

PRIMARY LOGO FOR CAFÉ YUMM!

Please contact marketing@cafeyumm.com for permission to use logo and/or logotype.



PRIMARY LOGO LOCKUP

Use this format for all print applications where the Logo Lockup is used and as the primary corporate signature.



STAND ALONE LOGO

It is acceptable to extract the Logo and use it alone in applications where the audience is familiar with Café Yumm! and the Logotype is not necessary.

CAFÉ YUMM!

STAND ALONE LOGOTYPE

It is acceptable to separate the Logo and Logotype where the individual graphic elements can be used to create a bolder presentation. (See packaging design).

In these instances the Logotype must be used in the single line format only, and it is preferred that it be accompanied by the Logo elsewhere on the piece or in the environment.



CLEAR SPACE

The Logo must always be separated from competing graphic elements. Surround Logo with clear space equal to 1/2 of the height of the square.

PANTONE COLORS



MINIMUM SIZE

Do not use the logo any smaller than 1/2" in height.

SPECIAL CASE USAGE



LARGE LOGO LOCKUP — STACKED

Use this format where space limitations make Logotype legibility a concern, typically large applications such as signage.



ONE-COLOR APPLICATION

Use Pantone 187 for one-color printing. Only used if single spot-color is available for imprint.



LARGE LOGO LOCKUP — SINGLE LINE

Use this format where space limitations make Logotype legibility a concern, such as signage in horizontal application.



ONE-COLOR APPLICATION

Only used for greyscale or black-only printing. Use 100% black.