

PRIMARY LOGO



# SUSQUEHANNA BREWING CO

COLOR PALETTE

|  |  |  |   |   |   |
|--|--|--|---|---|---|
| <b>NOIR</b>  | <b>MAROON</b>  | <b>GOLDEN</b>  | <b>HOPS</b>   | <b>PUMPKIN</b>  | <b>FROTH</b>  |
| <b>FOR PRINT USE</b><br>PANTONE Black<br>C75 M68 Y67 K90 | <b>FOR PRINT USE</b><br>PANTONE 195<br>C37 M87 Y61 K34 | <b>FOR PRINT USE</b><br>PANTONE 611<br>C0 M56 Y55 K0 | <b>FOR PRINT USE</b><br>PANTONE 7744<br>C32 M15 Y100 K0 | <b>FOR PRINT USE</b><br>PANTONE 7576<br>C9 M56 Y76 K1 | <b>FOR PRINT USE</b><br>PANTONE COOL GRAY 1<br>C13 M11 Y12 K0 |
| <b>FOR WEB USE</b><br>R0 G0 B0<br>HEX #000000            | <b>FOR WEB USE</b><br>R122 G48 B63<br>HEX #7a303f      | <b>FOR WEB USE</b><br>R216 G200 B38<br>HEX #d8c826   | <b>FOR WEB USE</b><br>R186 G188 B24<br>HEX #babc18      | <b>FOR WEB USE</b><br>R224 G134 B80<br>HEX #e08650    | <b>FOR WEB USE</b><br>R220 G216 B214<br>HEX #dcd8d6           |

TAGLINE ELEMENT

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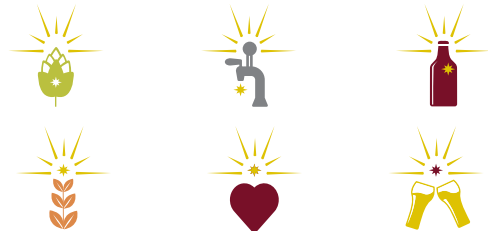
ALTERNATE MARKS



BADGE ELEMENTS



ICON SET



BRAND TYPOGRAPHY

DIN BOLD

Ab 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

BARLEY AGED

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