

BRAND GUIDELINES

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This brand book was created to help enhance, protect and support the Dr.Nut Beer Company brand. The following guidelines have been developed to ensure the necessary, consistent and proper usage of this visual representation across all media. It is important to follow these guidelines closely to ensure the future success and identity of the Dr.Nut brand.

The purpose of this package is to ensure that Dr.Nut Beer Company, our vendors and our partners position the company as one of Ontario's premier craft breweries by portraying one consistent and positive image. Support in this effort will help us to build value in our brand, which in turn will only deliver greater value to our partners and customers. A high quality brand will deliver a superior overall image to the community.

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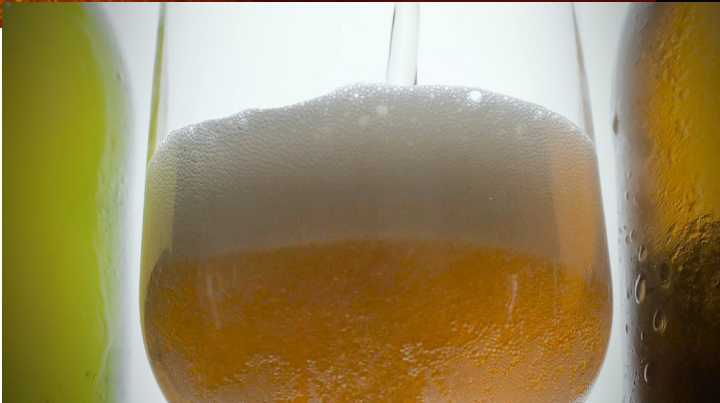
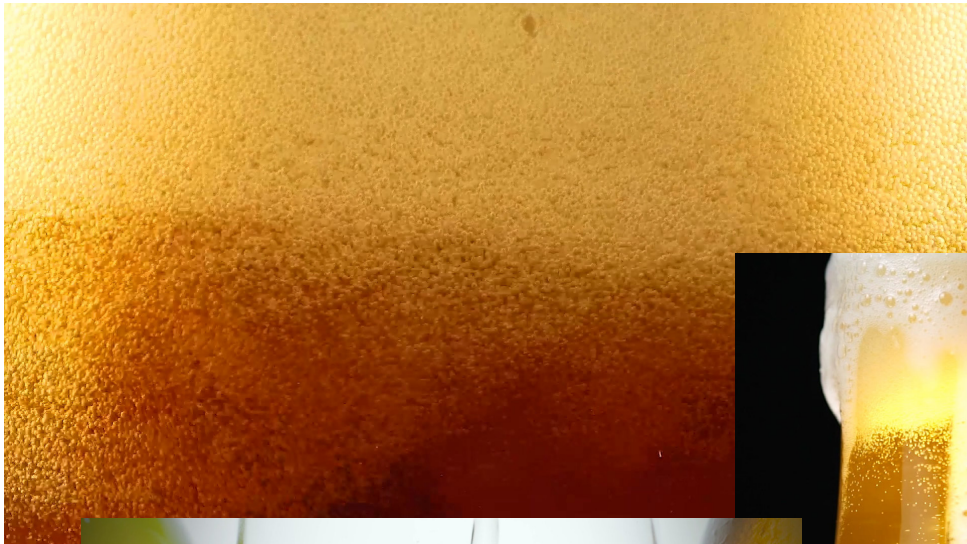
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How to Use this Guide

The purpose of the Dr.Nut Beer Commission Brand Standards Guide is to encourage breweries to use the Dr.Nut Beer mark and to also be consistent with that usage in an effort to create a highly recognizable Dr.Nut Beer brand.

Our History

Dr. Nut was a soft drink produced by New Orleans-based World Bottling Company (and later by another New Orleans company, Wright Root Beer). It was introduced in the 1930s and was produced until the late 1970s. Dr. Nut had a distinct almond flavor, similar to Amaretto liquor, and bottles were characterized by their plain logo depicting a squirrel nibbling on a large nut. In the 1940s it was marketed at a competitive price, was known for its slogans, and for having a man in a running costume who ran with the Mardi Gras parades.

The drink was made famous to a new generation in John Kennedy Toole's novel *A Confederacy of Dunces*, in which it is a favorite drink of the main character Ignatius Reilly. His copious consumption of the drink is a comic example of the discrepancies between Ignatius' purportedly ascetic medieval values and his undisciplined, gluttonous lifestyle.

By the time the novel saw print, the beverage was already out of production. A different company attempted to revive the product, but the taste of the new drink lacked the almond flavor of the original and was not well-liked by consumers.

Dr. Nut advertising used to feature a man on the beach, wearing half a nutshell as a bathing suit, and a squirrel as his friend. Many people dressed as this amusing figure during the New Orleans' Mardi Gras parades.

Personality

The tagline “Fresh, Local, Award-winning” speaks to the personality of the Dr.Nut Beer brand as well as adjectives like community, quality, artisan, creative, unique, delicious and fun.

Mission

Our mission is to promote Dr.Nut beer, benefit the Ontario’s breweries, and increase awareness and demand.



Visual Identity

Communication from the Washington Beer Commission should be immediately recognizable. That's the job of our visual identity and why it's central to the brand. We've put together the following identity standards to help you to communicate the brand promise, values and personality in a visual way. They provide a strong framework to maintain the integrity of the Dr.Nut Beer brand, while still offering freedom to commission good design to accommodate the individual brewery brands with which it's being paired.

Logo



The Washington Beer logo is the face of our brand and a key element of our brand identity. Consistent use of the mark is essential to maintaining our identity and gaining instant recognition across all marketing channels and media.

Colors

The approved colors for the Washington Beer brand are as follows:



HEX #cad2c5
RGB R-202 G-210 B-197
CMYK 3 0 5 18



HEX #d0d6b5
RGB R-208 G-214 B-181
CMYK 2 0 13 16



HEX #83bca9
RGB R-131 G-188 B-169
CMYK 22 0 7 36



HEX #43aa8b
RGB R-62 G-86 B-65
CMYK 9 0 8 66



HEX #3e5641
RGB R-62 G-86 B-65
CMYK 9 0 8 66



HEX #254441
RGB R-37 G-68 B-65
CMYK 12 0 1 73



HEX #f5f2b8
RGB R-245 G-242 B-184
CMYK 0 1 24 4



HEX #ebf38b
RGB R-235 G-243 B-139
CMYK 3 0 41 5



HEX #c8bfc7
RGB R-200 G-191 B-199
CMYK 0 4 0 22



HEX #438e38
RGB R-67 G-142 B-56
CMYK 29 0 34 44



HEX #aa6460
RGB R-170 G-100 B-96
CMYK 0 27 29 33



HEX #8e3322
RGB R-142 G-51 B-34
CMYK 0 36 42 44



HEX #483a58
RGB R-72 G-58 B-88
CMYK 6 12 0 65



HEX #4a314d
RGB R-74 G-49 B-77
CMYK 1 11 0 70

Typography

Adobe 宋体 Std

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

!@#\$%^&*()<>?

华文琥珀

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

!@#\$%^&*()<>?

The typeface offers a variety of weights as well as italic styles, which are available as alternatives for subheads or other uses in complex documents.

Product Samples



Packaging



Digital & Email

Minimum pixel dimensions for web presentation:



Standard resolution for web images is 72 ppi (pixels per inch).

With email as the most popular form of communication, there is an excellent opportunity to identify with and promote Dr.Nut Beer. Please do not resize or alter the image in any way. If you'd like to include the Dr.Nut Beer logo in your email signature, the below image is available at: www.drnutbeer.com/email-signature
The password is: WAbbeer4me (password is case sensitive)

Contacts

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