SINCE 1870

COOLING BEER WITH WITCH HAZEL

TUCKS
BIER

Tucks

Brand Guideline

MARCH 2020 | V1.0

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Brand Characteristics

It's a fresh start with Tucks. Since the creation of Tucks, we've been the go-to drink for newcomers to beers. With witch hazel as our main ingredient, we make the most refreshing and soothing beer in the game. We make sure to keep the bitter and malty taste light and crank up the cooling effect to make it an incredible experience when drinking Tucks Beer.

Our distinctiveness not only makes Tucks Beer a memorable brand but also creates a memorable experience with our products. Being the only beer brand that uses witch hazel to make the coolest beer, we will always be in touch with our loyal and new customers for a long run.

To maintain our reputation, we plan to stay consistent throughout our journey with you. We have a strong trust in the quality of our products and services. So we will keep our branding consistent to not only maintain our loyal family, but also build it for the future.

Logo Design

Tucks logo consist of 3 elements; the gold ring, Tucks text and subtexts, and the leaves. The gold ring represents the togetherness in our brand and community. While the font used is a serif typography that helps with the recognition of the brand. Finally, the leaves create the cool and soothing feel of what our product is all about. The leaves came from our partner brand, Tucks medicated cooling pads.

Logo Clear Space

Tucks logo has clear space around to be effective. The letter 'T' from Tucks serves as the guide for the use of clear space. To be effectively visible, the clear space area must be free of any type of graphic.
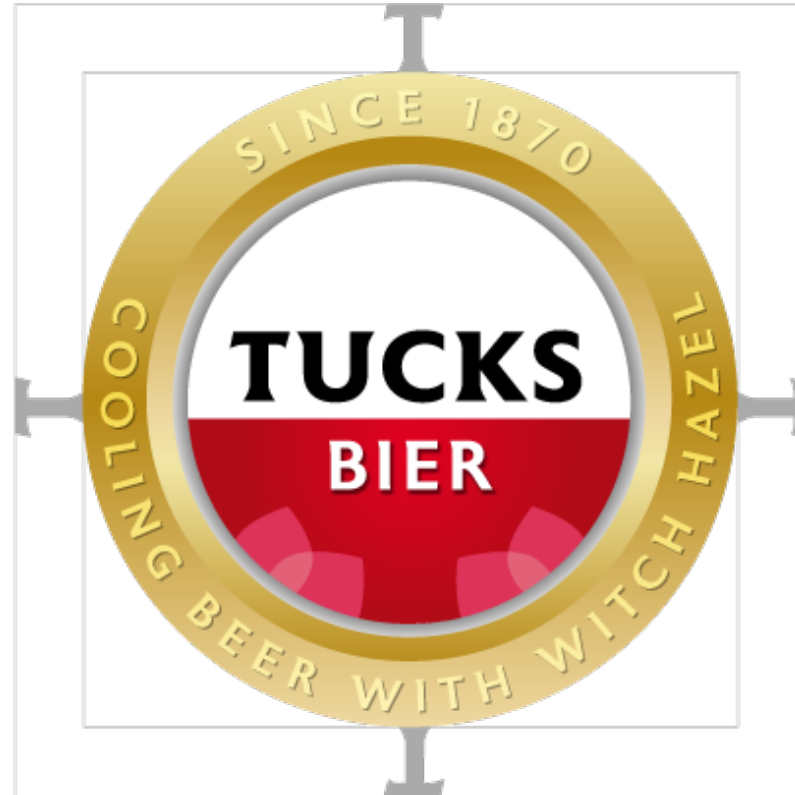
Logo Sizes

Our logo must have a minimum width size of 2 in print or 144px for web to maintain the clarity and recognition of the logo.

Minimum size for

2.0 in

Minimum size for

144 px

Colour Study

The primary colours of Tucks are red, gold and grey. The red creates the posotivity and energy in our brand. The gold helps with minamalism and the elegent look. Meanwhile, the grey adds a soothing and calming feel to the brand and also creates a neutrality between the other two colours.

Pantone 185 C
CMYK 4, 100, 100, 0
RGB 227, 0, 32
Hex #e30020

Pantone 1255 C
CMYK 28, 44, 100, 6
RGB 181, 135, 19
Hex #b58713

Pantone 444 C
CMYK 52, 43, 43, 8
RGB 127, 127, 127
Hex #7f7f7f

Typography Study

The primary font to be use for headers is Astoria Medium. This font combines both old and modern look with the serif style on the top left of most letters. It's main purpose is to create a clean look to the brand.

The other font used for most content text is Aktiv Grotesk Medium. It is a simple and clean sans serif font that adds modernity and readibility.

Astoria 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 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

Aktiv Grotesk 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 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

Brand Environment

Tucks Sport Marketing Logo

For our sports logo the design is simplified so that it is clean and readable from a distance no matter the scale. The design also removes the mention of beer to make advertising easier in a broader range of public sports venues. The end result is cleaner more family-friendly brand logo for public or professional sports.