



# ZIMA

## BRAND GUIDELINES

July 2023 v.3



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# Introduction

Zima Flavored Beer is a groundbreaking beverage that revolutionizes the concept of traditional beer.

Blending the crispness of beer with exciting, bold flavors, Zima offers a refreshing twist for modern palates.

Crafted with the perfect balance of lightness and taste, Zima is the go-to choice for those seeking a unique and satisfying the modern drinking experience.

# Color Palette

## Primary Palette

The primary palette used in the our logo, along with their specific color codes. Promote the color purple as this is the main overarching colour.

## Colour Scheme

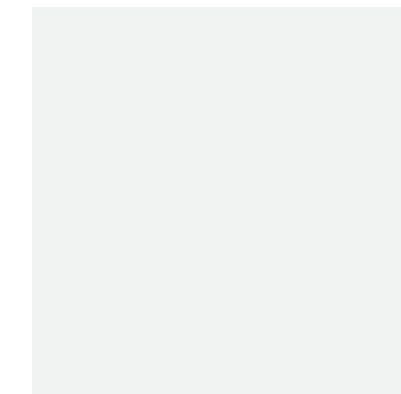
### Primary palette



R-46 G-49 B-146  
HEX - #2E3192



R-79 G-88 B-166  
HEX - #4F58A6



R-241 G-242 B-242  
HEX - #F1F2F2



R-35 G-31 B-32  
HEX - #231F20

# Color Palette


Alternate colors

## Secondary Palette

The secondary/alternate palette used in the brand, along with their specific colour codes. Should be used for the promotion of our other flavours

## Colour Scheme

Secondary palette

			
R-27 G-31 B-80 HEX - #1B1F50	R-168 G-220 B-217 HEX - #A8DCD9	R-46 G-49 B-146 HEX - #2E3192	R-118 G-24 B-80 HEX - #761850
			
	R-70 G-36 B-76 HEX - #46244C	R-249 G-194 B-23 HEX - #F9C217	

# Logo Usage

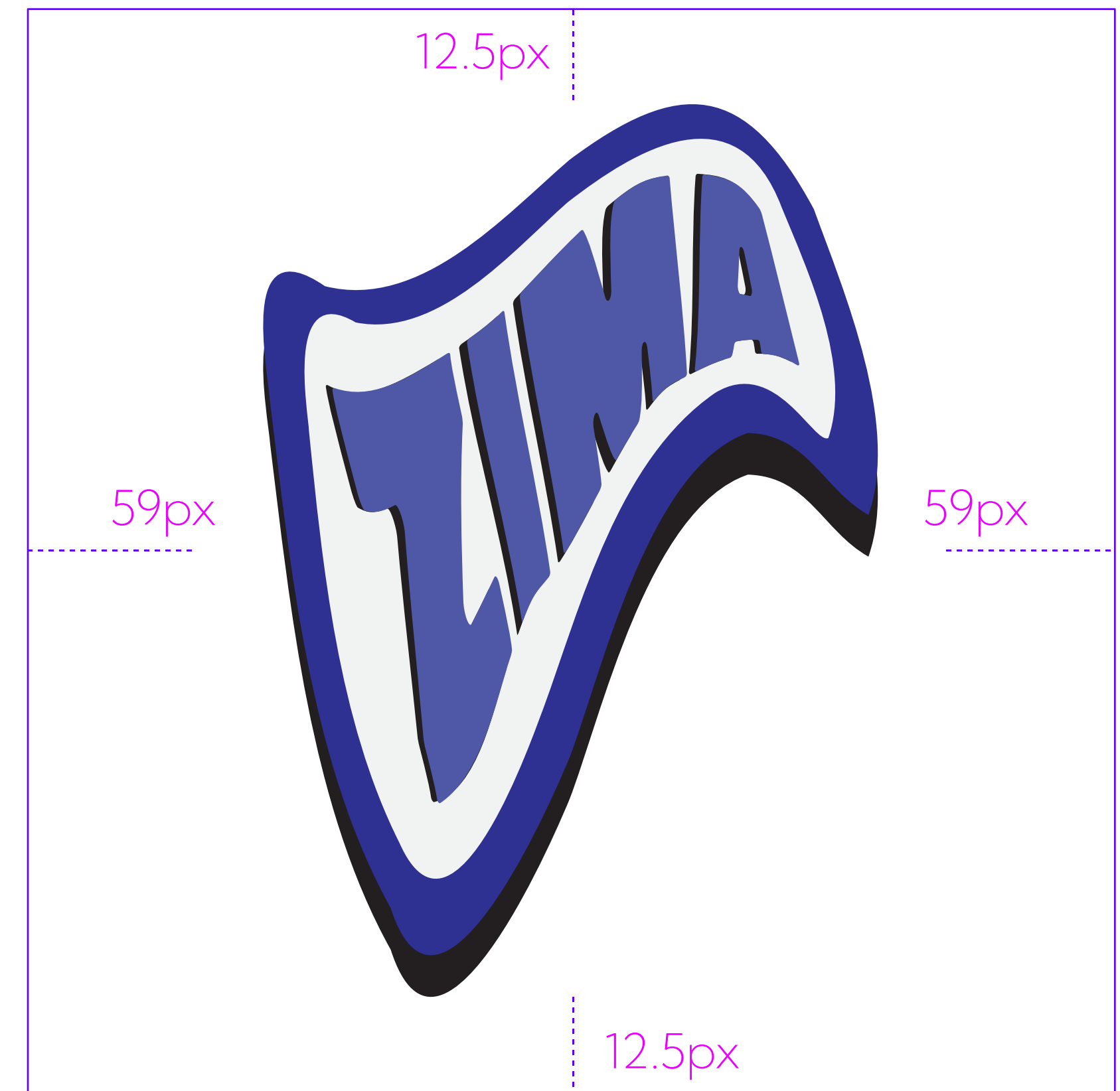
The Zima Flavoured Beer logo is the visual representation of the brand and should be used consistently across all marketing materials and platforms. It consists of a unique and eye-catching combination of elements that convey the brand's identity and values.

## Clear space and Minimum Size

Maintain a clear space around the logo to ensure it stands out and remains visually distinct. The minimum size for digital applications should not be less than 50 pixels in width.

## Consistency

The logo should be used consistently across all marketing materials, including but not limited to websites, social media, packaging, and promotional items.



# Logo Variation

## Primary Logo

The primary logo should be the standard representation and is the preferred version for most use cases.

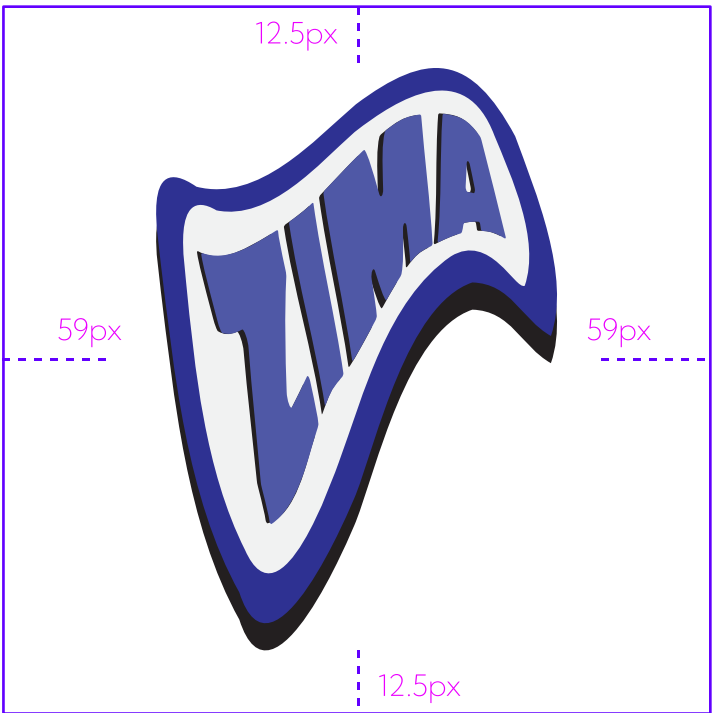
## Secondary Logo

If needed, a secondary logo variation may be used for specific applications where the primary logo is not suitable or doesn't fit. The secondary version should maintain the core elements of the primary logo.

## Alternate Logos

Additional alternate logo variations are available to provide flexibility while maintaining brand consistency. These alternate logos may include simplified versions for small applications, monochrome versions for special print requirements, or horizontal and vertical layouts for different design contexts.

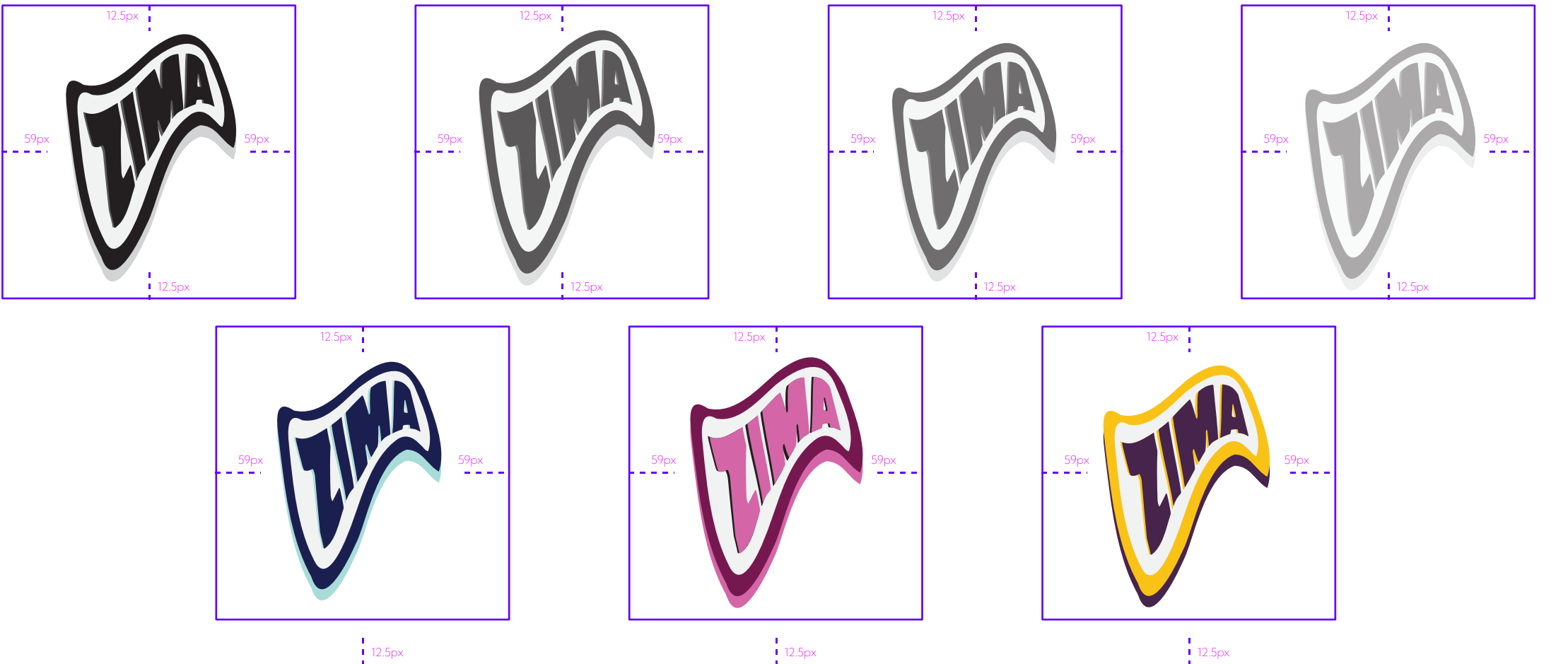
Primary Logo



Secondary Logo



Alternate Logo



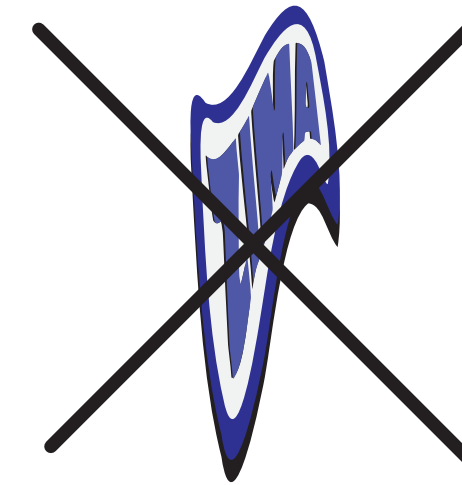
# Logo Improper Use

## Do not alter the logo

All elements of the logo have a specific design relationship to each other. In order to ensure the most potential for recognition of our logo, it is important to keep these design rules to keep the brand image intact.



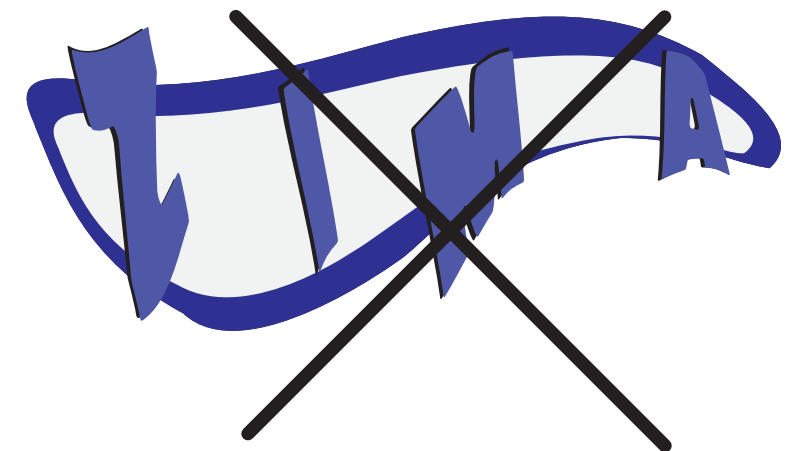
do not stretch width of logo



do not stretch height of logo



do not rotate logo



do not alter logo elements



# Typography

## Primary Typeface

**Font Family:** Kumbh Sans

**Headings:** Kumbh Sans Medium, Kumbh Sans SemiBold

**Body Copy:** Kumbh Sans Light

## Alternate font:

When Kumbh Sans is not available, use Montserrat

**Font Family:** Montserrat

**Headings:** Montserrat SemiBold

**Body Copy:** Montserrat Medium

**Primary Font Family: Kumbh Sans**

To be used in most communications.

**Kumbh 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

**Kumbh Sans Light**

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

**Alternate Font Family: Monserrat**

For internal use and cross-platform applications such as PowerPoint and Word where Gotham isn't universally available.

**Montserrat 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

# Typography

## Product Label

### Taglines Typeface

Font Family: Antique Olive Nord D

Font Weight: Regular

### Ingredients Typeface

Font Family: Alkaline Caps

Font Weight: Heavy

### Alternate font:

When Antique Olive Nord D and Alkaline Caps is not available,  
use Kumbh Sans

Font Family: Kumbh Sans

Taglines: Kumbh Sans Black

Ingredients: Kumbh Sans Bold

Font Family: Antique Olive Nord D

To be used in product label taglines.

### **Antique Olive Nord D**

**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**

### ***Antique Olive Nord D Regular 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***

Font Family: Alkaline Caps

To be used in product label Ingredients.

### ***ALKALINE CAPS HEAVY***

***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***

### **Alternate Font Family: Kumbh Sans**

For internal use and cross-platform applications such  
as PowerPoint and Word where Antique Olive Nord D and  
Alkaline isn't universally available.

# Label Design

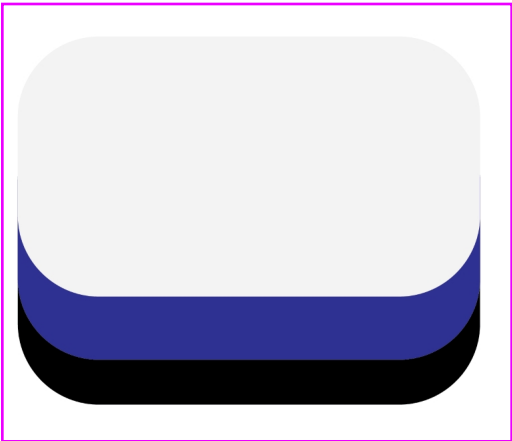
The Zima Flavoured Beer label is the visual representation of the brand and should be used consistently specifically to the specific flavour in our marketing products. It consists of a unique and eye-catching combination of elements that convey the brand's identity and values.

## Flavour

For those who love to stay active, the Zima Athlete is the perfect choice. With a refreshing green melon flavor, it provides a light and crisp taste that won't weigh you down.

## Ingredients

The ingredients should be used consistently in product label marketing materials.



ALL NEW FORMULA

INGREDIENTS: CARBONATED SPRING WATER, CITRUS ESSENCE, DIPOTASSIUM PHOSPHATE, TRI MAGNESIUM CITRATE, BETA CAROTENE FOR COLOR, L-ISOLEUCINE, L-LEUCINE, L-VALINE, D-ALPHA TOCOPHERYL ACETATE (VITAMIN E & D), ACESULFAME POTASSIUM, RETINYL PALMITATE (VITAMIN A), ZINC ASPARTATE ALCOHOL-



475 ML  
12% alcohol volume



# Label Design

The Zima Flavoured Beer label is the visual representation of the brand and should be used consistently specifically to the specific flavour in our marketing products. It consists of a unique and eye-catching combination of elements that convey the brand's identity and values.

## Flavour

The Zima Nerd is perfect for those who love to geek out on their favourite topics. With a bold blackberry flavour, it provides a unique and satisfying drinking experience that will keep you coming back for more.

## Ingredients

The ingredients should be used consistently in product label marketing materials.



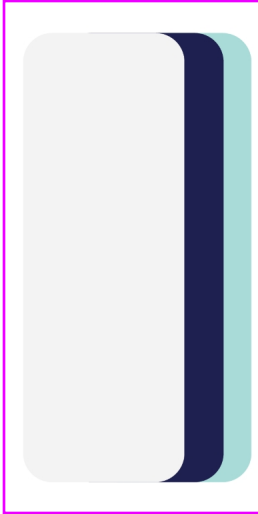
### ALL NEW FORMULA

*INGREDIENTS: CARBONATED SPRING WATER, CITRUS ESSENCE, DIPOTASSIUM PHOSPHATE, TRI MAGNESIUM CITRATE, BETA CAROTENE FOR COLOR, L-ISOLEUCINE, L-LEUCINE, L-VALINE, D-ALPHA TOCOPHERYL ACETATE (VITAMIN E & D), ACESULFAME POTASSIUM, RETINYL PALMITATE (VITAMIN A), ZINC ASPARTATE ALCOHOL-*



475 ML  
12% alcohol volume

MADE IN U.S.A  
MANUFACTURED FOR:  
LOS ANGELES, CA US 2500  
Z7E2J9  
CONTACT@QUENCH.COM  
ZIMA® IS A REREGISTERED TRADEMARK  
OF COOR'S BEVERAGES, LLC



MADE FOR CREATIVES  
DRINK RESPONSIBLY

NOT INTENDED FOR CHILDREN. ADULTS ONLY.  
DO NOT CONSUME THE PRODUCT WITH  
OTHER SUPPLEMENTS.



# Label Design

The Zima Flavoured Beer label is the visual representation of the brand and should be used consistently specifically to the specific flavour in our marketing products. It consists of a unique and eye-catching combination of elements that convey the brand's identity and values.

## Flavour

The Zima Gamer is perfect for those who love to play video games and enjoy a good drink at the same time. With one of our best selling pineapple flavour, it provides a refreshing and energizing taste that will keep you going all night long.

## Ingredients

The ingredients should be used consistently in product label marketing materials.



# Label Design

The Zima Flavoured Beer label is the visual representation of the brand and should be used consistently specifically to the specific flavour in our marketing products. It consists of a unique and eye-catching combination of elements that convey the brand's identity and values.

## Flavour

The Zima Outcast is perfect for those who like to stand out from the crowd. With a blast of dark raspberry flavour, it provides a unique and satisfying drinking experience that will make you feel like you're on top of the world.

## Ingredients

The ingredients should be used consistently in product label marketing materials.



# Contact Us

If you have any questions regarding the style manual or require artwork,  
please contact our design department, [zimabrand@greatbeer.com](mailto:zimabrand@greatbeer.com)

