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Brandmarks

BRANDMARK GUIDELINES

MAKER’S RESERVE
PRIMARY LOGO

Our Maker’s Reserve primary logo exudes premium and represents our most special aged cheeses. Use this logo with pride and follow the guidance provided to ensure we are continuously building recognition of the Maker’s Reserve brand.

PRIMARY LOGO



CLEAR SPACE AND MINIMUM SIZE



Width of two
“M” letters

Minimum: 1 in
Digital: 50 px

DO NOTS



- Do not alter positioning of lock-up elements or create new lock-ups.
- Do not use a logo that is difficult to see.
- Do not resize the lock-up elements.
- Do not alter the colors.

BRANDMARK GUIDELINES

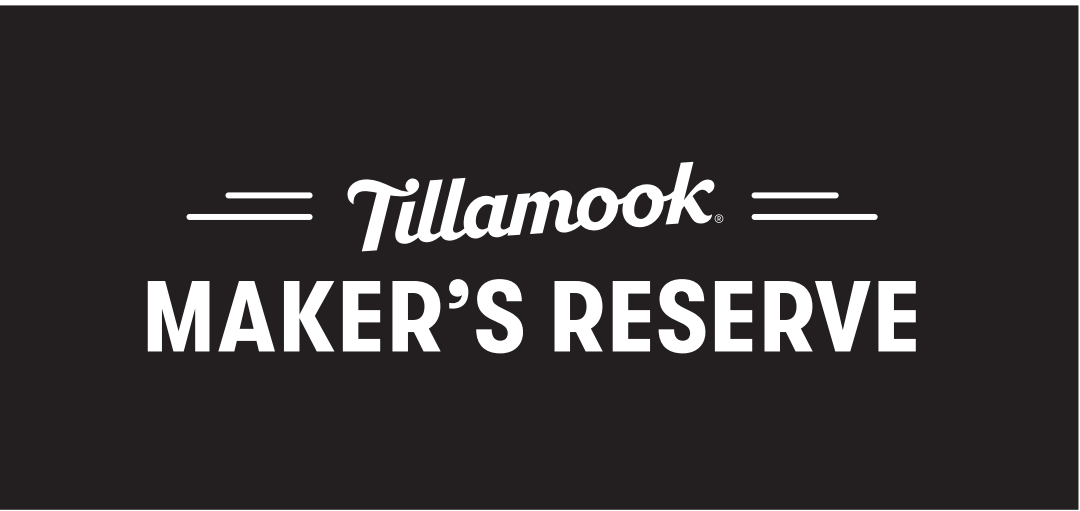
MAKER’S RESERVE
SECONDARY LOGO

Our Maker’s Reserve secondary logo is a more simplified brandmark that should be used for sponsorship if application requires a small area, or applied to horizontal formats.

SECONDARY LOGO



ADDITIONAL LOGO OPTIONS



CLEAR SPACE AND MINIMUM SIZE



Minimum: 1 in
Digital: 50 px

DO NOTS



- Do not alter positioning of lock-up elements or create new lock-ups.
- Do not use a logo that is difficult to see.
- Do not resize the lock-up elements.
- Do not alter the colors.

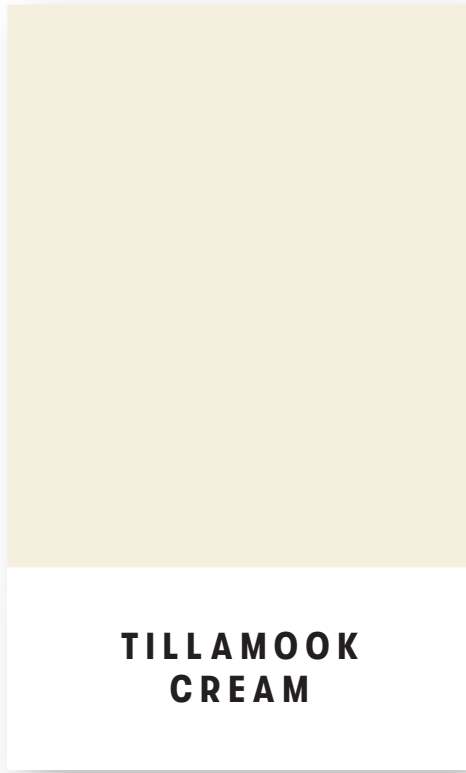
Color Palette

COLOR GUIDELINES

COLOR PALETTE

Prominent black backgrounds with primarily white, cream and gold graphic elements encouraged.

Gold is never used as body copy or background colors.



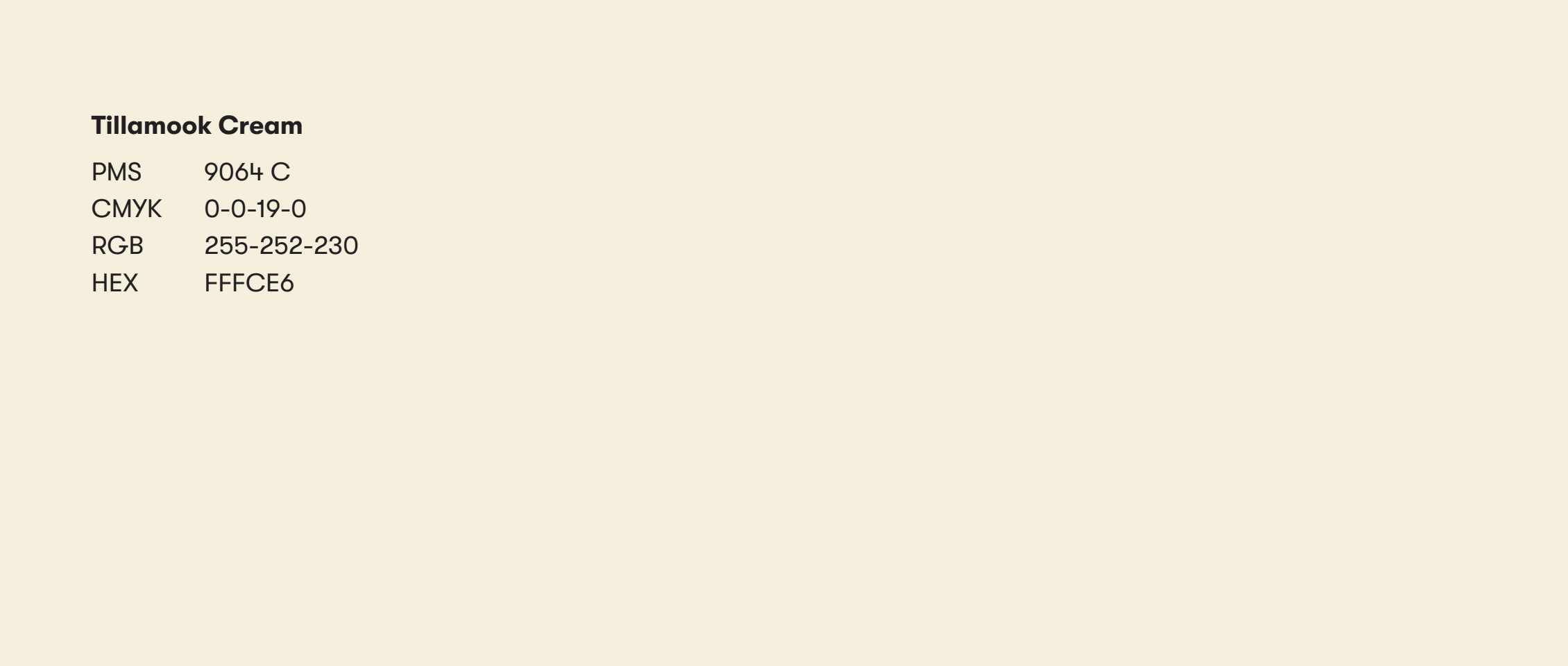
Black
CMYK 0-0-0-100
RGB 0-0-0
HEX 000000



White
CMYK 0-0-19-0
RGB 255-255-255
HEX FFFFFFFF



Tillamook Gold
CMYK 34-47-82-12
RGB 159-124-69
HEX 9F7C45



Tillamook Cream
PMS 9064 C
CMYK 0-0-19-0
RGB 255-252-230
HEX FFFCE6

Supporting Graphic Elements

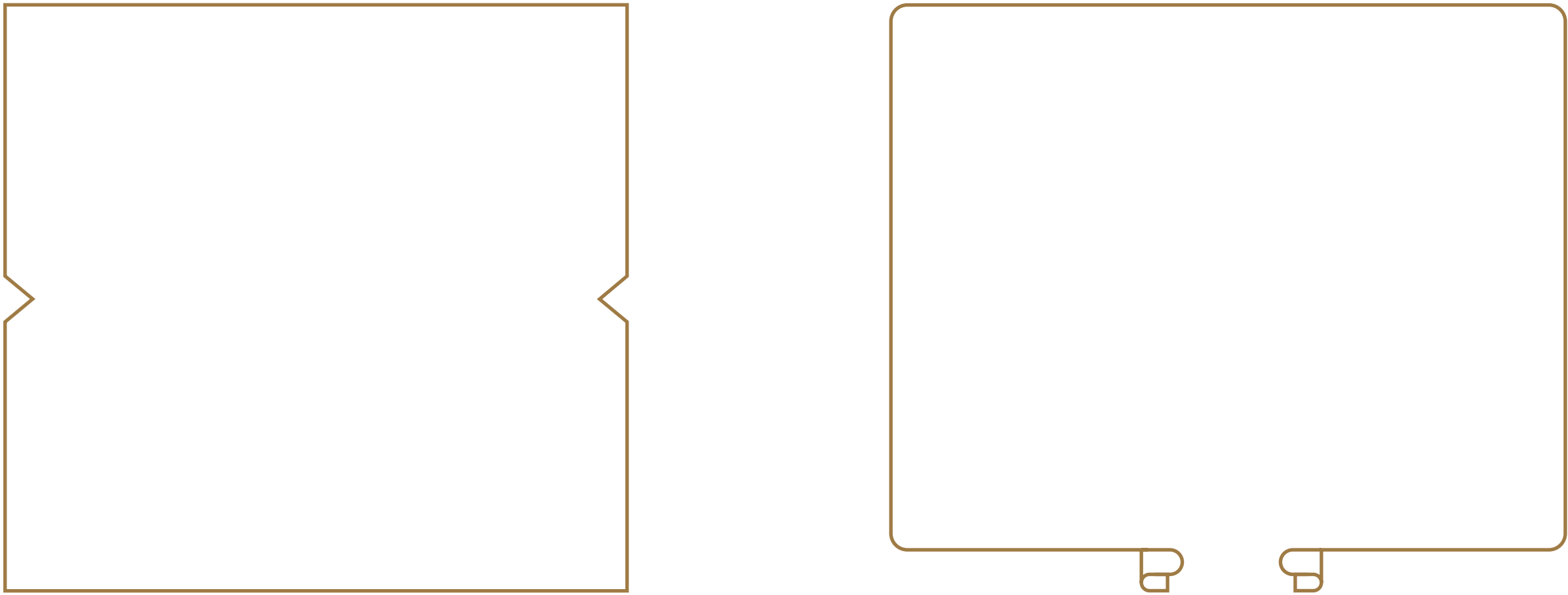
SUPPORTING GRAPHICAL
ELEMENTS GUIDELINES

ADDITIONAL
DESIGN ELEMENTS

Two frame elements and three widget elements can be used for dividing and breaking up content.

The icons offer a simple means to communicate the aged cheese making process and should only be used on a black background.

FRAMES



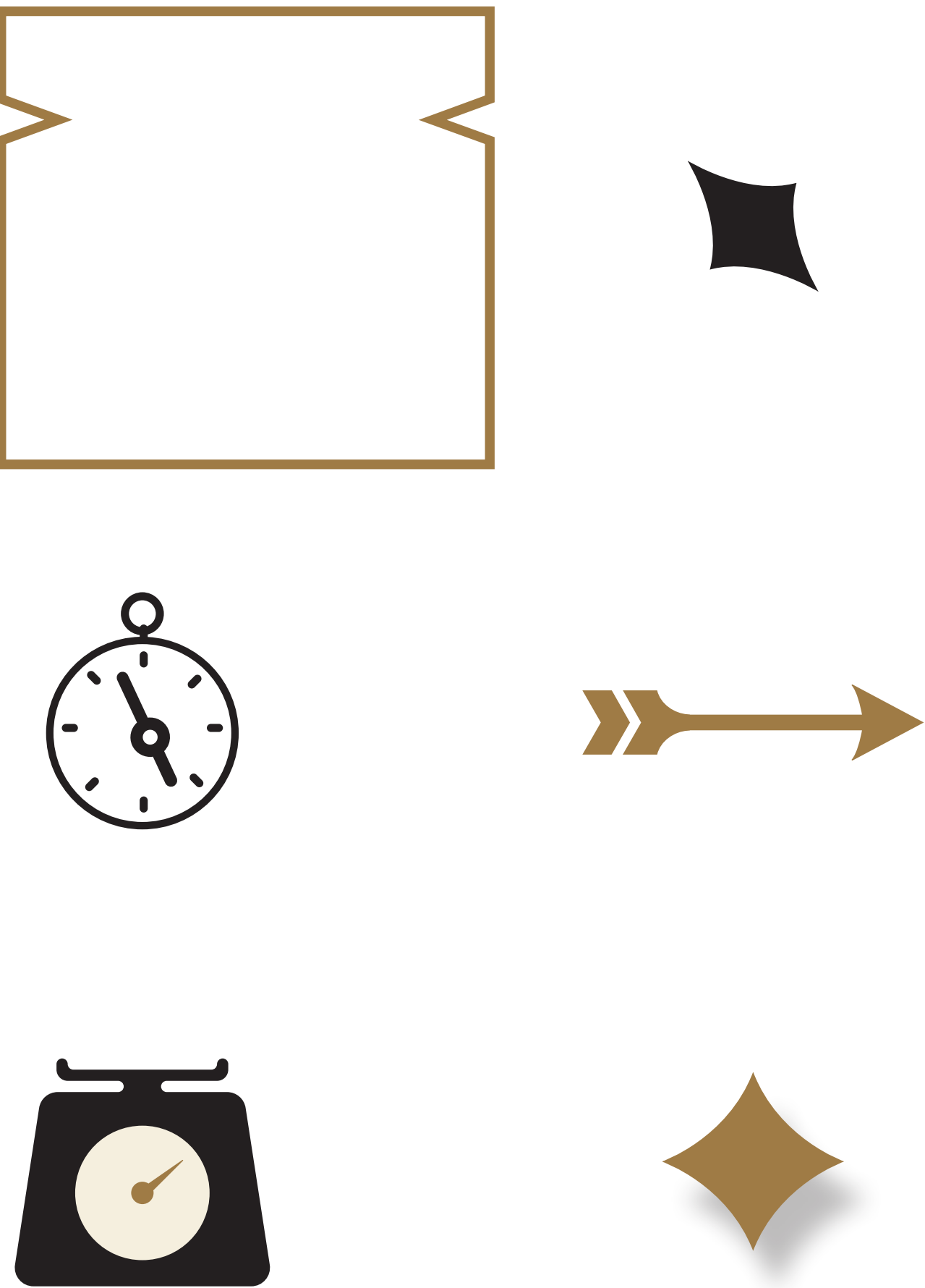
WIDGETS



ICONS



DO NOTS



- Do not stretch or distort frames, widgets or icons in any way.
- Do not edit icons to exclude less elements or include more.
- Do not use alter the stroke size or fill in the frames or icons.
- Do not add a drop shadow to icons.

Typography

TYPOGRAPHIC GUIDELINES

TYPOGRAPHIC OVERVIEW

The Maker’s Reserve brand fonts include Walsheim and Parkinson.

Purchase Walsheim here: [Link](#)

Free Parkinson download here: [Link](#)

HEADLINES

Patience Makes Perfect

PARKINSON MEDIUM | SENTENCE CASE

INLINE CALLOUT

OUR AGING PROCESS

WALSHEIM BOLD | UPPERCASE | 80 PT TRACKING

SUBHEADS

2010 Flavor Profile

PARKINSON MEDIUM | 0 PT TRACKING | 50% SMALLER THAN HEADLINE

BODY COPY

Our dairy farmers all have a commitment to quality, and that means taking good care of their cows and the land, because not only is it their livelihood, but it is also the right thing to do.

WALSHEIM MEDIUM | SENTENCE CASE

TYPOGRAPHIC EXAMPLES

Patience Makes Perfect

OUR AGING PROCESS

Take our high-quality milk and a recipe that’s been delivering for decades. Add proprietary cultures, supertaster savvy and time. What you get will have been worth the wait.

Tillamook’s team of certified supertasters gather to grade every vat of curds, measuring it against our signature flavor profile. They don’t all make the cut.

New Vintages

Every year, we release a new vintage of white cheddar, aged over 3 years. Take your tastebuds on a dynamic journey of each vintage of our very best aged cheddars.

INGREDIENTS

- ◆ Cultured, heat-treated cows milk from Tillamook Cooperative
- ◆ Salt
- ◆ Enzymes
- ◆ Traditional (animal) rennet

DO NOTS



Do not place typography on a busy background or pattern.



Do not add or substitute other fonts for our Maker’s Reserve brand fonts

Collateral

EXAMPLES

SELL SHEET

Complex. Creamy. Cravable.

2015 Flavor Profile

Sweet top notes, and bitter, citrusy undertones give way to 2015 Maker's Reserve's unmistakable nuttiness. Crumbly and dry, its finish is creamy and velvety smooth.

SUGGESTED PAIRINGS

- Smoked Meats
- Marcona Almonds
- Blood Oranges
- Grenache Rosé

Patience Makes Perfect

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CASE UPC#	ITEM UPC#	NET WT	PRODUCT DESCRIPTION	PRODUCT SIZE	CASE PRICE	CASE WT (LBS)	CASE DIMENSIONS	CASE CUBE	STORAGE TEMP	COOK DATE	QUANTIFIED SHELF LIFE	CASE PER LAYER	LAYERS PER PALLET	CASE PER PALLET	
01015 1	N/A	10lb	2015 Extra Sharp White Cheddar	Yarrow	1	Varies	14	74.81 x 11.68 x 1.21	0.75	39°-40° (°C - V°)	N/A	60 days from receipt	12	5	60
11005 1	N/A	10lb	2015 Extra Sharp White Cheddar	13.75 x 5.38 x 3.25	1	10	11	74.81 x 6.06 x 1.25	0.22	39°-40° (°C - V°)	N/A	60 days from receipt	20	10	200
12985 5	02985 8	Bar	2015 Extra Sharp White Cheddar	2.81 x 2.81 x 1.75	12	6	6.5	6.75 x 6.75 x 1.38	0.07	39°-40° (°C - V°)	10 Mo.	6 Mo.	25	9	225

POSTER WITH PRODUCT CARD

Aged with Patience

OUR AGING PROCESS

Take our high-quality milk and a recipe that's been delivering for decades. Add proprietary cultures, supertaster savvy and time. What you get will have been worth the wait.

Tillamook's team of certified supertasters gather to grade every vat of curds, measuring it against our signature flavor profile. They don't all make the cut.

NOW SAMPLING

Rich, velvety and at its prime.

A decade in the making, 2010 Maker's Reserve is full of the sweetness of strawberries, autumn's orange-fleshed squashes, and chanterelle mushrooms. Crumbly and chock-a-block with crystals and caramel notes, it's as bold and buttery as an aged Gouda, and velvety smooth to boot.

PRODUCT CARD

Nutty umami notes and a savory zing.

Classic cheddar flavor with sweet, nutty notes of caramel and an unexpected zing, our 2016 Maker's Reserve is creamy-bodied, slightly dry with an easy bite.

Photography

PHOTOGRAPHY GUIDELINES

PRODUCTS

Maker's Reserve photography can be downloaded from Merlin One: [To come](#)

Please contact Katie Dierickx at KDierickx@tillamook.com if you do not already have access.



PHOTOGRAPHY GUIDELINES

FLAVOR PAIRINGS

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PHOTOGRAPHY GUIDELINES

EVERGREEN

Maker's Reserve photography can be downloaded from Merlin One: [Link](#)

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Brand Activation

BRAND ACTIVATION GUIDELINES

BRANDED MERCH

Both employee and consumer merchandise keeps to our minimal Maker’s Reserve color palette.

CHEESE BOARD AND KNIFE



HAT



TOTE



APRON



UNIFORMS

Maker’s Reserve branded uniforms are to be worn by Tillamook employees or Tillamook brand ambassadors. Event types include trade shows, in-store sampling events, Tillamook tours or Tillamook take-over events.

These uniforms should be paired with neutral toned pants or undistressed jeans.



FULL LENGTH DENIM APRON



DENIM SHIRT - LONG & SHORT SLEEVE



T-SHIRT



HAT



EVENT ASSETS

TABLE THROW



NAPKINS



RETRACTABLE BANNERS



POP-UP TENT



THANK YOU