

WILLAMETTE VALLEY HOPS BRANDING RESOURCES • USAGE GUIDELINES AND RESTRICTIONS

ALTERATIONS: DO NOT ALTER THE WILLAMETTE VALLEY HOPS LOGO IN ANY OF THE FOLLOWING WAYS WITHOUT THE CONSENT OF WILLAMETTE VALLEY HOPS LLC.



ROTATE



SCALE DISPROPORTIONATELY

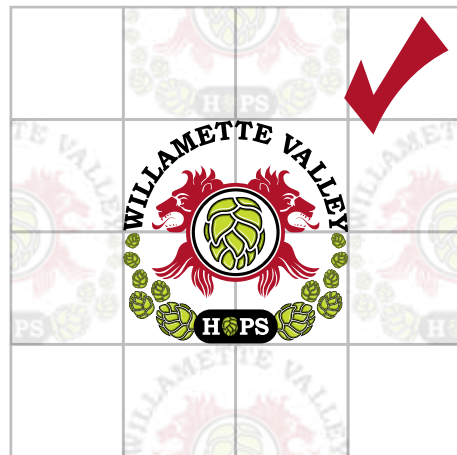


APPLY NON-APPROVED COLORS

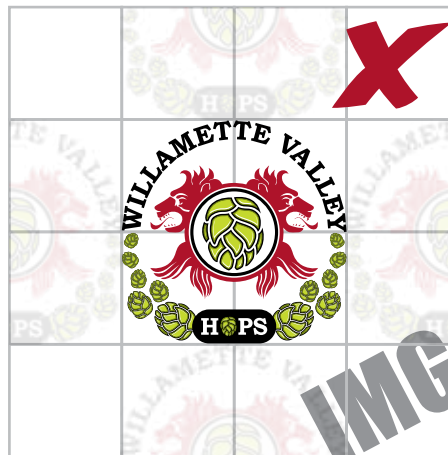


ALTER DESIGN ELEMENTS OR FONTS

CLEAR SPACING: PLEASE ALLOW SUFFICIENT CLEAR SPACE SURROUNDING WILLAMETTE VALLEY HOPS BRANDING. THIS ALLOWS FOR LEGIBILITY AND ENHANCES VISUAL IMPACT. SUFFICIENT VISUAL SPACING SHOULD MEET OR EXCEED ONE HALF OF THE LENGTH AND WIDTH OF THE BRANDING.



SUFFICIENT



INSUFFICIENT

BACKGROUND COLORS: MULTIPLE VERSIONS OF OUR BRANDING ARE PROVIDED IN THIS GUIDE ON BOTH LIGHT AND DARK BACKGROUNDS. LIGHT IS CONSIDERED A CMYK VALUE OF 0-20 AND DARK IS CONSIDERED 80-400. FOR BUILDS IN THE 21-79 RANGE USE YOUR BEST JUDGEMENT OR CONTACT WVH MARKETING.



LEGAL: ALL WILLAMETTE VALLEY HOPS BRANDING RESOURCES ©2018 WILLAMETTE VALLEY HOPS, LLC AND MAY NOT BE USED OR REPRODUCED WITHOUT THE EXPRESS CONSENT OF WILLAMETTE VALLEY HOPS LLC. DO NOT MODIFY THE WILLAMETTE VALLEY HOPS LOGO IN ANY WAY INCLUDING CHANGING THE PROPORTION, DESIGN OR COLOR. IF TECHNICAL LIMITATIONS AND/OR PRODUCTION PROCESSES PREVENT PROPER REPRODUCTION OF APPROVED COLORS, USE ONE-COLOR ALTERNATIVES PROVIDED IN THIS RESOURCE GUIDE, CONTACT WILLAMETTE VALLEY HOPS LLC MARKETING DEPARTMENT AT 503.633.4677 OR EMAIL JOE.CALKINS@WVHOPS.COM.



PANTONE 382 CP / C:28 M:0 Y:100 K:0



PANTONE 187 CP / C:7 M:100 Y:82 K:26



C:60 M:40 Y:40 K:100



WILLAMETTE VALLEY HOPS BRANDING RESOURCES • WVH LOGO • FULL COLOR • ELLIPSE • DARK BACKGROUND



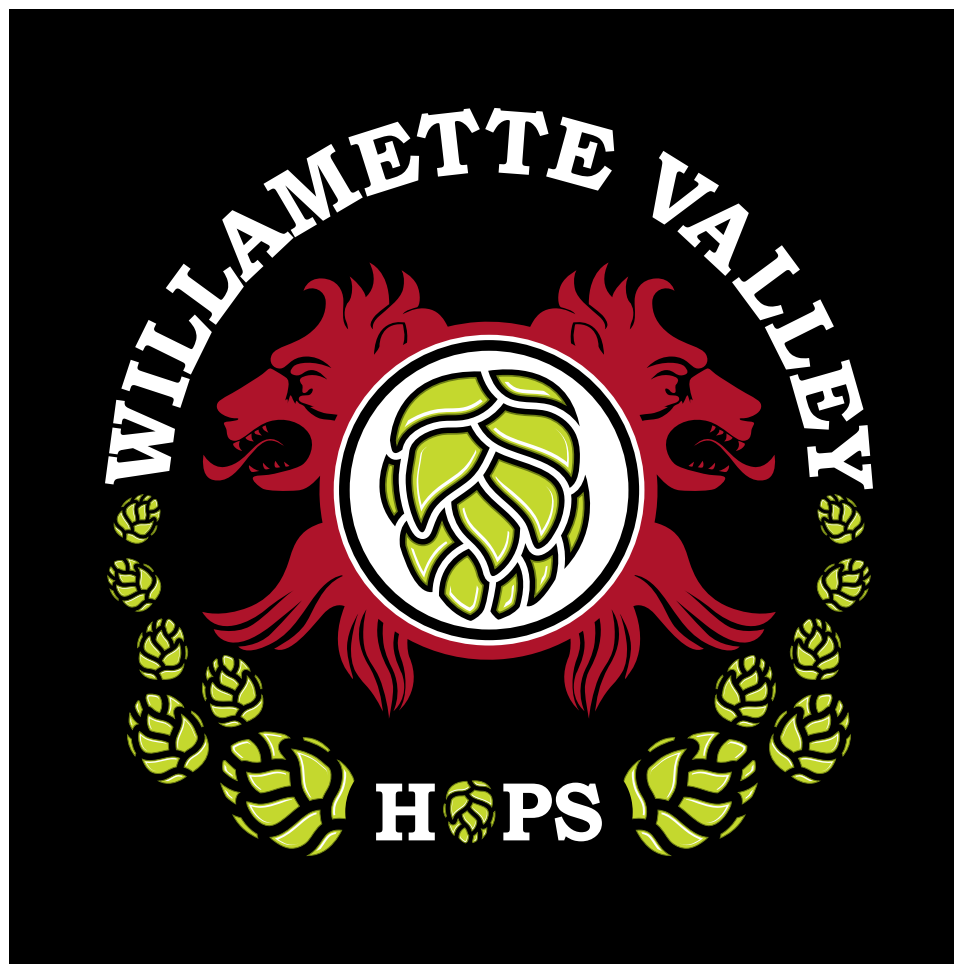
PANTONE 382 CP / C:28 M:0 Y:100 K:0



PANTONE 187 CP / C:7 M:100 Y:82 K:26



C:60 M:40 Y:40 K:100

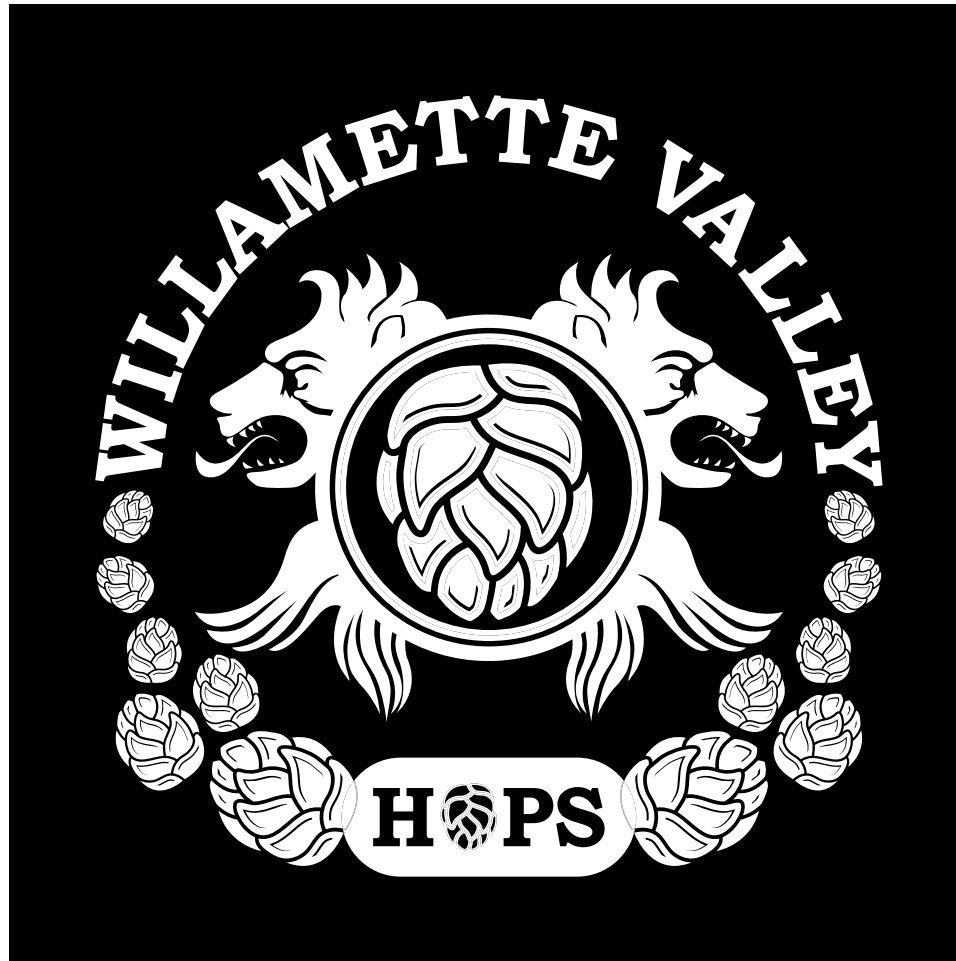


LEGAL: ALL WILLAMETTE VALLEY HOPS BRANDING RESOURCES ©2018 WILLAMETTE VALLEY HOPS, LLC AND MAY NOT BE USED OR REPRODUCED WITHOUT THE EXPRESS CONSENT OF WILLAMETTE VALLEY HOPS LLC. DO NOT MODIFY THE WILLAMETTE VALLEY HOPS LOGO IN ANY WAY INCLUDING CHANGING THE PROPORTION, DESIGN OR COLOR. IF TECHNICAL LIMITATIONS AND/OR PRODUCTION PROCESSES PREVENT PROPER REPRODUCTION OF APPROVED COLORS, USE ONE-COLOR ALTERNATIVES PROVIDED IN THIS RESOURCE GUIDE, CONTACT WILLAMETTE VALLEY HOPS LLC MARKETING DEPARTMENT AT 503.633.4677 OR EMAIL JOE.CALKINS@WVHOPS.COM.



C:60 M:40 Y:40 K:100





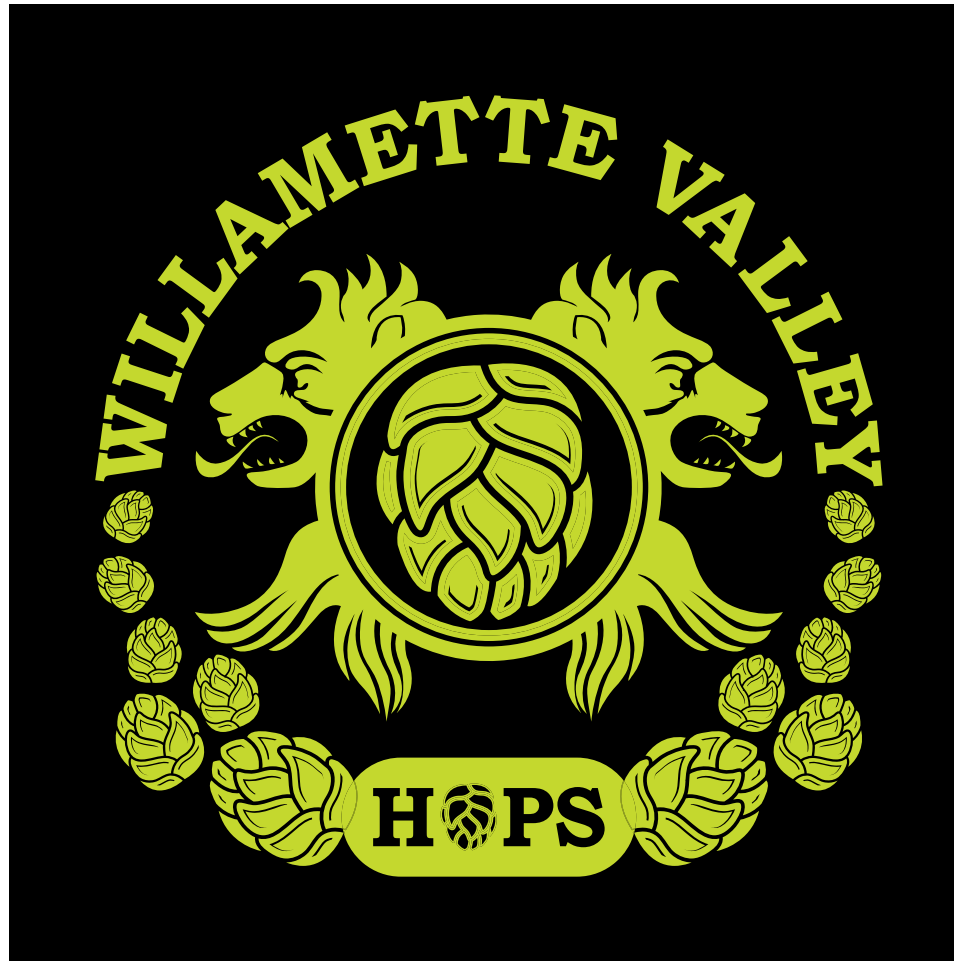


PANTONE 382 CP / C:28 M:0 Y:100 K:0





PANTONE 382 CP / C:28 M:0 Y:100 K:0





PANTONE 187 CP / C:7 M:100 Y:82 K:26





PANTONE 187 CP / C:7 M:100 Y:82 K:26

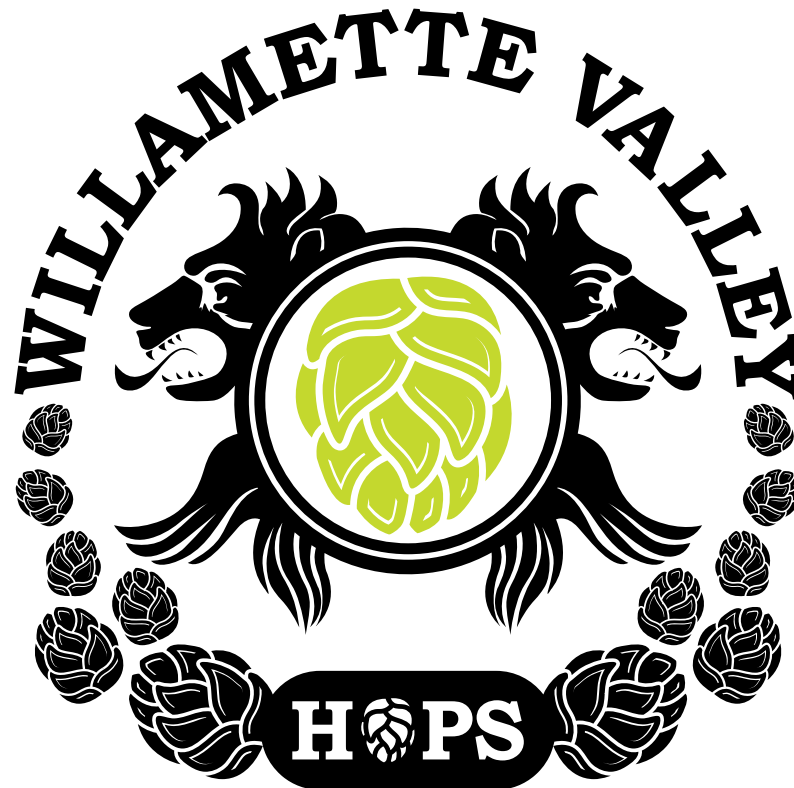




PANTONE 382 CP / C:28 M:0 Y:100 K:0

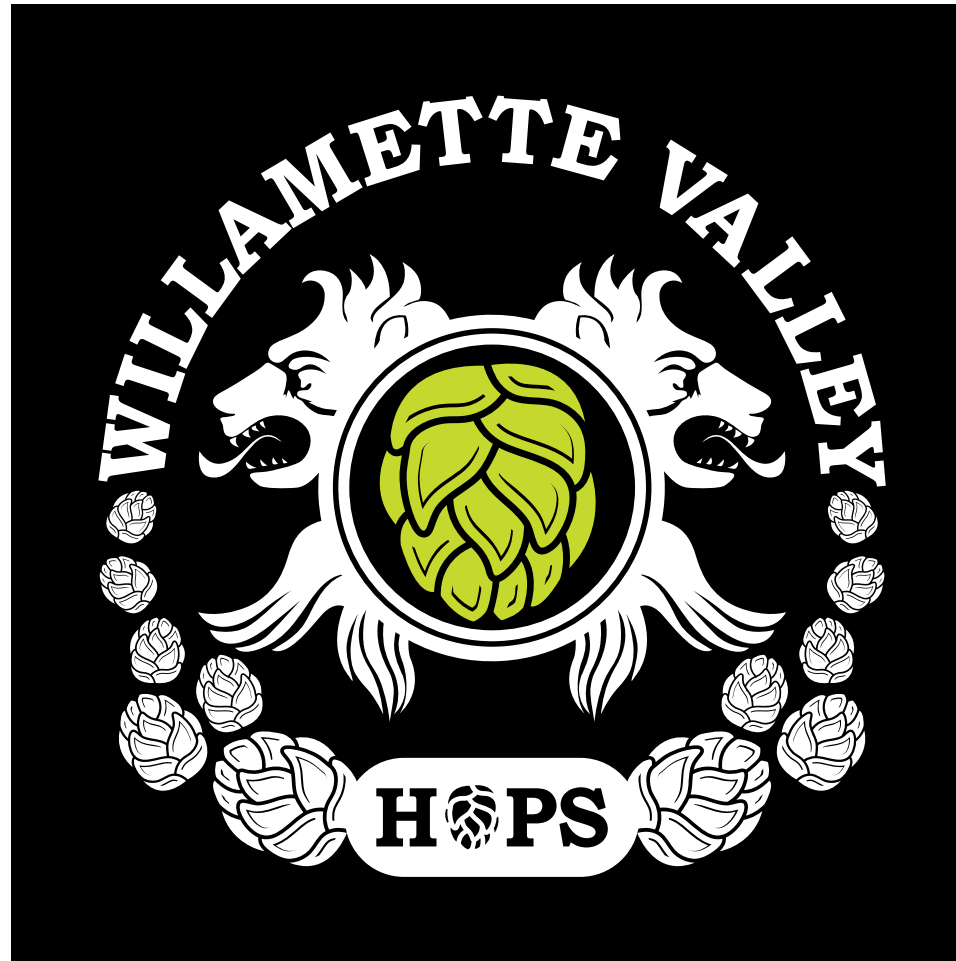


C:60 M:40 Y:40 K:100





PANTONE 382 CP / C:28 M:0 Y:100 K:0





PANTONE 382 CP / C:28 M:0 Y:100 K:0



PANTONE 187 CP / C:7 M:100 Y:82 K:26

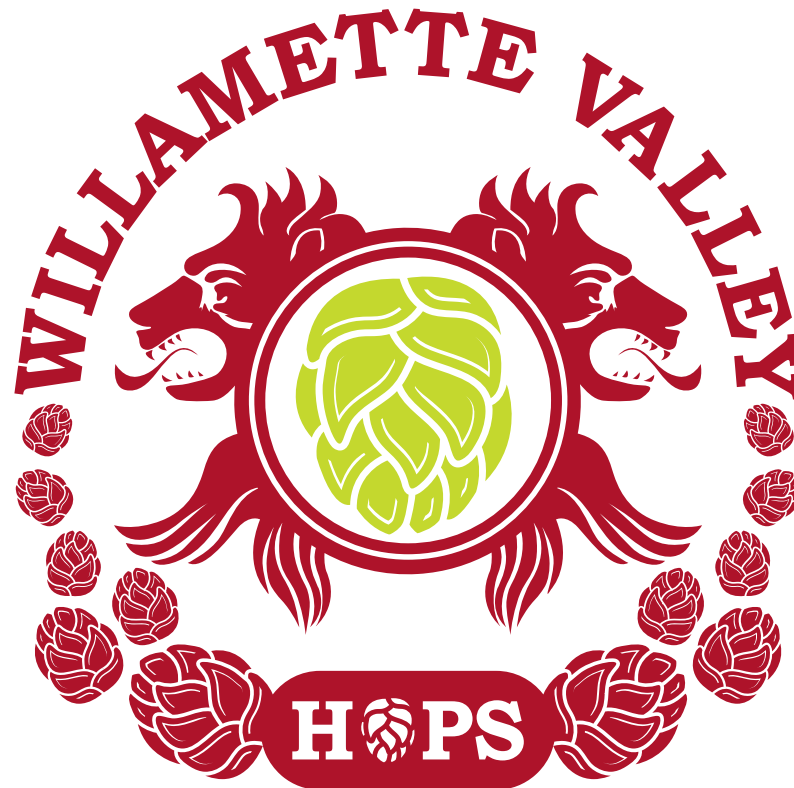




PANTONE 382 CP / C:28 M:0 Y:100 K:0



PANTONE 187 CP / C:7 M:100 Y:82 K:26





PANTONE 382 CP / C:28 M:0 Y:100 K:0



PANTONE 187 CP / C:7 M:100 Y:82 K:26



C:60 M:40 Y:40 K:100



WILLAMETTE VALLEY HOPS

WILLAMETTE VALLEY HOPS BRANDING RESOURCES • WVH LOGO • FULL COLOR • HORIZONTAL • DARK BACKGROUND



PANTONE 382 CP / C:28 M:0 Y:100 K:0



PANTONE 187 CP / C:7 M:100 Y:82 K:26



C:60 M:40 Y:40 K:100



WILLAMETTE VALLEY HOPS

LEGAL: ALL WILLAMETTE VALLEY HOPS BRANDING RESOURCES ©2018 WILLAMETTE VALLEY HOPS, LLC AND MAY NOT BE USED OR REPRODUCED WITHOUT THE EXPRESS CONSENT OF WILLAMETTE VALLEY HOPS LLC. DO NOT MODIFY THE WILLAMETTE VALLEY HOPS LOGO IN ANY WAY INCLUDING CHANGING THE PROPORTION, DESIGN OR COLOR. IF TECHNICAL LIMITATIONS AND/OR PRODUCTION PROCESSES PREVENT PROPER REPRODUCTION OF APPROVED COLORS, USE ONE-COLOR ALTERNATIVES PROVIDED IN THIS RESOURCE GUIDE, CONTACT WILLAMETTE VALLEY HOPS LLC MARKETING DEPARTMENT AT 503.633.4677 OR EMAIL JOE.CALKINS@WVHOPS.COM.



C:60 M:40 Y:40 K:100







PANTONE 382 CP / C:28 M:0 Y:100 K:0





PANTONE 382 CP / C:28 M:0 Y:100 K:0





PANTONE 187 CP / C:7 M:100 Y:82 K:26





PANTONE 187 CP / C:7 M:100 Y:82 K:26





PANTONE 382 CP / C:28 M:0 Y:100 K:0





PANTONE 382 CP / C:28 M:0 Y:100 K:0

