



# Branding & Usage Guide



The Appalachian Spring mark is composed of a logotype and a icon. Branding is created through a consistent use of the two elements in combination with a complementary color palette and selected fonts. The variety of packaging, marketing, signage and in-store collateral created using simple rules about application of these elements will build a strong visual identity for your business.

# The Appalachian Spring Mark



**Rationale.** The AS mark is a modern representation of the organic, artisanal, craft-made branding behind the original logo. Natural elements include the leaf shape, the natural colors of water and green forest, and a note of earth tone. The artisanal craft elements include the design of the typeface and mark, which have humanist details in the way the letters deviate from precise geometry in the rounds of the letters that have a variation in width and arch and the curves of the icon, none of which are parallel or equal in width.

Although the logotype and icon can be use separately, and they can have varied size relationship to one another, usually when they are used together there are preferred positions and sizes.

# The Appalachian Spring Mark

TWO LINE



SINGLE LINE



**Standard designs.** The AS mark has two standard designs, a single-line and two-line implementation. The two-line is the preferred choice for most usage, but in situations where a strong horizontal is needed, such as signage, banners and web headers, the soingle-line version can be used. The icon and logotype are the same size in both versions.

# The Appalachian Spring Mark

**Inappropriate implementations of the mark.** When using the standard versions of the mark, it is important to maintain the integrity of the elements. The position, colors and fonts should always be used. The same caveats apply to the single-line version as well.



**DO NOT  
FLOP THE  
ICON**



**DO NOT  
CHANGE THE  
COLORS**



**DO NOT  
CHANGE THE  
PLACEMENT  
OF THE ICON**



**DO NOT  
CHANGE THE  
ANGLE OF  
THE ICON**



**DO NOT  
CHANGE  
THE FONT**



**DO NOT ADD A SPACE  
BETWEEN THE TWO WORDS  
(EXCEPT IN THE SINGLE LINE  
ONE COLOR VERSION)**

# The Appalachian Spring Mark

**Production variations.** The full-color version of the mark is always preferred but for production or cost reasons other versions that are easier or cheaper to reproduce must be used. These files are provided as eps. versions.



**The process color** version to the left is suitable for printing on any device that prints in full color and can be used in all digital applications.



**The two-color PMS** version of the logo is meant to be used where full-color would be prohibitive. The dark green is PMS356 and the lighter green is PMS360.



**The one-color** version is shown in black, but in reality it should be used when only a single color of ink is available. The file can be used in whatever run-of-press color is available, or can be reversed out (white) if that works better.

# The Appalachian Spring Mark



**Creating Supergraphics.** The dramatic use of the icon in conjunction with the logotype can create provocative, colorful graphics for signage, collateral and packaging. The logotype is still used in one or two line variations, but the icon can be resized, rotated, flopped and repositioned as necessary for each particular usage.

# Typography

1234567890 !@#\$%^& ABCDEFG abcdefg Appalachian Spring

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**Avenir Next is the main font family.** The Avenir Next family is a complete set of roman and italics in six weights and two widths. It is a sans-serif font with Humanist details. The logotype is a heavily tweaked version of Avenir Next Medium. Avenir is the primary font that should be used in all communications, packaging and collateral.

The entire family of fonts can be used throughout materials for AS, but the Condensed Range should be used sparingly when needed for space or contrast.



# Typography

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**Archer is the secondary font family.** The Archer family is a slab-serif font family for use as an alternative to the geometric sans serif Avenir. While the main family projects a clean modern look, it can also be somewhat sterile and lacking in character. Archer has soft rounded slabs and even line weight, making the font readable but soft and appealing.

Used with restraint, the Archer provides a more hand-made personality to AS materials without diluting the clean, modern look of the new mark.

# The Color Palette

## Basic Colors



AS DARKGREEN  
OR 11G 69B  
100C 50M 100Y OK  
#006f45



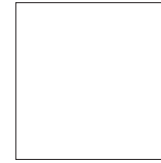
AS LIGHTGREEN  
115R 78G 67B  
61C 8M 100Y OK  
#72b243



AS BLUE  
OR 162G 198B  
80C 20M 15Y OK  
#00a2c5



AS GOLD  
187R 175G 88B  
30C 25M 80Y OK  
#bbaf58



AS WHITE  
OR OG OB  
OC OM OY OK  
#ffff

## Pastel Colors



AS PASTEL GREEN  
161R 192G 133B  
40C 10M 60Y OK  
#a1c084



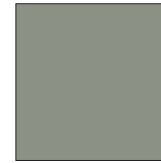
AS PASTEL LIGHTGREEN  
205R 227G 170B  
20C 0M 40Y OK  
#cde3aa



AS PASTEL BLUE  
174R 213G 231B  
30C 5M 5Y OK  
#aed5e6



AS PASTEL YELLOW  
236R 218G 147B  
10C 10M 50Y OK  
#ecda92



AS NEUTRAL  
140R 145G 133B  
100C 50M 100Y OK  
#8b9085

## Accent Colors



AS ACCENT RED  
159R 57G 39B  
30C 100M 100Y OK  
#9f3926



AS ACCENT COPPER  
136R 125G 82B  
45C 40M 75Y 15K  
#887d52



AS ACCENT BLUE  
13R 83G 143B  
100C 75M 20Y OK  
#0a538f



AS ACCENT STEEL  
131R 153G 163B  
52C 32M 30Y OK  
#8298a2



AS BLACK  
255R 255G 255B  
50C 30M 30Y 100K  
#000000

**Using a limited color palette create branding through repetition and harmony with the 4 basic mark colors.** The secondary palette of pastel colors provides a lighter set that mimic the basic colors but are more appropriate against black. They can also be used as background colors with the basic colors and can be reduced in intensity down to 30%. The accent colors are designed to be used as complementary colors with the basic colors and pastels. They can be used for typography or for areas where a strong color accent would be desirable for attracting attention or for visual rhythm.

The colors in this palette were selected for their resonance with nature (leaves, earth, water) and craft materials (wood, metals, enamels).



The Appalachian Spring brand is:

**Modern**

**Colorful**

**Clean**

**Sophisticated**

# Creating Branding Materials

## BUSINESS CARD



## Applying the branding materials.

The mark is bright and colorful. The icon is softened by the use of gradations. The mark does not have to be large to be effective. Since the mark is asymmetrical, it works best when used in an asymmetrical layout. The mark works best with plenty of air around it. The preferred background of the materials is bright white. Since the colors are already powerful foils should be matte and embossing should be sharp. Signage should have clean edges and no bevel.

All of this does not preclude mixing the color palette and using the icon as a graphic to create a sophisticated contrast to the clean use of the mark against a white background as shown in this sample of a 2-sided business card.

# Creating Branding Materials

## STATIONERY



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# Creating Branding Materials

## TENT CARDS

*Items reduced*  
**50%**



appalachian  
spring

*Special  
Selection  
of Cutting  
Boards*




appalachian  
spring

**New Artist**

**Loren Chen**  
THREE WHEEL STUDIO  
PROVIDENCE, RI

*Chen's whimsical creations  
straddle the line between  
organic shapes and pop art.*



appalachian  
spring

**The Appalachian Spring art glass collection** features a variety of glass vases, bowls, paperweights, and perfume bottles, and encompasses many different glass blowing techniques. Each art glass piece is carefully chosen from our glass studios. The artists we feature range from master glass blowers such as Micheal Nourot or the Glass Eye Studios, who have helped define the contemporary American art glass movement, to newer and emerging blown glass artists.



appalachian  
spring

**Putting elements together.** These tent card variations show the possibilities for building continuity and branding while still having a lot of variety. Using the organic curves of the icon as a starting point for broad swaths of color, or even none at all, placing the icon as a light element behind text, and using a combination of the two type families can create infinite possibilities. Keeping the mark consistent allows the rest of the collateral to be used as needed.