



 CHEFRACK

# Logo Main

Use for all internal and external communications.

Black

The logo consists of a stylized 'C' icon on the left, which is a white shape with diagonal hatching, followed by the word 'HEFRACK' in a bold, black, sans-serif font.

Gray

The logo is rendered in a medium gray color, featuring the same stylized 'C' icon and 'HEFRACK' text as the black version.

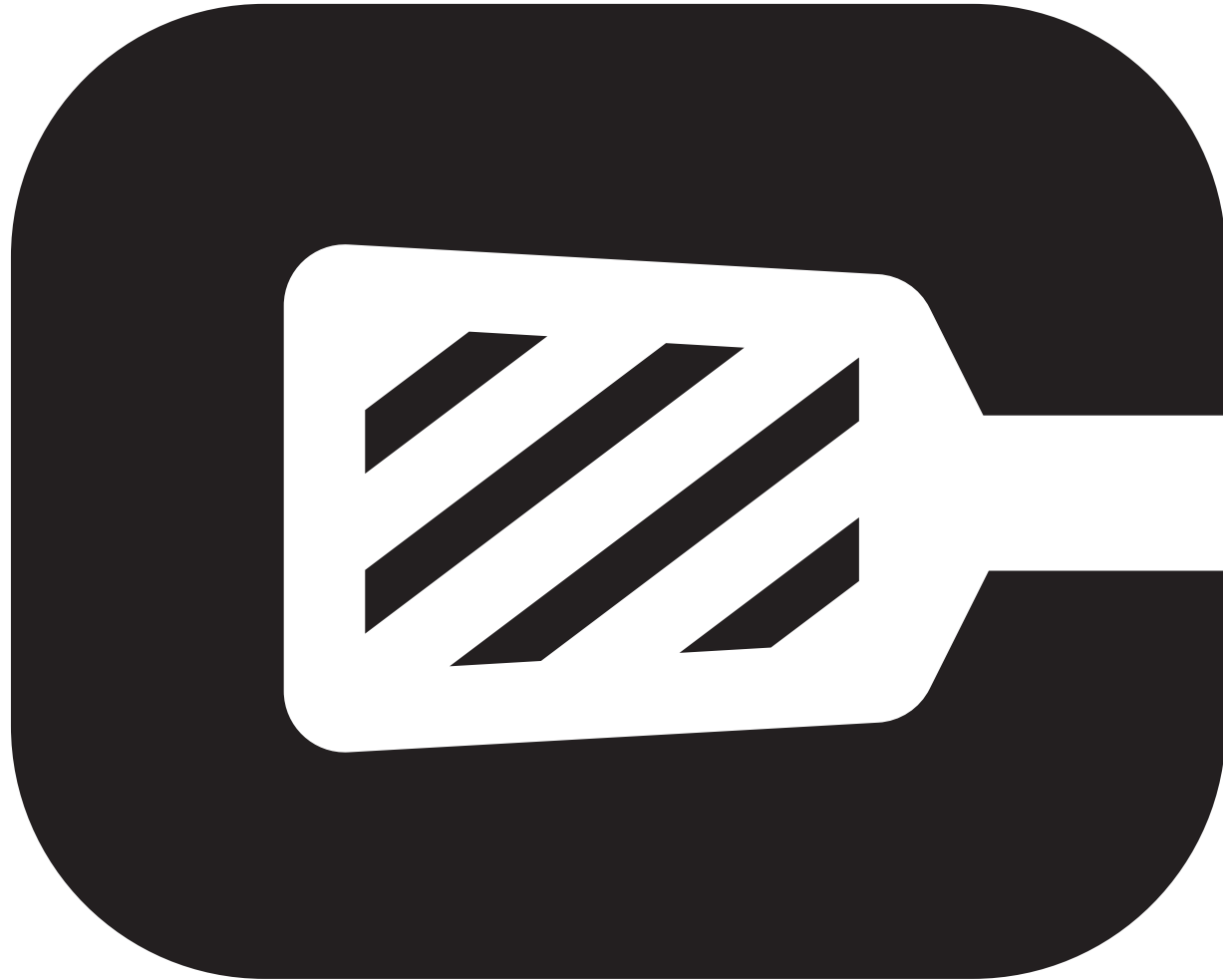
White

The logo is rendered in white, set against a solid light gray rectangular background. It features the stylized 'C' icon and the 'HEFRACK' text.

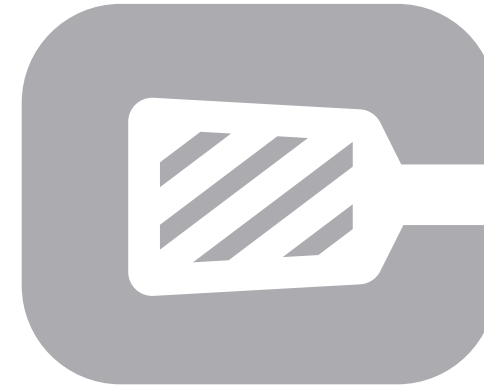
# Logo Mark

Use for all internal and external communications where space is limited or brand is known.

Black



Gray



White



# Brand Typography

Neue Haas Grotesk is our brand typeface to be used across all materials. While backgrounds, colors and images may change, having consistency in typography is critical to maintaining clarity in communication.

Headline: Neue Haas Grotesk Display Pro 75 Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

Headline: Neue Haas Grotesk Display Pro 76 Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz***

Body Copy: Neue Haas Grotesk Display Pro 55 Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

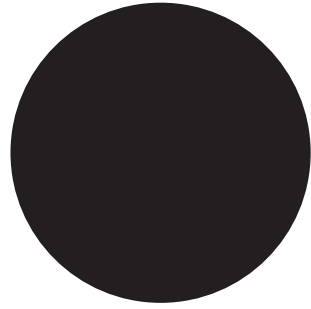
Body Copy: Neue Haas Grotesk Display Pro 56 Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*

# Brand Colors

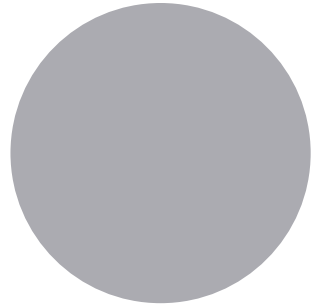
These are the primary and secondary colors for CHEFRACK.

## Primary Colors



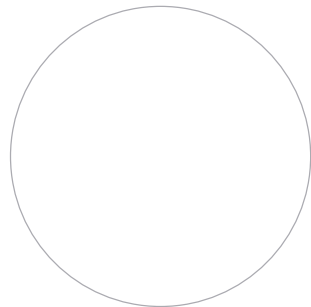
### **CHEFRACK Black**

CMYK: 0 0 0 100 | RGB: 0 0 0 | HEX: #000000



### **CHEFRACK Gray**

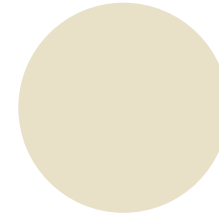
CMYK: 33 28 24 0 | RGB: 173 171 177 | HEX: #ADABB1



### **CHEFRACK White**

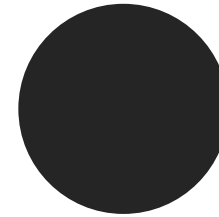
CMYK: 0 0 0 0 | RGB: 255 255 255 | HEX: #FFFFFF

## Secondary Colors



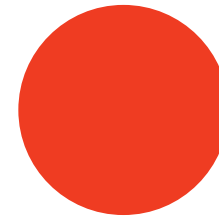
### **CHEFRACK Natural**

CMYK: 8 9 21 0 | RGB: 233 224 202 | HEX: #E9E0CA



### **CHEFRACK Smoke**

CMYK: 71 65 64 69 | RGB: 39 38 38 | HEX: #272626



### **CHEFRACK Fire**

CMYK: 0 91 100 0 | RGB: 239 62 35 | HEX: #EF3E23

# Alternate Color Pairings





**CHEFRACK**

# Photography





# Patterns

Used sparingly, these angled 53° line patterns are inspired by the four interior spatula lines in the logo. Use in situations to break up solid color fields or to divide images. See *following page for examples*.

FOUR

White



Black



SINGLE

Black



White



Fire



Gray



Natural



Gray



Fire



# Ad-Like Objects



Ready to roam.

CHEFRACK



up

Cook

EXCURSION

a party.



Food tastes better outside.

Made in Colorado.  
chefrack.com

CHEFRACK

# Business Cards



# Merch



