

# Possum Trot

Branding & Style Guide

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## i. Brand Voice

**Our Mission**

At Possum Trot, we strive to foster a sense of community, where laughter and good times abound, making us the go-to destination for those seeking genuine camaraderie and a spirited celebration of life. Our mission is to offer a unique and memorable experience through exceptional service, a diverse selection of high-quality beverages, and a lively atmosphere.

## ii. Logo

**Logotype**

V1 (Colormark) V2 (Colormark)

Monomark (V1) Monomark (V2)

The Possum Trot logo includes two versions. Two versions were created in order for the logo to fit various versions of collateral material. The Possum Trot V1 is the primary logo and should be used before V2.

This logotype should be used in all instances for the highest level of recognition. The lockup is comprised of Petey the Possum and our logo. The lockup, including the logo and Petey, should not be altered in any way other than what is shown.

**Color within the Logo**

Lockup with Off-White used as background

Mono Lockup with Light Grey used as background

**Logotype Spacing**

**Incorrect Usage**

Incorrect Incorrect Incorrect

Incorrect Incorrect Correct

## iii. Color

**Color Palette**

<b>Primary</b>	<b>Secondary</b>
<b>Red Wine</b> CMYK: 25, 93, 92, 21 RGB: 159, 49, 50 Pantone: 7628 C	<b>Green Tea</b> CMYK: 49, 30, 92, 14 RGB: 129, 137, 60 Pantone: 7347 C
<b>Berry Blue</b> CMYK: 30, 75, 52, 22 RGB: 6, 87, 107 Pantone: 541 C	<b>Lemon Drop</b> CMYK: 5, 14, 78, 0 RGB: 242, 209, 87 Pantone: 129 C
<b>Off-White</b> CMYK: 6, 15, 35, 0 RGB: 237, 232, 170 Pantone: 7508 C	<b>Main Color Trio</b> 

**Color Pairings**

**Correct Color Pairings**

**Incorrect Color Pairings**

## iv. Type

**Fonts in Use**

**Heading**  
Subheading

Body - Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Senectus et netus et malesuada fames ac turpis egestas. Aliquam sem et tortor conset.

**Illustrative Fonts**

**Satisfy Regular**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

**Sacramento Regular**  
ABCDEFGHIJKLMN OPQRSTUVWXYZ  
vwxyz  
abcdefghijklmnopqrstuvwxyz  
1234567890

**Body Fonts**

**Manrope - Medium**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

**Manrope - Semi-Bold**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

**Supportive Fonts**

**Epilogue - Medium**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

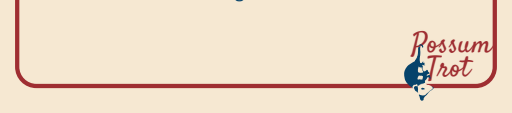
**Epilogue - Medium Italic**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

**Supportive Fonts**

**Epilogue - Semi-Bold**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

**Epilogue - Semi-Bold Italic**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## iv. In Use



**Thanks!**  
for following our Branding and Design Guidelines.