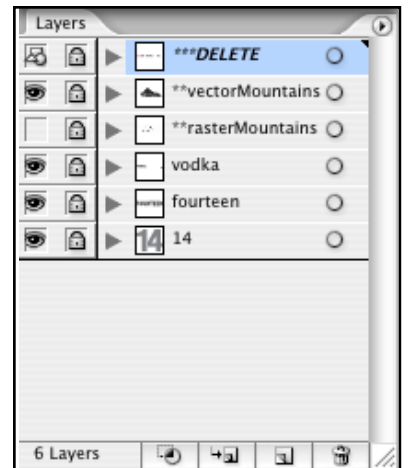
The Vodka 14 logo uses three colors: grey, dark grey, and black. The grey used for the “14” numerals is optimally represented as Pantone 424 U. In a four-color process situation where spot color is not an option, use C:0 M:0 Y:0 K:61. Black is true black, Pantone Process Black or K:100. The dark grey, used for the word “Vodka,” is K:85 or Pantone Black 7-U.



In a situation where you are attempting to reproduce the logo on a background that is a similar tone, you may substitute white for the grey numerals. Please do not substitute any other color. **Do not enclose the logo in a circle or a box of solid color if possible.**

Raster and Vector Mountains

If you are using the EPS file of the Vodka 14 logo artwork, note that it includes both raster (bitmap) and vector versions of the mountain artwork, should you need to output the logo at a large scale. If you are attempting to reproduce the mountains at a final output scale over 6” across (15cm), we suggest that you use the vector version. The version can be switched at will by activating the layer of the version you wish to use in Adobe Illustrator. Be certain you deactivate the layer you do not wish to use.



3. Resources

Versions of our logo, photographs of our product, and well as many other images can be found online at http://altitudespirits.com/press_images.html

Our creative director, Jonathan Weiss, is always happy to look at anything you’re designing using our logo art or to help you find any resources you may need. Jon may be reached via email at: jon@altitudespirits.com