

# MITCHELL LOGO STYLEGUIDE OVERVIEW

## CORE LOGO:



4/c and 1/c Logo Usage



1/c, White, and Negative Logo Usage



Chrome: 4/c Usage



Chrome: 4/c Usage

## VARIANT LOGOS:

Mitchell Electric logo has variant colors in the grey tone range. The grey tone can be used in 1/c and 4/c situations, as needed.



Graphite: 4/c and 1/c Logo Usage



Grey: 4/c and 1/c Logo Usage



1/c, White, and Negative Logo Usage



Light Grey: 4/c and 1/c Logo Usage



1/c, White, and Negative Logo Usage

## COLOR USAGE:



Black



White



PMS 426C  
C76, M60, Y50, K60  
Greyscale: 80%K



PMS 425C  
C63, M55, Y55, K28  
Greyscale: 60%K



PMS 423C  
C46, M38, Y38, K2  
Greyscale: 38%K

## Europa Bold:

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## FONTS:

### Acumin ProCondensed Bold:

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### Acumin ProCondensed Regular:

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

# MITCHELL ACOUSTIC GUITAR PACK STYLEGUIDE

## CORE LOGO:



4/c and 1/c Logo Usage



1/c, White, and Negative Logo Usage

## COLORS FOR LOGO AND TEXT USAGE:



C: 30 M: 20  
Y: 20 K: 100



WHITE



C: 24 M: 60  
Y: 97 K: 9



C: 0 M: 19  
Y: 57 K: 0

## FONTS:

Guitar Type and Descriptors  
Copperplate Bold:  
125% Height 110% Wide

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890**

Product Name  
Copperplate Regular:  
125% Height 110% Wide

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890**

Bullet Points  
Franklin Gothic URW  
Heavy:

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890**

Product Specs  
Acumin VF Bold:

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890**

Legal Text  
Acumin VF Regular:

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890**

## STYLE:

### Packaging Style:

- All logos are white on a rich black background
- All text in black is Copperplate with brown, gold, or white
- All products and elements appear on "paper" and dark brown toned background
- All color options appear in Rick Black area
- All legal, bar code are on wide bottom short side



- **Dreadnought size for maximum volume**
- **Mahogany back, sides and neck for rich tone and a great feel**
- **Scalloped bracing allows for better resonance**
- **Beautifully bound rosewood fingerboard**
- **Sealed die-cast tuners for easy tuning**
- **Lighter finish improves volume and projection**

Strap Extra set of strings Dettalab CT-10 digital chromatic clip-on tuner

**AVAILABLE IN  
NATURAL, BLACK OR SUNBURST**

Mitchell guitars are guaranteed to be free from defects in materials and workmanship for life. If a guitar should ever fail due to defect in materials or workmanship, simply return it to us without charge for repair or replacement. This guarantee is not applicable to any other accessories in the package which are guaranteed to be free from defects in materials and workmanship for a period of one year. (See page 11 for complete details.)

WARNING: This product can expose you to chemicals including Regenerated Cellulose, which is known to the State of California to cause cancer, and to cause birth defects or other reproductive harm. For more information go to www.P65Warnings.com.

MITCHELL  
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www.mitchellguitars.com

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# MITCHELL UKULELE STYLEGUIDE

## CORE LOGO:



4/c and 1/c Logo Usage



1/c, White, and Negative Logo Usage

## VARIANT LOGOS:



Gold or Brown flat tone, that is highly visible against the photo background

## COLORS FOR LOGO AND TEXT USAGE:



C: 28 M: 32  
Y: 64 K: 1



C: 31 M: 61  
Y: 80 K: 10



C: 42 M: 70  
Y: 78 K: 47



C: 47 M: 73  
Y: 83 K: 68

Ukulele  
Barberi Black:  
112% Wide

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

## FONTS:

Type of Ukulele  
Neue Kabel Regular:

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Modle # And Descriptor  
Neue Kabel Medium:

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Bullet Points  
Neue Kabel Bold:

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

Legal Text  
Acumin Variable Concept  
SemiCondensed:

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## STYLE:

Packaging Style:

- All logos are 4/c brown or gold when possible
- All elements rest on photographic background
- All product name Title Case
- Decorative elements on main panel, and accents on long sides
- All legal, bar code are on wide short side

