

**HOCK  
BREW**

Visual Center    August 1, 2025

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# BRAND MISSION

At HoskBrew, we create retro-inspired video games, bespoke tabletop experiences, and high-quality video game replacement parts. Fueled by a passion for play and a commitment to our community, we aim to keep gaming alive, accessible, and unforgettable.

# LOGO GUIDELINES

Horizontal

# HOSKBREW

Stacked

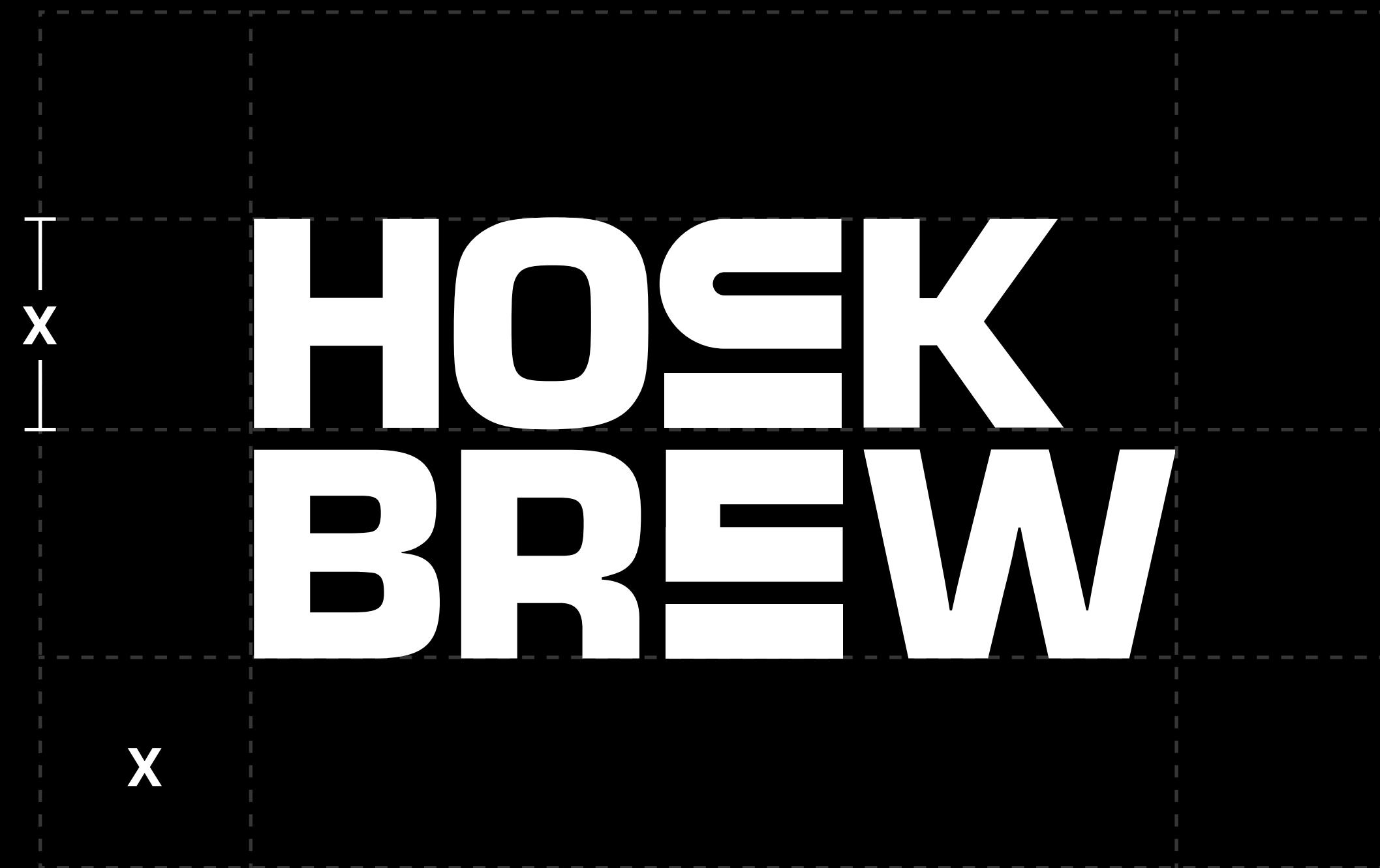
# HOEK BREW

## MINIMUM CLEAR SPACE &amp; SIZE

**HOSKBREW**

Minimum Height / 20px / 1cm

## MINIMUM CLEAR SPACE &amp; SIZE



HOEK  
BREW

[ - - - - ]

Minimum Width / 70px / 2cm

## LOGO FAMILY



Raised



Raised + Star



Full



Raised One Color

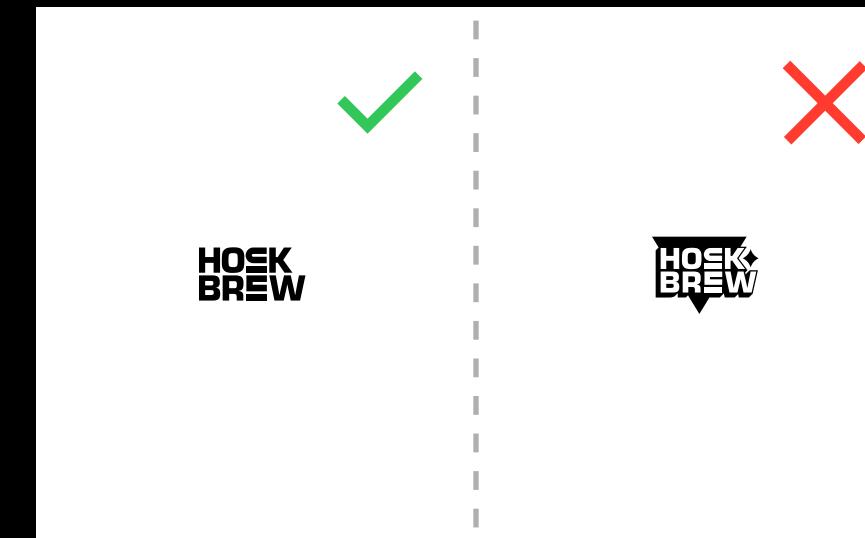


Raised + Star One Color



Full One Color

## LOGO USAGE



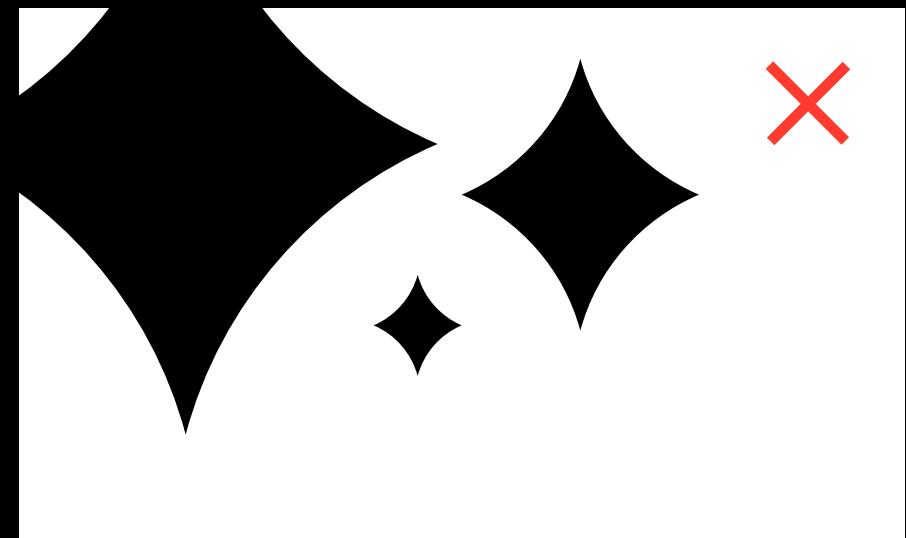
Scale logos proportionally. DO NOT stretch or warp finalized logo designs.

DO NOT use full logo versions on small placements, digital and print. Instead, use main logos for small placements.

DO NOT bleed the logos off the edge of a surface or screen.

DO NOT rotate the logo, unless it is to be used on the spine of a book or narrow pane of a box.

DO NOT place copy, other logos, or other visual elements too close to the logo. Refer to minimum clear space guidance.



DO NOT place the logo on top of a busy image. Additionally, consider contrast when placing the logo on an image.

Never use the raised and full one color versions of the logo as white. One color versions should only use dark colors.

DO NOT use the logotype as part of a larger sentence.

DO NOT add a stroke to the logo.

DO NOT use the stacked logo star without the word HoskBrew, or as an illustrative design element.

# COLORS

# COLOR PALETTE

Azure  
Main Accent

HEX #007AFF  
R0 G122 B255  
C100 M52 Y0 K0  
PMS 2727 U

Oxford Blue  
Main Dark

HEX #11192C  
R17 G25 B44  
C61 M43 Y0 K83

Emerald  
Secondary Accent

HEX #44CF6C  
R68 G207 B108  
C67 M0 Y48 K19

Pure Black

HEX #000000  
R0 G0 B0  
C60 M40 Y40 K100  
PMS Black 6 C

Pure White

HEX #FFFFFF  
R255 G255 B255  
C0 M0 Y0 K0

# TYPO- GRAPHY

# TYPOGRAPHY

HoskBrew uses the Inter family for brand-related typography online and in print.

Inter is available in variable and static forms. Its static versions are available in 3 different optical variations: 18pt for captions and body type, 24pt for regular styles, and 28pt for large headlines and display uses.

In general, use the variation that is closest to your output size. When in doubt, use the 24pt version.

# INTER BLACK FOR STRONG HEADLINES.

All Caps / -4% Letter Spacing / 85% Line Spacing

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## INTER BOLD FOR SECONDARY HEADLINES.

All Caps / 0% Letter Spacing / 90% Line Spacing

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Inter Regular for body copy and smaller type.

Sentence Case / 0% Letter Spacing / 110% Line Spacing

# CONTACTS

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