



BRAND GUIDELINES

LOGO

MICHIGAN
CRAFT DISTILLERS
ASSOCIATION



Emblem
Vertical
Light Background



Emblem
Horizontal
Light Background



Emblem
Vertical
Dark Background



Emblem
Horizontal
Dark Background

LOGO

MICHIGAN
CRAFT DISTILLERS
ASSOCIATION

MICHIGAN
CRAFT DISTILLERS
ASSOCIATION

Logotype
Light Background

MICHIGAN
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Logotype
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LOGO

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BRAND TYPOGRAPHY

MICHIGAN
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BERG REGULAR

Display/Title (Layer 01)

BERG INLINE

Display/Title (Layer 02a)

BERG INNER ORNAMENT

Display/Title (Layer 02b)

BERG SHADOW

Display/Title (Layer 03)

Acumin Variable w400

Heading

Acumin Variable w200

Paragraph

BRAND COLORS

MICHIGAN
CRAFT DISTILLERS
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Cream

HEX e5 e1 d1
RGB 229 225 209
CMYK 9 7 17 0

Cream Shade

HEX db d1 b9
RGB 219 209 185
CMYK 14 14 27 0

Coffee Light

HEX d1 bf 93
RGB 209 191 147
CMYK 19 21 46 0

Coffee Dark

HEX 9e 56 32
RGB 158 86 50
CMYK 28 71 88 19

Whisky

HEX f6 95 5f
RGB 246 149 95
CMYK 1 50 67 0

Navy Blue

HEX 08 29 42
RGB 8 41 66
CMYK 98 79 47 49

THANK YOU

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