Overview

All colors and graphics are intended to portray a product that is fresh, all natural, and organic. Therefore greens, browns, and white are used primarily.

Logos and Supporting Colors

Logos can be used with Mark to Left of Type, Mark on top of Type, or separately

Logo Mark

#83c81e
#7f4147

Gibson

Logo Type

#7f4147
#83c81e

Thirsty Rough

Color Palette

#7f4147   #629616   #9cd34b

P   P

#99676c   #5f3135   #83c81e

#e5d9da #e6f4d2

Negative space logo to be printed with black area in color allowing background color to fill logo.

Website Background Colors

Primary Background - #dff5bf	
Secondary Background - #e8e5ba	

Fonts

These fonts were chosen with limited options. We are open to new fonts.

Font	Use
Nothing You Could Do	Always used in tagline: *"Fresh in Taste & Spirit"* Website headers
Arial	Website content
TW Cen MT	Bottle, business cards