Gold Bond

Brand Guidelines

Contents

Our Brand Identity

Gold Bond's brand identity represents a Canadian beer from the Montreal fields with a refresher taste that represents our Canadian culture, creating national pride in the country, making easy the convivence with our people and developing our country economy.

Maple Leaf

Maple Leaf is the symbol of Gold Bond's brand. Because is the emblem of the Canadian flag representing our Canadian pride and our support to the local economy working from montreal fields.

Logo:

Unique Version

The text component of the logo is "GOLD BOND" also including "SINCE 1908", "SINCE 1908" always have to be included to represent our working time in the industry.

The logo only has one configuration and it will be resized following the lineaments on page 6.

Pantone P 179-7 U

Pantone P 108-16 U

Pantone P 56-8 U

Maple Leaf

Logo

Wordmark

Logo:

Unique Version, Clear Space

Clear space is the area around the logo that protects it from any other graphics that might interfere with it and dilute the clarity of the identity.

The letter "S" in the phrase "Since 1908" determines the size of the space that is necessary to leave.

Logo:
Minimum Sizes

To ensure a clear recognition of the logo features as a brand we put a minimum size limit.

The specifications are special to turn it easy to recognize and facilitate reading the information included in the logo.

Minimun sizes for print

Minimun sizes for web

1.2 in

115.2 px

Logo:
Sizes

Our preferences of sizes in the logo applying in different sizes at 0.25, 0.50, 1 and 2; Taking as a reference the regular size of the logo.

x0.25 Size

x0.5 Size

x1 Size

x2 Size

Brand Colour Palette:

To represent our brand colour palette is divided into 3 colours, red is our main colour representing our brand and Canadian pride, blue is for our details that have to be shown but are not the principal focus, gray is for extra info that is needed to include.

PANTONE 108-16 U
CMYK 100, 52, 0, 60
RGB 0, 54, 95
HEX 00365f

PANTONE 56-8 U
CMYK 0, 99, 73, 34
RGB 168, 17, 39
HEX a81127

PANTONE 179-7 U
CMYK 0, 0, 0, 47
RGB 164, 163, 163
HEX a4a3a3

Brand Fonts:

Primary Font

The primary font is Bodega Sans and is available with different weights and styles. The fonts will be applied in print and digital applications. It adds to the brand a recognizable font that differs from other brands.

Primary font family: Bodega Sans

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
123456789

Aa Light   Aa Medium   Aa Black

Example: Bodega Sans(shown at 30 pt.)

Brand Fonts:

Secondary Font

The secondary font is Arial and is available with different weights and styles. The fonts will be applied in print and digital applications. It is used to secondary text and we decided to use Arial because is one of the most readable fonts.

Primary font family: Arial

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9

Aa Aa **Aa**
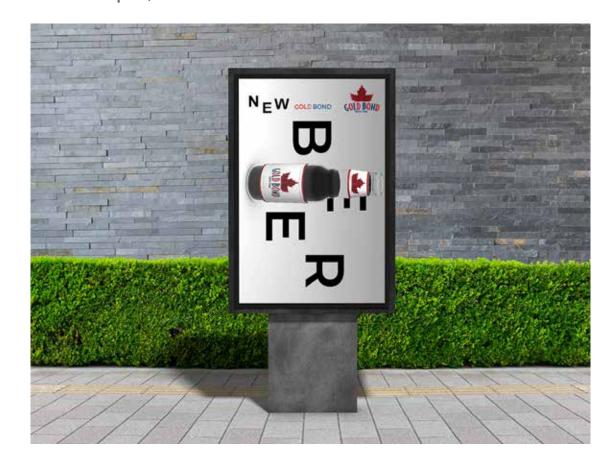
Light   Medium   Black

Aa

Black

Example: Arial(shown at 24 pt.)

Environment Application:

The environment application applies our fonts, colour palette and design. As an example, we did a billboard.

If you have any question about the style manual or design question, contact your Marketing Officer in Reputation and Brand Management.