



BRAND STYLE GUIDE



OVERVIEW

Guidelines found within this document contain the rules for our visual communication system. Following these strictly will help maintain graphic and message continuity, protect our logo assets, and help us build powerful, relevant messaging across a broad array of media.

This document includes all of the elements you may need:
Logo variations, proper usage instructions, typefaces, colors, visual assets and more.



TABLE OF CONTENTS

Table of Contents

01 The Brand

05 Welcome 06 Mission 07 Vision 08 Values

02 Our Logo

10 Primary Lockup 11 Achromatic Version 12 Alternative Lockups
13 Correct Logo Usage 14 Incorrect Logo Usage

03 Colors

04 Typography

18 Brand Primary Typeface 19 Brand Secondary Typeface
20 Typographic Hierarchy

05 The Beer

22 Core Beer 23 Label System 24 Examples

06 Applications

26 Flag 27 Signage 28 Business Cards 29 Coasters
30 Glassware 31 Headware 32 Tees 33 Secondary Mark
34 Decals

07 Contact



THE BRAND

01

Welcome

Mission

Vision

Values

**WELCOME**

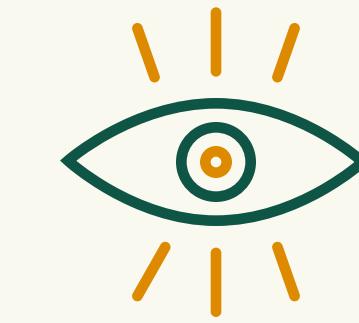
MESSAGE FROM THE FOUNDERS

We are Rising Tide Brewing, an independent, family-owned brewery driven by creative flavors, quality, and community. Since 2010, we have crafted innovative beers, guided by a love for the outdoors and a commitment to using local ingredients. We are friendly, warm and welcoming to anyone who walks in and we invite our patrons to join us on a journey of cold craft beer and hot fresh food, embodying the ethos that a rising tide lifts all boats.

Nathan and Heather Sanborn
Master Brewer and Director of Operations

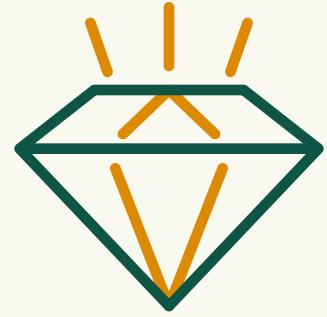
MISSION STATEMENT

**AT RISING TIDE WE CRAFT EXCEPTIONAL BEERS THAT
BRING PEOPLE TOGETHER. WE ARE DEDICATED TO QUALITY,
INNOVATION, AND FOSTERING A STRONG, SUPPORTIVE
COMMUNITY THROUGH OUR UNWAIVERING COMMITMENT
TO BREWING CONSISTENCY.**



VISION STATEMENT

AT RISING TIDE BREWING, WE AIM TO LEAD THE CRAFT BEER INDUSTRY WITH CONSISTENT QUALITY, VIBRANT COMMUNITY ENGAGEMENT, AND A COMMITMENT TO SUSTAINABILITY.



OUR VALUES

01

Consistency

We are dedicated to brewing high-quality beers with unwavering consistency, ensuring each batch reflects our commitment to excellence and reliability.

02

Community

We actively support and engage with our local community, fostering connections and giving back through various initiatives and collaborations.

03

Sustainability

We prioritize environmentally friendly practices and local sourcing to minimize our impact on the environment and support sustainable growth.

04

Inclusivity

We create a welcoming and inclusive environment for all, celebrating diversity and ensuring everyone feels a part of the Rising Tide family.



OUR LOGO

02

Primary Lockup

Black & White Versions

Alternative Lockups

Correct Logo Usage

Incorrect Logo Usage



Primary Lockup

These are the go-to logos for all brand communications. It's a trademark to help viewers easily identify the Rising Tide brand. It is essential that the logo is always applied with care and respect.



Light Background “High Contrast Instance”



Green or Dark Background “Low Contrast Instance”



Achromatic Version

Our Logo

Due to print production costs, sometimes only one ink color (usually black) is used. In that case, an achromatic version of the Rising Tide logo should be used.



On White



On Black Background or Dark Image

To ensure legibility and sufficient contrast, use a black version of the Rising Tide logo over a light background and the white version over a dark background.



Alternative Lockups

Our Logo

In cases where sizing is an issue use the Rising Tide Wordmark can be applied. These marks are to be used in smaller space applications or scenarios where branding can be simplified such as a hem label or apparel tag.



Wordmark



Simplified Word Mark



Monogram - Small Space

NOTE: These alternative lockups are made to support different creative needs and scenarios. Whenever possible, use the primary lockups.



Correct Logo Usage

Our Logo

The logo can be placed on a background or over an image using one of the colors from the primary or secondary color palette. Here are examples of the logo applied in these instances.

To ensure legibility and sufficient contrast, use a black version of the Rising Tide logo over a light background and a white version over a dark background.





Incorrect Logo Usage

Our Logo

For consistency in representing our brand identity, refrain from using the logo in unapproved ways. Solcasa logo should not be adjusted or edited in any way.

Follow these rules to ensure that our logos are always clear and consistent across brand touchpoints.
Here are some examples of what not to do:



Do not rotate the logo



Do not stretch or distort the logo



Do not use off brand colors



Do not use drop shadow or other effects



Do not outline the logo



Do not reduce the opacity of the logo



Do not add a box around the logo



Do not use on colors with low contrast



Do not use a logo against an image with poor contrast



COLORS

03



Primary Colors

Colors

Our primary color is "Sea Green," a blue-green shade inspired by the coast of Maine. This color reflects the brewery's deep connection to its coastal roots and evokes a sense of tranquility and freshness.

The core palette will cover the majority of your needs. It is intentionally small in variety to help consumers quickly identify our brand.

Seagreen

Harbor Glow

Sky Blue

Driftwood

White

HEX #00F5546

RGB 0 / 86 / 89

CMYK 97 / 40 / 75 / 36

PANTONE 7729C

HEX #DD8A00

RGB 221 / 138 / 0

CMYK 12 / 51 / 100 / 1

PANTONE 7564C

HEX #97CAEB

RGB 251 / 202 / 235

CMYK 38 / 8 / 1 / 0

PANTONE 291C

HEX #F8F3ED

RGB 248 / 243 / 237

CMYK 0 / 2 / 4 / 3

HEX #FFFFFF

RGB 255 / 255 / 255

CMYK 0 / 0 / 0 / 0



TYPOGRAPHY

04

Brand Primary Typeface

Brand Secondary Typeface

Typographic Hierarchy



Brand Primary Typeface

Acme Gothic, designed by Mark Simonson, is an ideal typeface for Rising Tide Brewing due to its blend of historical and modern elements. Its bold, clear letterforms ensure high readability, essential for our logo and can labels. Rooted in early 20th-century American sign painting, it reflects the rich maritime heritage of Coastal Maine, adding authenticity and character to the brand. Acme Gothic's versatility and strong, clean lines complement the brewery's coastal and nautical themes. It is an adobe font and can be activated using adobe suite.

Font Family

ACME GOTHIC

Light

Semibold

Black

Lowercase

abcdefghijklmnopqrstuvwxyz

All caps

ABCDEFGHIJKLMNO
PQRSTUVWXYZ

Numbers & characters

1234567890
{!@#\$%^&*()+=~}



Brand Secondary Typeface

Sweet Sans is an ideal secondary typeface for Rising Tide Brewing due to its historical roots in early 20th-century engraver's sans serif styles, offering a timeless and familiar aesthetic. Its open, simple forms ensure excellent legibility at small sizes, perfect for detailed label information. It provides a wide range of styles and weights, adding versatility. It is also an adobe font that can be activated in adobe creative suite.

Font Family

**SWEET SANS
PRO**

Light

Medium

Heavy

Lowercase

abcdefghijklmnopqrstuvwxyz

All caps

ABCDEFGHIJKLMNO
PQRSTUVWXYZ

Numbers & characters

1234567890
{!>?@#\$%^&*()+=<~}



Typographic Hierarchy

Typography

Typographic hierarchy is a system for organizing type that establishes an order of importance within the data, allowing the reader to easily find what they are looking for.

NOTE: Although not every text element has to be utilized in any given scenario, each one plays a vital role in enhancing the readability and clarity of written material.

Eyebrow

Acme Gothic Semibold | 16pt | Height: Auto | Spacing: -3% | ALL CAPS

Headline

Acme Gothic Wide Bold | 50pt | Height: 50pt | Spacing: -3% | ALL CAPS

Subhead

Acme Gothic Wide Semibold | 30pt | Height: 30pt | Spacing: -3%

Paragraph

Sweet Sans Pro Light | 21pt | Height: Auto | Spacing: -3%

CTA

Acme Gothic Semibold | 16pt | Height: Auto | Spacing: -3% | ALL CAPS

WELCOME TO RISING TIDE

**WE ARE GUIDED BY CREATIVE FLAVORS,
QUALITY, CONSISTENCY, COMMUNITY, AND
A LOVE OF ALL THINGS OUTDOORS.**

Proudly handcrafted in Portland, Maine since 2010

We make beers to enjoy with family and friends while soaking up all the beautiful state of Maine has to offer. All of our clean fermented beers are packaged in aluminum cans, making them the perfect pack-in, pack-out beverage for your Maine adventure.

LEARN MORE



THE BEER

05

Core Beer
Label System
Examples



Core Beer

Our can label system has been re-designed to reflect a contemporary layout with consistent and memorable branding. It is composed of a strategic information system to reflect illustrative flexibility while maintaining consistent information delivery.





Label System

Below are the core elements of the new label design

Die cut ripple creates a playful waterline on the can

Design elements can break into the white space but should be used sparingly

Small logo centered on the waterline above the back matter

Oars used as a design element to separate information

Beer title set in Acme Gothic, but the font weights and styles can be loose

Beer style always set in Sweet Sans Pro Bold





Examples





APPLICATIONS

06

Flag

Signage

Business Cards

Coasters

Glassware

Hats

Tees

Wearables

Decals



Flag





Signage





Business Cards





Coasters





Glassware





Headware Concepts



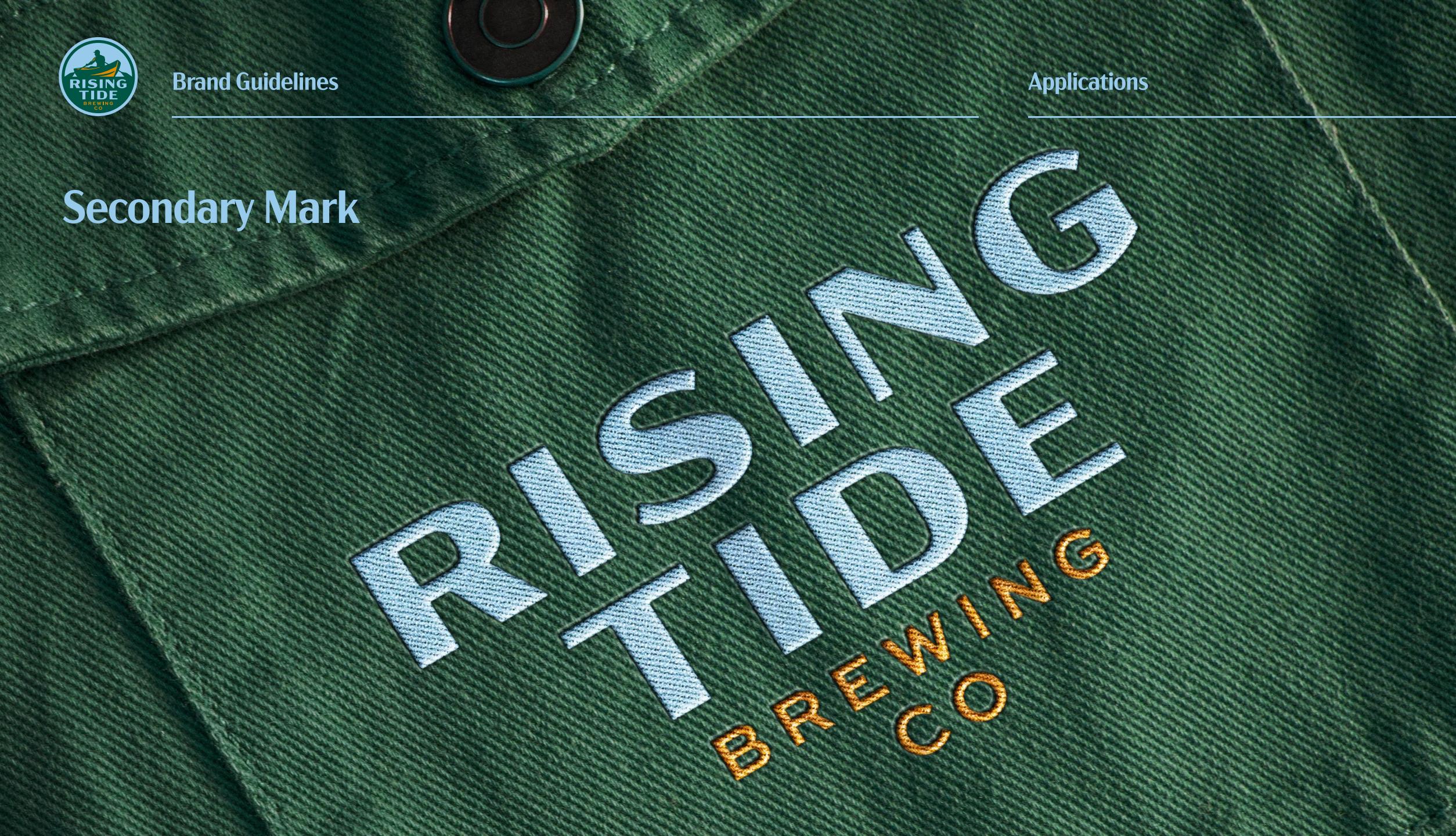


Logo Tees



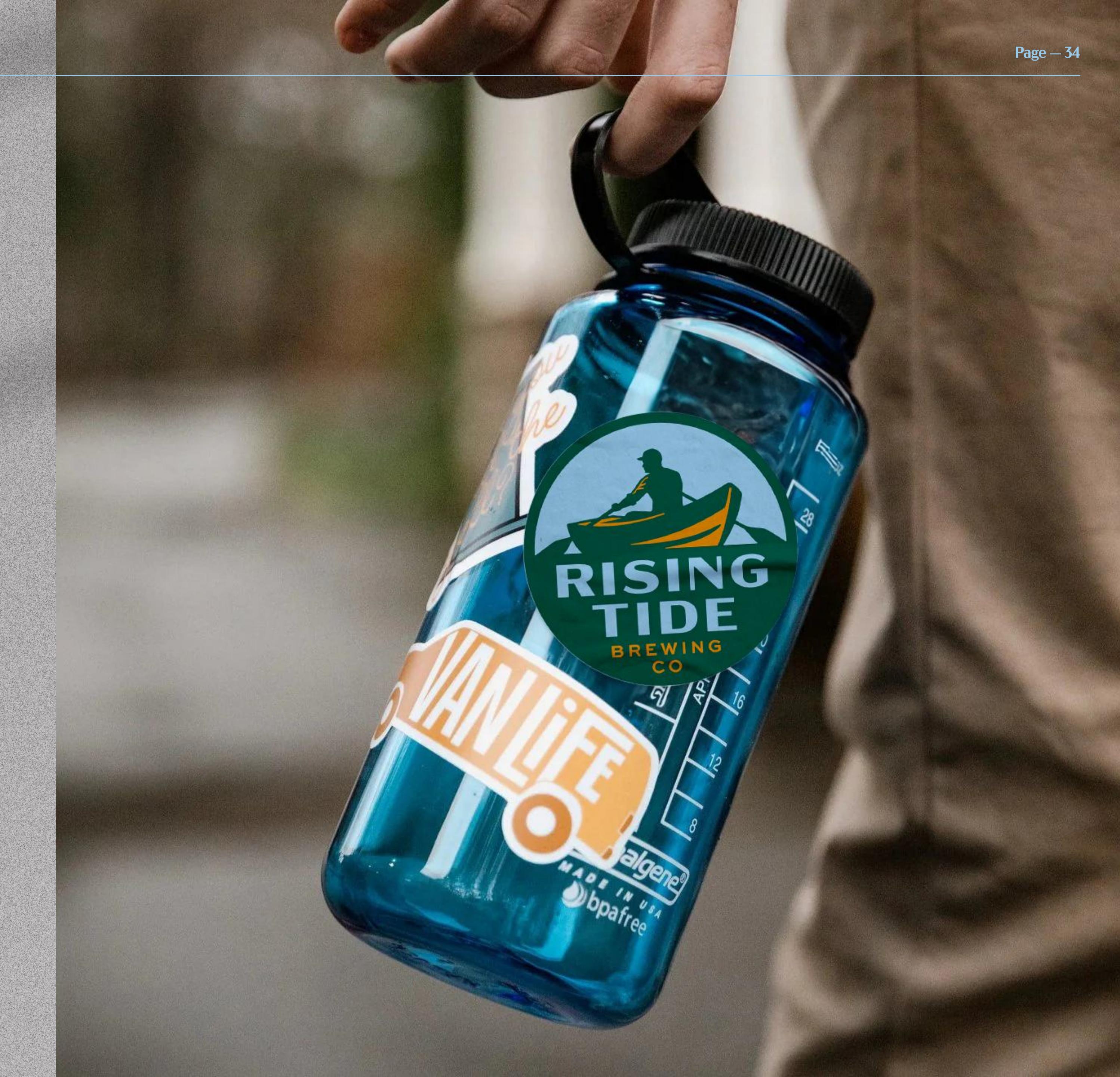


Secondary Mark





Decals





CHEERS!

For visual identity and it's application questions contact

Heather Sanborn

Director of Operations

heather@risingtidebrewing.com