

Black Squirrel Distillery Logo Suite

EPS Files

Created in Adobe Illustrator, these files are based on vector shapes rather than pixels, so they can be scaled to any size without a loss in quality. These are the appropriate files to use for any commercial printing or advertising. (e.g. brochures, signage, screen printing, embroidery, etc.)

Spot Color (metallic ink)

Colors are specified as exact ink matches – including a metallic copper – using the Pantone Matching System (PMS).



BlackSquirrel_876(metallic copper).eps

Spot Color (solid color ink)

Colors are specified as exact ink matches, using the Pantone Matching System.



BlackSquirrel_4635(solid color).eps

CMYK Process Color

Colors are specified with the standard 4-color ink process used in most print production.



BlackSquirrel_CMYK.eps

Grayscale

Only black is specified within the file.



BlackSquirrel_GRAY.eps

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PNG Files

These are pixel-based files that have been created from the original EPS files. The PNG format is widely supported for ease of use in many software programs such as Microsoft Word. Unlike a JPEG file, the PNG format also allows for transparency, which makes the inclusion of the white logo versions possible. PNG files should never be used larger than their original size as this will result in a noticeable loss of quality. These files should only be used on-screen or for desktop printing, not for commercial printing or advertising.

Each of the versions shown has been provided in two sizes.

Large:

3000 pixels wide
10" wide @ 300dpi

Small:

600 pixels wide
2" wide @ 300dpi

RGB Color

Colors are specified with the color standard for on-screen images.



BlackSquirrel_RGB_Color_large.png
BlackSquirrel_RGB_Color_small.png

Grayscale

Only black is specified within the file.



BlackSquirrel_GRAY_large.png
BlackSquirrel_GRAY_small.png

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Color specs

The Black Squirrel Distillery logo colors are copper and black. Wherever the production method permits it, the copper should be reproduced as an actual metallic ink. However, since this will not always be possible, a solid ink color is provided as an alternative.

The Pantone colors as well as their CMYK, RGB, and Hexadecimal equivalents are all noted here.

Copper (and alternates)



PMS 876
(metallic copper)



PMS 876
(solid color)
C:0 M:48 Y:96 K:44
R:156 G:96 B:14
Hex: #9C600E



Gray
C:0 M:0 Y:0 K:60
R:128 G:120 B:133
Hex: #808285

Black



Black
C:0 M:0 Y:0 K:100
R:0 G:0 B:0
Hex: #000000