Crescendo Brew Co.

1920's Jazz Inspired Brewery & Bar

Styleguide & Logo

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Cre-scen-do

/krəˈSHenˌdō/

noun

- the loudest point reached in a gradually increasing sound.
 "the port engine's sound rose to a crescendo"
- the highest point reached in a progressive increase of intensity."the hysteria reached a crescendo around the spring festival"





COLD BEER

Crescendo is a brewery that focuses on crafting the most flavourful, delicious beers



The atmosphere brings you back to a smokey jazz speakeasy with constant classic jazz hits and live music by local jazz artists

Audience

The audience that would value our existence as a small business brewery, as well as the similarities in values that we share.

Ruben Min

age: 18-24

residence: Vancouver, British Columbia education: Some College, No Degree

occupation: Graphic Designer

marital status: Single



"A pint a day takes the pain away, music makes the pain never there at all"

A quick summary of behaviors and practices like how he/she spends their day.

Comfort With Technology INTERNET SOFTWARE MOBILE APPS SOCIAL NETWORK

Criteria For Success:

Music to heal the soul and the mind. While dedicating himself to the art of graphic design, Jeremy prefers to drink on the good days at the Crescendo Brewing Co.

Needs

- Music
- Beer
- Recreational Activities

Values

- Communication
- Leadership
- Honesty

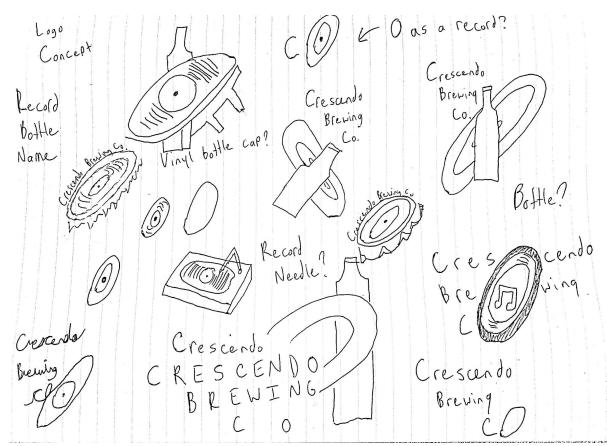
Wants

- · To advance in his career
- · Travel around the world
- Enjoy his 20's

Fears

- Failure
- · Oversleeping his alarm
- Comic Sans

Concepting the Logo



The Crescendo Brewing Co. Logo had to represent our company, our brand, and our values.

We had to to convey:

- Our love of music
- Our love of beer
- Our name

We tried a number of styles of bottle, music notes, etc. The elements that would be able to convey these values in a clean and effective logo.



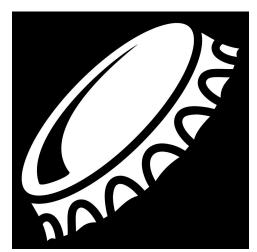


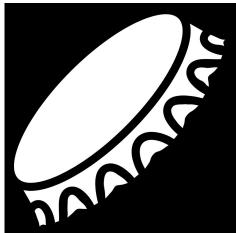


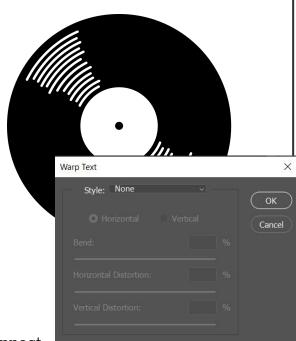




LOGO BREAKDOWN







Built in Photoshop 2019

Combines our values, Beer and Music. Uses black space to connect.

LOGO MISUSE



Do not flip

The logo orientation should always face to the left as to not obstruct visibility of the text.



Do not change colour

The logo should always be black and white (not even shades of grey)



Do not distort

The logo should never be stretched or distorted

LOGO CORRECT USAGE



Min: 192px on Solid



Min 48px on Transparent Min 16px with box



On solid: The box provides all of the space required as to maintain visual impact in an overcrowded setting.



On transparent: Box space of 100% of logo. This space allows the logo to maintain its visual impact in an overcrowded setting.

COLOUR PALETTE



What does the colour red represent?

• Love

We want patrons to love our beers and love our live music.

- Passion
 We want to show our
 patrons our dedication to
 the art of brewing and our
 passion for music.
- Power
 We want our patrons to
 feel welcome in our
 brewery, and empower
 them to indulge a little.

01

All website images should be black and white. Our brand represents the breweries of the 1920's, so all official pictures containing the logo should be black and white preferably.

02

The only effect to be added to official images is film grain, to further represent our appreciation of the past.

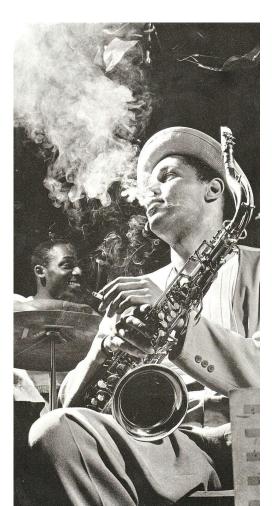


IMAGE EFFECTS



Fira Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz





Rokkitt

ABCDEFGHIJKLMNOPQRSTUVWXYZ

 $a\;b\;c\;d\;e\;f\;g\;h\;i\;j\;k\;l\;m\;n\;o\;p\;q\;r\;s\;t\;u\;v\;w\;x\;y\;z$

WHY THESE FONTS?

Fira Sans

Crescendo Brewing Co. is supposed to be a place to escape reality for a little while.

The font is calming, yet elegant, just like the jazzy music and low-fi beats. Yet, it is bold to show that a room can go from silent to loud once the beat starts.

Relax

Have a drink

Enjoy the music

Rokkitt



Classy, just like our patrons.

Escape the world for a little while.

TYPOGRAPHY - HEADINGS

Heading 1 Size 32

Heading 2 Size 24

Heading 3 Size 18

Heading 4 Size 14

Heading 5 Size 12

Heading 6 Size 11



Where to use these fonts

Nav | Bar | in | Fira Sans

Headings in Fira Sans at 30pt Font Size

Paragraph body text in Rokkitt at 12pt Font Size

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PIANO

Use this icon on the website when there is a pianist playing that day



SINGER

Use this icon on the website when there is a singer that day



WOODWIND & BRASS

Use this icon on the website when there is a woodwind and or brass musicians playing



GUITAR

Use this icon on the website when there is a guitarist playing





TAP

Use this icon on the website when a beer will be on tap



CANS

Use this icon on the website when a beer cans will be sold in the tasting room



BOTTLES

Use this icon on the website when beer bottles will be sold in the tasting room



SALE

Use this icon on the website when beer or merchandise will be on sale





CRESCENDO BREWING CO.

Escape the world for a little while