

EST'D 1960  
×  
**RURAL  
KING**



## FONTS

### TITLE/PRODUCT NAME

MOHAVE REGULAR (ALL CAPS)  
ABCDEFGHIJKLMN OPQRSTUVWXYZ  
0123456789

### BODY COPY/BULLETS

Montserrat Regular  
ABCDEFGHIJKLMN OPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

**Montserrat Bold**  
**ABCDEFGHIJKLMN OPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**

## COLOR

WHITE

BLACK

## PACKAGING

Rural King® packaging should be designed following all of the guidelines. Packaging should be simplistic. It should include a white label with black text. The product title should feature the xxxxxxx border on top and bottom of title. The logo should remain black and can not be altered or skewed. It should include the "EST'D 1960" callout. Fonts are include in branding elements folder