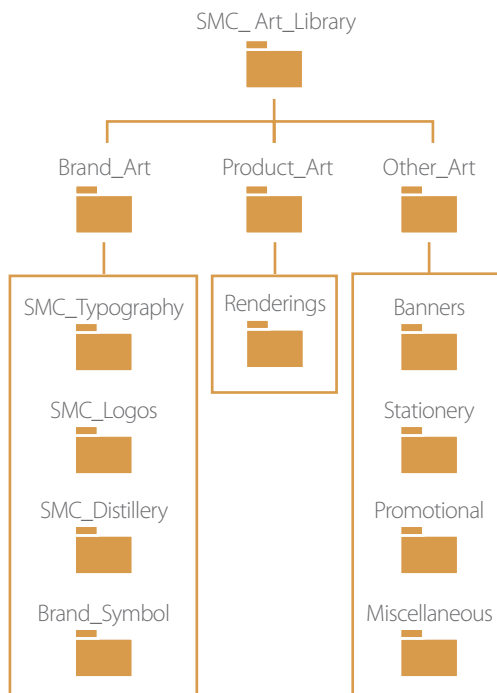# SIX MILE CREEK™

Art Library Guide

ART LIBRARY CONTENTS

Files available within the Six Mile Creek (SMC) Art Library are divided into three sections: Brand Art, Product Art, and Other Art.

SMC_ Art_Library

Brand_Art   Product_Art   Other_Art

SMC_Typography   Renderings   Banners

SMC_Logos   Stationery

SMC_Distillery   Promotional

Brand_Symbol   Miscellaneous

1. Brand Art Section

This section contains artwork files for all individual Brand elements, including Six Mile Creek Typography Art, Six Mile Creek Logo Art, Six Mile Creek Distillery Brand Art, and Brand Symbol Art. These various Brand expressions are detailed later in this guide.

Brand Art is saved as black and white vector files, available in both EPS (Adobe Illustrator CS) and PDF formats. Brand color standards are provided later in this guide.

2. Product Art Section

This section contains elevation renderings for various Six Mile Creek products, depicting each label as it appears in the context of its respective bottle.

3. Other Art Section

This section contains artwork files for various other Six Mile Creek Brand expressions such as banners, stationery, promotional images, and miscellaneous.

Other Art is available as AI (Adobe Illustrator CS) and PDF files. Photographic images are available as PSD (Adobe Photoshop) raster files.

BRAND ART: FILE NAMING GUIDE

For clear identification, Brand Art file names contain some combination of the following designations: Category, Description, Configuration, Style, and Usage.

File Name Example:

Category   Configuration   Usage

SMC_Type_Horizontal_Lines_Pref.eps
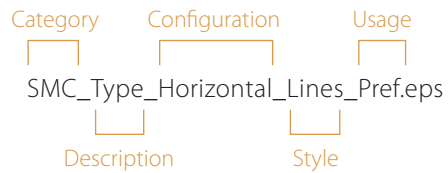
Description   Style

Brand Art - Category

SMC	Six Mile Creek
SMCD	Six Mile Creek Distillery
Brand	Brand element (e.g. Symbol)

Brand Art - Description

_Type	Brand Typography only, without brand symbol
_Symbol	Brand icon (e.g. Waterwheel)
_Logo	Lockup of Brand components (Brand Typography, Brand Symbol, etc.) that cannot be distorted or rearranged in any way

Brand Art - Configuration

_Horizontal	One-line version of Typography
_Rectangular	Two-line version of Typography, or Logo with Brand Symbol centered over two-line version of Typography
_Square	Three-line version of Typography, or Logo centered over three-line version of Typography
_Centered	Version of Logo with Brand Symbol centered over one-line version of Typography
_Waterwheel	Standalone version of Six Mile Creek Waterwheel icon
_Round	Version of Waterwheel with Six Mile Creek copy in surrounding circle

Brand Art - Style

_Lines	Primary version of Brand Typography with "Engravers" line detail within the letter forms
_Solid	Alternate version of Brand Typography with filled-in letter forms to be used when conditions do not permit acceptable reproduction of the the "Engravers" line detail

Brand Art - Usage

_Pref	Preferred version of the Brand Art file to be used whenever possible for most reproductions of the Brand
_Small	Alternate small-scale version of the Brand Art file, modified to be used when conditions do not permit acceptable reproduction of the preferred version

BRAND ART: FILE NAMING GUIDE

File Name Examples:

SMC_Logo_Rectangular_Lines_Pref.eps

Six Mile Creek_Logo_Brand Symbol centered above one-line version of Typography_"Engravers" line detail_preferred version

SMCD_Logo_Rectangular_Solid.eps

Six Mile Creek Distillery_Logo_Brand Symbol centered above two-line version of Typography_alternate solid version of Typography to be used when reproduction conditions are not ideal

SMC_Type_Horizontal_Lines_Small.eps

Six Mile Creek_Typography_one-line version _"Engravers" line detail_alternate version for small-scale reproduction (note enlarged ™)

Brand_Symbol_Waterwheel_Pref.eps

Brand element_Brand Symbol_standalone Waterwheel icon_preferred version

BRAND ART: FILES

This chart displays all the Brand Art
files available in the Art Library.

SMC_Symbol	SMC_Type	SMC_Logo	SMCD_Symbol	SMCD_Type	SMCD_Logo
_Waterwheel	_Horizontal	_Horizontal	_Round	_Horizontal	_Horizontal
	_Rectangular	_Rectangular		_Rectangular	_Rectangular
	_Square	_Square			
		_Centered			

BRAND ART: COLOR REPRODUCTION GUIDELINES

Brand Art files contain either Brand Typography, the Brand Symbol, or both elements together. The different color reproduction guidelines for these two elements are shown on this page.

Brand Typography

Brand Typography should be black when reproduced on white or light-color backgrounds. Brand Typography is to be white when reproduced on black or dark-color backgrounds.

On mid-tone backgrounds, extra care must be given to provide sufficient contrast to ensure the type is readable. In some cases, it may be necessary to protect the Brand Typography by isolating it on a light or dark shape.

Black Brand Typography

White Brand Typography

Brand Symbol

The Brand Symbol can be black, gold, or a gradation when reproduced on white or light-color backgrounds. The Brand Symbol should be white, gold, or a gradation when reproduced on black or dark-color backgrounds.

On mid-tone backgrounds, extra care must be given to provide sufficient contrast to ensure that the Brand Symbol is recognizable. In some cases, it may be necessary to protect the Brand Symbol by isolating it on a light or dark shape.

Black Brand Symbol

White Brand Symbol

Gold Brand Symbol

Gold Brand Symbol

Gradation Brand Symbol

Gradation Brand Symbol

BRAND ART: COLOR FORMULAS

To maintain their consistency in reproduction, these color formulas have been established for the four Brand Colors.

EPS swatches of these Brand Colors are available in the Art Library.

Black

Pantone	Pantone Bridge Equivalents:			
Process Black	**C** 0	**R** 0	**Hex**	
	M 0	**G** 0	000000	
	Y 0	**B** 0		
	K 100			

Gold

Pantone	Pantone Bridge Equivalents:			
8960C Metallic	**C** 0	**R** 217	**Hex**	
	M 35	**G** 154	D99A4B	
	Y 75	**B** 75		
	K 15			

White

Pantone	Color Formula Equivalents:			
NA	**C** 0	**R** 255	**Hex**	
	M 0	**G** 255	FFFFFF	
	Y 0	**B** 255		
	K 0			

Gradation

0%	18%	50%	82%	100%
Dark Gold	Gold	Dark Gold	Gold	Dark Gold

The gradation is meant to simulate the shine of gold and consists of the combination of two CMYK formulas; Gold and Dark Gold.

Gold	Dark Gold
C 0	**C** 10
M 35	**M** 60
Y 75	**Y** 80
K 15	**K** 40

Gradation Width

One gradation should extend from end-to-end on the entire Brand Symbol, not multiple end-to-end gradations on the individual graphic objects within the Brand Symbol.

CORRECT
One Gradation Width

INCORRECT
Multiple Gradations & Widths

BRAND ART: COLOR OPTIONS

This chart displays all the possible
Brand Art color options, as shown in
this Logo file example.

PRODUCT ART: EXAMPLES

The Product Art section contains elevation rendering files for each Six Mile Creek product.

Renderings

This folder contains elevation renderings that depict each Six Mile Creek label as it appears in the context of a bottle. Renderings are available as AI (Adobe Illustrator CS) and PDF files. Necessary fonts and linked images are included.

These files are suitable for promotional purposes.

Note: Licensing laws do not permit included fonts to be used for anything except the Six Mile Creek branding.

**PRODUCT ART:
COLOR FORMULAS**

To maintain their consistency in reproduction, these color formulas have been established for the six Product Art colors.

EPS swatches of these Product Art colors are available in the Art Library.

Barrel Select Red

Pantone
202C

Pantone Bridge Equivalents:

C	10	R	13	**Hex**	
M	97	G	36	822433	
Y	61	B	51		
K	48				

Penn Branch Green

Pantone
357C

Pantone Bridge Equivalents:

C	83	R	39	**Hex**	
M	19	G	89	275937	
Y	73	B	55		
K	58				

Single Barrel Gold

Pantone
470C

Pantone Bridge Equivalents:

C	8	R	157	**Hex**	
M	68	G	83	9D5324	
Y	94	B	36		
K	34				

Aqua Vitae Blue

Pantone
288C

Pantone Bridge Equivalents:

C	100	R	0	**Hex**	
M	75	G	44	002C77	
Y	6	B	119		
K	24				

Gunpowder Proof Dark Gray
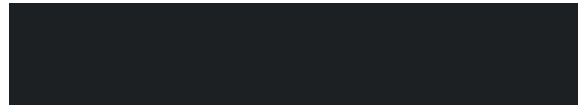
Pantone
446C

Pantone Bridge Equivalents:

C	52	R	64	**Hex**	
M	32	G	69	404545	
Y	30	B	69		
K	76				

Limestone Green

Pantone
3415C

Pantone Bridge Equivalents:

C	100	R	0	**Hex**	
M	5	G	122	007A4D	
Y	72	B	77		
K	24				

OTHER ART: EXAMPLES

The Other Art section contains digital files for various other expressions of the Brand, including files for Banner Art, Stationery Art, etc. .

Banner Art

This folder contains artwork for various Six Mile Creek Distillery banners.
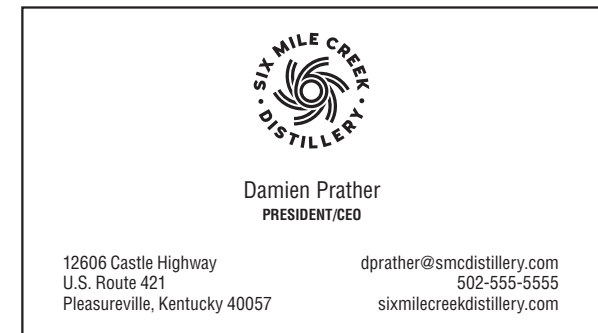
Banner Art is available as EPS (Adobe Illustrator CS) files and PDF files.

Stationery Art

This folder contains artwork used to create various components of Six Mile Creek Distillery stationery.

Stationery Art is available as EPS (Adobe Illustrator CS) files and PDF files.

OTHER ART: EXAMPLES

The Other Art section also contains files for remaining Brand Expressions, including Promotional Image Art and Miscellaneous Art. These files may serve as a style guide for creating artwork not covered herein.

Promotional Image Art

This folder contains a collection of images used for Brand promotional purposes.

Promotional Image Art is available as Adobe Illustrator and PDF files, or Adobe Photoshop raster files.

Note: Special care must be given to ensure that copyright permissions are acquired before using these images publicly.

Miscellaneous Art

This folder contains any artwork files that do not fall into any other categories of the Art Library.

These digital files are available as Adobe Illustrator and PDF files, or Adobe Photoshop raster files.

More Information

For more information on the Art Library, contact:

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