



**BEAUTIFUL
BEER**

Brand Guidelines

March 2005

The Logo

This is the preferred version of the logo. The logo consists of the special B and the text 'Beautiful Beer'.

Wherever possible it should be reproduced in the colourway shown here: Gold B (Pms 4525) and Brown text (Pms 505).

Always use the master artworks when reproducing any version of the logo.

All elements must NOT be changed, recreated, distorted or separated in any way.



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Minimum size 22mm

1 The hops must always be the same colour as the background. This also applies when the logo is placed on an image – the hops are transparent, allowing the image to show through

2 These versions of the logo are alternatives, to the above but they must follow the rules regarding the exclusion zone and minimum size

3 The logo can be reproduced as negative or positive



Logo use with Partner Logos

With partner logo.

When seen with partner logos, the logo is also separated with a 1pt keyline. The size of the partner logo must sit comfortably next to the logo.

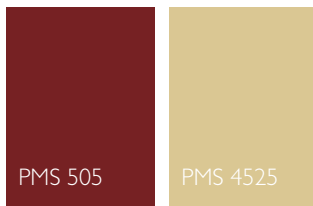


With BBPA logo.

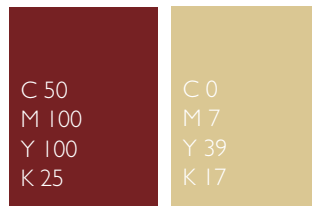
Use of logo with the BBPA logo. The size of the BBPA logo is justified to the width of the Beautiful Beer text. A 1pt keyline is used to separate the two logos.



Colour Palette



Pantone coated/uncoated



Process CMYK



RGB

Primary Typeface

The chosen font used to support the Beautiful Beer brand is Gill Sans.

Gill Sans is clean and confident.

Only use the typeface weights shown:

Gill Sans Light
Gill Sans Regular
Gill Sans Bold

If you need a copy of the font family, it can be purchased through Faces on 01276 38888 or www.faces.co.uk

abcdefghijklmnopqrstuvwxy | 1234567890
ABCDEFGHIJKLMN OPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxy | 1234567890
ABCDEFGHIJKLMN OPQRSTUVWXYZ
1234567890

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN OPQRSTU
VWXYZ | 1234567890

Examples of Application

Examples of how the logo has been applied at launch.



The Beautiful Beer logo is in the early stages of implementation. Please submit any communication material featuring the logo for approval prior to final production.

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