

KARBACH



..... *because*

BEER

Fun **is**

.....
BRAND STYLE GUIDE

{So we have more time for fun!}



★ BREWED IN TEXAS ★

KARBACH

BREWING CO. 

.....

THE

Standards



We like beer. *A lot.*

Our background is in the beer biz. Everything from distribution and importing to German training and brewery operations.

A few years ago we had an opportunity that would allow us to open up our own brewery. We jumped on it.

We're extremely passionate about this brewery and we think it shows in everything we do. This is just plain fun for us. The day it starts to feel like a job is the day when lightning shall strike us dead. Cause, hey, at the end of the day we're making beer. **AND BEER IS FUN.**

Join us, it should be a kick ass ride with some cool stops along the way!

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BRAND STYLE GUIDE

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What our Brand is...

We are fortunate enough to have one of the coolest jobs in the world. So, with everything we do we want to make sure that we are always communicating that fact. We believe the following accurately describes our brand's personality and can be used as a litmus test in the decision-making process.

Our brand is:

Unexpected but upbeat • Seriously funny • Unpretentious yet adventurous

These three characteristics should guide all marketing efforts and brand communication. When deciding on a potential action, we ask ourselves:

1. Is “___” unexpected but upbeat?
2. Is “___” seriously funny?
3. Is “___” unpretentious yet adventurous?

If the answer to one of these questions is “no,” we should not proceed. As always, there may be exceptions to the rule from time to time, but these exceptions should command serious consideration from management.

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What Our Brand Isn't

Just as important as defining what our brand is, we must also lay some constructs as to what our brand is not. The following is certainly not an exhaustive list, but includes some items that we **WILL NOT** compromise on:

- We WILL NOT sponsor bikini/wet t-shirt contests
- We WILL NOT participate in or sponsor drinking games (Beer pong, flip cup, etc.)
- We WILL NOT market ourselves like macro breweries
- We WILL NOT compromise on quality in beer or products we offer
- We WILL NOT undermine the spirit of craft brewing

BRAND GUIDELINES

the logo



Always maintain proper spacing around the mark by using the capitol "K" as a guide.






Always maintain this spacing while placing the logo in a shape.



Never reproduce the Karbach logo smaller than 1/4" x 1-1/2". The logo may never be reproduced at a lower resolution than 300dpi in print materials.




logo colors

primary colors

-  PMS 7629
-  PMS 485
-  BLACK



secondary colors

-  PMS 123
-  PMS 361
-  PMS 6958



BRAND GUIDELINES

NEVER DO THESE...



never stretch vertically



never fill with an unapproved color



never stretch horizontally



never fill with a texture



never place in a shape unless otherwise defined in these standards



never delete part of the mark



never cast a deep shadow



never make into a pattern



never place on a busy pattern



never place on a busy background

BRAND GUIDELINES

SUB-BRAND LOGOS

Use these smaller logo bugs of each sub-brand in advertising, web promotion and printed marketing materials. For consistency, keep the form, fonts and colors all the same.



Do not reproduce the sub-brand logos smaller than 2" tall.



Do not reproduce the round sub-brand logos smaller than 2" tall.

BRAND GUIDELINES

TYPOGRAPHY

PRIMARY FONT

Use for generic Karbach Brewing headlines and sub-headlines

Belizio Bold

abcdefghijklmnopqrstuvwxy^z1234567890
ABCDEFGHIJKLMN^{OP}QRSTU^{VW}XYZ

Belizio Bold

*Italic*abcdefghijklmnopqrstuvwxy^z1234567890
ABCDEFGHIJKLMN^{OP}QRSTU^{VW}XYZ

SECONDARY FONTS

DIN Schrift Mittelschrift

abcdefghijklmnopqrstuvwxy^z1234567890
ABCDEFGHIJKLMN^{OP}QRSTU^{VW}XYZ

Use for generic body copy

Trade Gothic Bold Condensed

abcdefghijklmnopqrstuvwxy^z1234567890
ABCDEFGHIJKLMN^{OP}QRSTU^{VW}XYZ

Use for Sympathy for the Lager headlines and taglines

ROSEWOOD FILL

ABCDEFGHIJKLMN^{OP}QRSTU^{VW}XYZ
1234567890

Use for Rodeo Clown headlines and taglines

Gloucester Extra Condensed

abcdefghijklmnopqrstuvwxy^z1234567890
ABCDEFGHIJKLMN^{OP}QRSTU^{VW}XYZ

Use for Weisse Versa headlines and taglines

Bodega Sans - Black

abcdefghijklmnopqrstuvwxy^z1234567890
ABCDEFGHIJKLMN^{OP}QRSTU^{VW}XYZ

Use for Hopadillo headlines and taglines

BRAND GUIDELINES

TYPOGRAPHY & LAYOUT

Example Ad Layout

The advertisement is split into a blue left half and a yellow right half. At the top, the 'KARBACH BREWING CO.' logo is centered, featuring wheat stalks on either side. Below it, a line of text reads '★ PROUDLY BREWED IN HOUSTON, TEXAS ★'. The main sub-brand name 'Weisse Versa Wheat' is prominently displayed in the center, with 'Weisse' in white with a red outline, 'Versa' in white with a red outline, and 'Wheat' in a dark red serif font. Below the text are two large, stylized arrows pointing towards each other. In the bottom left, three cans of 'Weisse Versa Wheat' are shown. To the right of the cans, the text 'Both. At the same time.' is written in a large, bold font. Below this, a paragraph of text explains the product's unique blend of German Hefe and Belgian Whit. At the bottom, there is a QR code, the website 'karbackbrewing.com', and a recycling symbol with the text 'yes we can' and 'Recycling Sial'.

Use the logo prominent, in the appropriate color and without clutter behind or around, respecting the space needed around the logo.

Sub-headings should be in Belizio bold or italic, with proper space between it and the identity.

Sub-brand names should always be represented in the proper layout and in the final art form.

Tag lines should match the font of the sub-brand name if at all possible or be set in Belizio.

Ad and body copy should be set in DIN Schrift, Trade Gothic or similar.