



BRAND GUIDELINES

LOGOS & BRANDMARK

(Primary) Stacked logo



Brandmark



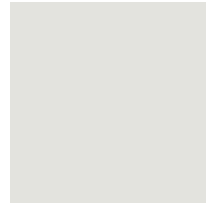
Horizontal logo



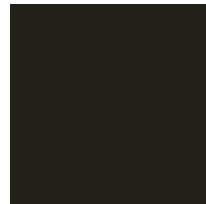
Reverse logo



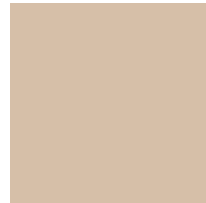
COLORS



Pantone 7541
R227 G227 B222



Pantone 419
R33 G33 B26



Pantone 481
R214 G191 B168

GILL SANS MT

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

RULES



CORRECT



CORRECT



INCORRECT

Full logo should never be shown
with out "brewing company"



INCORRECT

Brandmark should never be increased in size



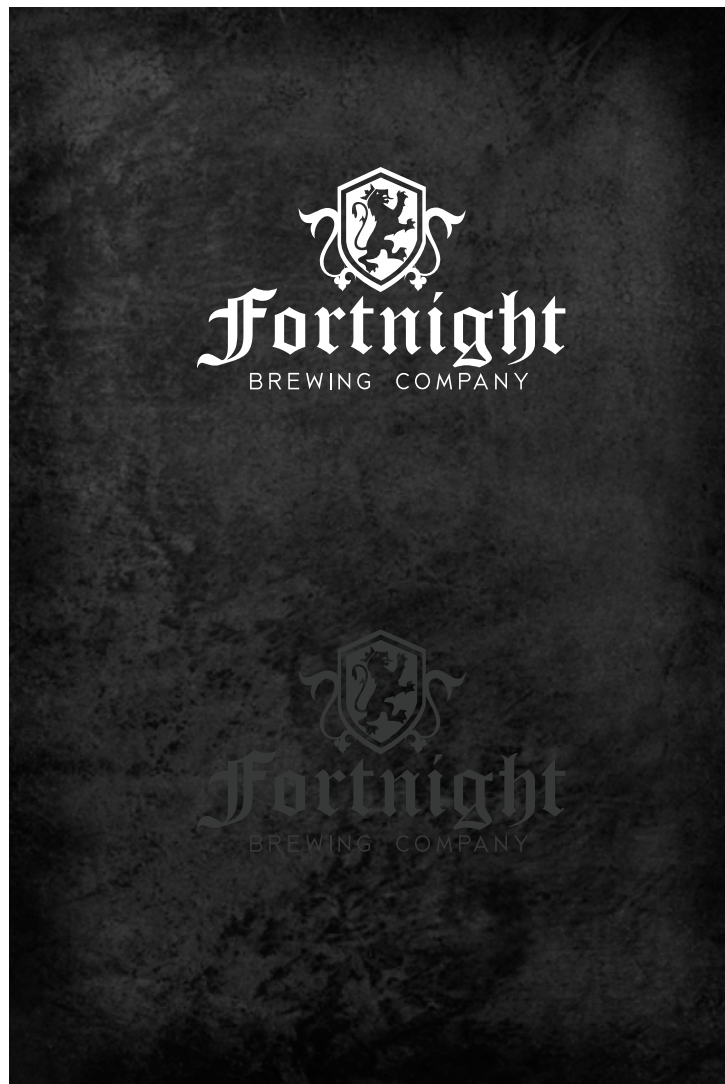
INCORRECT

Brandmark should only appear in front of the logo and in no other place.



INCORRECT

Logo should never be shown without the brandmark.



CORRECT

INCORRECT

When placed on an image or background
logo contrast must be legible.