



PRIMARY LOGO • ALL LOGOS WORK ON ALL BACKGROUND COLORS



ALT COLOR LOGO



SECONDARY LOGOS • SIMPLIFIED CRESTS



TERTIARY LOGO OPTIONS • TEXT VARIATIONS

Devil Road

Devil Road

Devil Road

BRAND COLOR PALETTE

DEATH	DARKNESS	SMOKE	DIRT	ASH
PANTONE XXXX	PANTONE XXXX	PANTONE XXXX	PANTONE XXXX	PANTONE XXXX
CMYK 0/0/0/100	CMYK 0/0/0/0	CMYK 0/0/0/0	CMYK 0/0/0/0	CMYK 0/0/0/0
HEX 000000	HEX #3D3A38	HEX #72716B	HEX #C1B59A	HEX #E9E6DE
LETTER SHEEN	COPPER	BRONZE	SUNRAY	CLAY
SEE GRADIENT TOOL	PANTONE XXXX	PANTONE XXXX	PANTONE XXXX	PANTONE XXXX
FRAME LUSTRE	CMYK 0/0/0/0	CMYK 0/0/0/0	CMYK 0/0/0/0	CMYK 0/0/0/0
SEE GRADIENT TOOL	HEX #BD6B2F	HEX #CE7C44	HEX #F8A56F	HEX #974522

BRAND FONTS

Schmaltzy - regular	Headers. Sentence case. Regular. Tracking = 0.
COPPERPLATE REGULAR	Subheaders. UPPERCASE. All Weights. Horizontal = 110%.
Baskerville Semi-bold Italic	Highlight copy. Sentence case. Semi-bold Horizontal = 110%.
Baskerville Regular	Body copy. Sentence case. Semi-bold Horizontal = 110%.



**Honor the Struggle.
Savor the Moment.
Celebrate your Story.**

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HONOR. SAVOR. CELEBRATE.

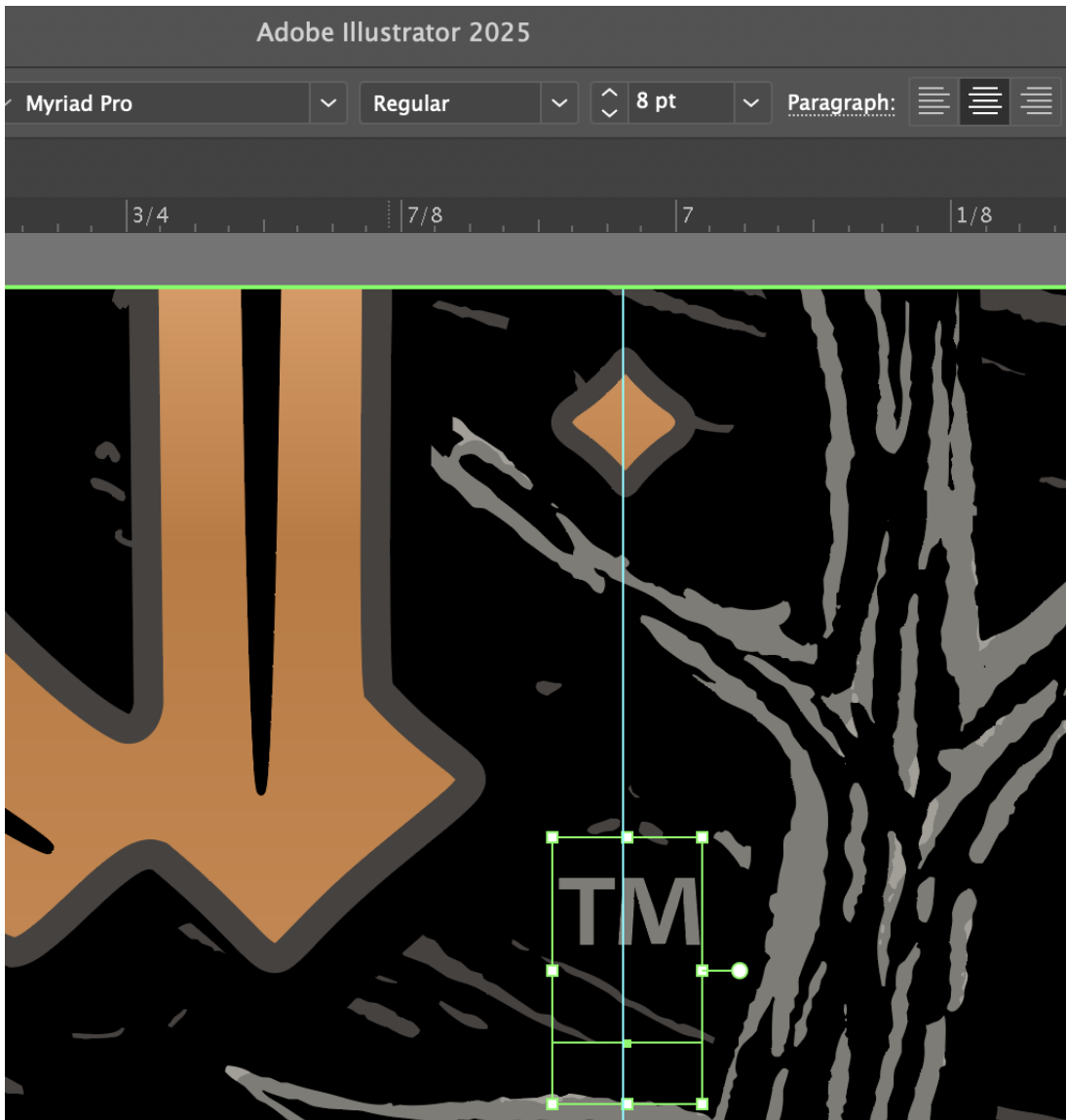
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**D.
R.**

*Life is a journey
filled with twists, turns and
triumphs where we embrace
every challenge with unwavering
courage. We blended a bold yet
balanced flavor to reflect the
resilience it takes to navigate the
rugged route with grit and grace.
Devil Road is a tribute to every
step of the journey, crafted to
**HONOR THE STRUGGLE,
SAVOR THE MOMENT,
CELEBRATE YOUR STORY.***







INCLUDE TM WHEN YOU CAN. TRADEMARK MONOGRAM SHOULD BE:

- CENTERED BELOW RIGHT DIAMOND OFF THE BOTTOM RIGHT CORNER OF THE “d’ IN ROAD.
- SAME COLOR AS THE TREE
- 8PT FONT IS RECOMMENDED

