



Speed Orbiter

Brand

Style Guide



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Target Audience

Because this is a beer company we appeal to people that are of drinking age and to people who enjoy Ale's and very smooth alcoholic drinks. We also appeal to people who enjoy more simple beers as well as fruity beers because we have both.

Competitiveness

Since the start of our company we have seen great success. To be competitive in the Beer scene you have to have good tasting beer that can be used for any occasion. To beat the other Ale's on the market we had to be different and with the different flavours and lots of unique aromas.

Passion

The passion we took for this project is from the old Alexander Keith's brand. The stars aligned when we won the lottery and bought these two companies and we wanted to take the drive and put that into the passion for this project



Logo Fonts

The fonts used to create this logo have been carefully selected to put emphasis on different parts of the logo. The Puma lettering is an italic and separate from the other fonts.

Logo Shapes

The shape used in the logo are used to put emphasis on the text that is wrapped around it. Along with the semi circles, the logo is wrapped in antlers flipped to put bounds on the puma lettering.



Logo Spacing

The logo is spaced with a the words in mind. The semi circles are the guides for the bend of the text. The spacing between the Puma name and the sides are perfectly porportionate.

Logo Spacing

The logo is spaced with a the words in mind. The semi circles are the guides for the bend of the text. The spacing between the Puma name and the sides are perfectly porportionate. It also adds emphasis to Puma to make it feel isolated.



.25"



.50"



1"



2"

Logo Sizing

At smaller sizes the logo text is the biggest issue to see. As the logo gets bigger it shows more detail because the text is almost unreadable until it reaches one inch. As the logo gets larger it allows for the mic to be more visible and have the multiple small aspects of the logo to be completely visible.

Brand Colours



#00420f



#ede3d1



#528335

Colour Choice

For the brand the colours that we went with are the same as Alexander Keith's. The colours are very earth and we took inspiration from barley as well as other plants used in the beer making process. All encompassed to bring together a cohesive successor to the old Alexander Keith's brand.



Font Choices

For the logo and branding the fonts used to contrast each other. Fugaz One is a font that is italicized and gives the font a more stylized look. Avenir as a font is a sans serif where the style is generic and is a very recognizable.

Fugaz One

***abcdefghijklmnopqr
stuvwxyz***

Avenir

**abcdefghijklmnopqr
stuvwxyz**



In the World

Speed Orbiter uses only the freshest ingredients and to show off that sentiment this placement is used to show that the use of fresh water in our beer allows it to have a great taste and smooth feel.

S

P

E

E

D



O

R

B

Greg Avery

x

Gerrit Acheson