



Bourbon
WOMEN[®]

2023 BOURBON WOMEN BRAND STYLE GUIDE

PRIMARY LOGO - 1



2-COLOR PRIMARY LOGO



BLACK LOGO



WHITE LOGO

PRIMARY LOGO - 2



2-COLOR LOGO



WHITE LOGO



BLACK LOGO

ALTERNATE 2-COLOR LOGOS (for use over dark backgrounds)

Bourbon
WOMEN[®]



BURGUNDY AND WHITE LOGOS

BRANCH LOGO VARIATIONS



2-COLOR LOGO



BLACK LOGO



WHITE LOGO

FONT S

Bourbon

SCRIPT FONT: ONEDAY

WOMEN

SAN SERIF FONT: CENTURY GOTHIC

BRANCH

BRANCH NAME FONT: ANITIPASTO

COLORS



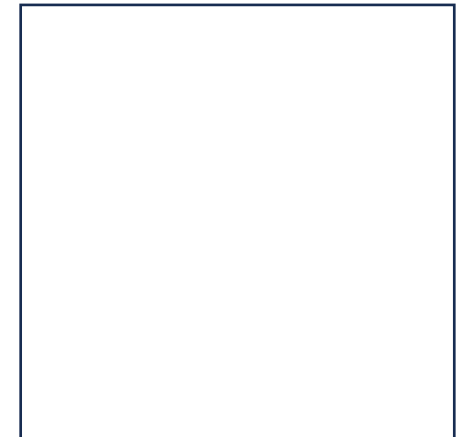
PRIMARY: BURGUNDY
RGB: 104 | 20 | 25
CMYK: 33 | 96 | 86 | 50
PANTONE:
HEX: 681419



PRIMARY: GRAY
RGB: 89 | 88 | 88
CMYK: 63 | 56 | 54 | 29
PANTONE:
HEX: 595858



OTHER: BLACK



OTHER: WHITE

IMPROPER USE OF LOGO



ROTATION OF LOGO



NON-APPROVED COLORS

APPAREL USAGE - EXAMPLES



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