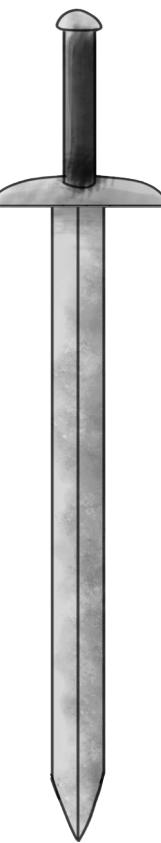
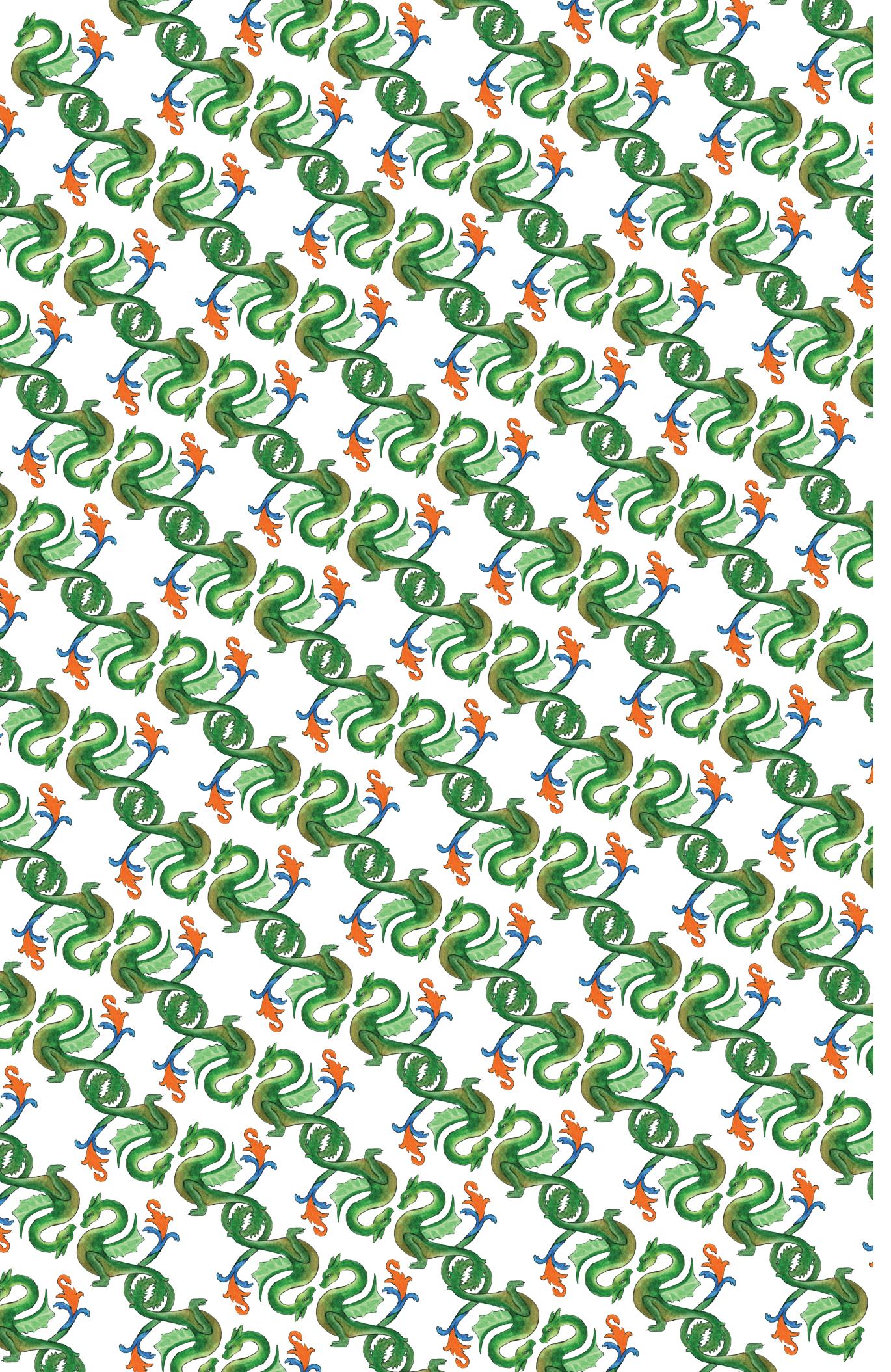




# CONQUEST

STYLE GUIDE



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# COURAGEOUS MEDIEVAL TENACIOUS REVERENT MATURE

## POSITIONING STATEMENT

Conquest prides itself on its historical reverence as we resurrect the techniques and craftsmanship of medieval dark ale. Our malts—harvested from the English countryside—rest above the eternal flames of an ancient dragon-fight for a smooth, roasted finish.

## AUDIENCE

Our audience consists of mature yet tenacious young professionals ranging from 25–35 with middle-range incomes. We reward those along their quest to push past their comfort-zone—whether they're a graduate on the cusp of professionalism or asking for a raise. To those who have the courage to fight their own dragons, we raise a glass to you.

## BRAND PERSONALITY

We are armed with passion as we pay reverence to the craftsmanship that has been fostered during the middle ages. Our verbiage reflects the balance between tenacity and empowerment to enliven our customer's spirits, while emboldening them and ourselves to be fiercely authentic.

## COMPANY SLOGAN

# NOT A GLASS OF COURAGE, A GLASS FOR THE COURAGEOUS.

TO THOSE WHO HAVE THE COURAGE  
TO FIGHT THEIR OWN DRAGONS,  
WE RAISE A GLASS TO YOU.

FROM THE ALL-NIGHTERS  
TO THE EARLY-RISERS—  
IT'S TIME TO TELL YOUR STORY.

COURAGE DOESN'T GO UNNOTICED  
AMONGST A COMPANY OF WARRIORS.

TO THE RESTLESS AND THE DRIVEN—  
RAISE A GLASS, QUIET YOUR DRAGONS.

GRAB A DRINK AND SHARE YOUR STORY.  
IT'S YOUR TURN TO INSPIRE OTHERS.

DROP YOUR SWORD, TAKE A SEAT.

LOGO

## COMPANY LOGO

This page contains Conquest's main logo. Display the image on the top and text on the bottom for use on our main collateral, such as our packaging, brochures, poster, etc.

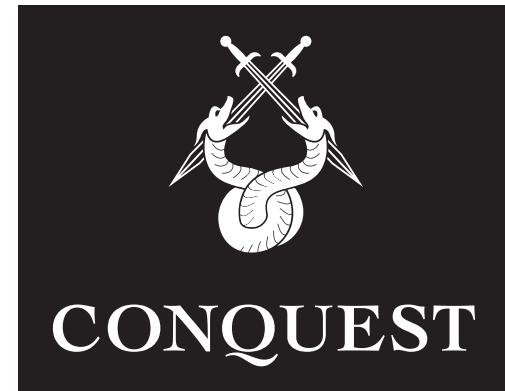
This logo demonstrates the tenacity of our brand when one slays the different dragons that they face. The earthy colors for the dragons were chosen due to their likeness to their portrayal in illuminated manuscripts.



# CONQUEST



# CONQUEST



LOGO

## ALTERNATE LOGO VARIATIONS

The following logo variations can be used on collateral—other than the packaging and brochures—to accommodate the layout.

### HORIZONTAL LOCK-UP



CONQUEST

CONQUEST

### IMAGE ONLY

The logo can also be displayed by itself.



## LOGO

### LOGO MISUSE

Please do not use any of the following variations on the logo or logo type.



## CONQUEST CONQUEST

**X** Do not use texture on the logo.

**X** Do not use a gradient on the logo.



**X** Do not overlap the text on the logo.



**X** Do not use a drop shadow on the logo or on the logotype.



**X** Do not vertically stack the type or stretch the image.



**X** Do not put an outer glow on the logo.



**X** Do not emboss, deboss, or add any effects to the logo.

Do not put the logo-type lowercase.

**X** Do not vertically stack the type or stretch the image.

## COLORS

### BRAND COLORS

Our colors are earthy and mature. The type is black with an occasional accent color of orange. We keep our text plain and bold to allow our imagery to shine.

HEX  
#CB7E30



HEX  
#E2D5BB



HEX  
#2C3334



HEX  
#512D1E



HEX  
#7A8E93



HEX  
#5F6838



## Cochin

This text—used for titles of the brand—gives a refined quality to bridge both the imagery and the modern sans-serif text together.

**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**

## FranklinGothic URW and FranklinGothic URW Condensed

The bold, modern quality of this typeface brings the brand into the modern-era to contrast the medieval style of the imagery.

**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  
0 1 2 3 4 5 6 7 8 9**

**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  
0 1 2 3 4 5 6 7 8 9**

**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  
0 1 2 3 4 5 6 7 8 9**

**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  
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**

**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  
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**

## ILLUSTRATIONS

Our imagery is inspired by illuminated manuscripts from England. As we pass on the torch, we want you to be inspired by our past and feel empowered to develop your imagery. The illustrations on the following pages are both essential to the brand identity and are currently used in our collateral. Please reference the photos on the following pages to see how these images are used in our packaging.

## IMAGERY

### IMAGERY FOR BOTTLE PACKAGING

These illustrations should be shown next to their medieval and modern counterparts only when designing packaging for the bottle. Pair the images with their respective titles.

#### THE SCHOLAR



#### THE COMRADE



#### THE CHALLENGER



## IMAGERY

### FRONT OF BOTTLES

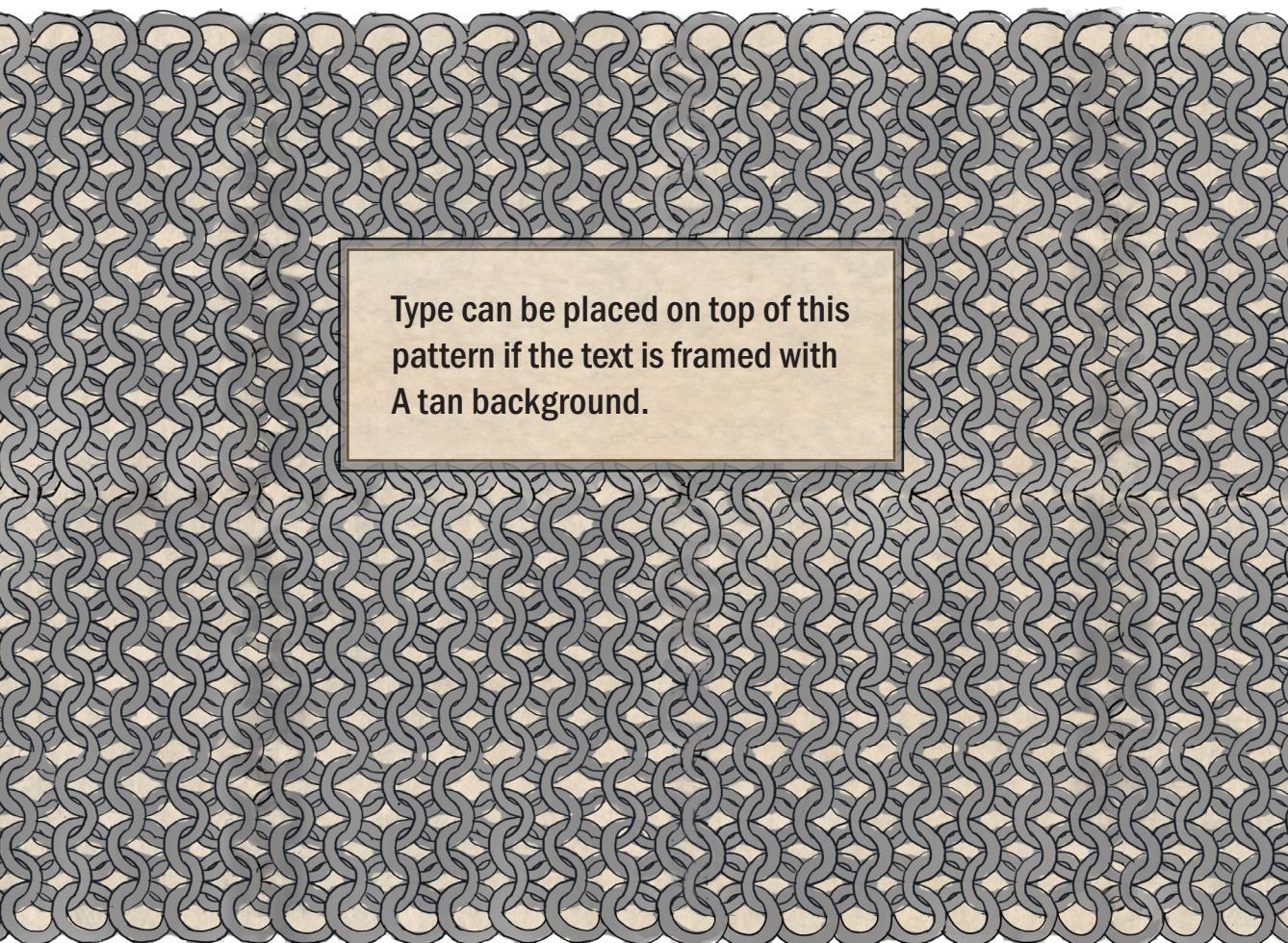


### BACK OF BOTTLES

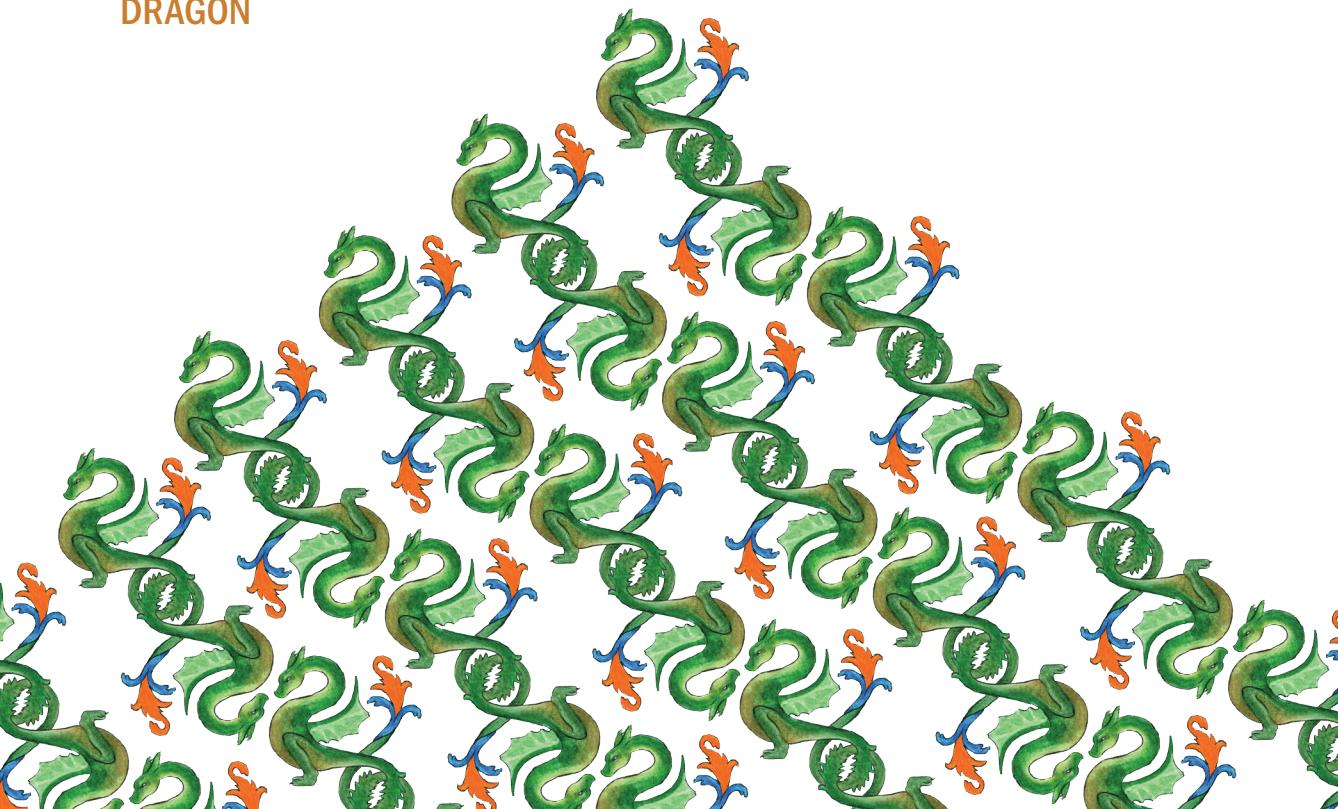


## PATTERNS

### CHAINMAIL



### DRAGON



## IMAGERY

### PATTERNS AND IMAGERY ON PACKAGING

The patterns are currently presented in large areas on our packaging. When using the chainmail pattern, show the looped-edges.

Please use selective imagery on the packaging to allow the images on the bottles to shine.

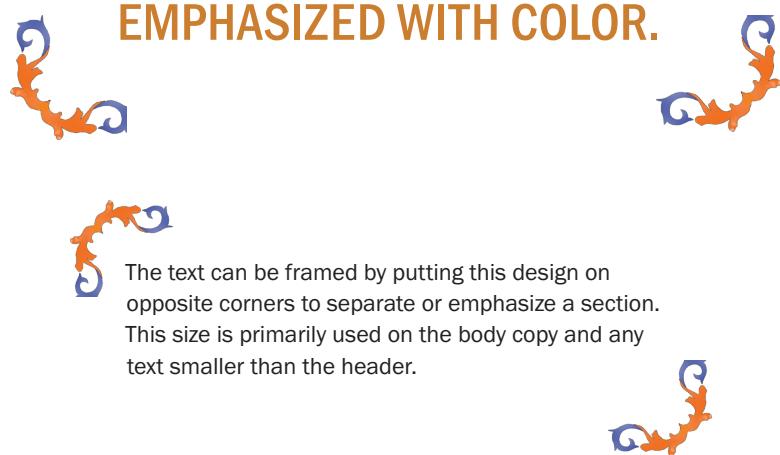


## IMAGERY FOR TYPE

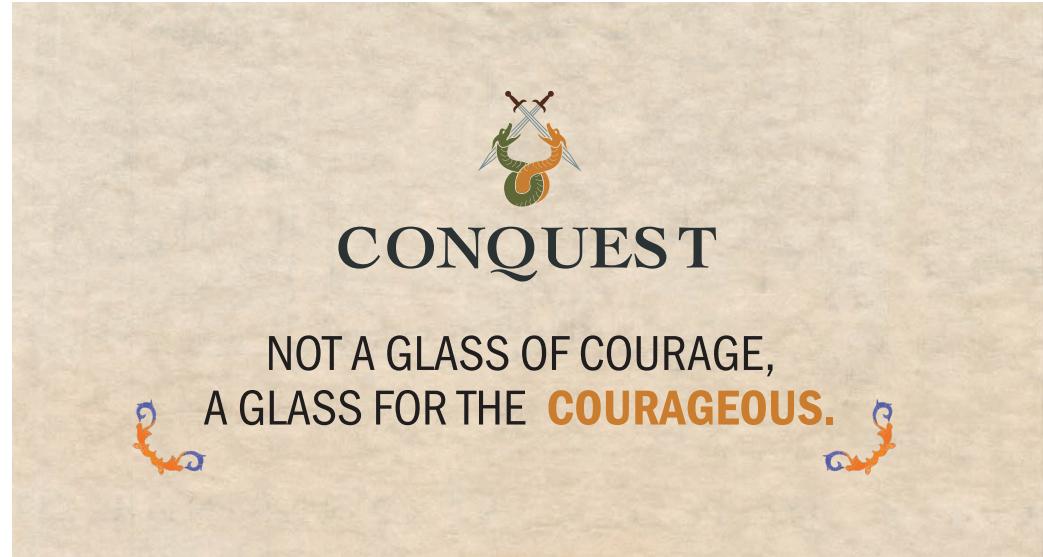
Please use this design to frame and put emphasis on the text as desired. This design can be as small as .5" and as big as .75" when paired with the heading type.

The image should be approximately 3/4 the length of the image away from the text.

**THE TEXT CAN BE FRAMED  
EITHER ON TWO CORNERS TO  
SURROUND WORDS THAT ARE  
EMPHASIZED WITH COLOR.**



The text can be framed by putting this design on opposite corners to separate or emphasize a section. This size is primarily used on the body copy and any text smaller than the header.





WE HOPE YOU PAVE YOUR  
OWN PATH AS YOU EMBARK  
ON YOUR QUEST TO CARRY  
OUR BRAND.



