The Coors logo features the word "Coors" in a bold, yellow, sans-serif typeface. The letters are thick and rounded, with a slight shadow effect. The logo is centered within a black rectangular field, which is flanked by two vertical grey bars on either side.

**Coors**

**Brand Guidelines**

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# Brand Characteristics

With our brand we want consumers to see us as a familiar brand that makes them feel comfortable while also having a playful and fun aspect with all the different bright colours. We want to show and prove how we are a reliable brand that you can always count on.

# Completed Logo Design

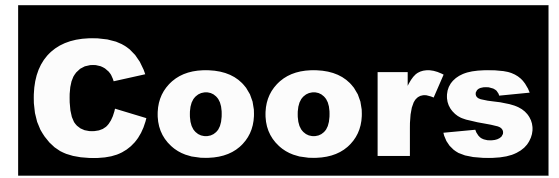
## Logo Design



**Full Colour Logo**



**Greyscale Logo**

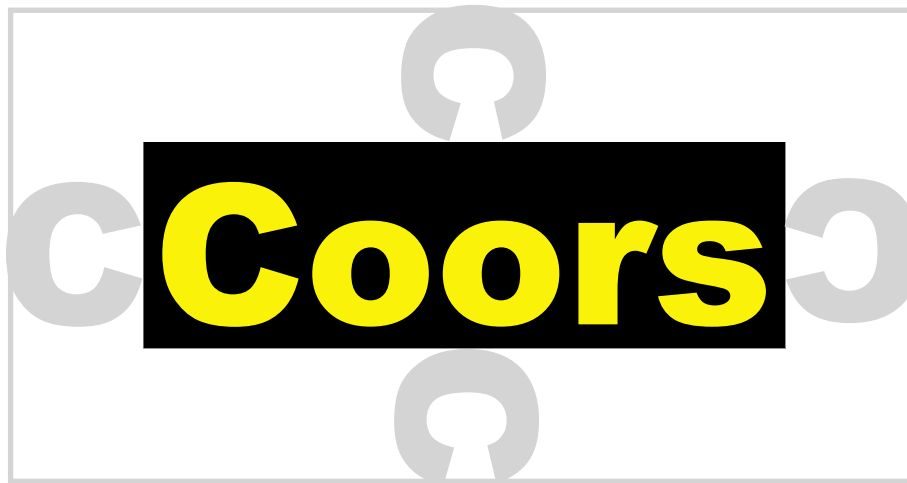


**Black & White Logo**

- Strong, bold, uncomplicated, and clean
- Unique so it is easily recognizable
- Comes with many different typographical emphasis as well

# Logo Clear Space

## Logo Spacing



The C around the logo shows the amount of space that should surround the logo and symbol to prevent other graphics from overlapping.

# Logo Sizes

## Minimum Sizes for Web & Print

.25 IN



1 IN



.5 IN

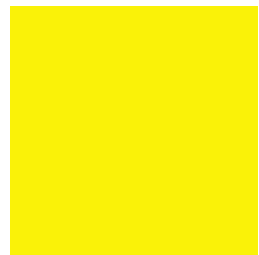


2 IN



Scale shows the minimum sizes for the logo to be used in print and web. This ensures that the logo will be able to be seen always without trouble.

# Colour Study

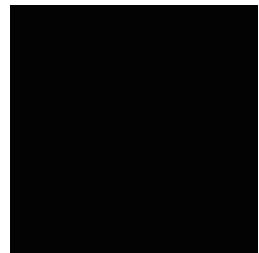


**Hex #F9F208**

**RGB 249,242,8**

**CMYK 0,3,97,2**

**Pantone 102 C**



**Hex #000000**

**RGB 0,0,0**

**CMYK 0,0,0,100**

**Pantone Black C**



**Hex #8A5DA2**

**RGB 138,93,162**

**CMYK 15,43,0,36**

**Pantone 258 C**



**Hex #1276C0**

**RGB 18,118,192**

**CMYK 91,39,0,25**

**Pantone 3005 C**



**Hex #81CAE8**

**RGB 129,202,232**

**CMYK 44,13,0,9**

**Pantone 297 C**



**Hex #E56139**

**RGB 229,97,57**

**CMYK 0,58,75,10**

**Pantone 158 C**



**Hex #D0E47F**

**RGB 208,228,127**

**CMYK 9,0,44,11**

**Pantone 365 C**



**Hex #ED5292**

**RGB 237,82,146**

**CMYK 0,65,38,7**

**Pantone 1915 C**

Use black as the primary colour and use yellow only with the logo. Use all rainbow colours as accent colours. Purple, Orange, Dark Blue, Green, Sky Blue and Pink can be used as pops of colour.

# Typographic Study

## Raleway

### Black

A B C D E F G H I J

K L M N O P Q R S

T U V W X Y Z

a b c d e f g h i j k

l m n o p q r s t u

v w x y z

1 2 3 4 5 6 7 8 9 0

### Regular

A B C D E F G H I

J K L M N O P Q R

S T U V W X Y Z

a b c d e f g h i j k

l m n o p q r s t u

v w x y z

1 2 3 4 5 6 7 8 9 0

### Italic

A B C D E F G H I J

K L M N O P Q R S

T U V W X Y Z

a b c d e f g h i j k

l m n o p q r s t u v

w x y z

1 2 3 4 5 6 7 8 9 0

This primary font is Raleway and is available in a number of weights and styles. This font can be used on all print communications and some digital applications.



# Brand in the Environment

**Photoshop  
file here**

**Coors**