Brand Guidelines

Contents

Introduction

- Brand Introduction
- Branding Introduction

Identity

- Logo
- Safe Areas
- Colour Palette
- Typeface overview
- Logo / type colour rules
- Type rules
- Identity in context

Applying brand

- Can logo application rules
- Can formatting rules
- Flavour Profile box

Introduction to Tempest

"Tempest"

noun

A violent windstorm. Based out of the Scottish borders, Tempest brew beers that break the mould and redefine what a beer can be. Their eclectic and rebellious nature runs from the face of their brand to the core of their beers mixed with flashes of darkness to keep things interesting...

To stay in line with the brands message, the branding mimics a sense of darkness and 'controlled eclecticism'. Using a simple colour palette and a perfectly imperfect typeface in the logo, we create a careful balance between the outdoors, their rebellious nature and the stormy undertones that appear throughout Tempest's consumer perception.

Brand
Idenity

TYPEMARK - SAFE AREAS

1 X 🏔

TEMPEST
Brew Co.

TEMPEST
Brew Co. ___ **min size: 32px**

1 X 🏔

COMBINATION MARK - SAFE AREAS

1 X

min size: 64px

TEMPEST
Brew Co.

1 X

ICON MARK - SAFE AREAS

Why Safe areas?

Safe areas are the space around the logo assets that no other assets can enter. This is to provide the asset with enough space to 'breathe' and to ensure that it doesn't get lost in the rest of the document. The logo is typically the core link to a brand and is therfore vital to be kept clearly visible and identifiable.

1 X Brew

1 X Brew

min size: 64px

Persian Red

HEX:
#CD3530

RGB:
13 94 91

CMYK:
13 94 91 3

Floral White

HEX:
#FDFAF2

RGB:
253 250 242

CMYK:
0 1 4 0

Jet Black

HEX:
#2C2B24

RGB:
44 43 36

CMYK:
67 62 70 68

Battleship

HEX:
#959592

RGB:
149 149 146

CMYK:
44 36 38 2

LONG WHITE CLOUD

NZ Hopped

This is where it all began... A garage in New Zealand, some local hops, small cobbled together kit and against all odds an icon was born. Those same hops, Nelson Sauvin and Motueka are still present and correct in this, our love letter to the land of the Long White Cloud. Carrying the freshness of a Kiwi Sauvignon Blanc, this is a beer you will keep coming back to.

*NOTE THAT WHEN SCALING TYPE TO BE USED IN LARGER FORMATS, (H2 = H1 X 0.85 / H3 = H1 X 0.4), THIS WILL SCALE TYPE PROPORTIONALLY.

H1

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
,.!?@£$%^&*()-+;""''

League Spartan / Black / UPPERCASE / size: 20pt / Leading: 14pt / Tracking: -27pt

H2

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
,.!?@£$%^&*()-+;""''

League Spartan / SemiBold / size: 13pt / Leading: 11pt / Tracking: 0

H3

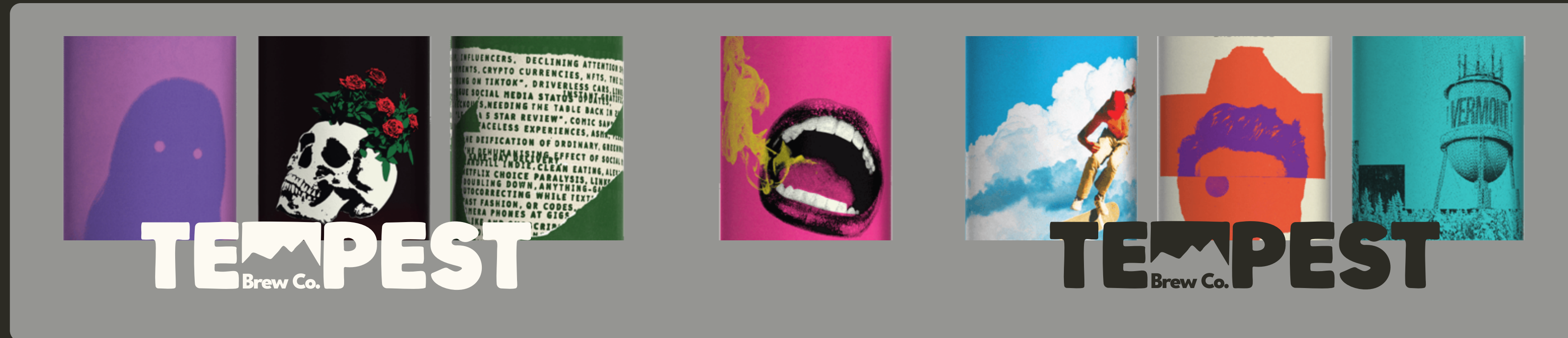ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
,.!?@£$%^&*()-+;""''

League Spartan / Medium/ size: 8pt / Leading: 7pt / Tracking: 0
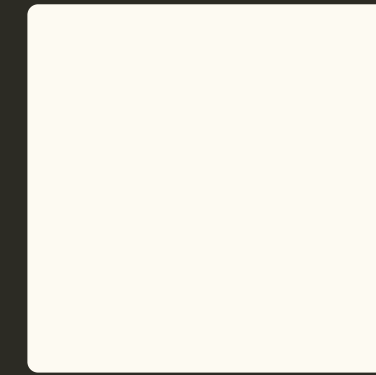
LOGO - COLOUR
RULES

How to choose logo colour

Choosing the logo colour when applying one to any platform should be a fairly simple process in theory. The Floral white logo should only be applied when the colour it rests on is darker in tone, like those on the left (Dark Greens, Blacks, Purples, etc). Black on the other hand, should be applied on the brighter, more vibrant colours, like those on the right (blues, oranges, whites, etc). When the colour doesn't clearly fit into one or other of these categories like the pink in the center, try both colours and test which has the most contrast. A good rule of thumb is that if something doesn't look quite right, it probably isn't...

TYPE - COLOUR RULES

Where to use colours in type

The same thought process should be applied to colouring type as is used when colouring logos. We're striving for clear contrast between the type and the background to provide as clear a reading experience as possible. With that in mind, dark backgrounds use White type, Bright backgrounds use black type.

Colour can also be applied to show hierarchy in type. Whether the background is dark or light, and regardless of if the type is black or white, Battleship Gray works as an accent colour to be used ONLY for supplementaty information.

Persian Red exists in the colour palette solely as an accent colour to be used in scenarios where small details need to be highlighted. It should not be used in any other type or asset.

THIS IS A TITLE
Followed by a subheading
Then body type should look something like this when placed next to H1 and 2

and supplementary info like foot notes or references should look like this.

THIS IS A TITLE
Followed by a subheading
Then body type should look something like this when placed next to H1 and 2

and supplementary info like foot notes or references should look like this.

TYPE - HIERARCHY AND SIZING

Bold - H1

H1 should be used sparingly, reserved only for clear page headings and important information. Should only be used as an all-caps typeface and therefore shouldn't be used for text that aims to portray a calmer tone.

SemiBold - H2

A more general use Subheading font weight to be used on all platforms to build a clear hierarchy of information for the viewer. This type style can be scaled to be applied to a variety of mediums though keep in mind that is not to be used as body type.

Body - H3

These type settings are to be used widely across all platforms for large bodies of text. H3 is not to be used for anything other than body type and should remain smaller and visually weaker than H1 and H2. H3 can be capitalised to highlight important inforamtion, weight cannot be altered.

BODY TEXT AS A TITLE

This is an example of what not to do.

Hierarchy exists for a reason, it creates flow through a text and shows the reader the order in which to work their way through the document.

*NOTE THAT WHEN SCALING TYPE TO BE USED IN LARGER FORMATS, (H2 = H1 X 0.85 / H3 = H1 X 0.4), THIS WILL SCALE TYPE PROPORTIONALLY.

TYPE - LEADING AND TRACKING

Formatting rules

When working with fonts the formatting of paragraphs is crucial to create a sense of cohesion in a document. For this reason, it's crucial that when applying the different charcter / paragraph styles set out in this guide, the rules are followed. Do not stray from the type settings established in this document.

There is no way to plan every possible requirement of a branding suite and for that reason, there may be some scenarios that the rules in this guide don't excplicitly cover, if this is the case, it is important to take the information you can find, and apply it in a manner as close to the rules as possible.

YOU'RE LEADING SHOULD LOOK LIKE THIS.
YOU'RE LEADING SHOULD

NEVER LOOK LIKE THIS.

You're leading should
look like this.
You're leading should
never look like this.

You're tracking should
look like this.
You're tracking should

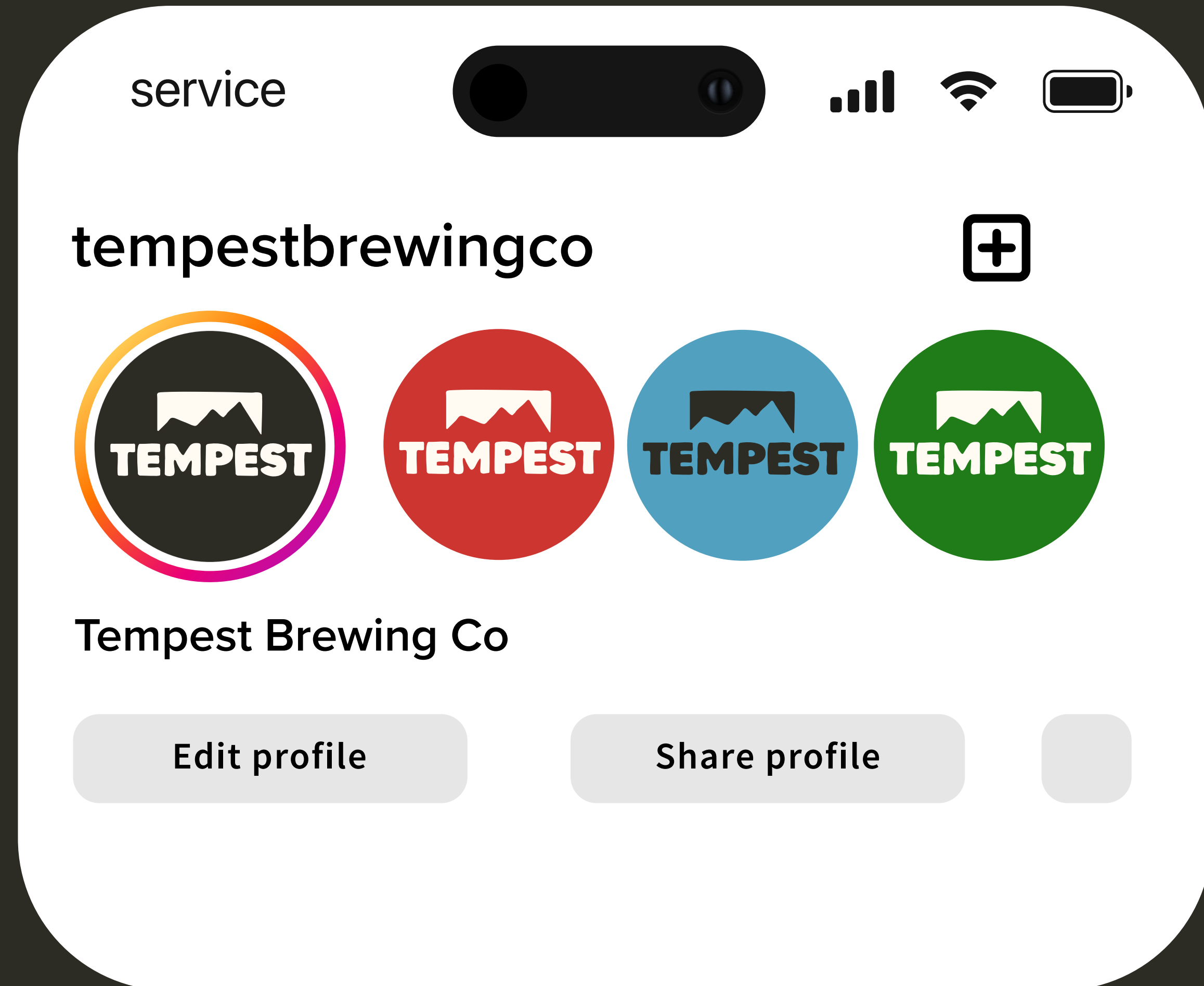never look like this.

You're tracking should
look like this.
You're tracking should

never look like this.

FORMATTING BEER INFO

Seasonal colours

The background colour of the profile picture logo can be altered for different events and times of year to better fit in with festivities. The same colour rules must be applied here though, dark background, white logo and vice versa.

service

tempestbrewingco

Tempest Brewing Co

Edit profile   Share profile

Brand Application

APPLYING LOGO TO CAN

Center line

150px — 257px

20px

25px

TEMPEST
Brew Co.

144px

In order to align the logo correctly ensure that the highest point of the logo is 20px down from the crop marks on the corners of the label. For left and right alignment, the furthest point of the left "T" should be 150px from the left crop mark and 257px from the right.

This formatting provides the centerline around which the rest of the label will be built, according to the following rules.

When you've scaled everything, the logo should workout to be 144x25px

FORMATTING BEER INFO

Formatting rules

Using the type settings established previously, you must use the listed H1, H2, & H3 settings to craft the label title.

Once setting up your type, it is crucial to maintain a consistent gutter between the beer name and info, across all labels. That gutter is 6px wide.

Because you have set your type to be H1, H2, & H3, you won't need to do much vertical spacing to get everything right, as the leading programmed into the type will do that for you. You will need to ensure that the alcohol content is 2.3px above the series label, and that the bottom of the category text is aligned with the bottom of the name type.

BOTTOM OF TYPE 12PX FROM BOTTOM CROP MARK.

Type Size (pt)

5.0%

ELEMENTAL HOP SERIES HAZY PALE

20 - H1

8 - H3

13 - H2

Leading (pt)

3.8%

PALE ARMADILLO SESSION IPA CITRA & AMARILLO

14

11

Spacing (px)

5.0%

LONG WHITE CLOUD HOP SERIES EXTRA PALE ALE
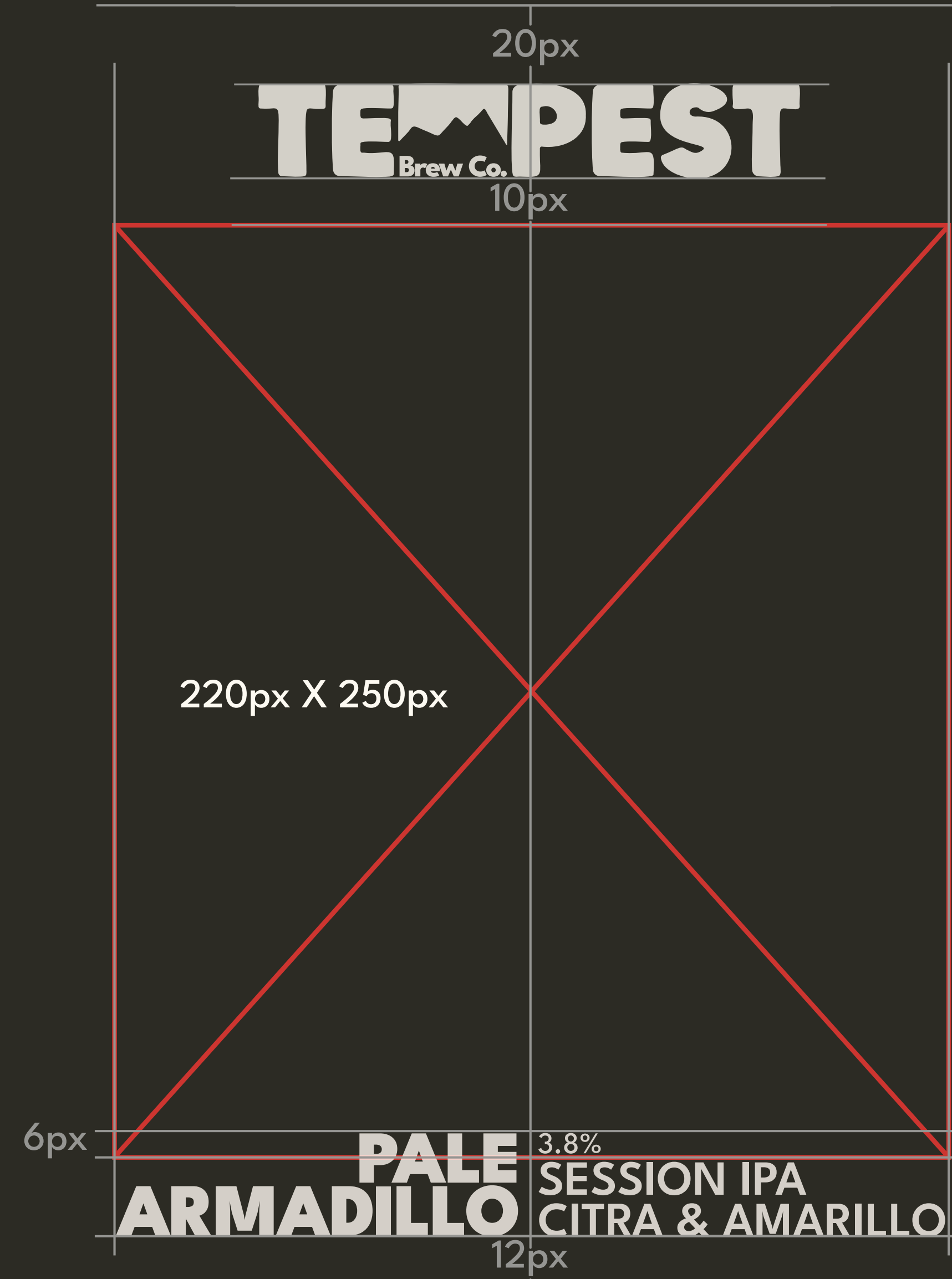
2.3

6

ILLUSTRATION DIMENSIONS

Formatting rules

In order to ensure that the core elements of the can's graphic are clearly visible to customers, use this guide to layout the focal points.

The illustration / Graphic must never exceed the 10px safe area around the logo.

If the illustration must overlap into the beer info portion, it must EITHER align with the base of the alcohol content type (6px vertically), OR align with the very bottom of the label (beneath the crop marks.)

If the label only has a single row for the beer name, DO NOT overlap.

The visible-from-front area of the can is 220px X 250px.

20px

TE▲PEST
Brew Co.

10px

220px X 250px

6px

PALE ARMADILLO

3.8%
SESSION IPA
CITRA & AMARILLO
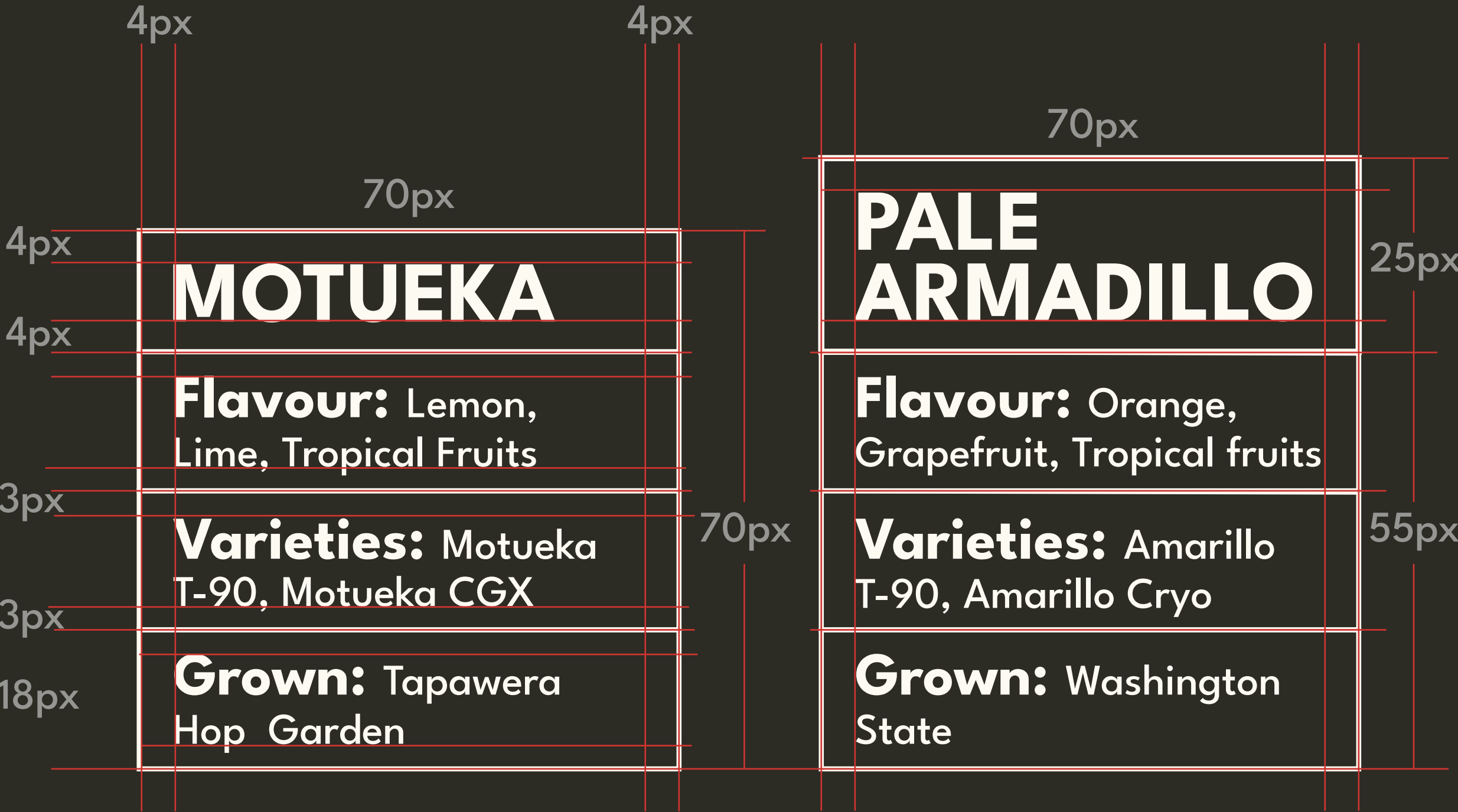
12px

FLAVOUR BOX FORMAT

Formatting rules

The flavour profile boxes are the single exception to the type setting rule.

H1 = BOLD / SIZE: 11.2 / LEAD: 9

H2 = Bold / Size: 7.9 / Lead: 6.1

H3 = Medium / size: 5.7 / Lead: 6.4
As for the colour of the flavour boxes, you should ensure that the outline and text colour remain identical and are the same as that used in the logo.

4px   4px

70px

4px

4px

MOTUEKA

Flavour: Lemon, Lime, Tropical Fruits

3px

Varieties: Motueka T-90, Motueka CGX

3px

18px

Grown: Tapawera Hop Garden

70px

70px

PALE ARMADILLO

25px

Flavour: Orange, Grapefruit, Tropical fruits

Varieties: Amarillo T-90, Amarillo Cryo

55px

Grown: Washington State

FLAVOUR BOX POSITIONING

In order to position the flavour profile consistently across all beer cans, ensure that the top of the box (1 tpye line and 2) is aligned with the base of the logo to set it at the correct vertical height. For the horizontal, align it with the center of the barcode label.

MOTUEKA

Flavour: Lemon, Lime, Tropical Fruits

Varieties: Motueka T-90, Motueka CGX

Grown: Tapawera Hop Garden

TEMPEST
Brew Co.

5 060395 541583

PALE 3.8%
ARMADILLO SESSION IPA
CITRA & AMARILLO