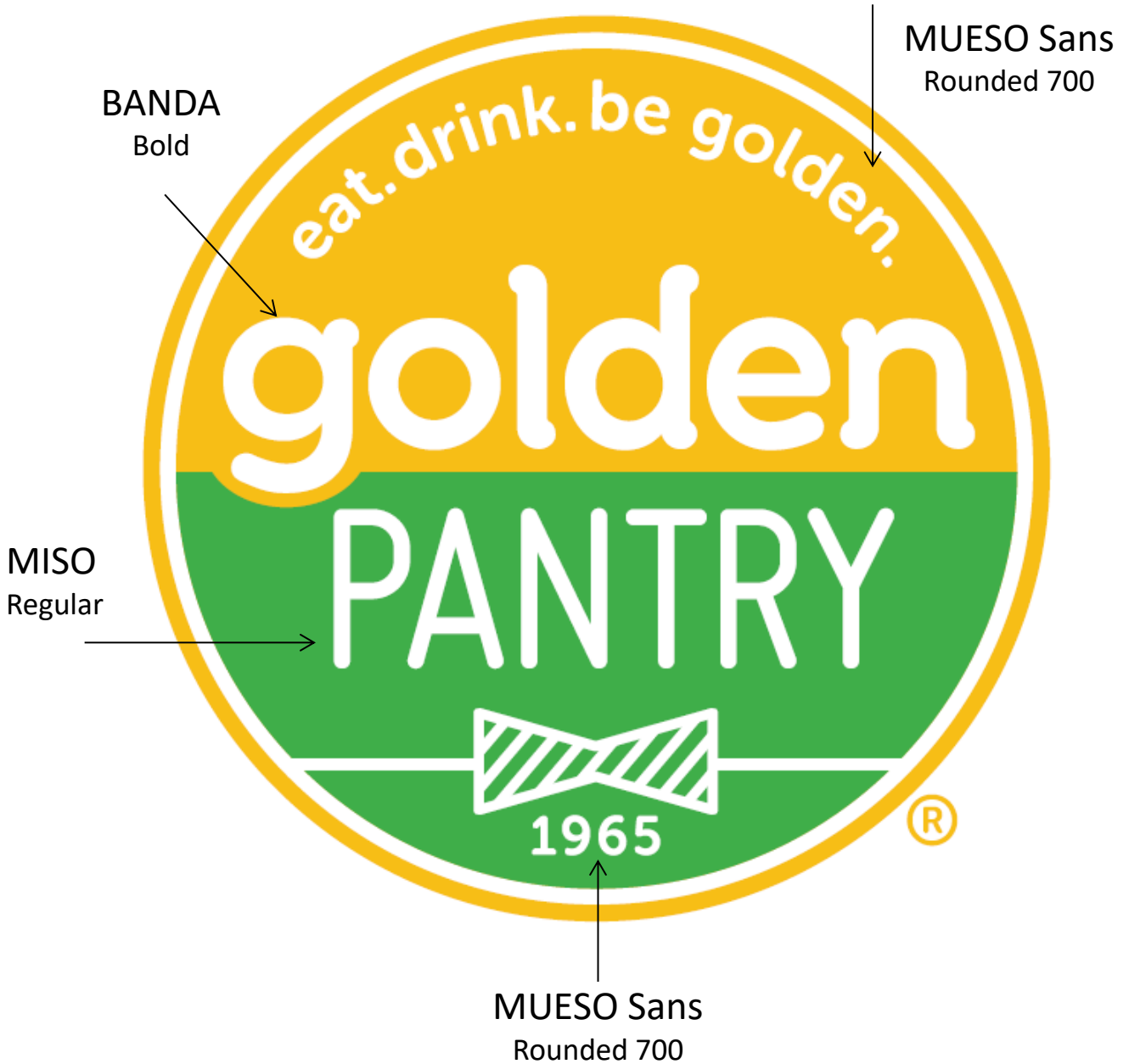




Brand Identity Guidelines

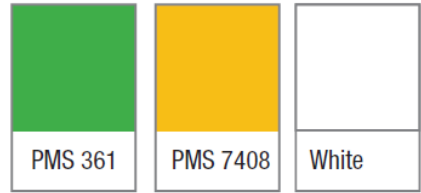


Fonts

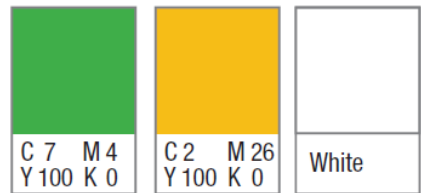
C
O
L
O
R
S



PMS Colors



CMYK Breakdown



Grayscale

30% Black

70% Black

70% Black



Black & White

goldenPANTRY

goldenPANTRY



goldenPANTRY



Horizontal Use

I
N
D
E
S
I
G
N



Yellow registered mark



When logo is on a yellow

← Additional white rule



When logo is on a busy background

Yellow registered mark with white outline when placed on a busy background

T

eat. drink. be golden.®

A

eat. drink. be golden.®

G

L

Alternate verbs may be used instead of eat or drink. The format must stay the same.
Ex. run. jump. be golden.

I

be golden. is trademarked must have the ® when used outside the circular logo..

N

E

In-Store Signage

Background Color Options



PMS 1405



PMS 288



PMS 159



PMS 2386



PMS 201



PMS 2597



PMS 199



PMS 301



PMS 364



PMS 299

Backgrounds do not have to be solid. May be patterns using other colors, but overall color should be one of the above.