# Mericola's Pub Ale

# 2022 Style Guide

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## Our Brand Identity

Mericola's Pub Ale brand identity system and illustrations display the classic and wholesome experience associated with the product at hand. The 'master brand's style guide purpose is to be easily identifiable, help viewers recognize the product and understand what out product is about. The simple, yet unique logo and typeface will help the product to stand out as recognizable and  set a mood or aesthetic as to what the Mericola's Pub Ale has to offer.

## Crest

The crest. The crest symbolizing Mericola's Pub Ale shows the main values of the company. The botanical flower and honey bee symbolize Mericola's dedication and inclusion of the natural world, using only natural ingredients. The honey bee alludes to the natural honey flavors. The shades of green are used to remind the viewers of nature and relaxation. The decision to use earth tones rather than vibrant colours is intentional, and used as a way to grasp the experience of the beverage. Lastly, the typeface used captures an 'old-style pub' aesthetic. While this is a familiar setting for craft beer, the botanical drawings and colour palette bring a more organic and environmental tone to an already solidified beer branding.

Hannah Di Renzo

# Our Brand Identity

Primary Version

The text component used on the logo crest is "Mericola's Pub Ale 1953"
"Mericola's" is the largest font size.
"pub ale" is not capitalized and is a medium font size.
"1853" is the smallest font size.
The full name of the product is 'Mericola's Pub Ale', the 1853 is simply used for advertising purposes.
There is the crest logo or the main type face logo. Both are appropriate for use depending on the extensive style being created.

Pantone 7762 C

Pantone Black 2 C

Pantone 7534 C

Pantone 385 C

Pantone 2409 C

Logo

## Logo:
Primary Version, Clear Space

Clear space is the space surrounding the logo that seperates the logo from other style elements that could obstruct the logo and its clairity, effecting it's identity.

The space around the logos should be the width of the capital "M" on the logo



## Logo:
Secondary Version (Typefaced Logo)

The secondary version of the logo is the typefaced logo. This logo-should be used over the crest logo when believed more effective that the primary logo.

This logo shares the product name "Mericola's Pub Ale" and founding date as well as the crest logo.

Often it can be useful to alternate these logos in style designs.

## Logo:
## Minimum Sizes

Both logos should be able to be easily identified. Ensuring that the sizes listed are used will ensure that the brand can be easily recognized and inturpreted by the viewers.

Minimum sizes for print

Minimum sizes for web

} 0.55 in

} 40 px

1.5 in

85px

## Logo:
## Alternate Colour Versions

To ensure all style set-ups are acounted for, there are five seper-ate logo alterations that an be used.

**Full Colour**
The full colour Mericola's Pub Ale logo design uses eight different colours, including the gold outer glow effect. This logo can be used on dark and light backgrounds.

**Single Colour**
This single colour logo and illustration should be used with either Pantone 2409 C or CMYK 62,40,72,22. This logo looks best with both dark and light backgrounds. However, this logo should not be used with grey backgrounds, for the logo must be easily visible and stand out to the viewer.

**White**
This logo should be used specifically with very dark or black backgrounds. The white must be a pure white, and not an off white colour. This illustration does no include a outer glow.

## Logo:
## Alternate Greyscale Versions

There are four greyscale versions of both the crest and typefaced logos. These logos can be used when appropriate in the design process.

**Two-toned Greyscale**
The two-toned greyscale logo is the same as the original, full-colour logo, yet only containing two shades of grey and black.

**Greyscale**
The greyscale logo uses only one tone of grey and white. The grey used must be Pantone Cool Gray C or CMYK 0,0,0,50.

**Black**
This black illustration should only be used on light backgrounds. However, this logo should not be used often. This illustration should be used to as a simplified version or to keep company aesthetics.

**White**
This logo should be used specifically with very dark or black backgrounds. The white must be a pure white, and not an off white colour. This illustration does no include a outer glow.
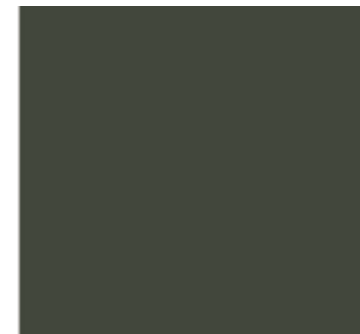
## Brand Colours

The three main colours should be used as often as possible. If other colours need to be used, they must be various shades of these three primary colours. These are the brand colours.

**Pantone** Cool Gray C
**CMYK** 0,0,0,50
**RGB** 128, 128, 128
**Hex** #808080

**Pantone** 2409 C
**CMYK** 62,40,72,22
**RGB** 76, 119, 56
**Hex** #4c7738

**Pantone** 7735 C
**CMYK** 67,54,68,24
**RGB** 45, 63, 44
**Hex** #2d3f2c

## Botanicals:
## Design Element

The crest or typeface logo can be used as elements of desgin. The botanical drawing and product pattern can be used as well.

**Note**: A depicition of the full co-lour logo must be present on all design projects atleast once.

## Brand Fonts

**Primary font family: Arial.**
To be used on most communications.

The primary font is Arial and any of its alternative forms, including, Narrow, Regular and Bold with italics.

Rarely can the Old English Text MD be used. If used it must be used for Titles and approved before use.

There is no alternative typeface since Ariel is a widely distribut-ed and common used typeface.

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
123456789

Example: Arial (shown at 16 pt.)

ABCDEFGHIJKLM
NOPQRSTU-
VWXYZ
abcdefghijklm
nopqrstuvwxyz
123456789

Example: Arial Narrow (shown at 20 pt.)

Narrow and
Narrow Italic

Narrow Bold and
Narrow Bold Italic

Regular and
Regular Italic

Bold and
Bold Italic

Old English Text MD