



American
ACCOLADES



brand standards guide

logo use



The American Accolades logo represents a singular commitment to classic American artisan craftsmanship. It embodies the timeless values, quality, and character we build into every piece of furniture.

The logo should never be applied at less than 1/2 inch in width to maintain brand clarity.



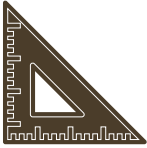
logo spacing

It is essential to maintain proper spacing around the logo. This space protects the visual integrity of the brand. The gray boundary signifies this “safety area.” To find the safety area, measure from the lowest tip of the eagle’s beak to the inner white circle below it.

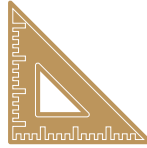


logo colors and symbol

The primary colors for the American Accolades logo are:



PANTONE (spot color) : 7554 C
CMYK (4 color process): 40, 53, 79, 68
RGB (digital): 75, 61, 42
HEX (web): #4B3D2A



PANTONE: 465 C
CMYK: 13, 31, 63, 12
RGB: 185, 151, 91
HEX: #B9975B

Other logo formats are permissible for situations where accurate color reproduction isn't possible, or the desired background makes the standard colors challenging to read.



White and Gold
Only for use on dark backgrounds that reduce visibility for the logo's dark brown, but when color is desired.



Black and Gray
For use when no appropriate color option is available, but the two-tone look of the standard logo is desired. The gray is 55% of black.



Solid Brown or Solid Black
For single color applications, such as engraving or stamping or if none of the brand colors are available.



Solid White
For backgrounds that are too dark for either of the previous options to be clearly visible, the logo may be reversed to white.

The symbol is a strong graphic image and may be applied alone in 2 ways:



As an icon:

When used as an icon, the same spacing rules apply as for the full logo (see **logo spacing**). Only use the prescribed logo colors (see above), and do not deviate from appropriate use of the American Accolades logo or its symbol.

As a watermark:

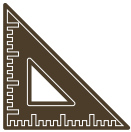
When used in this fashion, the logo mark may employ any of the prescribed color options, at a minimum value of 10% of each.

color palette

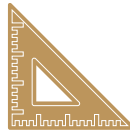
These colors reflect the persona of the brand and the personality of the environment in which the brand exists.

Colors are listed according to primacy.

Primary • logo colors | type | primary design elements

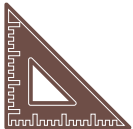


PANTONE (spot color) : 7554 C
CMYK (4 color process): 40, 53, 79, 68
RGB (digital): 75, 61, 42
HEX (web): #4B3D2A

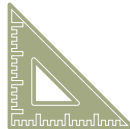


PANTONE: 465 C
CMYK: 13, 31, 63, 12
RGB: 185, 151, 91
HEX: #B9975B

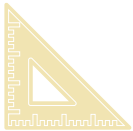
Secondary • secondary design elements | accent and background | colors



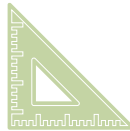
PANTONE: 7518 C
CMYK: 36, 59, 56, 41
RGB: 109, 79, 71
HEX: #6D4F47



PANTONE: 5783 C
CMYK: 32, 18, 47, 7
RGB: 163, 170, 131
HEX: #A3AA83



PANTONE: 7499 C
CMYK: 1, 1, 29, 0
RGB: 241, 230, 178
HEX: #F1E6B2



PANTONE: 580 C
CMYK: 21, 0, 38, 0
RGB: 196, 214, 164
HEX: #C4D6A4



Gray (55% of black)
CMYK: 0, 0, 0, 55
RGB: 138, 140, 142
HEX: #8A8C8E

All American Accolade fonts are suitable for both print and web applications. Their consistent use maintains brand recognition and should be persistently used for all print and web copy associated with the brand.

Mukta Vaani is the primary brand font. It works well for both headlines and body copy due to its visual clarity.

Arizonia is a secondary font and should be used sparingly. It is never be utilized in all uppercase as this greatly decreases legibility.

Mukta Vaani

Extra Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1 2 3 4 5 6 7 8 9 10

Mukta Vaani

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1 2 3 4 5 6 7 8 9 10

Mukta Vaani

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1 2 3 4 5 6 7 8 9 10

Arizonia

Regular

*ABCDEFGHIJKLMN OPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1 2 3 4 5 6 7 8 9 10*

improper logo use

This guide establishes fundamental rules for the application of the American Accolades logo and protection of branding integrity. As such, improper applications of the logo are to be avoided.

While these examples aren't exhaustive, they represent the majority of applications to avoid when employing any of the logos.



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DON'T stretch or skew the logo.



American
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DON'T apply non-brand colors to the logo.



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DON'T alter the size or position of the logo elements.



American
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DON'T change the opacity of the logo.



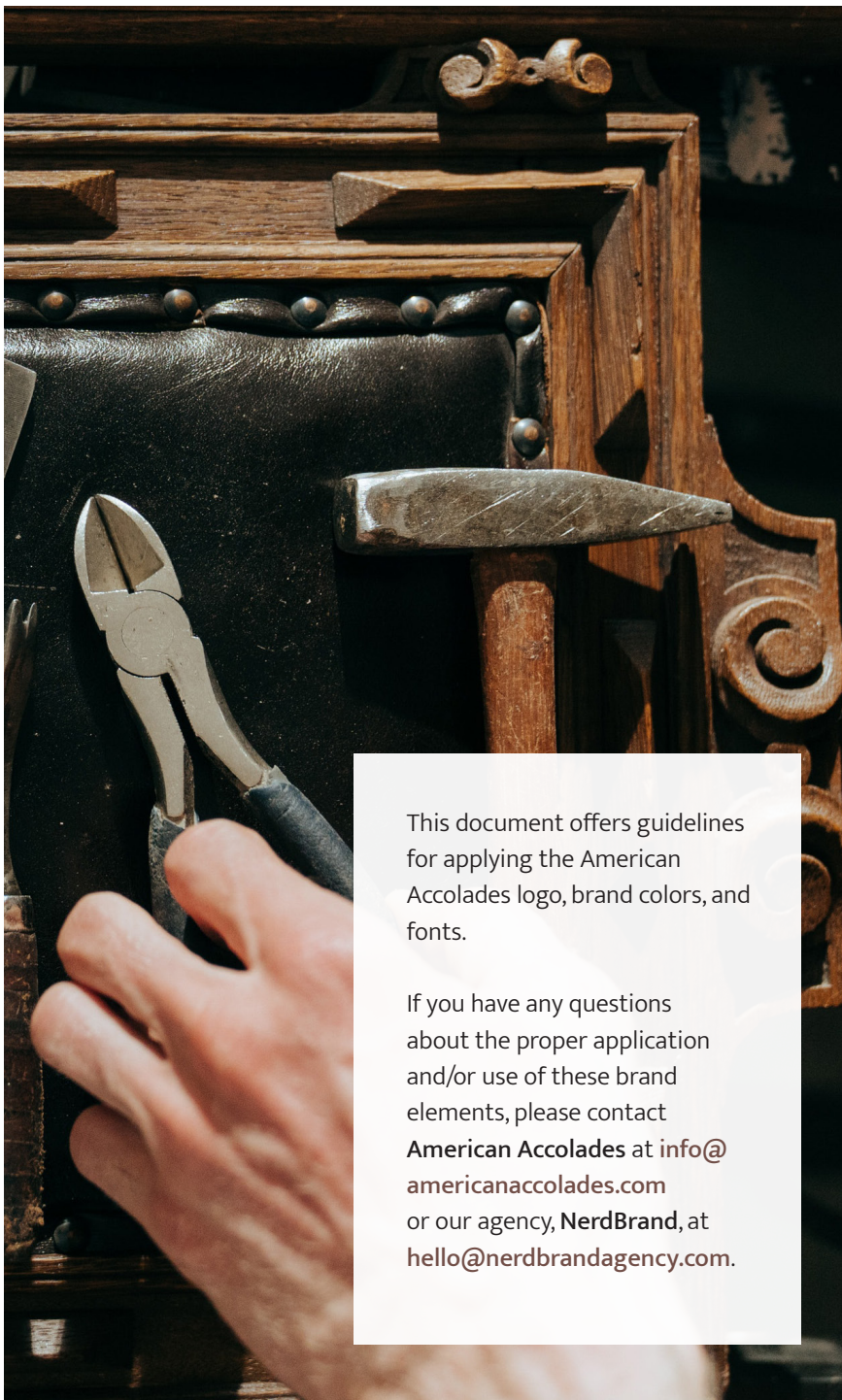
American
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DON'T place the logo inside a shape or box.



American
ACCOLADES

DON'T apply drop shadows, effects, or patterns to the logo.



This document offers guidelines for applying the American Accolades logo, brand colors, and fonts.

If you have any questions about the proper application and/or use of these brand elements, please contact **American Accolades** at info@americanaccolades.com or our agency, **NerdBrand**, at hello@nerdbrandagency.com.



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