

# Beck's

## Style Guide

April 2022



# Contents

---

**3**

Brand Characteristics

**4**

Logo Design

**5**

Logo Clear Space

**6**

Logo Size

**7**

Logo Alternative Color Version

**8**

Brand Colors

**9**

Mascot

**10**

Brand Fonts

**11**

Environment Application

# Brand Characteristics

---

Established in 1873, Beck's Brewery, also known as Brauerei Beck & Co., is a brewery in Bremen, Germany. We aim to bring the community together by building customer connections through our passion for our beers' craft, quality, and creativity. But what makes us unique in the crowded beer market? The extra care we give in the fermentation process makes a big difference. Our beer gives you the significant mouthfeel and aroma that invites you to snuggle up with.

Beck's Brewery believes togetherness and connection are the most precious we have - that's why Beck's is dedicated to making those moments happen. The Beck's Brewery brand is carefree and engaging, reflecting the beers' unique texture and aroma. The illustrative identity of our product is based on the beer gas and its foamy head. By combining the spirited color palette with a striking typeface and bold packing, we aim to make the brand more distinctive and highlight the uniqueness of Beck's Brewery.

# Logo Design

---

As the primary visual identifier of Beck's Brewery, it is important that the logo not be altered in any way. The logo should be highly visible and unmistakable.



# Logo Clear Space

---

The logo should be surrounded by a field of clear space to isolate them from competing graphic elements and ensure the visibility.



# Logo Size

---

The specification on the right show the different sizes of the logo. Size will vary depending on situation.

**Beck's**

0.25 in

**Beck's**

0.5 in

**Beck's**

1 in

**Beck's**

2 in

# Logo Alternative Color Version

---

An alternative color version of the logo is allowed to use for different production scenarios.



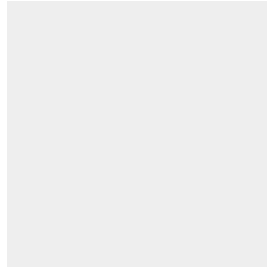
**Champagne**

A champagne version is used when the logo has to reverse out of a dark color background.

# Brand Colors

---

Green is the iconic color of our beer bottle. Blue and silver represent the spirit of brand - carefree and refreshing. By using the spirited color palette, we aim to communicate the engaging personality to our customers.



**Pantone** 11-1001 TPX  
**CMYK** 6, 4, 3, 0  
**RGB** 238, 238, 238  
**Hex** #EEEEEE



**Pantone** 2935 U  
**CMYK** 93, 79, 15, 4  
**RGB** 26, 33, 117  
**Hex** #1861A9



**Pantone** 2756 C  
**CMYK** 93, 79, 15, 4  
**RGB** 26, 33, 117  
**Hex** 1A2175



**Pantone** 2427 CP  
**CMYK** 94, 26, 95, 12  
**RGB** 14, 94, 35  
**Hex** #0E5E23



# Mascot

---

Our mascot Beck's bear represents our love to beer and this precious craft. Fun fact, Beck's bear loves to snuggle, especially with the beloved Beck's beer!



# Brand Fonts

---

The primary font is Brice and is offered in two weights and styles. With its bouncy serif and dynamic contrast, It suggests a carefree vibe that complements the graphic system.

The secondary font is David Sans and is used mostly on the product websites.

## Brice

Black SemiExpanded

**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**  
**0 1 2 3 4 5 6 7 8 9**

Used in headlines, subheads and beer label.

Bold

**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**  
**0 1 2 3 4 5 6 7 8 9**

## David Sans

Medium

**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**  
**0 1 2 3 4 5 6 7 8 9**

Used in body copy and captions.

# Environment Application

---



If you have any questions concerning any material containing the logo of the Beck's Brewery Company, please feel free to contact us directly.

123 Beer Road.  
London, ON, Canada A23 4B5

(465)879-0232  
[hello@becksbrewery.com](mailto:hello@becksbrewery.com)