



**BRAND  
GUIDE**

**BREW  
BROS**

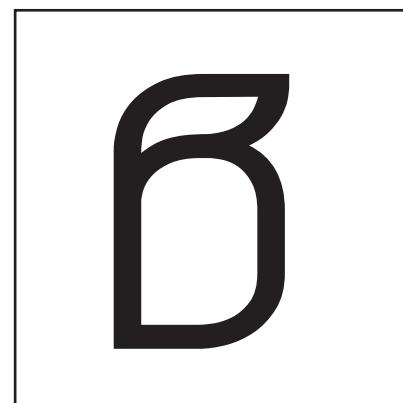
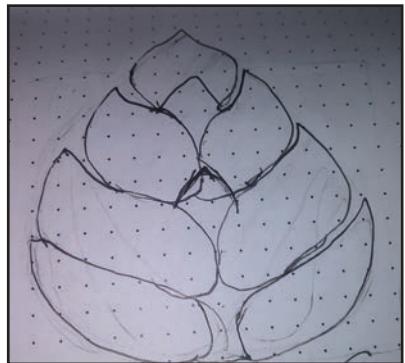
## LOGO: ORIGINAL CONCEPT

This company is a brewery that uses high tech equipment to make different craft beers. The name does not fit the product they are trying to sell and need more unity in their branding. The solution to their problem was to rename along with the rebrand of the company.

The new name is now Brew Bros with the correlation being there are two founding members. This new catchy name is just what the company needed to combine with it's cutting edge tech.



## LOGO: SKETCHES



## LOGO: BRAND

The new mark is much different from the company's original. This reflects the product of the company and uses it as an identifying marker. The lowercase b has many representations such as brewery, brew, bros, and beer. The shape and suggested imagery inside the b changes shape as a pitcher which it typically used for beer. The color reinforces this idea as well. The interesting part of the color being same as the beer is to state the obvious and no other competitive company uses this strategy. The typeface allows the name to be combined more because of its repetitive letters b and r. It creates this rectangular box instead of a circle like most logos.



### Color



R: 189  
G: 125  
B: 26  
C: 23  
M: 52  
Y: 100  
K: 06



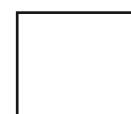
R: 173  
G: 112  
B: 23  
C: 27  
M: 56  
Y: 100  
K: 11



R: 240  
G: 214  
B: 181  
C: 5  
M: 14  
Y: 29  
K: 0



R: 0  
G: 0  
B: 0  
C: 100  
M: 100  
Y: 100  
K: 100



R: 255  
G: 255  
B: 255  
C: 0  
M: 0  
Y: 0  
K: 0



R: 237  
G: 150  
B: 28  
C: 4  
M: 46  
Y: 100  
K: 0

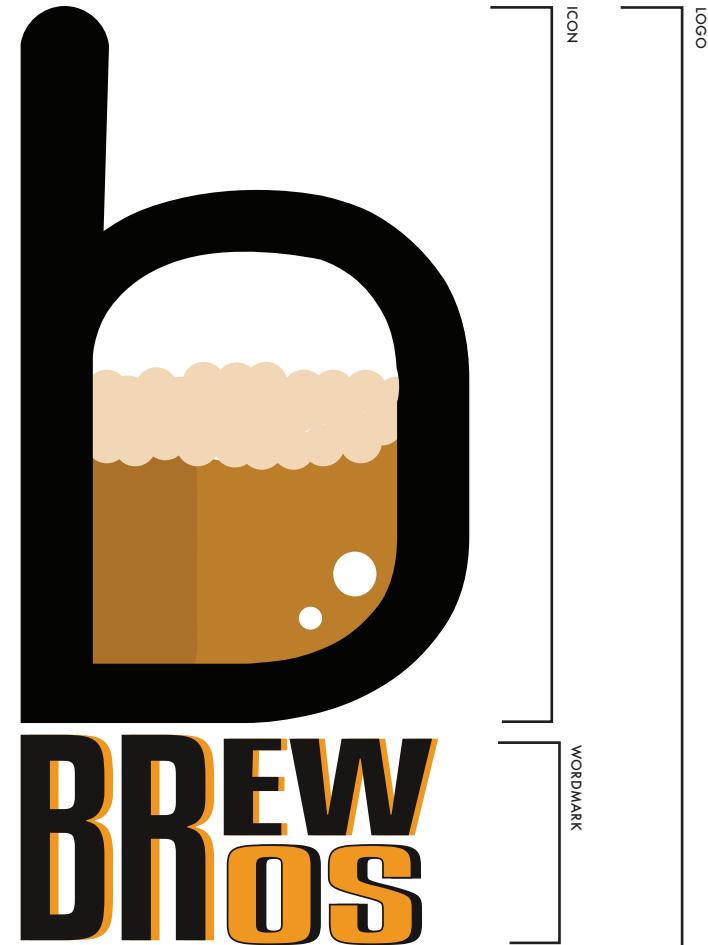
### Typography

BEBAS REGULAR

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

## LOGO: COLOR

This logo can be used with either white foam or slight yellow foam depending on background color.



## LOGO: MISUSE

It can never be in black and white or white reversed or reversed color.



It can never be horizontal.



## BRAND

### COLOR



R: 189  
G: 125  
B: 26  
C: 23  
M: 52  
Y: 100  
K: 06



R: 173  
G: 112  
B: 23  
C: 27  
M: 56  
Y: 100  
K: 11



R: 237  
G: 150  
B: 28  
C: 4  
M: 46  
Y: 100  
K: 0



R: 0  
G: 0  
B: 0  
C: 100  
M: 100  
Y: 100  
K: 100



R: 255  
G: 255  
B: 255  
C: 0  
M: 0  
Y: 0  
K: 0



R: 59  
G: 59  
B: 59  
C: 68  
M: 62  
Y: 62  
K: 52

### TYPEFACES

#### FUTURA CONDENSED MEDIUM

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

#### FUTURA MEDIUM

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

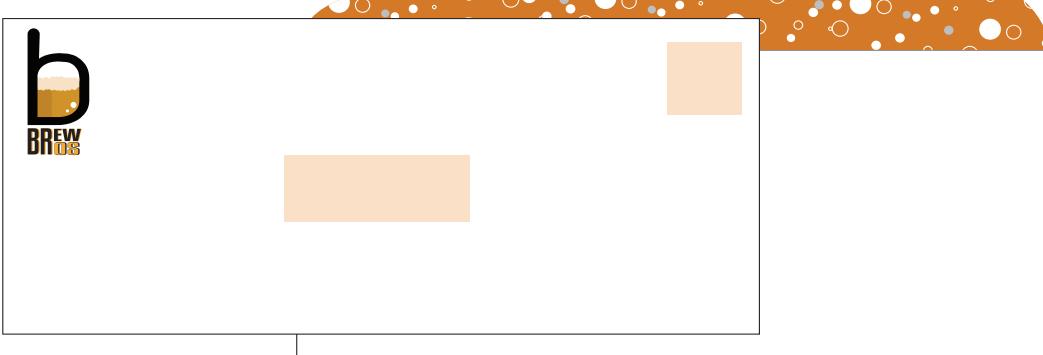
#### IMPACT REGULAR

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

#### COCOGOOSE COMPRESSED TRIAL LETTERPRESS

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

## LETTERHEAD



# INVOICE



## Invoice

216-666-2568  
2885 Detroit Avenue  
Cleveland, OH 44113

Invoice to:

**ASHLEY HUNTER**

674 Yorkstown DR  
Akron OH, 44333

Invoice #:

0025647

Invoice date:

2/23/21

Due Date:

3/10/21

NO.	Item Description	Price	Qty.	Total
1	12 Pack WHITE LIGHT	17.99	2	\$35.98
2	Graphic T-Shirts	19.99	4	\$79.96
3	Beer koozies	4.99	3	\$14.97

**THANK YOU FOR YOUR BUSINESS**

Subtotal:  
Tax:

\$130.91  
\$4.09

Questions: ☎ 216-666-2568

✉ EricAnderson@brewbrosco.com

**Total: \$135.00**

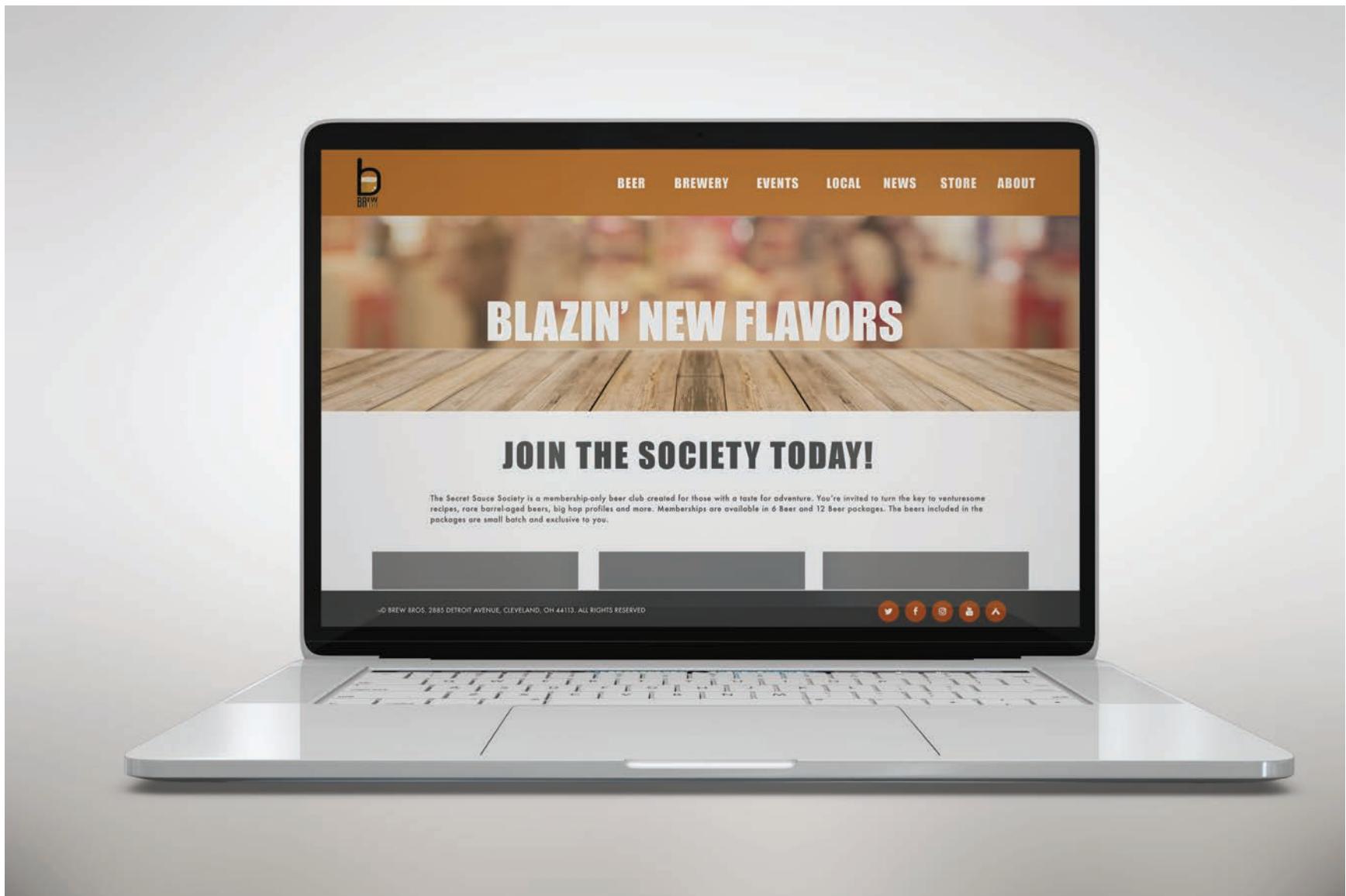
### Terms and Conditions:

Ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut nunc ullamcorper suscipit lobortis nisl ut aliquip ex ea.

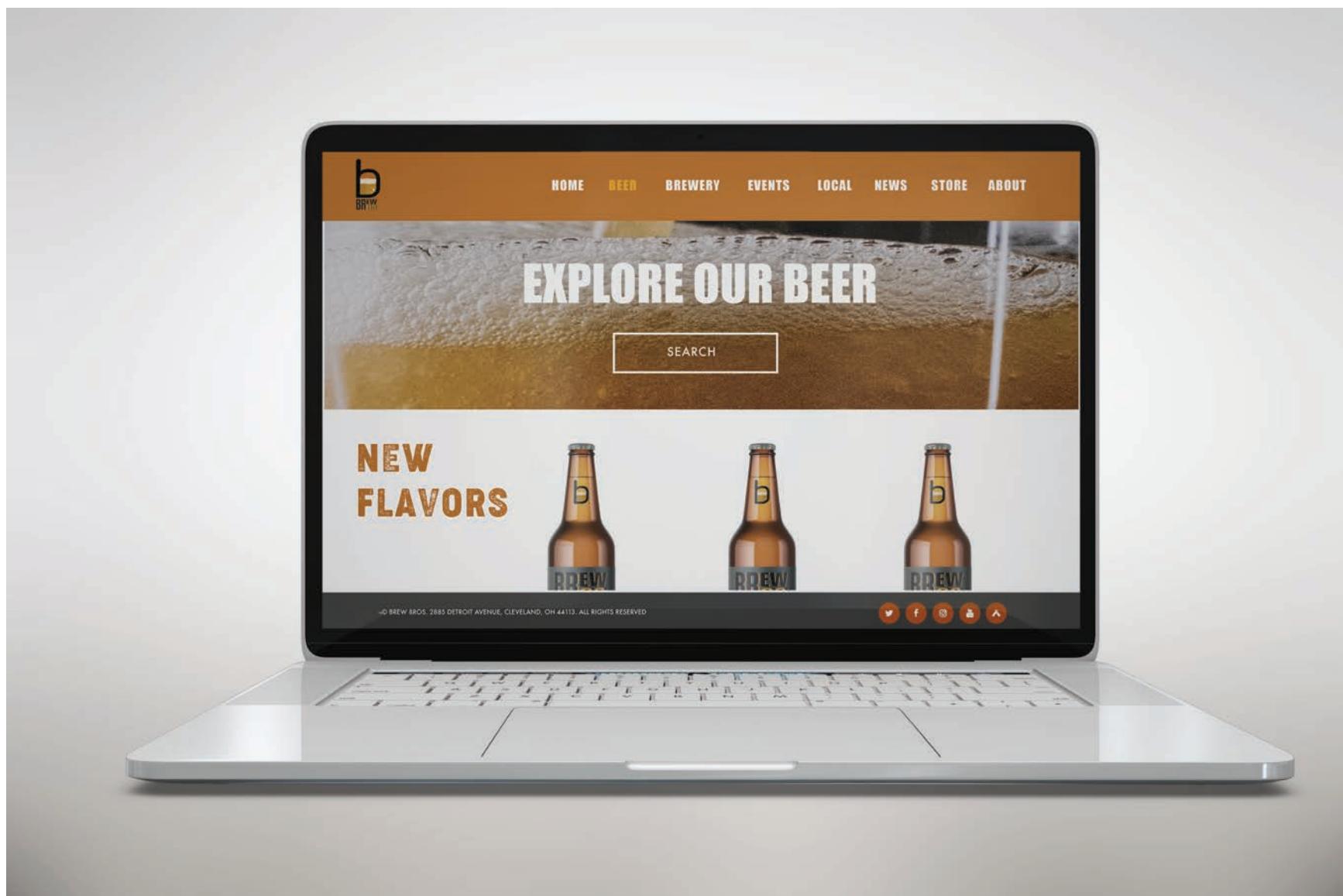
### Payment Info:

A/C Name:  
Account #:  
Bank Route #:  
Ashley Hunter  
1234 4567 9012  
234447680

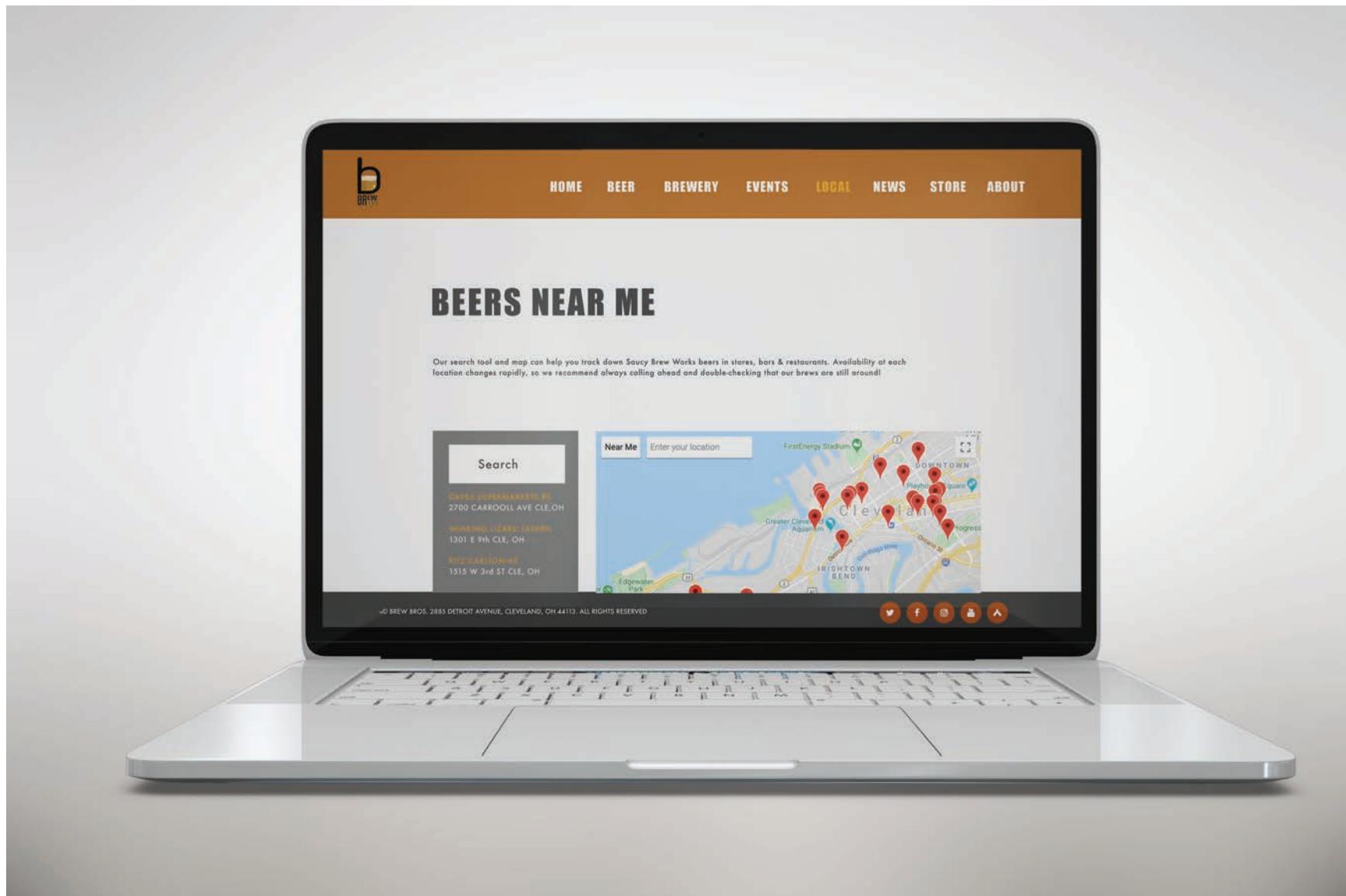
WEBSITE



WEBSITE



## WEBSITE





HOME BEER BREWERY EVENTS STORE

## WELCOME

Lorum ipsum dolor sit amet, cons ectetuer adipiscing elit, sed diam nonumy nibh euismod finidunt ut labore et dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Lorum ipsum dolor sit amet, consecetur adipiscing elit, sed diam nonumy nibh euismod finidunt ut labore et dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio

Recieve a \$10 gift card when you purchase a \$50 gift card

CLICK HERE

## ABOUT

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## NEW FLAVORS

### WHITE LIGHT

**Peach and lemon**  
low cal white ale

**Description:**  
Low-Calorie Belgian White brewed with lemon and peach. 100 calories per 12oz serving.

**ABV: 3.2%**



### WHITE LIGHT

**Pineapple and lime**  
low cal white ale

**Description:**  
Low-Calorie Belgian White brewed with Pineapple and Lime. 100 calories per 12oz serving.

**ABV: 3.2%**



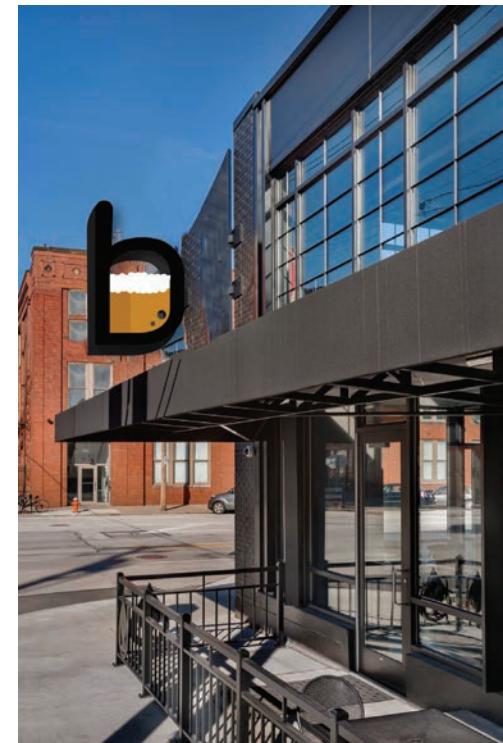
## APPLICATIONS: ADS



## APPLICATIONS: ADS



## EXTERIOR SIGNAGE



## APPLICATIONS: T-SHIRT



## APPLICATIONS: KEYCHAIN BOTTLE OPENER



## APPLICATIONS: COASTER



**ANIMATED MARK**

<https://vimeo.com/487493372>

