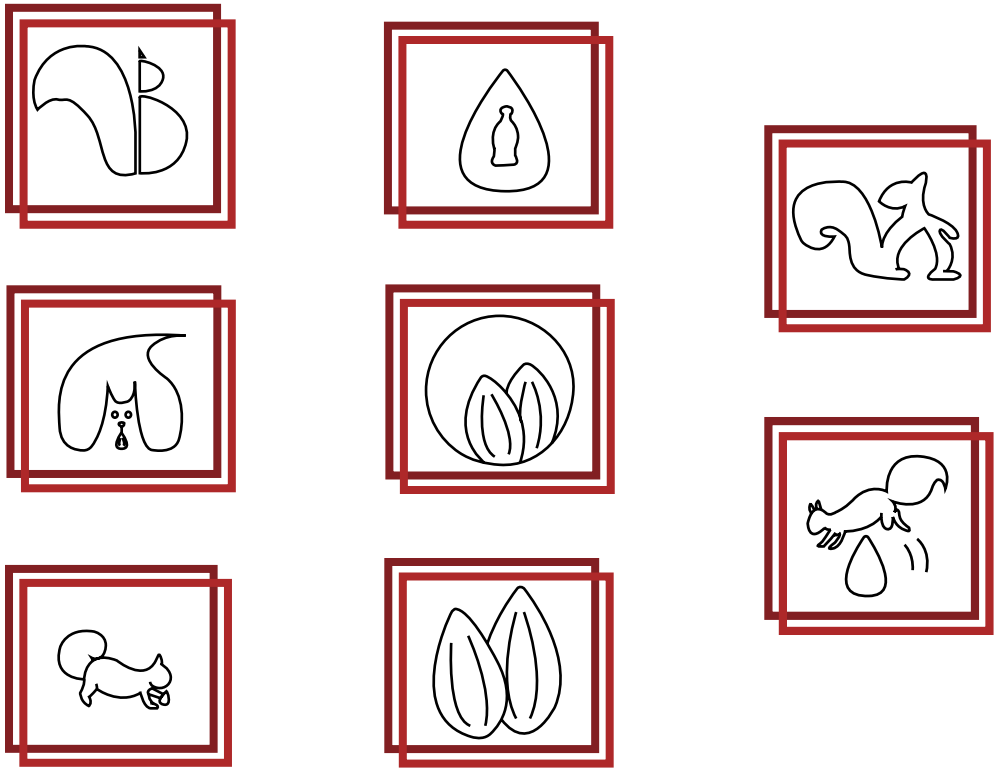
DR NUT BEER

BRAND GUIDELINES

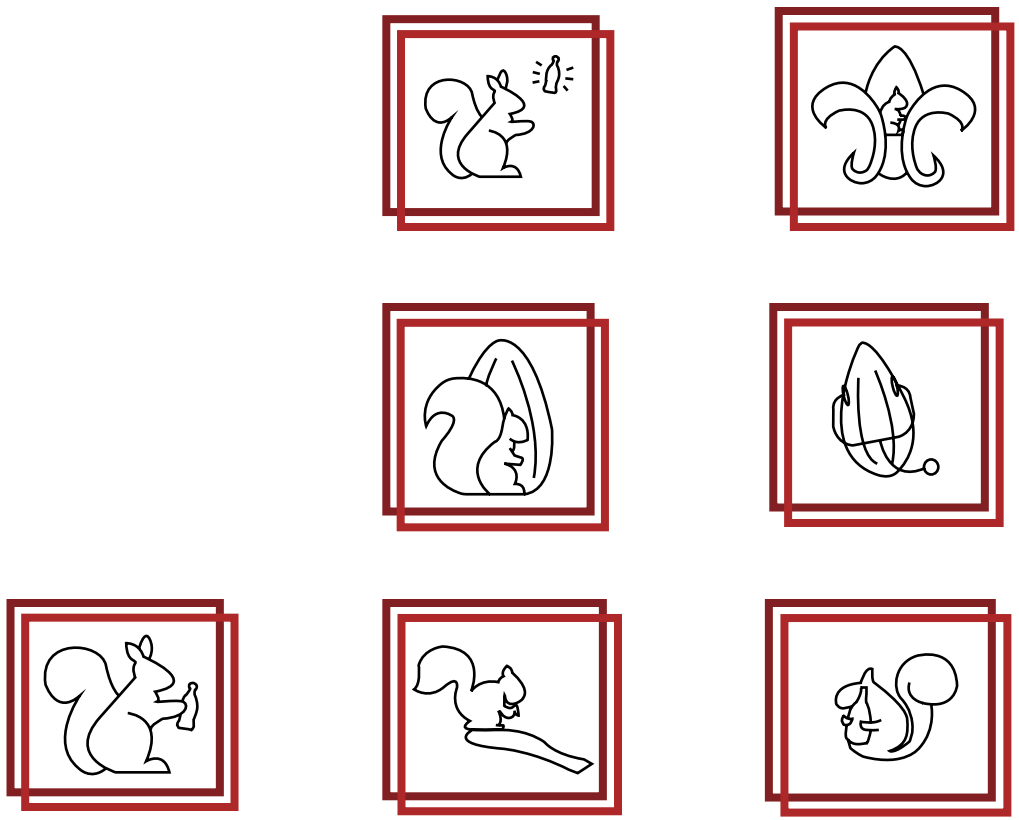
Table of Contents

1. Logo sketches
2. Black and white (high contrast)
3. Clear space for logo
4. Representation of logo at 48px (.5”) and 192px (2”)
5.Colour study
6.Typography study
7. Closing page

Logo sketches



Logo sketches

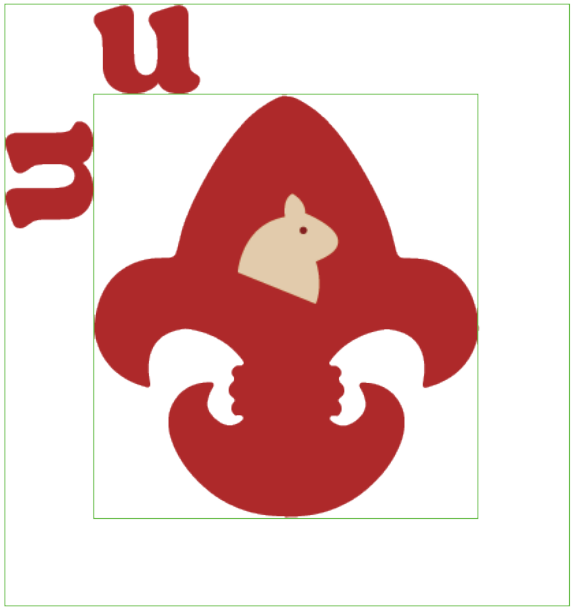


Logo elements

Black and white

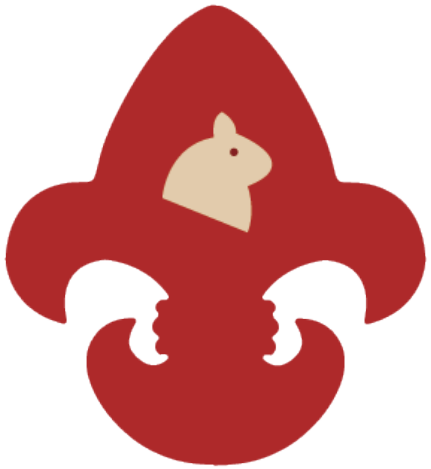
Logo elements

Clear space for logo



Logo elements

Components



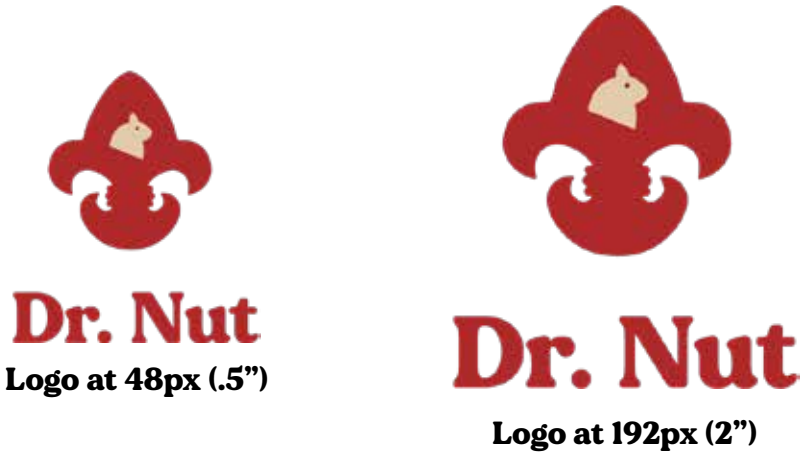
a. Icon

Dr. Nut

b. Logotype

Logo elements

Representation



Colour

HEX # **252525** **RGB** **37, 37, 37** **CMYK** **0%, 0%, 0%, 85%**	**HEX #** **AE2929** **RGB** **177, 149, 128** **CMYK** **0%, 16%, 28%, 31%**	**HEX #** **F2F2F3** **RGB** **241, 243, 244** **CMYK** **1%, 0%, 0%, 4%**	**HEX #** **FFFFFF** **RGB** **255, 255, 255** **CMYK** **0%, 0%, 0%, 0%**

Typography

AaBb

0123

Typography

Eczar

Bold

AaBbCcDdEeFfGgHhIiJj
KkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz

0123456789!?$@

Typography Secondary

AaBb

Typography

Cabin

Medium

AaBbCcDdEeFfGgHhIiJj KkLl-
MmNnOoPpQqRrSs TtUuVvW-
wXxYyZz

0123456789!?$@

CRAFT BEER
HAZELNUT FLAVOR