

The image is a cover for a branding guidelines document. It features a large, solid red circle on the left side, which overlaps a grey, textured background that resembles concrete. A red, brush-stroke-like banner is positioned diagonally across the grey area, containing the word "Tucks" in a white, elegant script font.

*Tucks*

**BRANDING  
GUIDELINES**

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# BRAND

## CHARACTERISTICS

### Tucks Medicated Cooling Beer

Since 1934 Tucks Medicated Cooling Beer has been keeping you feeling calm, cool and collected. We pride ourselves in providing the most refreshing beer possible, while continuing our dedication to new and expecting mothers for cooling relief.

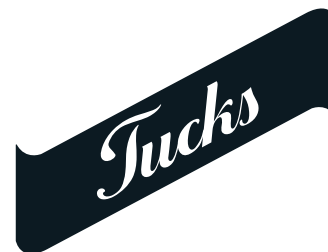
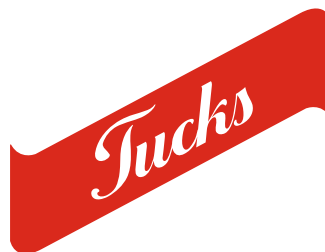
We are dedicated to new and expecting mothers, making sure our Medicated Cooling Beer is available at your local Hospitals in order to provide a cooling and relaxing feeling before and after the miracle of birth. We want to help get you back on your feet and ready to take on the joys of motherhood.

With our use of Witch Hazel our beer has a cooling effect that helps not only mothers, but any needing a cooling feeling to provide relief from heat, cuts, burns or really anything that you feel like an ice pack would be beneficial, have a Tucks instead. Within minutes the cooling witch hazel is activated and cools from within, providing you with relief from your ailment.

We are committed to using locally sourced products to create our smooth cooling Tucks Beer, providing income and jobs to our community. We want our community to thrive and continue to push for a better future for the next generations.



# LOGO DESIGN



## Tucks Logo

Tucks has two different logos that are available for use, coming in four different colours.

Our most recent logo is the Tucks Red Brush Stroke. An update on our original Banner Logo, the brush logo may be used in any of the colours shown,

Tucks Red (DA291C)

Black (222222)

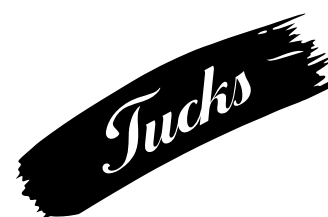
White (FFFFFF)

For a more retro feeling the original Tucks Banner Logo should be used. Same colours apply when using Banner Logo,

Tucks Red (DA291C)

Black (222222)

White (FFFFFF)

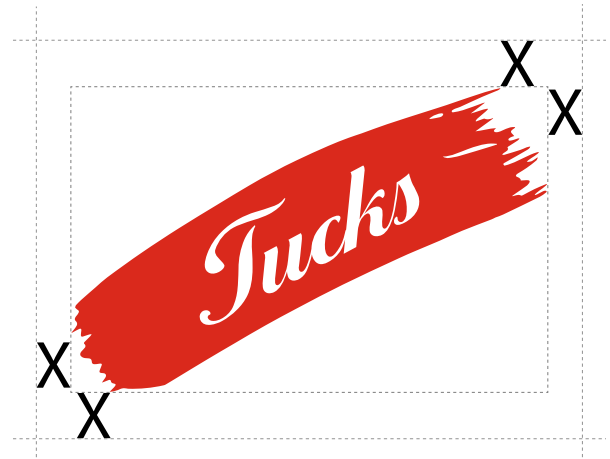
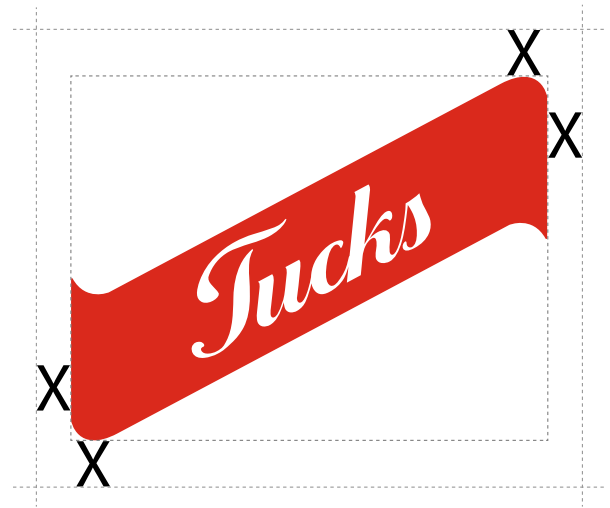


# LOGO CLEAR SPACE

## Clear Space

Clear Space is the amount of clearance around the logo that must be given. No text or images should come within the clear space around the logo for best practices.

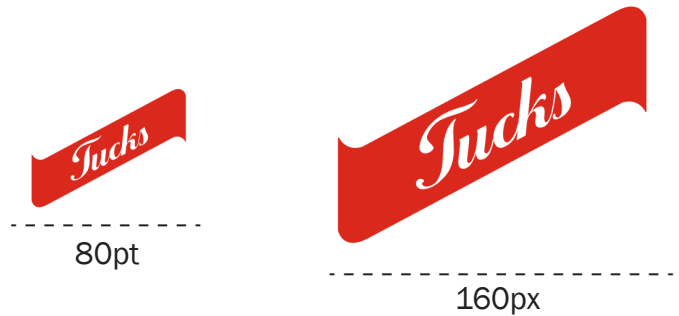
The Clear Space around the logo is based on the size of the logo. Both the original Banner Logo and Brush Stroke Logo use the 'S' at the end of Tucks as the X indicator for appropriate clear space around the logo.



# LOGO SIZES

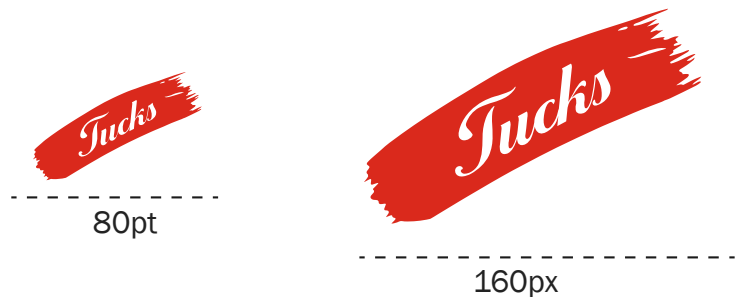
## Print

Both the Original Banner Logo and the Brush Stroke Logo when used in print have a minimum width of 80pt, any smaller than this and the logo will not be legible.



## Web

When being used on the web the Original Banner Logo and Brush Stroke Logo have a minimum width of 160px, ensuring that the logo is always visible.



# COLOUR STUDY



Pantone 485 C  
HEX # DA291C  
CMYK 9 97 100 1  
RGB 218 41 28



Pantone 2347 C  
HEX # EE0008  
CMYK 0 100 100 0  
RGB 238 0 8

## Tucks Colours

Tucks main colour is a bright vibrant red that has no shading, drop shadows or strokes around it.

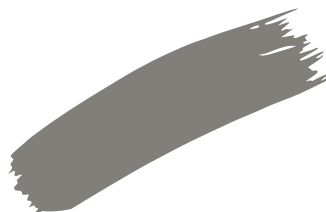
Other colours that can be found in our advertisements and content are, Red Gradient starting at our original bright red fading to a faint red (ee0008) with a bit of transparency.

Grey with a hint of green, since green is a complimentary colour to red. It adds a nice hidden touch.

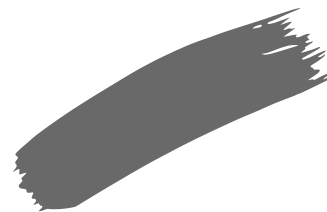
Our Darker Grey accent is equal parts red green and blue, making it easy to use for all content.

Almost Black, not 100% black thus not hurting the eyes as much when against stronger colours (like red or white)

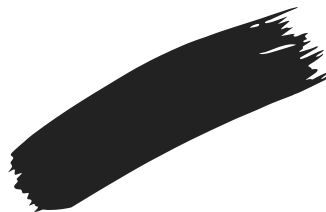
Stark White, a completely white White. That's it.



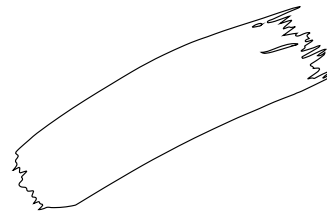
Pantone 179-9 U  
HEX # 817F7A  
CMYK 51 43 47 9  
RGB 129 127 122



Pantone 173-11 C  
HEX # 696969  
CMYK 59 50 50 18  
RGB 105 105 105



Pantone 426 XGC  
HEX # 222222  
CMYK 72 66 64 72  
RGB 34 34 34



Pantone 11-0601 TCX  
HEX # FFFFFFFF  
CMYK 0 0 0 0  
RGB 255 255 255

# TYPOGRAPHY STUDY

## Tucks Type

We like to keep things simple at Tucks, so we only use two different fonts.

For headers and slogans Veneer Regular is to be used. Veneer is a strong capital only font that grabs your attention, which is how it is to be used when making content. It has a distressed look to it as an offset to the simple clean look of our logo's.

Franklin Gothic Book is used as our main font for content in advertisements, packaging, print and web content. This sans-serif font is simple and easy to see making it a great font for all important content.

Our font sizing goes up by 12pt, ensuring there is no confusion on what size to use when creating content for Tucks

Veneer 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 ! @ # \$ %  
1 2 3 4 5 6 7 8 9 0

Franklin Gothic Book

Aa Bb Cc Dd Ee  
Ff Gg Hh Ii Jj Kk  
Ll Mm Nn Oo Pp  
Qq Rr Ss Tt Uu  
Vv Ww Xx Yy Zz  
! @ # \$ % 1 2 3 4  
5 6 7 8 9 0  
12pt, 24pt, 36pt, 48pt,  
60pt etc.



# BRAND ENVIRONMENT



*Tucks*