BRANDING GUIDELINES

BrewGo

Consistency is key when applying the BrewGo brand. This guide will help when using the BrewGo logo, creating PowerPoint slides, letterhead and email signatures. This is not a complete identity guide, but will provide basic guidelines to help ensure initial brand consistency and application.
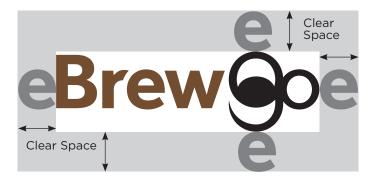
LOGO

- The BrewGo logo should always be presented in correct colors. The Pantone, CMYK and RGB color values are below:

Pantone 7568	Pantone Black
C35, M60, Y80, K40	C0, M0, Y0, K100
R107, G79, B53	R0, G0, B0

- When logo is used as a small image (less than 1.5" wide), always use the standard logo without the tagline (A).
- When logo is being presented as a larger visual, use logo with tagline, "Let coffee know who's the boss." (B).
- If production constraints do not allow a color logo, use the black (C) or white (E) version of the logo .
- Do not place the two colored logo on a patterned background as this reduces legibility.
- The tagline should never vary in color, font or attempt to be altered.
- To maintain logo integrity, always maintain a clear space around it equal to the width/height of the letter "e" in the logo. See below:

Clear Space

Clear Space

DO NOT:

- Change the logo's orientation
- Add effects of any kind to the logo (ie. emboss, gradients)
- Change the color of the logo
- Attempt to recreate the logo
- Scale the logo disproportionately
- Use the logo as a repeated pattern, "wallpaper", or other decorative device.

(A)

BrewGo

(B)

BrewGo

let coffee know who's the boss.

(C)

BrewGo

(D)

BrewGo

(E)

BrewGo

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TYPOGRAPHY

Typography is an important part of any brand and should be consistent in all its communications.

GOTHAM is the font family used in printed and on-screen materials; in the case Gotham fonts are not available – for example, internal MS Office documents – Corbel might be used or another sans-serif font like Arial.

GOTHAM

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

CORBEL (Internal Use)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

LETTERHEAD

- Documents on letterhead should be written in Corbel or Arial, size 12 pt.
- All documents meant to be used on letterhead should be printed on our official letterhead.

Letterhead

COLOR PALETTE

MAIN COLORS

Coffee Brown
Pantone 7568
C35, M60, Y80, K40
R107, G79, B53

Black
Pantone Black
C0, M0, Y0, K100
R0, G0, B0

SECONDARY COLORS

Yellow Orange
C0, M40, Y100, K0
R250, G166, B26

Bright Blue
C75, M50, Y0, K0
R73, G120, B188

Dark Orange
C18, M79, Y100, K06
R171, G85, B47

Gray
C0, M0, Y0, K50
R146, G148, B150

EMAIL SIGNATURE

- Black text, Arial font, size 12 pt. should be used in email body; for the email signature, keep the colors as the example below.
- Do NOT change the logo's position in your signature.
- Please update your current signature to reflect the example below.

Brew Go

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