

STRENGTHENING OUR COMMUNITY



SAN DIEGO

CALIFORNIA

ANVIL OF HOPE

BRAND
GUIDE



Anvil of Hope is the non-profit brainchild of AleSmith Brewing Company's owners, Peter and Vicky Zien, who are deeply committed to providing assistance to the San Diego community and beyond. Low-income families, those who are facing homelessness, youth who are aging out of foster care and citizens who are experiencing temporary hardships, are at the heart of their mission.

Included in this Anvil of Hope brand guide are examples of all logos, fonts and textures. This is meant to be used as a guideline for application, use of color and logo placement.

All logo files are provided in multiple formats, specifics can be found detailed in the logo library, as well as an index of file names.

Please contact Blindtiger Design with any questions!

MAY 2020

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LOGO SYSTEM



MASTER LOGO SHADOW



SECONDARY LOGO SHADOW



TALL LOGO SHADOW



TYPE LOGO SHADOW



MASTER LOGO



SECONDARY LOGO



TALL LOGO



TYPE LOGO



CIRCLE LOGO 01



CIRCLE LOGO 02



COMMUNITY BADGE



LIGHT RAYS ICON



ICON

TYPOGRAPHY & COLOR USAGE

ADRIANNA CONDENSED EXTRABOLD

HEADERS • ALL CAPS

ADRIANNA EXTENDED BOLD

SUB HEADERS • ALL CAPS

NOBEL REGULAR CONDENSED

CAPTIONS • ALL CAPS & LOWERCASE

Nobel Regular

BODY TEXT • LOWERCASE

CREAM
PMS 9180 C
HEX# F3E3CC

GOLD
PMS 1235 C
HEX# FFB71B

PINK
PMS 225 C
HEX# E31D93

PURPLE
PMS 235 C
HEX# 870F54

MIDNIGHT
PMS 532 C
HEX# 1C1F2A



ANVIL OF HOPE

STRENGTHENING OUR COMMUNITY

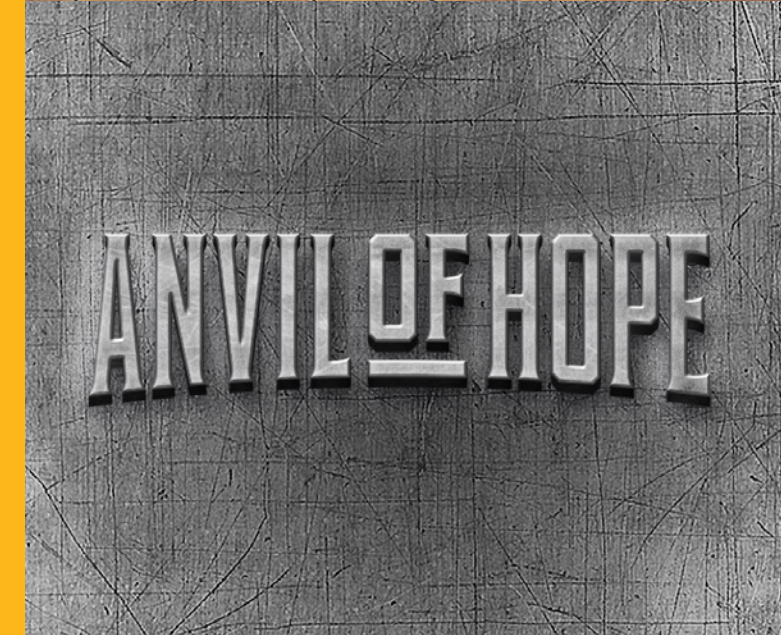
LET'S WORK TOGETHER

Anvil of Hope is the non-profit brainchild of AleSmith Brewing Company's owners, Peter and Vicky Zien, who are deeply committed to providing assistance to the San Diego community and beyond. Low-income families, those who are facing homelessness, youth who are aging out of foster care and citizens who are

experiencing temporary hardships, are at the heart of their mission. A bevy of services will be offered with the goal being to set individuals up for long-term success rather than simply providing temporary relief. A volunteer staff of "Anvil Angels" and "Angel Contractors" will help offer their personal touch and support.



BRAND APPLICATION



USAGE GUIDELINES

SHOWN HERE ARE A FEW, BUT DEFINITELY NOT ALL, EXAMPLES OF WHAT NOT TO DO WITH YOUR LOGO.

When using your artwork, here are a few things to keep in mind:

- Consistent branding increases brand recognition.
- If a material or application feels off-brand, it probably is.
- Make good decisions!
- When in doubt, be bold.
- Stick to master brand palette.
- Give this brand book to any vendor who uses your artwork. It saves you from having to dig around for color, sizing, or placement information, and gives them a good sense of the overall brand aesthetic.



Do not scale the logo disproportionately



Do not rearrange the logo



Do not place the logo on top of graphic elements



Do not put the logo on a low contrast color



Do not rotate the logo



Do not replace any parts of the logo



Do not color the logos in any way except as permitted by these guidelines



Do not put the logos on an overwhelming pattern or texture.

FILE GUIDE



MasterLogoShadow_MIDNIGHT



MasterLogoShadow_PURPLE



MasterLogoShadow_PINK



MasterLogoShadow_GOLD



MasterLogoShadow_CREAM



MasterLogoShadow_WHITE



MasterLogoShadow_BLACK



MasterLogoShadow_MULTI_A



MasterLogoShadow_MULTI_B



MasterLogoShadow_MULTI_C



MasterLogoShadow_MULTI_D



SecondaryLogoShadow_MIDNIGHT



SecondaryLogoShadow_PURPLE



SecondaryLogoShadow_PINK



SecondaryLogoShadow_GOLD



SecondaryLogoShadow_CREAM



SecondaryLogoShadow_WHITE



SecondaryLogoShadow_BLACK



SecondaryLogoShadow_MULTI_A



SecondaryLogoShadow_MULTI_B



SecondaryLogoShadow_MULTI_C



SecondaryLogoShadow_MULTI_D



TallLogoShadow_MIDNIGHT



TallLogoShadow_PURPLE



TallLogoShadow_PINK



TallLogoShadow_GOLD



TallLogoShadow_CREAM



TallLogoShadow_WHITE



TallLogoShadow_BLACK



TallLogoShadow_MULTI_A



TallLogoShadow_MULTI_B



TallLogoShadow_MULTI_C



TallLogoShadow_MULTI_D



TypeLogoShadow_MIDNIGHT



TypeLogoShadow_PURPLE



TypeLogoShadow_PINK



TypeLogoShadow_GOLD



TypeLogoShadow_CREAM



TypeLogoShadow_WHITE



TypeLogoShadow_BLACK



TypeLogoShadow_MULTI_A



TypeLogoShadow_MULTI_B



TypeLogoShadow_MULTI_C



TypeLogoShadow_MULTI_D



TypeLogoShadow_MULTI_E



MasterLogo_MIDNIGHT



MasterLogo_PURPLE



MasterLogo_PINK



MasterLogo_GOLD



MasterLogo_CREAM



MasterLogo_WHITE



MasterLogo_BLACK



MasterLogo_MULTI_A



MasterLogo_MULTI_B



MasterLogo_MULTI_C



MasterLogo_MULTI_D



SecondaryLogo_MIDNIGHT



SecondaryLogo_PURPLE



SecondaryLogo_PINK



SecondaryLogo_GOLD



SecondaryLogo_CREAM



SecondaryLogo_WHITE



SecondaryLogo_BLACK



SecondaryLogo_MULTI_A



SecondaryLogo_MULTI_B



SecondaryLogo_MULTI_C



SecondaryLogo_MULTI_D



TallLogo_MIDNIGHT



TallLogo_PURPLE



TallLogo_PINK



TallLogo_GOLD



TallLogo_CREAM



TallLogo_WHITE



TallLogo_BLACK



TallLogo_MULTI_A



TallLogo_MULTI_B



TallLogo_MULTI_C



TallLogo_MULTI_D



TypeLogo_MIDNIGHT



TypeLogo_PURPLE



TypeLogo_PINK



TypeLogo_GOLD



TypeLogo_CREAM



TypeLogo_WHITE

ANVIL OF HOPE

TypeLogo_BLACK



CircleLogo01_MIDNIGHT



CircleLogo01_PURPLE



CircleLogo01_PINK



CircleLogo01_GOLD



CircleLogo01_CREAM



CircleLogo01_WHITE



CircleLogo01_BLACK



CircleLogo01_MULTI_A



CircleLogo01_MULTI_B



CircleLogo01_MULTI_C



CircleLogo01_MULTI_D



CircleLogo02_MIDNIGHT



CircleLogo02_PURPLE



CircleLogo02_PINK



CircleLogo02_GOLD



CircleLogo02_CREAM



CircleLogo02_WHITE



CircleLogo02_BLACK



CircleLogo02_MULTI_A



CircleLogo02_MULTI_B



CircleLogo02_MULTI_C



CircleLogo02_MULTI_D



CommunityBadge_MIDNIGHT



CommunityBadge_PURPLE



CommunityBadge_PINK



CommunityBadge_GOLD



CommunityBadge_CREAM



CommunityBadge_WHITE



CommunityBadge_BLACK



CommunityBadge_MULTI_A



CommunityBadge_MULTI_B



CommunityBadge_MULTI_C



CommunityBadge_MULTI_D



LightRaysIcon_MIDNIGHT



LightRaysIcon_PURPLE



LightRaysIcon_PINK



LightRaysIcon_GOLD



LightRaysIcon_CREAM



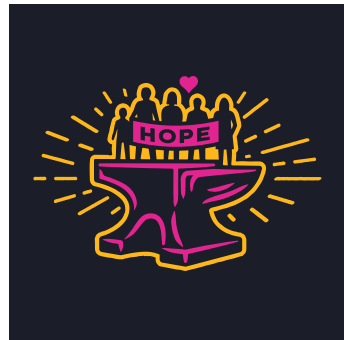
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LightRaysIcon_BLACK



LightRaysIcon_MULTI_A



LightRaysIcon_MULTI_B



LightRaysIcon_MULTI_C



LightRaysIcon_MULTI_D



Icon_MIDNIGHT



Icon_PURPLE



Icon_PINK



Icon_GOLD



Icon_CREAM



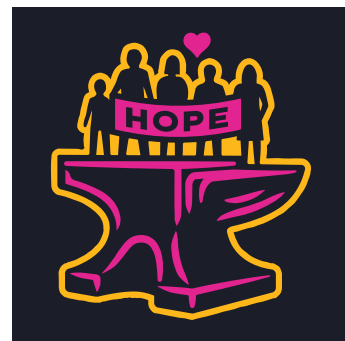
Icon_WHITE



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Icon_MULTI_C



Icon_MULTI_D