ESTD **b** 1820

BALLA
BRAND
GUIDELINES

March 2021
V1 1.0

Table of Contents

Brand Characteristics

Brand Identity

The Balla brand identity system is represented as a master brand across all product lines. This makes it easier for customers to recognize and remember Balla, build pride and unity among their employees, and enable strategic collaboration with partners.

B

Balla beer is a quality with brewing expertise for 200 years, and you can enjoy a balanced taste. In particular, the subtle spices and herb notes of hop and yeast allow you to enjoy a softer, lighter, and fresher scent.
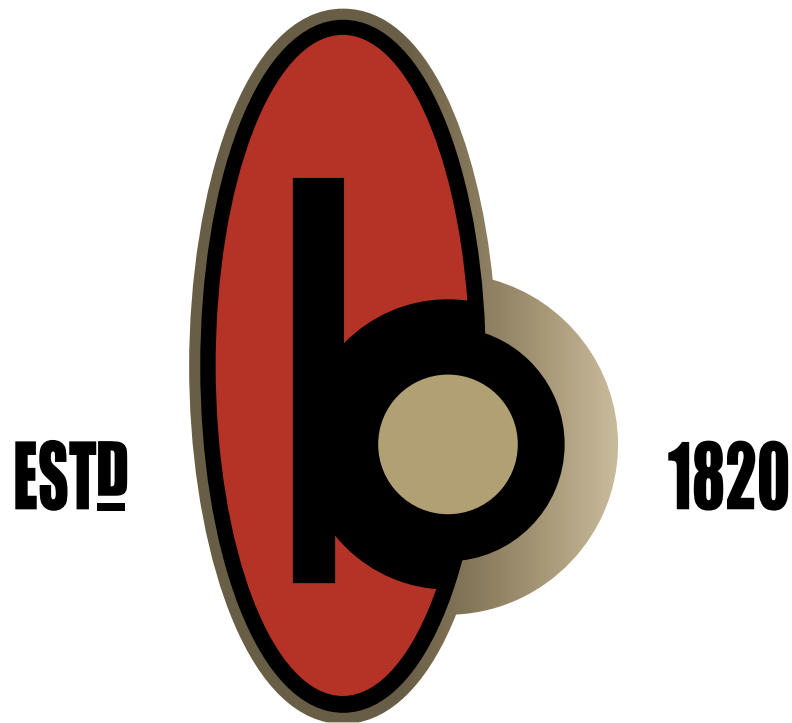
With the Balla logo's first initials, the beer's freshness, carbon dioxide, and white cream bubbles were used in a circle to make the logo stand out more.
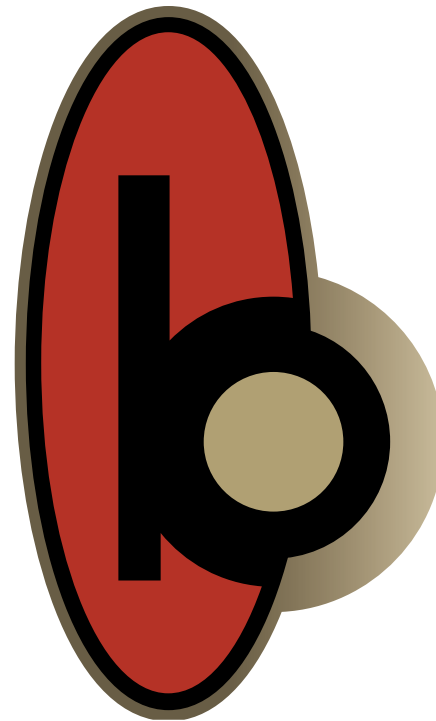
Completed Logo Design

Logo :
ELEMENTS

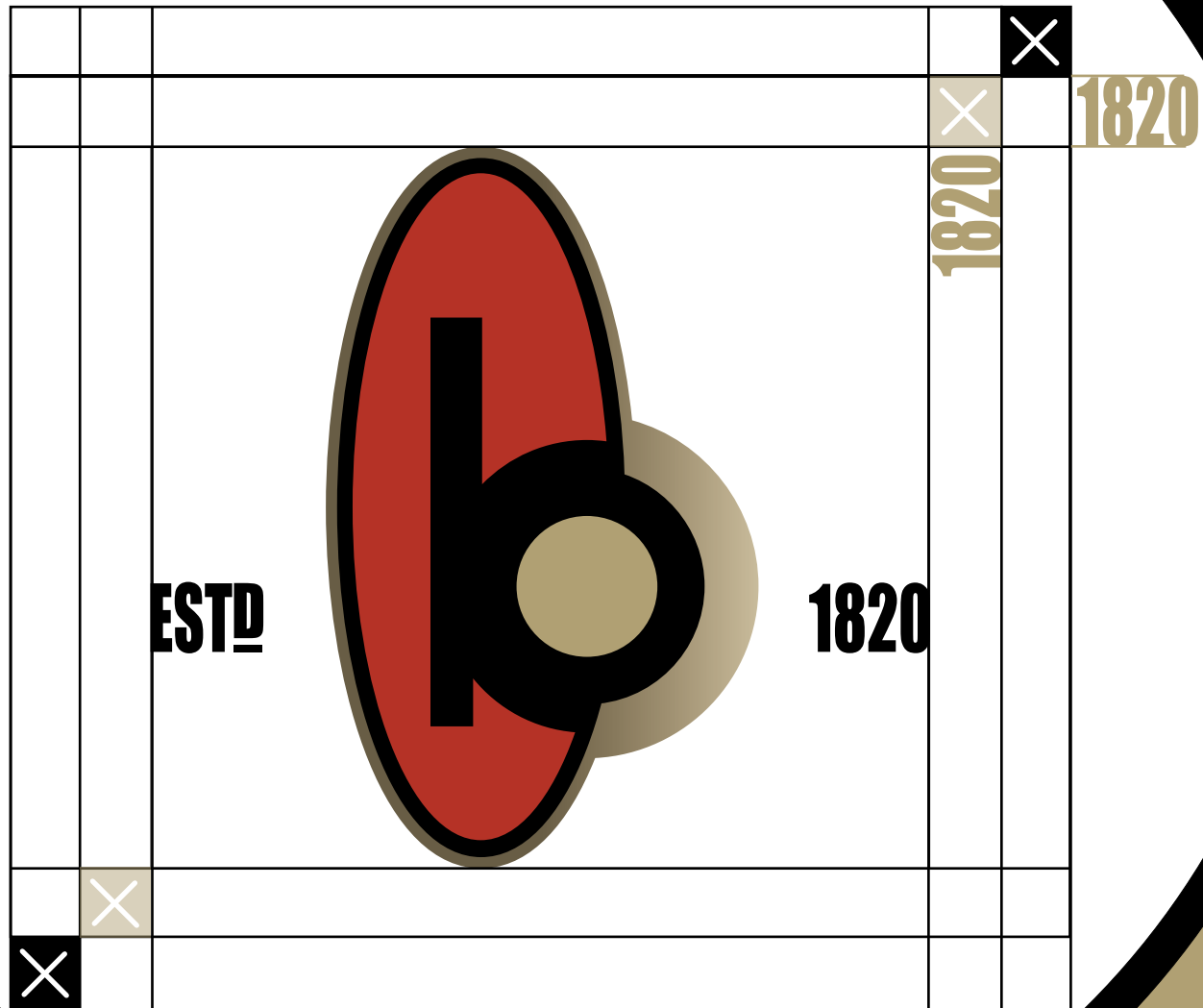Depending on the background, wordmark can change color into #92845E and black..

ESTD   1820

| Wordmark | Symbol | Wordmark |

Logo Clear Space

ESTD

1820

1820

1820

Logo Sizes

0.25 in

0.25 in

1 in

2 in

Colour Study

Brand Colours

Panton 7620 C
CMYK 32, 93, 96, 1
RGB 181, 51, 37
Hex #b53325

Panton Black
CMYK 0, 0, 0, 100
RGB 0 , 0, 0
Hex #000000

Panton 4251 C
CMYK 37, 36, 58, 0
RGB 175, 159, 115
Hex #af9t73

Panton 2326 C
CMYK 50, 48, 67, 0
RGB 146, 132, 94
Hex #92845e

Typographic Study

Brand Fonts

Typography can convey as much emotion and power as a symbol. Nanum Gothic has a neat straight line, modern and readable enough to reinforce the meaning of the symbol.

AVENIR NEXT DEMI BOLD

abcdefghijklmnopqrstuvwxyz   0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Aa *Aa*
Ultra Light
and Ultra
Light Italic

Aa *Aa*
Regular
and
Italic

Aa *Aa*
Medium
and
Medium Italic

Aa *Aa*
Demi Bold
and
Demi Bold
Italic

Aa *Aa*
Bold
and
Bold Italic

Aa *Aa*
Heavy
and
Heavy Italic

Brand Environment Application

The BALLA Beer Image Integration should be produced by Style Guide, and if you have any questions, please contact the person in charge.