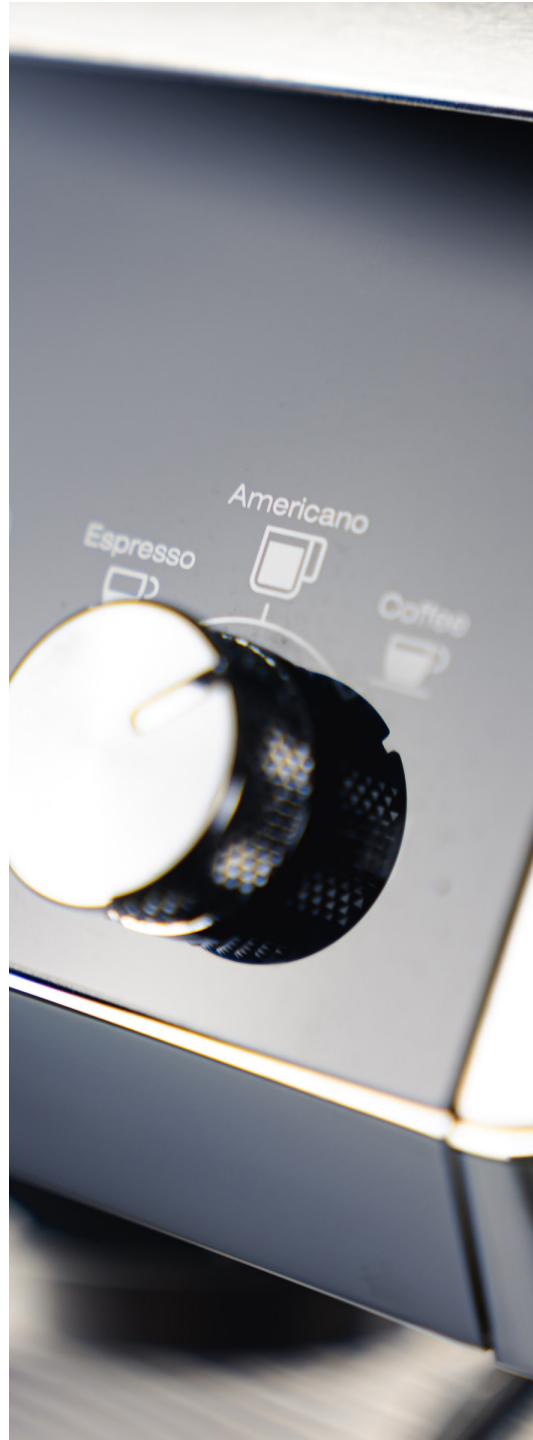


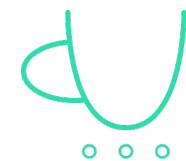


Brand Identity Guide



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Brand Impressions

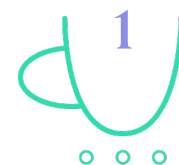


Premium

Brew is a **premium** brand. This impression should always be evident in the usage of the brand lockup, colors, type, and messaging. Our brand should be held to the standards of high-end brands and products.

Brew is an **approachable** brand. This impression should always be evident in the usage of the brand lockup, colors, type, and messaging. We should strive not never to let our high-end look prevent our brand from being welcoming.

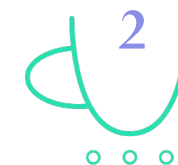
APPROACHABLE



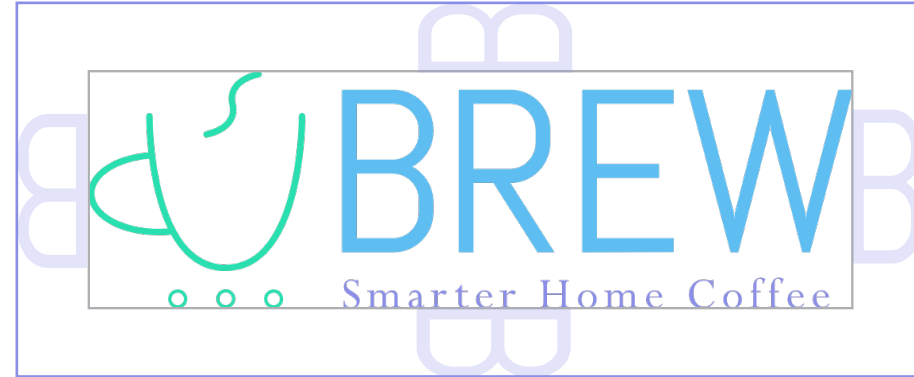
Brand Lockup



The Brew brand lockup conveys that our brand and products are **premium** and **approachable**. The sans-serif typeface used to display the company name provides an **approachable** impression upon customers. The serif typeface used in the brand tagline reflects the **premium** look and feel of our brand. Curved lines are utilized in the brand icon to create a sense of elegance which reinforces the Premium look of our brand. The thin lines iconography found in this lockup and throughout brand assets add to both the elegant and **approachable** nature of our brand. As the face of our brand, the Brew lockup should always be featured prominently and displayed respectfully based on the guidance provided in the following pages of this guide.



Lockup: Do's



Spacing and Usage

Proper spacing around the lockup should always be implemented. At a minimum, the space on each side of the lockup should be equal to the width of the “B” inside the lockup as shown above. Whenever possible, the full lockup should be displayed, however, the icon may be used alone if there is limited space or if the full lockup is visible elsewhere within the same context.

Sizing

The Brew lockup may not be displayed smaller than 1.75 inches in width for print or 100px in width on the web.



Lockup: Don'ts



Stretching and Spacing

The Brew lockup must never be stretched horizontally or vertically or otherwise manipulated. The lockup should not be placed in an area without the proper space around the lockup as specified in page 3 of the guide.

Backgrounds

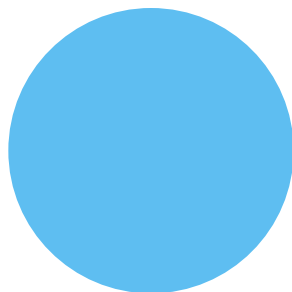
Do not display the lockup on backgrounds that do not provide enough color contrast from any of the colors within the lockup or on backgrounds that have patterns or other dynamic elements. When possible, the Brew lockup should be displayed on a white background.



Color Usage

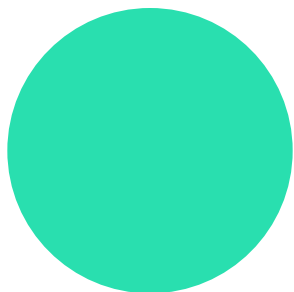
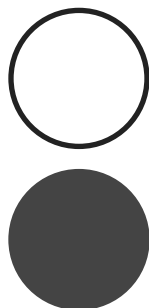


The Brew brand utilizes a cool, analogous color scheme because this combination tends to have a calming effect, which aids in the [approachable](#) feel of our brand. The specific colors chosen are high-key colors, which tend to feel friendly. This is a necessary sentiment for an [approachable](#) brand and most [premium](#) brands referenced tend to use high-key colors as well.



Hex #5EBEF1
RGB 94, 190, 241
CMYK 61, 21, 0, 5

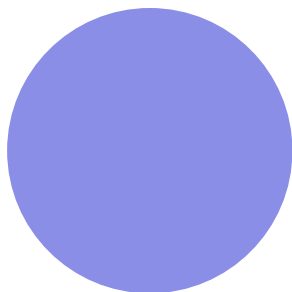
The light blue is the primary color of Brew and should be used in ~60% of foreground elements.



Hex #29DFAF
RGB 41, 223, 175
CMYK 82, 0, 22, 13

The light green is secondary color of Brew and should be used in ~40% of foreground elements.

Pure white should be utilized as the primary background color for Brew brand assets. Dark Grey(#444444) should be used in replacement of black and should always be the color of body text on white backgrounds.



Hex #8B8EE6
RGB 139, 142, 230
CMYK 40, 38, 0, 10

The lilac is the accent color of Brew and should be used in ~20% of foreground elements.



Typography

Perpetua

Bold
Regular

Perpetua is a serif typeface that provides a [premium](#) look for our brand. Perpetua may be used in the bold and regular variants, but may not be used in any italic variants and is ideal for large headings but should not be used for body text.

ABEL

Regular

Abel is a sans-serif typeface that provides an [approachable](#) look for our brand. Abel is ideal for body text due to its high readability and may additionally be used for subheadings.

