LOGO USAGE GUIDELINES

NEW
CULTURE

PROPRIETARY PRODUCT OF NEW CULTURE FOODS

PRIMARY LOGO

The PRIMARY LOGO is the cornerstone of our visual identity, and a constant reminder of what we're trying to do as a cheese brand. It's bold, playful, friendly, and clean. It is designed to achieve maximum visual impact in any application.

NEW
CULTURE

PRIMARY LOGO WORDMARK FILE LINK

LOGO CONSTRUCT

When placing the logo, it’s important to maintain sufficient clear space to ensure that other elements do not interfere with its integrity. When using the logo in a crowded environment, we suggest using a clear space measure around the logo.

The minimum clearspace around the logo is represented here by ‘x’, which is the x-height of the N in the Primary Logo.

LOGO REPRODUCTION

APPLYING BRAND COLORS TO LOGO

THE PRIMARY LOGO is designed to be reproduced in one-color. The preferred colors are the brand Deep Black over Milk White, Udderly Pink, Carotene Yellow, and Aqua.

Depending on the application the logo may also be used in other secondary brand color combinations.

Please See Pg.11-12 for further brand color application rules.

THINGS TO AVOID WITH OUR LOGO

These diagrams demonstrate what NOT to do when applying the primary logo. Please note that the rules outlined here also apply to the badge and the icon.

Please do not create an outline version of the logo

Please do not stretch or distort the logo

Please do not use a drop shadow or outer glow on the logo

Please do not use a gradient on the logo

Please do not rotate the logo

Please do not add weight to the logo