

# Tyskie



## Brand Guideline

April 2020 | v1 .0

# **Tyskie Brand Guideline v 1.0**

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# Tyskie Brand Guideline v 1.0

## Brand Story

**Tyskie is the most famous and popular beer brand in Poland. Tyskie-name comes from the brewery located in the Upper Silesia town of Tychy. Citizens live in Tychy usually like drink the beer together after rain, to see the sun colorful rainbow.**

**One day in Tychy, there was a rain, and rainbow appeared on the roof of house. “The rainbow looks like a beautiful tape stick on the sky, while it will be gone in a moment,” said by a drunken Polish. “I want to know how it taste, it must be sweet.”**

**Another drunken man said “Why don’t we get the rainbow down? Don’t waste it”.**

**“For what?”**

**“Drink it, like a beer”.**

**It such a good idea that all two of them climbed to the top of house, grabbed on end of the rainbow, and pulled it down into a large vat. stir and stir, and add ,malted barley, hops and water. Tyskie beer are created like this.**

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## Logo



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## Logo Space



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## Logo Size

0.25 inches



0.5 inches



1 inches



2 inches



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## Colour Study

**Tyskie Black and yellow is the primary color of Tyskie Logo, blue is used for can design, brown, grey,glod and green are applied in bottles design based on four different flavor.**



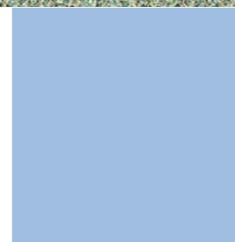
**Tyske Black**

C0 M0 Y0 K100  
R35 G31 B32  
html #231f20



**Tyske Yellow**

C2 M5 Y99 K0  
R255 G277 B0  
html #ffe300



**Tyske Blue**

C36 M16 Y1 K0  
R159 G191 B255  
html #9fbfe1



**Tyske Brown**

C49 M67 Y66 K47  
R88 G61 B55  
html #583d37



**Tyske Grey**

C23 M18 Y18 K0  
R196 G197 B197  
html #c4c5c5



**Tyske Glod**

C33 M40 Y99 K7  
R170 G139 B48  
html #aa8b30



**Tyske Green**

C71 M39 Y97 K29  
R74 G101 B49  
html #4a6531

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## Typographic Study

The primary font is Franklin Gothic Heavy . This font can be used on all print communications and some digital applications.

**Franklin Gothic Heavy**  
**AaBbCcDdEeFfGgHhIi**  
**JjKkLlMmNnOoPpQqRr**  
**SsTtUuVvWwXxYyZz1**  
**234567890!@#\$%^&\***  
**()-=[];’,./\_+{}:”<>?\\`|~**

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## Brand Environment Application

**Bus\_shelter**



We are

**Tyskie**



**Thanks for watch**

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