

Home Run Cellars

POSITIONING

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BRAND IDENTITY

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TAGLINE

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TARGET AUDIENCE

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VOICE

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TONE

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PRIMARY LOGO

HOME RUN

HOME RUN

HOME RUN

PHILLIES VERMILION

CMYK: 0 78 78 11
HEX: #E33232
PMS: BRIGHT RED C

DODGER SAPPHIRE

CMYK: 100 50 0 40
HEX: #004C99
PMS: 7686C

ATHLETICS EMERALD

CMYK: 100 0 52 51
HEX: #007E3D
PMS: 348C

SOX ONYX

CMYK: 0 0 0 100
HEX: #000000
PMS: BLACK 6 C

NATIONALS SLATE

CMYK: 21 15 0 51
HEX: #636A7D
PMS: 431C

PADRES TAUPE

CMYK: 0 7 21 51
HEX: #7D7463
PMS: WARM GRAY 8 C

TYPOGRAPHY AND USAGE

Headline: **EVELETH CLEAN THIN**

Accent: **DIN 2014 Condensed Demi**

Subhead: **MYRAID PRO BOLD**

Body: **Myriad Pro Regular**

MOOD BOARD / PHOTOGRAPHY

