ZIMA

BRAND GUIDELINES

2023 v.3

Contents

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 drinking experience.
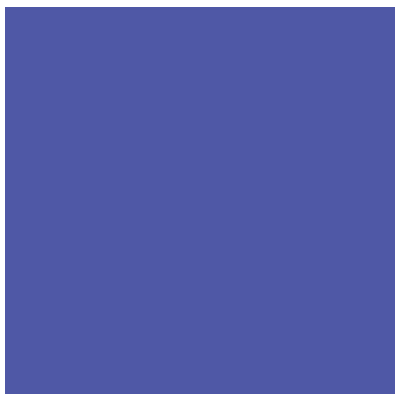
Color Palette

Color Pallete

The primary and secondary colors used in the brand, along with their specific color codes.
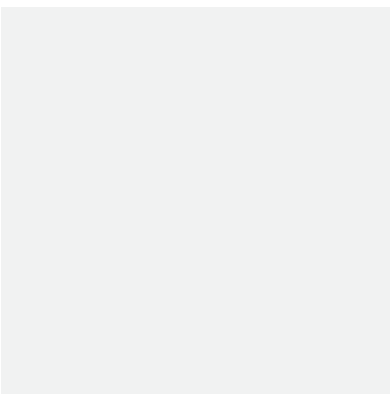
Colour Scheme

R–46 G–49 B–146	R–79 G–88 B–166	R–241 G–242 B–242	R–35 G–31 B–32
HEX – #2E3192	HEX – #4F58A6	HEX – #F1F2F2	HEX – #231F20

Extras
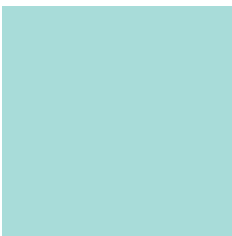
|					
R–35 G–31 B–32	R–168 G–220 B–217	R–46 G–49 B–146	R–118 G–24 B–80	R–70 G–36 B–76	R–249 G–194 B–23
HEX – #1B1F50	HEX – #A8DCD9	HEX – #2E3192	HEX – #761850	HEX – #46244C	HEX – #F9C217

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.

12.5px

59px

59px

12.5px
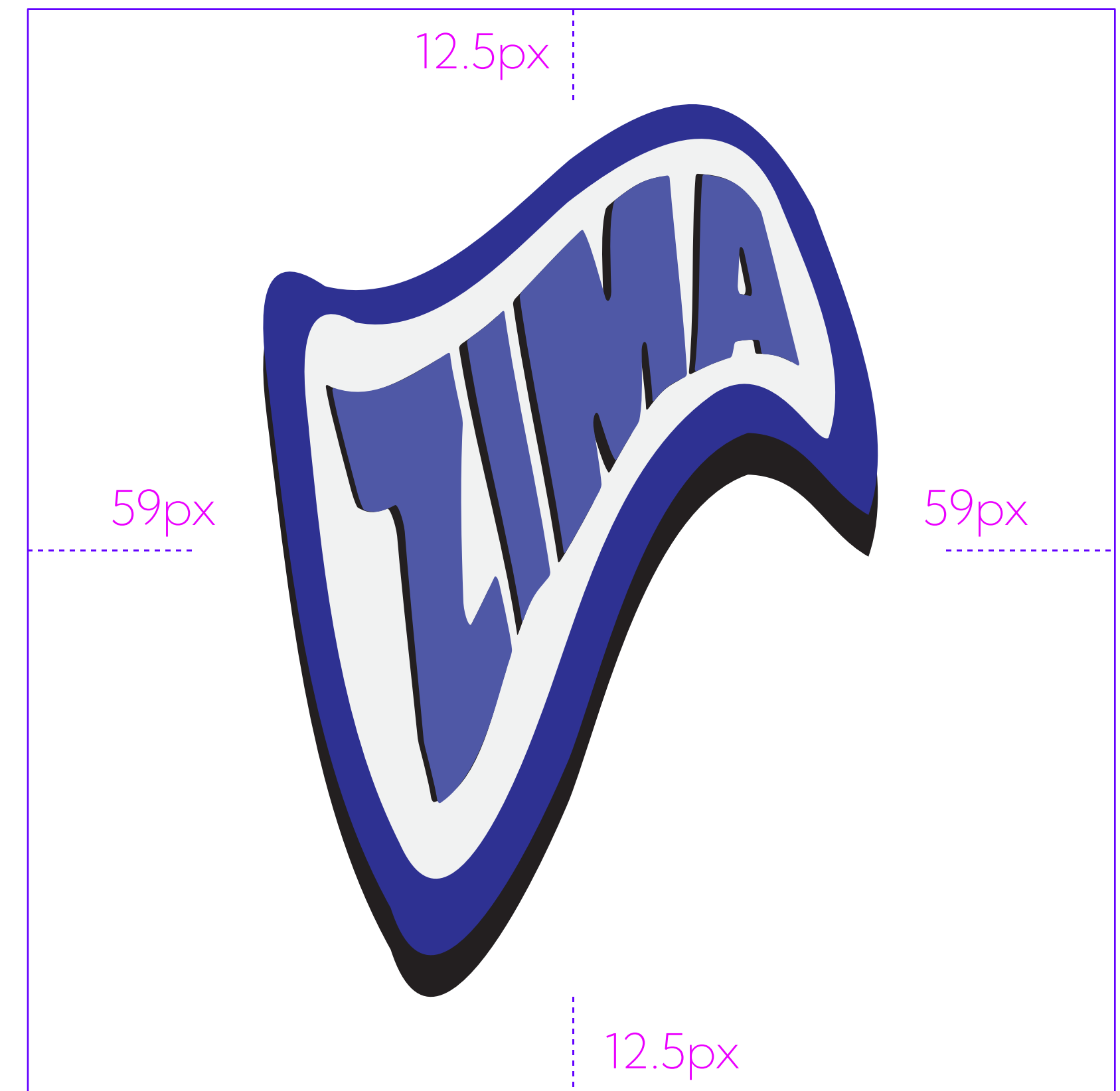
Logo Variation

Primary Logo
The primary logo should be the standard representation and is the preferred version for most use cases.
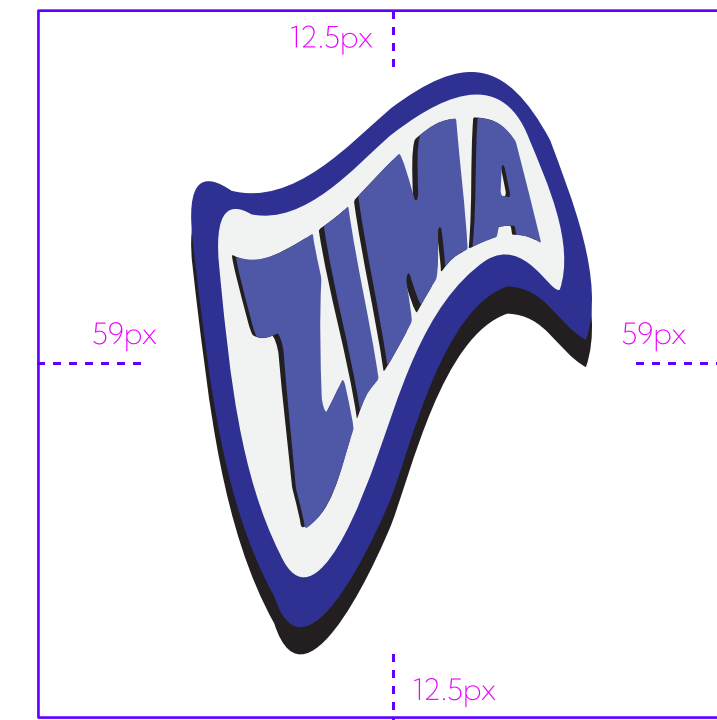
Secondary Logo
If needed, a secondary logo variation may be used for specific applications where the primary logo is not suitable or doesn't fit. The secondary version should maintain the core elements of the primary logo.

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.
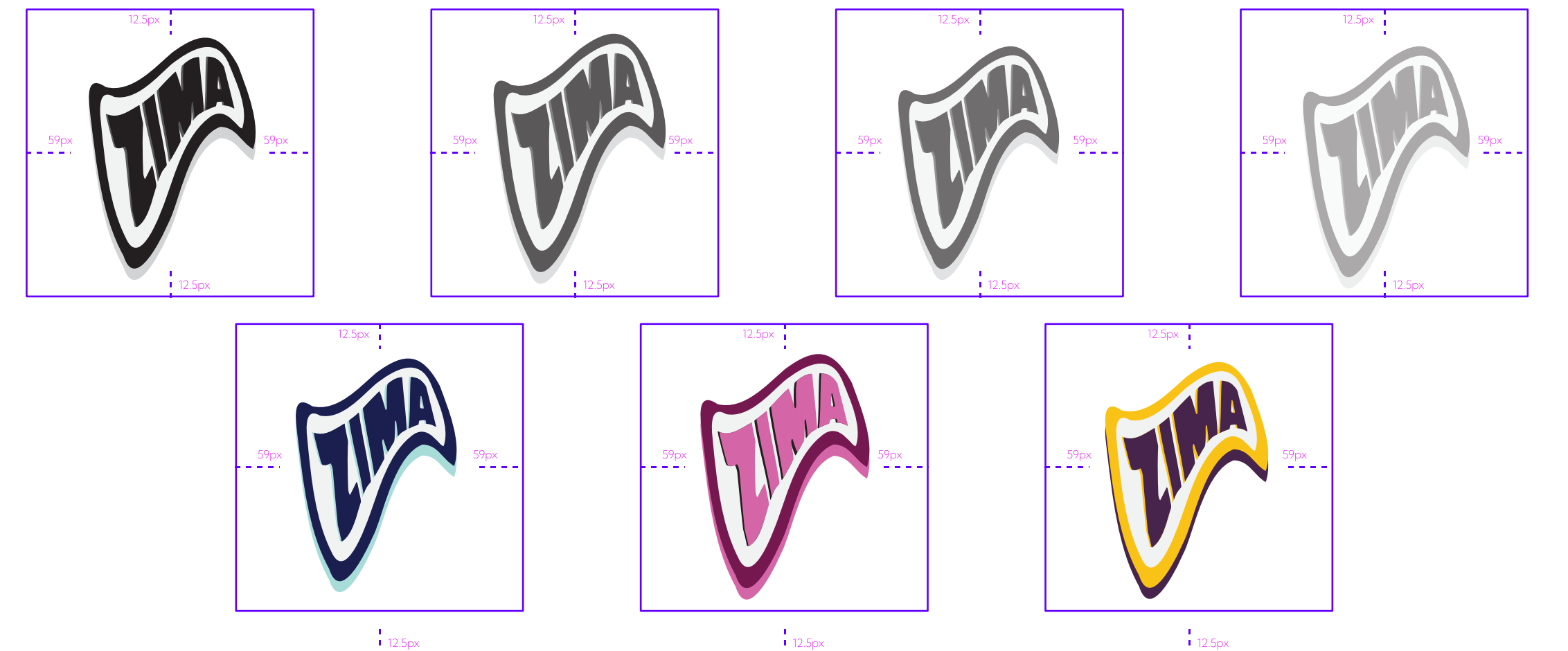
Primary Logo

Secondary Logo

Alternate Logo

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.

Monserrat 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

Contact Us

If you have any questions regarding the style manual or require artwork,
please contact me @j_difuntorum@fanshaweonline.ca