

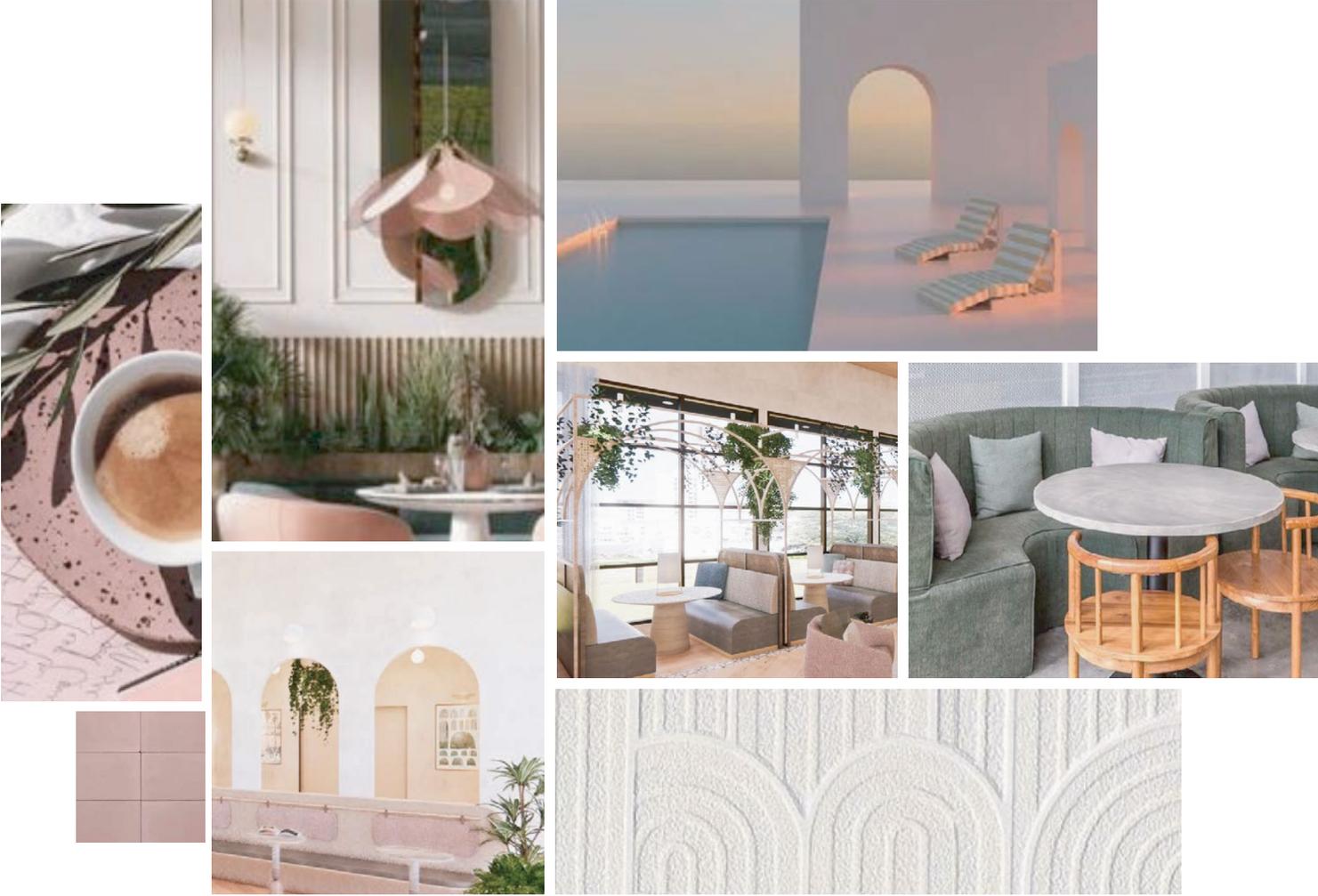
# SWEETWATER

brand guidelines / lv collective - sweetwater / freya

1225 w. university ave, gainesville fl 32601



moodboard









primary logo (brandmark)

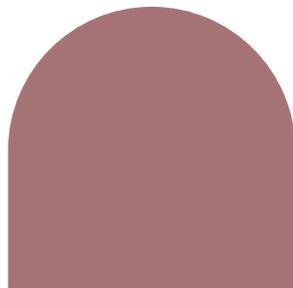
SWEETWATER

secondary logo

SWEET  
WATER

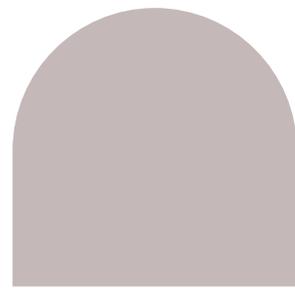
\* Used on as-needed basis to improve readability in small sizes; e.g: print: square/circular stickers, buttons. socials: square profile pictures

colors



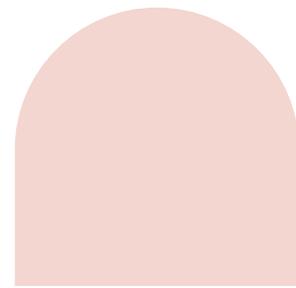
*rose*

HEX #A77276  
CMYK 33,59,44,6  
RGB 167,114,118



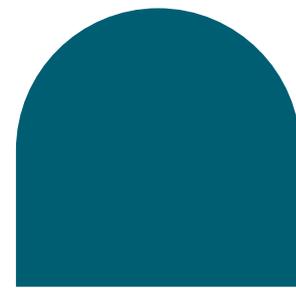
*stone*

HEX #C4B7B7  
CMYK 23,25,22,0  
RGB 196,183,183



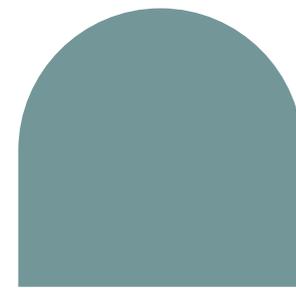
*pearl pink*

HEX #F2D6CE  
CMYK 3,17,14,0  
RGB 242,214,206



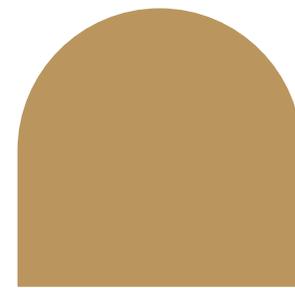
*cobalt*

HEX #005E72  
CMYK 93,53,42,18  
RGB 0,94,114



*sage*

HEX #749698  
CMYK 58,30,27,2  
RGB 116,150,152



*sun parlor*

HEX #B9965F  
CMYK 27,38,72,3  
RGB 185,150,95

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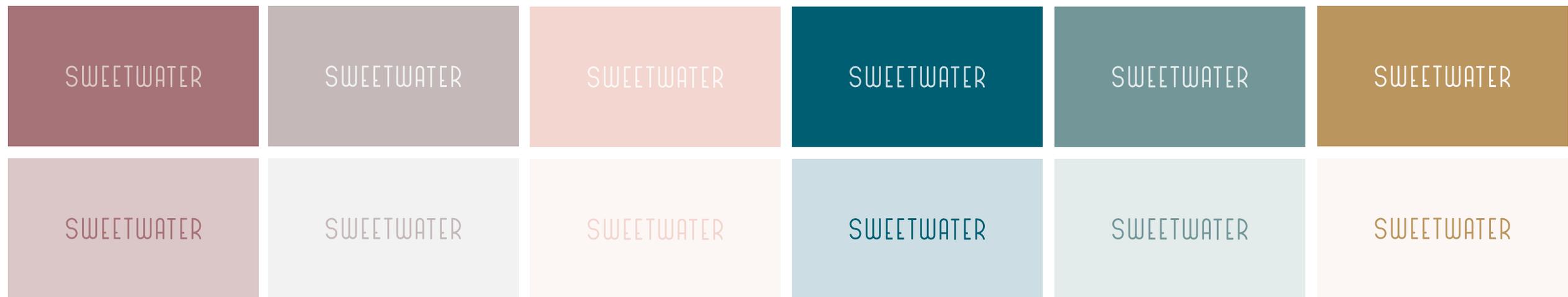
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WATER

## acceptable color combinations



Tone-on-tone is encouraged.

Each of the primary colors is accompanied by its corresponding 20% tint rather than black or white.

Avoid use of black unless for print.

## incorrect logo usage

### Both digital and print:

In order to uphold the Sweetwater brand, do not alter either primary and secondary logos, including usage of unapproved colors, size distortion or spacing out/compressing the logotype.



DO NOT COMPRESS



DO NOT STRETCH



DO NOT USE UNAPPROVED COLOR



DO NOT ADD STROKE



DO NOT OUTLINE



DO NOT CHANGE LOCKUP

### Digital ONLY:

Avoid use of black.



DO NOT USE BLACK



DO NOT CHANGE SPACING



DO NOT SPACE OUT LOGOTYPE



DO NOT COMPRESS LOGOTYPE



SWEETWATER

SWEETWATER

fence signage

6' x 75'



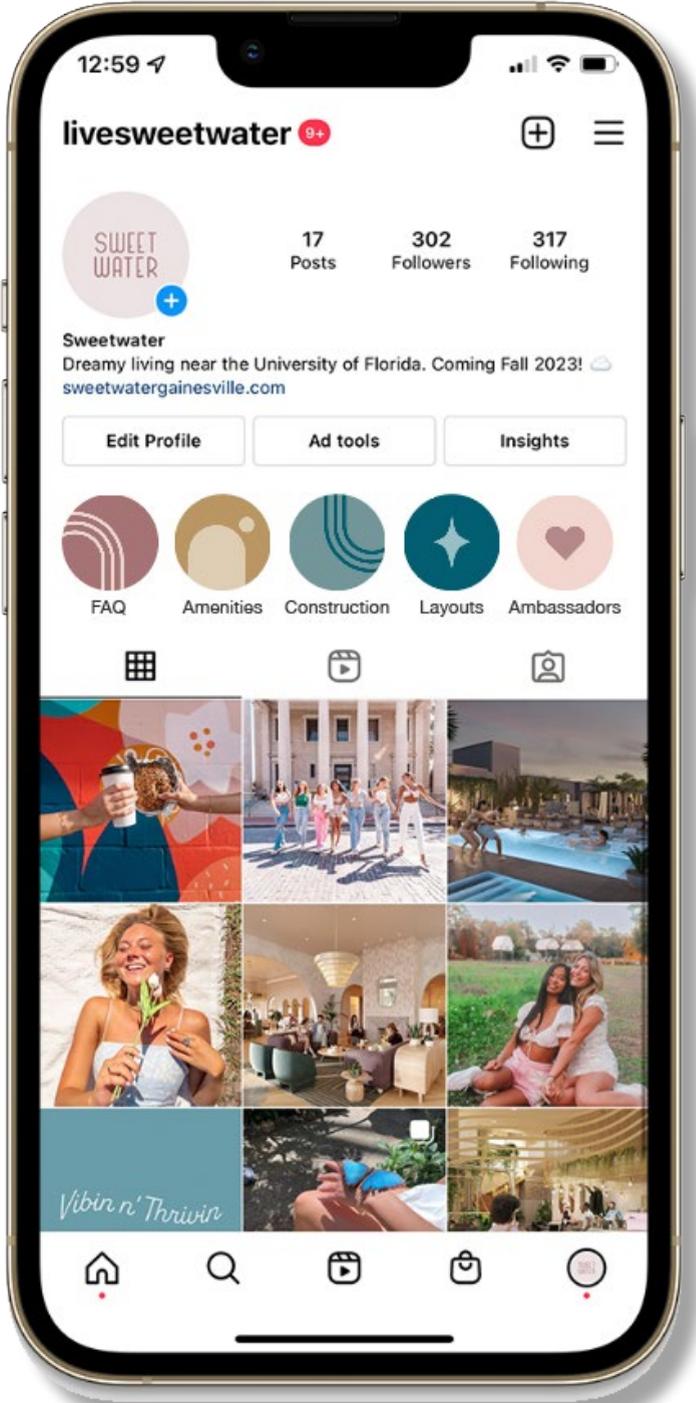
6' x 100'



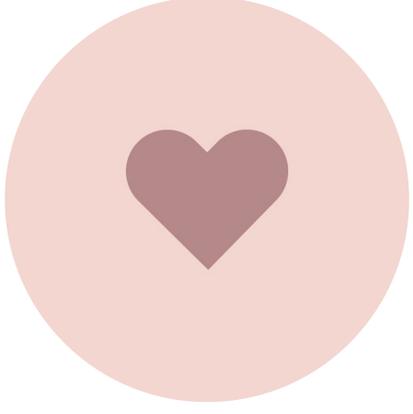
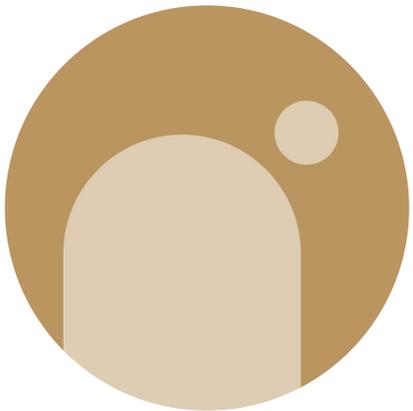
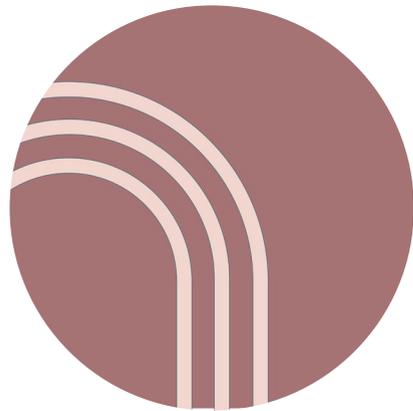
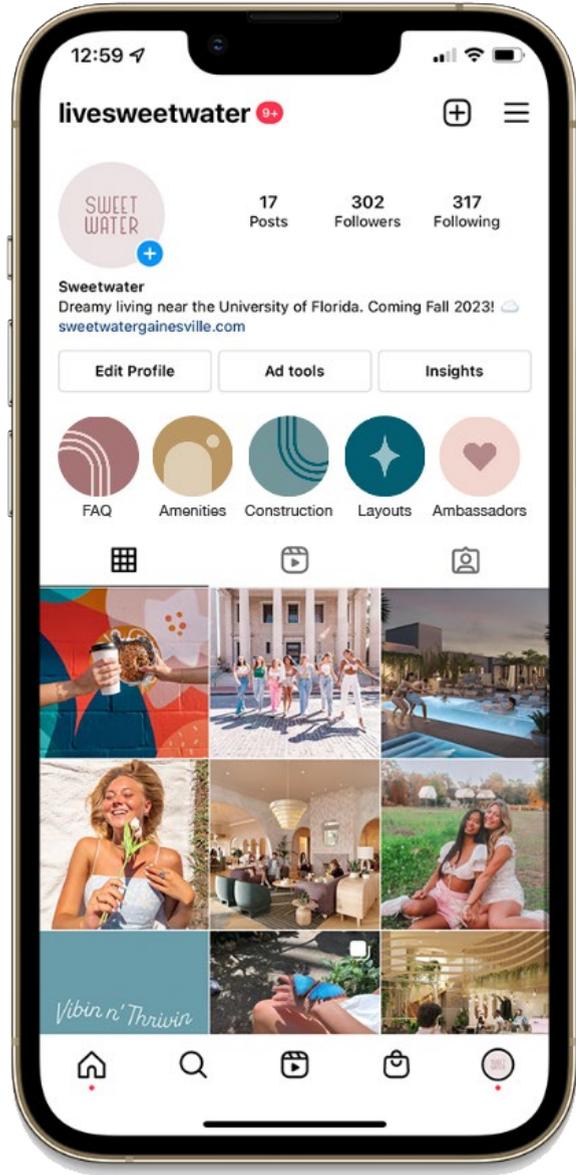
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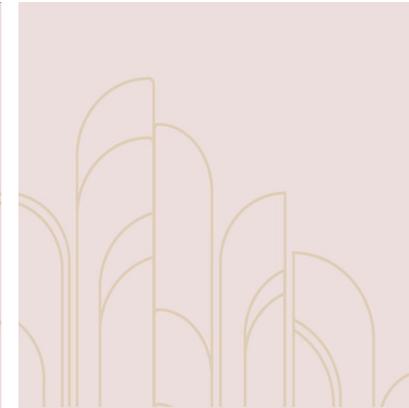
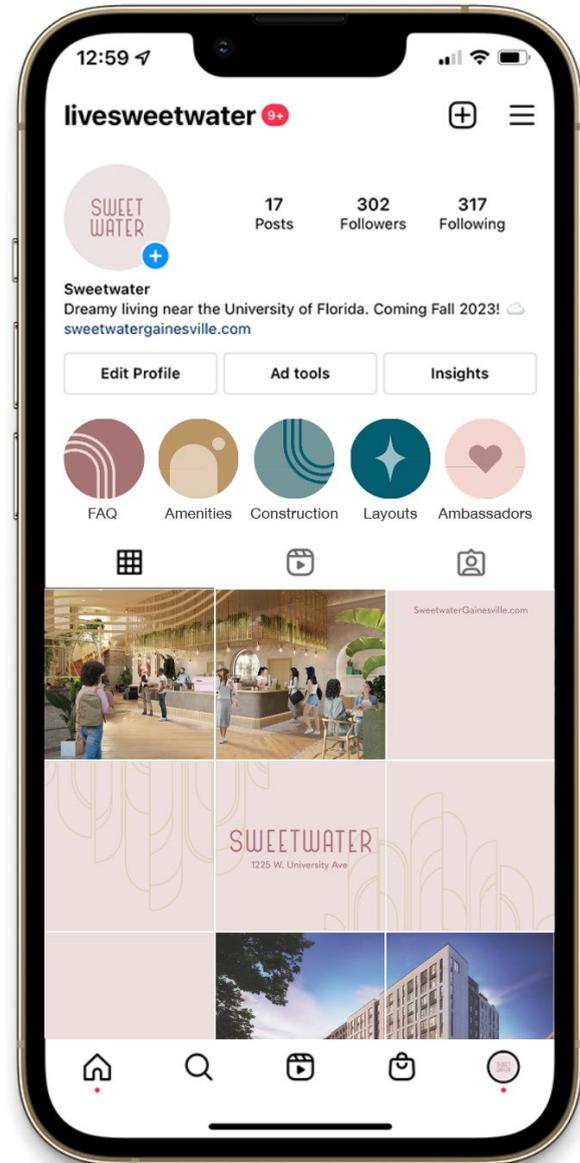
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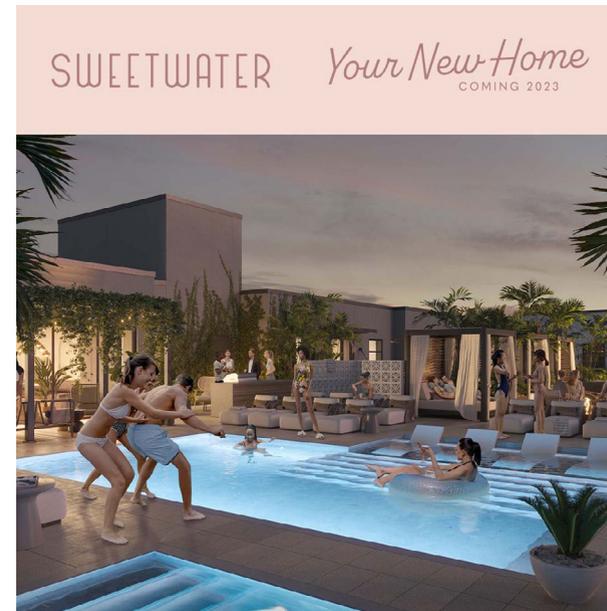


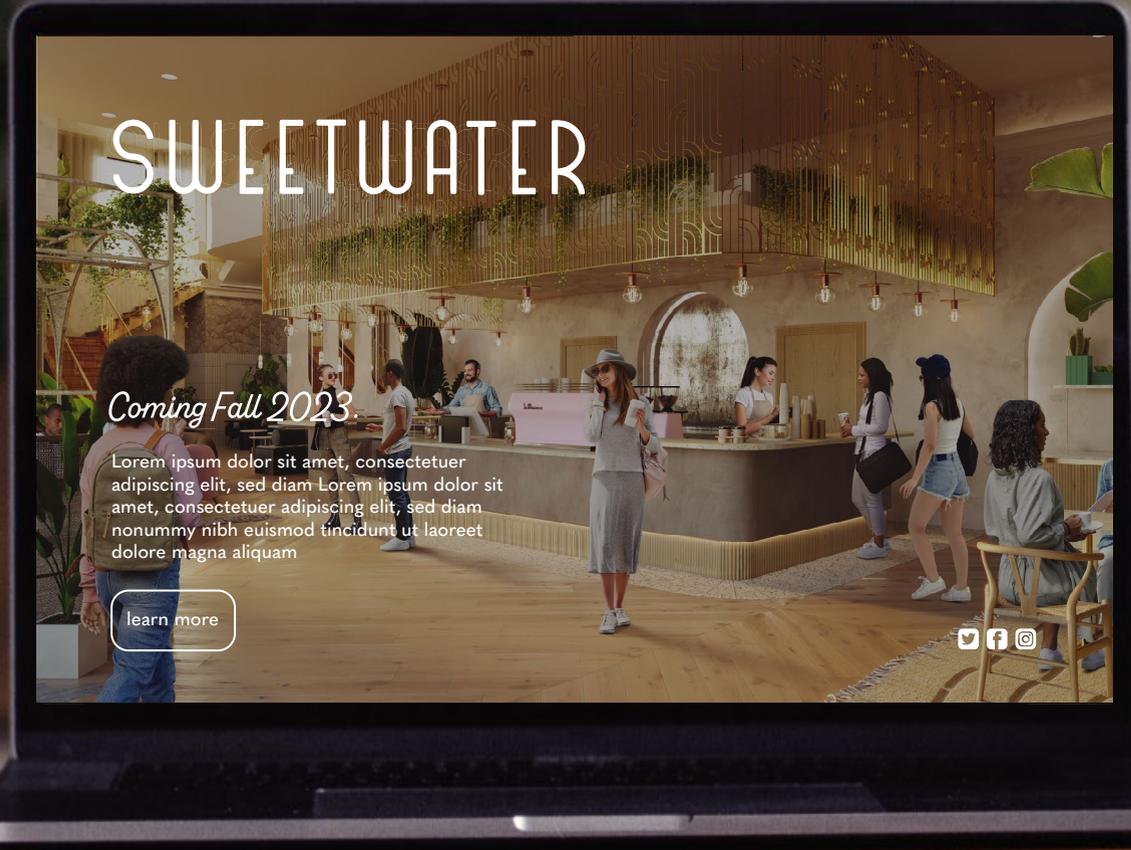
highlights





digital ads





# SWEETWATER

*Coming Fall 2023*

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[learn more](#)







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