

GRACE BOYD

COASTAL CAMPUS BREWING

BRANDING & PACKAGING PRESENTATION

PRIMARY LOGO



**Coastal Campus
BREWING**

LOGO RATIONALE

WORDMARK

**Coastal Campus
BREWING**

SIMPLE/THICK
ACTS AS A STURDY TRUSTWORTHY BASE
FOR THE LOGO
AT ODDS WITH ITS BOLD COLOR

RUSTIC GRAFFITI-ESQUE FONT
REPRESENTATIVE OF THE ADVENTUROUS
NATURE OF THE PROGRAM
AT ODDS WITH ITS MUTED COLOR WAY

ICON



WARM/COOL COLORS WORKING
TOGETHER TO CREATE A WHOLE

SAND DOLLAR DESIGN MEANT
TO ATTRACT LOCALS



LOGO VARIATIONS | FULL COLOUR

**Coastal
Campus
BREWING**

CCB



**Coastal Campus
BREWING**

**Coastal
Campus
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CCB



**Coastal Campus
BREWING**

LOGO VARIATIONS | BLACK & WHITE

**Coastal
Campus
BREWING**

CCB



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CCB



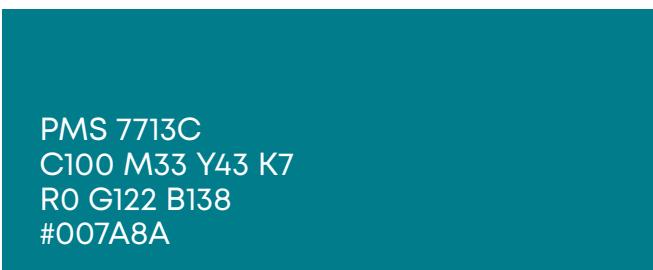
**Coastal Campus
BREWING**

COLOURS & FONTS

PRIMARY COLOURS



PMS 37-8 C
 C0 M79 Y94 K0
 R241 G93 B42
 #F15D2A



PMS 7713C
 C100 M33 Y43 K7
 R0 G122 B138
 #007A8A



PMS 319C
 C66 M0 Y21 K0
 R30 G202 B211
 #1ECAD3



PMS 720C
 C9 M30 Y49 K0
 R232 G183 B138
 #E7B78A

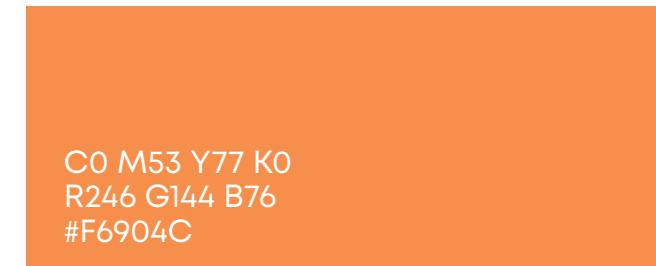
SECONDARY COLOURS



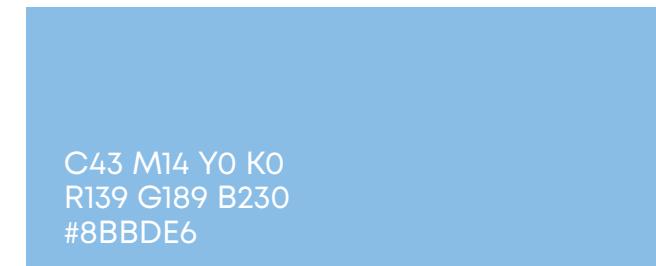
C52 M0 Y22 K0
 R114 G203 B205
 #72CBED



C27 M86 Y100 K25
 R150 G57 B32
 #963920



C0 M53 Y77 K0
 R246 G144 B76
 #F6904C



C43 M14 Y0 K0
 R139 G189 B230
 #8BBDE6

PRIMARY FONT

Mont

Thin

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
 1234567890

Regular

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
 1234567890

SemiBold

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
 1234567890

Bold

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
 1234567890

Heavy

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

SECONDARY FONT

GUERRILLA

NORMAL

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 1234567890

APPLICATIONS | LABELS



APPLICATIONS | LABELS



APPLICATIONS | COLLATERAL, MERCH & P.O.S. ITEMS

