



VISUAL IDENTITY

2018



When sending files to print, either digital or offset.

This page should accompany the file in order to ensure cohesive colours across all platforms.

The Salt & Brick colour palette consists of 2 colours, excluding white.

Each colour can be designated to a separate facet of the brand/product or used in conjunction on collateral.

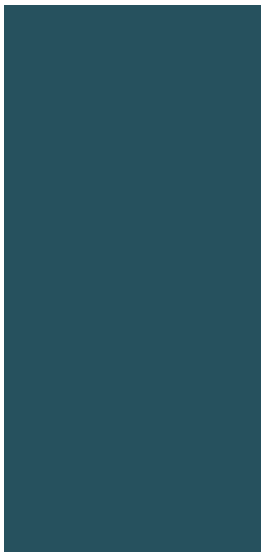
PRIMARY COLOUR

PMS: PANTONE 7477C

CMYK: 86, 57, 48, 29

RGB: 4, 82, 94

HEX# 29525E



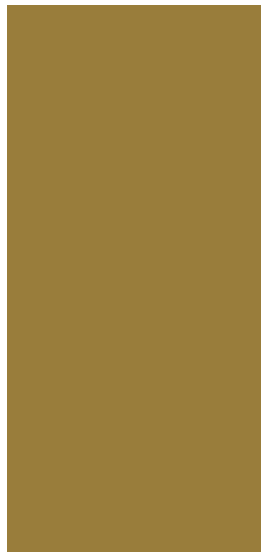
SECONDARY COLOUR

PMS: PANTONE 7477C

CMYK: 30, 45, 88, 10

RGB: 169, 125, 60

HEX# 997D3C



FULL Logo Variations:

Standard Full Colour

Standard Text Only

Black & White

Reverse - all white

Full Colour with gold type



Standard Full Colour

SALT & BRICK

Standard Text Only



Black & White



Reverse - all white



Full Colour with gold type

Emblem Logo
Standard Full Colour
Black & White
Reverse - all white



Standard Full Colour



Black & White



Reverse - all white



TYPOGRAPHY

PORTERHAUS SERIF - LOCAL · FOOD · WINE

Tracking 40 <->

MELROSE - SALT & BRICK

