



TM

**YAKIMA
CHIEF
- HOPS -**

**YAKIMA CHIEF HOPS
LOGO USAGE & GUIDELINES 2018
Media**

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PURPOSE

At Yakima Chief Hops, we don't just build relationships with our customers. We build partnerships. We are committed to providing our partners with premium hop products to help them maintain the quality of their business. Part of our commitment to quality means preserving our position as a premium hop company and protecting our brand.

Over the years, consumers have become more and more aware of the ingredients that brewers are putting into their kettles. From specific hop varieties to innovative hop products, beer drinkers and homebrewers alike have begun to identify their favorite flavors with different processes, ingredients and brands used in the brewhouse.

When our partners place the Yakima Chief Hops logo on anything from their packaging to their website, it instills confidence in their customers that they are brewing or drinking beer with the highest quality hops. By adhering to these guidelines in your use of the YCH logo and other brand equities, you help to maintain that confidence.

We reserve the right to decline usage of the Yakima Chief Hops logo, or affiliated product logos, if it does not align with our brand standards. In order to use the Yakima Chief Hops logos and brand names, we must expressly approve usage. Please do not take logos, photographs or any other artwork from the YCH website. These assets are the property of Yakima Chief Hops. We appreciate your effort in helping us uphold the highest brand value for the benefit of our brewing customers, distributors and growers.

LOGO SPECIFICATIONS

We have two Master Logos. The Master Logo Stacked is our preferred logo. When space does not allow or design is not appropriate, the Master Logo Horizontal is also available.

CLEAR SPACE REQUIREMENTS

Use the distance between the edge of the blue outline and the red half-moon exterior to calculate "X" which can then be used to allow the appropriate clear space around the logo. No design elements, type, page breaks or photos should come any closer to the logo than 1 X. The actual distance of X will change depending on how large the logo is scaled. When possible, give the logo more clear space than is required.

PROPORTION

The logo and type should always be kept in the proper proportion to maintain the integrity of the logo. If you need to scale the logo, always constrain proportions so that the height and width are scaled together.

CO-BRANDING

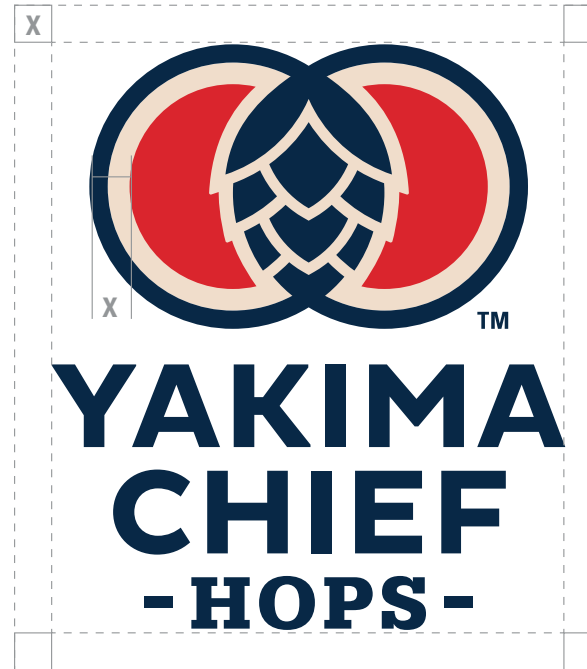
Your company name or logo must be present on any material or website page with the Yakima Chief Hops logo as the secondary logo. The YCH logo should at least be ¼ a size smaller than your company logo, allowing your company to remain the dominant brand presence. This helps to accurately reflect our relationship with trade publications and media.

MINIMUM SIZE

Using the Master Logo Stacked, the minimum width is .75" for print and packaging, and 100px or 72 ppi for websites. Using the Master Logo Horizontal, the minimum width is 2" for print and packaging, and 300px or 72 ppi for websites.

MASTER LOGO STACKED

MINIMUM WIDTH | .75" | 100 px | 72 ppi



When space allows, a distance of 1 X is preferable.

MASTER LOGO HORIZONTAL

MINIMUM WIDTH | 2" | 300 px | 72 ppi



When space allows, a distance of 1 X is preferable.

LOGO VARIATIONS

The Master Logo Stacked is composed of two circles joined by a hop cone in the middle, and the words “Yakima Chief Hops” stacked below. The ™ symbol is always placed at the bottom right corner of the two circles and hop cone. The Master Logo Horizontal is composed of the same two circles joined by a hop cone, and the words “Yakima Chief Hops” read horizontally to the right with an underline on the word “Hops.” The ™ symbol is always placed at the end, at the upper right corner of the word “Hops.” In both variations, the same font is used for the words “Yakima Chief,” while the word “Hops” has a unique font.

COLOR VARIATIONS

Adhering to our color specifications will help to ensure that the use of our logo communicates an official relationship with Yakima Chief Hops. When using the YCH logo, the color specifications may not be altered or modified in any way.

MASTER LOGO STACKED

Yakima Red (1795 C)
Valley Wheat (9202 C)
Chief Blue (7463 C)

Primary - Yakima Red or Kraft
Secondary - Over Valley Wheat
Over white only when necessary.



MASTER LOGO STACKED

Valley Wheat (9202 C)
Chief Blue (7463 C)

Use over Yakima Red, Kraft
and Chief Blue. Over white
only when necessary.



FULL-COLOR LOGO

The preferred use of the Master Stacked Logo and the Master Horizontal Logo is in 3 colors, using Yakima Red, Chief Blue and Valley Wheat. (See the following page for PMS color specifications). It is intended to be placed on one of the following backgrounds: Yakima Red, Kraft, Valley Wheat, or White. If none of these are applicable, the logo should be placed on light-color backgrounds whenever possible. Avoid darker backgrounds or backgrounds that provide insufficient contrast (i.e. similar to the Chief Blue).

When the full-color logo is not appropriate, follow our guidelines for best practices. When color is limited on press, 2- and 1-color logo alternatives are to be used.

TWO-COLOR LOGO

Only to be used when ink is limited and the background is a close match to the kraft color.

ONE-COLOR LOGO

Always use appropriate logos provided for 1-color applications. We request that the 1-color logo be used over Yakima Red, Kraft and Chief Blue. It may also be used over white only when necessary.



*Please note that the background color or imagery cannot appear through the YCH logo nor can the logo be altered in any way to make it fit any theme, ambiance or external environment. The YCH logo can only be used as shown here.

COLOR SPECIFICATIONS

The master logos should always be printed and published in the correct three colors: Yakima Red, Chief Blue and Valley Wheat. No other colors may be substituted. For consistent color reproduction, always match to Pantone® solid-coated swatches.



YAKIMA RED

PMS • 1795C | C 00 M 96 Y 93 K 02 | #D22630



KRAFT TEXTURE

PMS • 4665C | C 05 M 30 Y 38 K 12 | #CDA788



CHIEF BLUE

PMS • 7463C | C 100 M 63 Y 12 K 67 | #002B49



VALLEY WHEAT

PMS • 9202C | C 07 M 11 Y 13 K 00 | #EADDD5

*Colors shown have not been evaluated by PANTONE, Inc., and may not match the PANTONE Color Standards. PANTONE is a registered trademark or PANTONE, Inc.

IMPROPER USE

While it may seem trivial to be particular about logo and brand elements, any deviation from these guidelines can result in lack of brand visibility and recognition. We ask that you do not stretch, condense, alter or manipulate our logo. Improper logo usage weakens our brand value.

LOGO DON'TS



Do not scale any logo disproportionately.



Do not add drop shadow to any logo. (except video)



Do not change any logo colors. Use alternative logos and follow guide.



Do not rotate.



Do not alter logos.



Do not use black or white.



Do not use Yakima Red for type.



Do not use a 1-color Yakima red logo.



Do not use the Chief blue for the typography on red.



Do not put 1-color logos over photos.

PRODUCT NAME GUIDELINES

In addition to using the Yakima Chief Hops logo, we ask that our brand name and affiliated products be used correctly in any written copy. Like our logo elements, this helps to uphold our brand value. Anyone using the Yakima Chief Hops name, or the names of any products or hop varieties that we sell, must adhere to these basic guidelines and must be approved by YCH:

YAKIMA CHIEF HOPS

- The first letter of each word must be capitalized. (Yakima Chief Hops)
- There are no apostrophes, commas, colons, etc.
- All words must be present. It should never be Yakima Chief, Chief Hops, or Yakima Hops.

YCH

- YCH is the only appropriate abbreviation for Yakima Chief Hops.
- It should never be used in conjunction with words such as YC Hops.
- There is no need to refer to our products as YCH Hops. You may refer to them as YCH products.

YAKIMA CHIEF HOPS PRODUCTS

- **Cryo Hops®** uses the circle R to reflect that it is a registered trademark of YCH. After the circle R has been used correctly at the beginning of a document, it may be dropped in the remainder of the document. The first letter of each word is always capitalized, never all caps. It is always presented as two words and should never be considered just Cryo in official documents. Our Cryo Hops brand also has its own logo, colors and font. Usage of this logo must be requested and approved in the same manner as the YCH logo. *Please do not attempt to recreate any of these brand elements.*
- **American Noble Hops™** uses the TM symbol to reflect that it is a trademark of YCH. After the TM has been used correctly at the beginning of a document, it may be dropped in the remainder of the document. The first letter of each word is always capitalized. It may be presented as “American Noble” or “American Noble Hops.” Our American Noble Hops brand also has its own logo, colors and font. Usage of this logo must be requested and approved in the same manner as the YCH logo. *Please do not attempt to recreate any of these brand elements.*

PROPRIETARY HOP BRANDS

- Some of the hops that we supply are brands of Yakima Chief Ranches, formerly known as Select Botanicals Group, LLC. If you would like to use these brand names in any application, we ask that you use the appropriate marks and symbols. Some of these hop brands include, but are not limited to: Citra® Brand HBC 394, Ekuanot® Brand HBC 366, Mosaic® Brand HBC 369, Loral® Brand HBC 291 and Simcoe® Brand YCR 14. Please refer to selecthops.com for a complete list of these brands along with the correct marks.

PROPRIETARY HOP BLENDS

- At Yakima Chief Hops, we develop and produce our own proprietary hop blends, introducing new and exciting flavor profiles into the market. These proprietary blends often have their own distinct names and brand elements that reflect their unique purpose and characteristics. If you would like to use the name of a YCH blend in any application, we ask that you use the appropriate marks and symbols found on our website. If you would like to use any of the imagery or graphics associated with a YCH blend, it must be requested and approved in the same manner as the YCH logo. Some of these hop brands include, but are not limited to: Zythos®, Falconer’s Flight®, and Falconer’s Flight 7C’s®. Please refer to shop.yakimachief.com for a complete list of these brands along with the correct marks. *Please do not attempt to recreate any of these brand elements.*

PHOTOGRAPHY

When promoting the use of Yakima Chief Hops, only photos provided by YCH may be used. This includes photos of whole leaf hops, hop pellets, Cryo Hops®, American Noble Hops™, etc.

As brewers know, the wrong lighting and color quality used when photographing hops can send the wrong message about the health of a hop product. Our official YCH photography provides you and your customers with accurate, hi-res photos of YCH products using fancy cameras to convey the delicious hops being used in your beer, or being sold by your company.

Our intention is never to lie to your customers or beer drinkers but provide them with the most accurate representation of what hops look like when they are produced and packaged at YCH.

To obtain official YCH photography, please reach out to us at marketing@yakimachief.com and we will supply you with hi-res, digital files that fit your needs.

APPROVAL PROCESS

1. Send an email to marketing@yakimachief.com with a request for a Master Logo, or affiliated product logo. Our Marketing department will provide you with an electronic file of the logo in several styles and graphic formats.
2. When your materials are complete, you may submit a digital copy or mock up to the same email address, marketing@yakimachief.com, with the subject line "YCH Logo Usage for Review."
3. Please allow 10 working days before needing approval. Please do not publish or send to print before receiving explicit approval via email response.
4. In our response, we may require that you make some changes in order to fit our brand standards. We will request that you send a revised version. Once all changes have been accurately addressed and we receive a final version, we will send a final email that states, "Your logo usage request has been approved." The final, agreed upon version is the only version that should be published or printed. Any alterations, however minor, must be resubmitted for review and approval.
5. If you have not received a response from us within 30 days, we ask that you send us another email at hops@yakimachief.com to ensure that your email has been received and not sent to the junk folder. Or you may call us at (800) 952-4873.

*Please note that if you do not receive explicit approval before using any Yakima Chief Hops logo, or affiliated product logo, you are responsible for removing our logo from all materials in question and are responsible for paying all costs to do so.

THANK YOU FOR YOUR COOPERATION

We appreciate your enthusiasm in supporting the YCH brand. We understand these guidelines may seem complicated and unnecessary, however, they truly are for the ultimate benefit of our customers and growers. By maintaining our brand value, beer drinkers continue to trust the beers brewed with Yakima Chief Hops.

