

APOTHECARY EXTRACTS IDENTITY STANDARDS GUIDE

01 LOGO USAGE



GRAYSCALE / 1 COLOR



02 COLOR PALETTE



PRIMARY LOGO COLORS

ACCENT & BACKGROUND COLORS

03 TYPOGRAPHY

HEADLINE HERO

Montserrat | GOLD | #84754e

Header 2

Alternate Gothic No3 D | CHARCOAL, WHITE, LINEN,

Body Copy | | BLACK, LINEN or WHITE

Georgia

TYPE ACCENTS

DK Badehaus | Thickened 30% with stroke

05 THIRD PARTY ICONS & LOGOS

