



BRAND GUIDELINES

FOR THE LOVE OF COUNTRY | anthonycallamusic.com

TYPOGRAPHY

PRIMARY LOGO

Custom Anthony Calla retro script. Bold, vintage country / sign-painter style. Use the supplied logo artwork rather than retyping it.

SECONDARY TYPE

Bold Western or slab-serif styling for headlines, dates, venues and supporting copy.

LOGO USAGE

PRIMARY

Calla Cream logo on a Near Black background.

ALTERNATES

Black or white versions may be used when needed.

KEEP IT CONSISTENT

Maintain original proportions and clear space. Do not stretch, distort, recolor, add effects or substitute the Anthony Calla script.

MINIMUM CLEAR SPACE

Leave at least $\frac{1}{2}$ of the visible logo height ($\frac{1}{2}H$) on every side. Keep text, graphics and layout edges outside this area. Measure the artwork itself, not the image file's outer canvas.

PLACEMENT ON PHOTOGRAPHY

The logo must remain clearly legible when placed over another image. Prefer the approved white knockout (punchout) logo on a dark, uncluttered area with strong contrast. Avoid busy details and light areas; reposition the logo or use a solid Near Black background when needed.

COLOR PALETTE

	CALLA CREAM #EBC99F RGB 235 / 201 / 159
	WARM TAN #C9976B RGB 201 / 151 / 107
	DEEP BROWN #4B251C RGB 75 / 37 / 28
	NEAR BLACK #171717 RGB 23 / 23 / 23
	WHITE #FFFFFF RGB 255 / 255 / 255

PRIMARY COMBINATION

Calla Cream + Near Black

BRAND FEEL

Vintage country • warm • authentic • rugged • clean • timeless

CLEAR SPACE GUIDE



H = visible logo height • Minimum clear space = $\frac{1}{2}H$