



BRAND GUIDELINES

VERSION 1.3

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# 1.0

# BREWERKZ

# BRAND

# IDENTITY

## 1.1

### Primary Logo

This is Brewerkz's primary logo. It should be used most frequently and takes precedence over the other logo options. The usage scenarios include:

- All beer-related packaging
- All beer-related communication, marketing and promotion
- Corporate Stationery and Signage
- E-store
- Social Media

In instances where full colour reproduction is not possible either due to technical difficulties or artistic necessity, the one-colour options of the logo can be used.

The logo should not be modified, redrawn, or typeset in any other way as it has been specifically created for the brand. Only use approved final artwork for any reproduction of the logo.

Full Colour (Preferred)



Black Option



White Option



## 1.2

### Secondary Logo

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This is Brewerkz's secondary logo. The usage scenarios are limited specifically to:

- Restaurant Signage
- All restaurant-related communication, marketing and promotion

The logo should not be modified, redrawn, or typeset in any other way as it has been specifically created for the brand. Only use approved final artwork for any reproduction of the logo.



## 1.3

### Tertiary Logo

This is Brewerkz's tertiary logo. The usage scenarios are limited specifically to:

- Outdoor events in Singapore

In instances where full colour reproduction is not possible either due to technical difficulties or artistic necessity, the one-colour options of the logo can be used.

The logo should not be modified, redrawn, or typeset in any other way as it has been specifically created for the brand. Only use approved final artwork for any reproduction of the logo.

Full Colour (Preferred)



Black Option



White Option



# 2.0

# BRAND IDENTITY USAGE

## 2.1a

# Clear Space

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### Primary Logo

It is important to give the logo space to breathe in order to stand out consistently in any application. The logo's exclusion zone is defined by the height of the letter 'B'. This is the minimum distance for other content to go around the logo.

Whenever possible, always give more space more than the minimum exclusion zone to enhance the brand identity.





## 2.1b

# Clear Space

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### Secondary Logo

It is important to give the logo space to breathe in order to stand out consistently in any application. The logo's exclusion zone is defined by the height of the letter 'B'. This is the minimum distance for other content to go around the logo.

Whenever possible, always give more space more than the minimum exclusion zone to enhance the brand identity.



## 2.1c

### Clear Space

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#### Tertiary Logo

It is important to give the logo space to breathe in order to stand out consistently in any application. The logo's exclusion zone is defined by the height of the letter 'B'. This is the minimum distance for other content to go around the logo.

Whenever possible, always give more space more than the minimum exclusion zone to enhance the brand identity.



## 2.2a

### Minimum Size (Print)

The Brewerkz logo has been rendered with fine detail. To maintain legibility, please strictly adhere to the recommended minimum widths.

#### Print Applications

Primary Logo 20mm

Secondary Logo 50mm

Tertiary Logo 50mm

· B R E W E R K Z ·

20mm

Restaurants & Microbreweries  
· B R E W E R K Z ·  
S I N G A P O R E

50mm

· B R E W E R K Z ·  
S I N G A P O R E

50mm

## 2.2b

### Minimum Size (Digital)

The Brewerkz logo has been rendered with fine detail. To maintain legibility, please strictly adhere to the recommended minimum heights.

#### Digital Applications

Primary Logo 24px @1x

Secondary Logo 72px @1x

Tertiary Logo 72px @1x



## 2.3

### Background Applications



## 2.4

### Incorrect Usage

The examples shown demonstrate some scenarios that should be avoided. The list is by no means exhaustive. Therefore, please exercise good judgment when using the logo.

#### Do Not

- 01 Do not change the colour of the logo
- 02 Do not add gradients to the logo
- 03 Do not resize any logo element(s)
- 04 Do not alter the logotype
- 05 Do not shift any logo element(s)
- 06 Do not alter the sizing of the logo
- 07 Do not break up the logotype
- 08 Do not tilt the logo
- 09 Do not skew the logo
- 10 Do not apply any filter/effect to the logo
- 11 Do not outline the logotype
- 12 Do not apply any photo mask to the logo



# 3.0

# COLOUR PALETTE

## 3.1

### Primary Colours

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The swatches listed are the primary colours that should be used across all of Brewerkz' print and digital communications.

By applying these colours consistently and appropriately, they help reinforce the Brewerkz brand identity.



CMYK 0 28 86 0  
Pantone 136C  
RGB 254 189 62  
HEX #FEBD3E



CMYK 100 91 37 45  
Pantone 2768C  
RGB 19 32 72  
HEX #132048



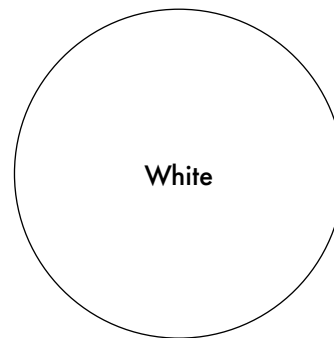
## 3.2

### Secondary Colours

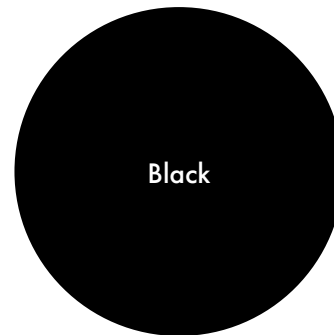
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The swatches listed are the secondary colours that should be used across all of Brewerkz' print and digital communications.

By applying these colours consistently and appropriately, they help reinforce the Brewerkz brand identity.



CMYK	0 0 0 0
RGB	255 255 255
HEX	#FFFFFF



CMYK	0 0 0 100
RGB	0 0 0
HEX	#000000

# 4.0 TYPOGRAPHY

## 4.1

### Primary Typeface

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The primary typeface for Brewerkz is 'Futura PT'. It should be applied to all titles, headers, and body text in all print and digital communications.

Futura PT can be synced online through a subscription with [Adobe Fonts](#).

License(s) can also be purchased through:

[Fonts.com](#)

[FontShop](#)

[MyFonts](#)

[ParaType](#)

Futura PT Extra Bold, 30pt

**Drink beer responsibly**

Futura PT Bold, 30pt

**Drink beer responsibly**

Futura PT Heavy, 30pt

**Drink beer responsibly**

Futura PT Demi, 30pt

**Drink beer responsibly**

Futura PT Medium, 30pt

**Drink beer responsibly**

Futura PT Book, 30pt

**Drink beer responsibly**

Futura PT Light, 30pt

**Drink beer responsibly**

## 4.2

### Secondary Typeface

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The secondary typeface for Brewerkz is 'Poppins'. It should only be used when 'Futura PT' is unavailable, such as instances where PowerPoint files must be shared with external parties and need to be editable.

Poppins is open source and can be downloaded for free on [Google Fonts](#).

Poppins Extra Bold, 24pt

**Drink beer responsibly**

Poppins Bold, 24pt

**Drink beer responsibly**

Poppins Semi Bold, 24pt

**Drink beer responsibly**

Poppins Medium, 24pt

**Drink beer responsibly**

Poppins Regular, 24pt

**Drink beer responsibly**

Poppins Light, 24pt

**Drink beer responsibly**

Poppins Extra Light, 24pt

**Drink beer responsibly**

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