

Billy Beer

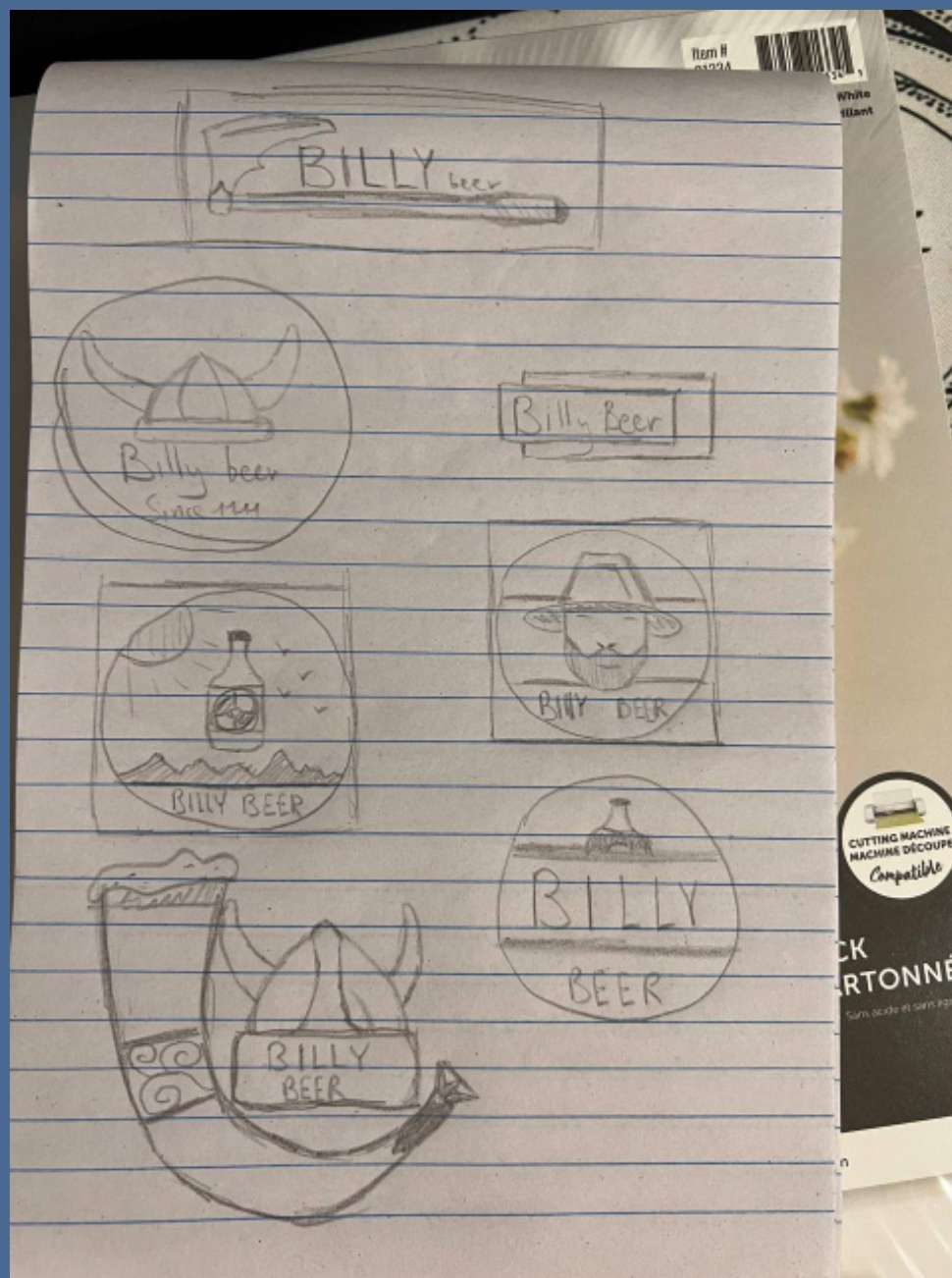
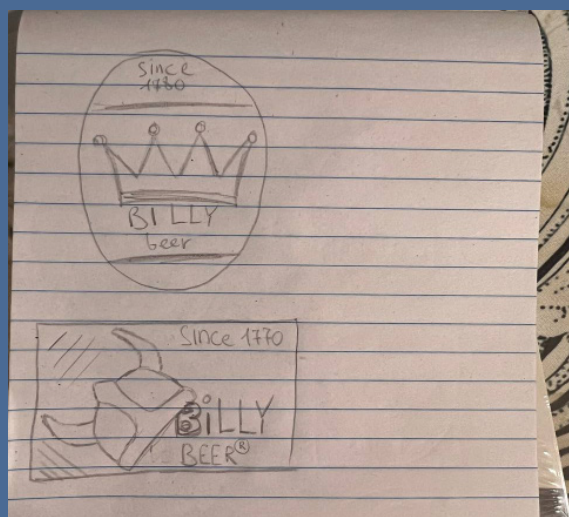
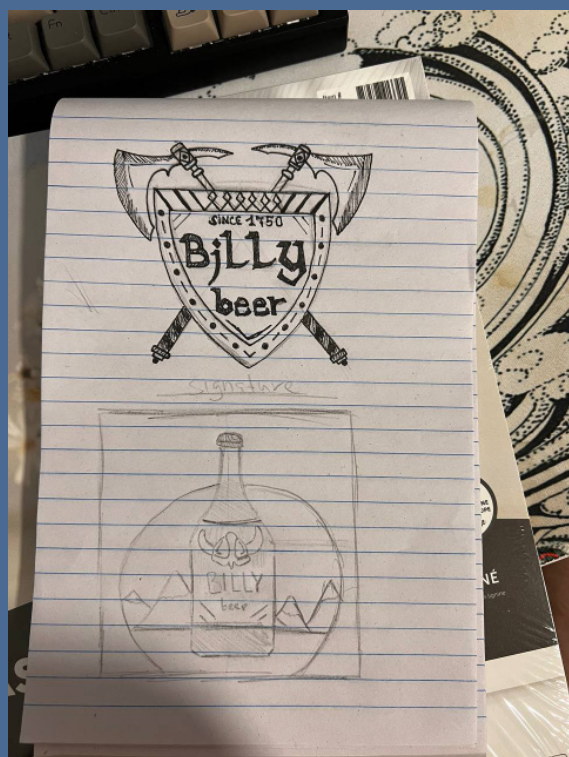
Style Guide

April 2023

Buria Mykyta & Ezra Carriere

Table Contents

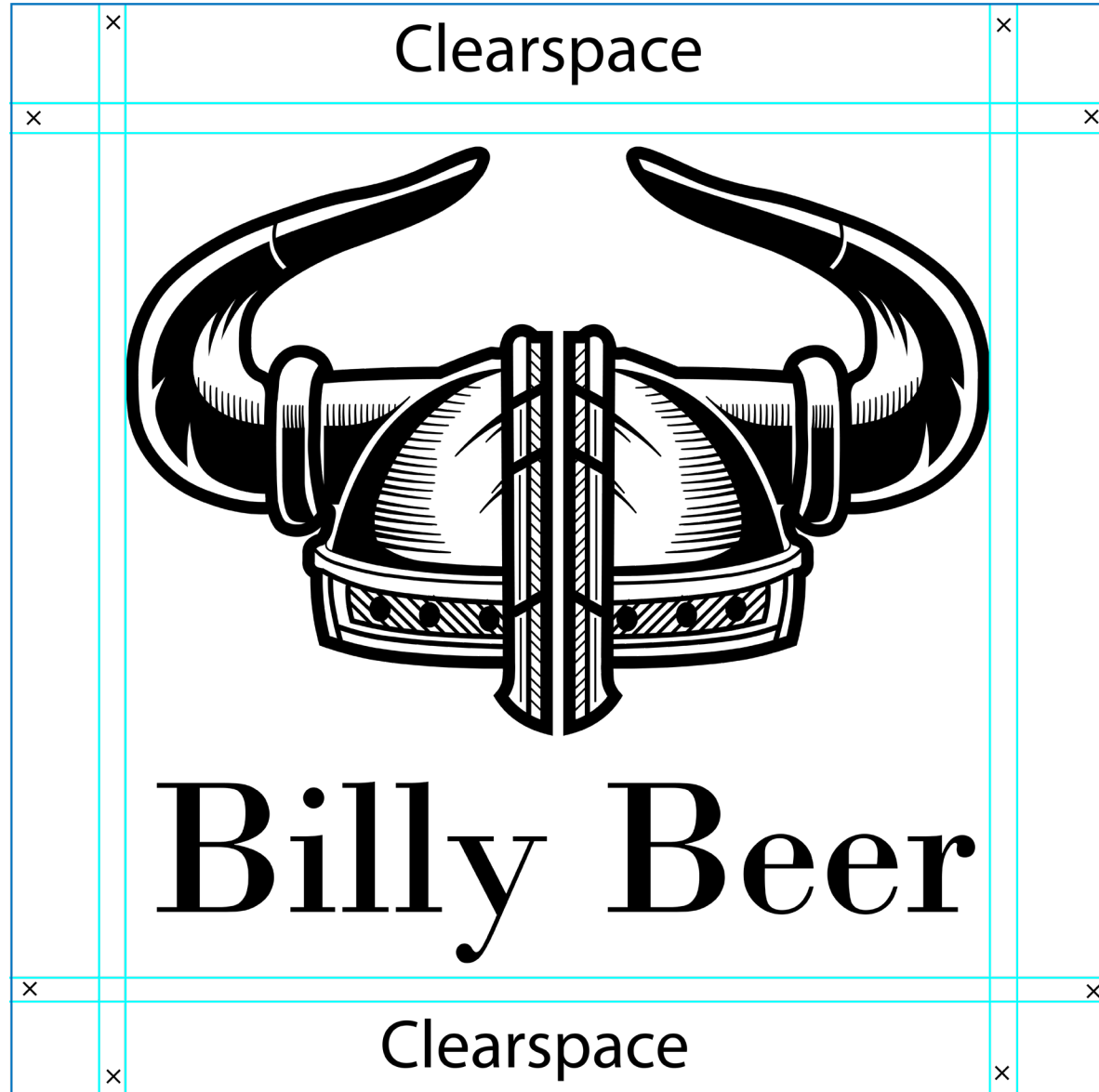
- Title page
- Table of Contents
- Logo sketches
- Black and white
- Clear space for logo
- Representation of logo at 48px (.5") and 192px (2")
- Colour study
- Typography study
- Closing page



Black & White Logo Design



Billy Beer



Colorful logotype for the main product



45px

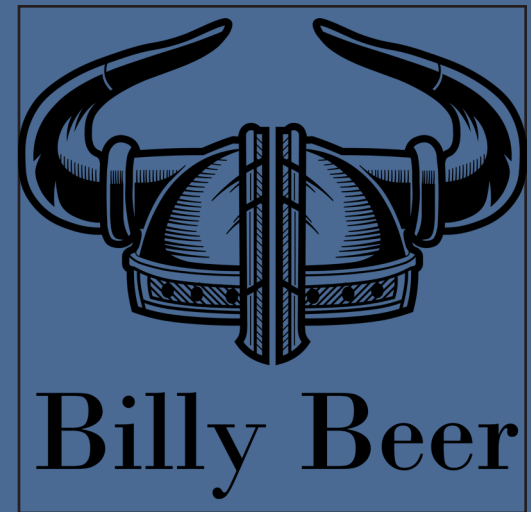


192px

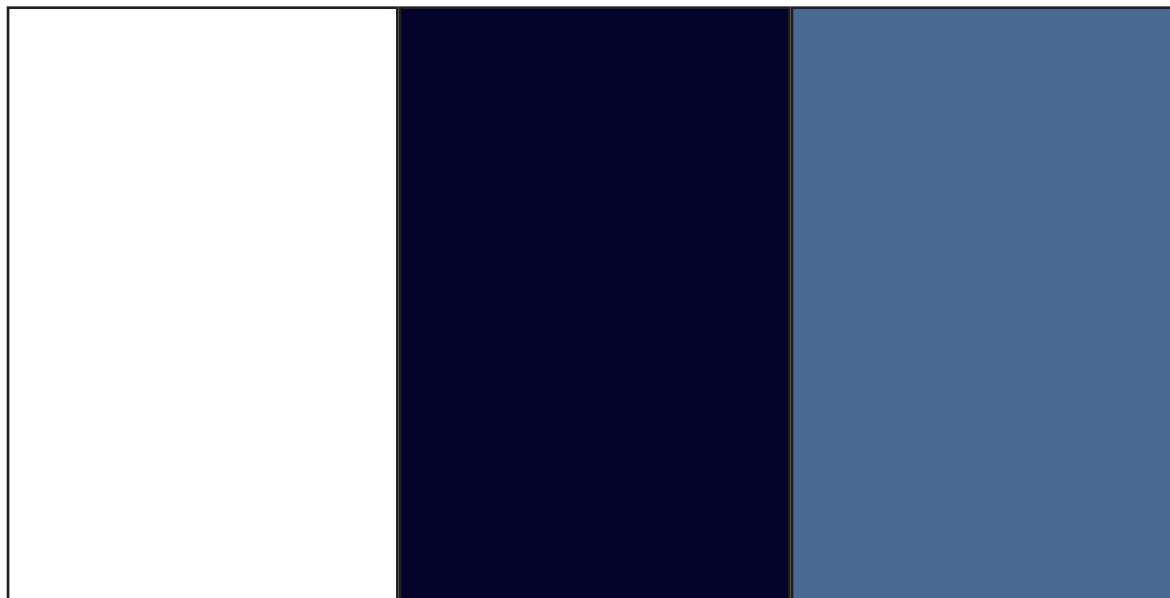
Black&White logotype for all other stuff



45px



192px



White
#FFFFFF

CMYK: (0, 0, 0, 0)
RGB: (255, 255, 255)

Dark Blue
#030228

CMYK: (93,95,0,83)
RGB: (3, 2, 40)

Light Blue
#4A6A94

CMYK: (50, 28, 0, 42)
RGB: (74, 106, 148)

Typography

Typefaces

Primary Typeface
Arial (regular)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890~!@#\$%^&*()_+-

Main Product Typeface

Bodoni regular

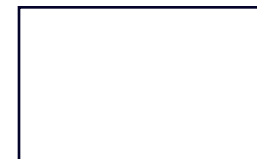
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Colours for Text



Dark Blue
#030228

CMYK: (93,95,0,83)
RGB: (3, 2, 40)



White
#FFFFFF

CMYK: (0, 0, 0, 0)
RGB: (255, 255, 255)

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