



BRAND GUIDELINES

OCTOBER 2018



CONTENTS

| | |
|---|----|
| Immigrant Son Brewery Brand Essence | 3 |
| PRIMARY BRAND | |
| Primary Logos / Secondary Assets | 5 |
| File Types for Application | 7 |
| Patterns | 8 |
| Colors | 9 |
| Typography | 10 |
| Logo Clearance | 11 |
| Improper Use of Logo | 12 |
| PACKAGING APPLICATIONS | |
| Usage Examples | 14 |
| CONTACT | 15 |

IMMIGRANT SON BREWERY BRAND ESSENCE

My father left Hungary and made his way to the United States by ship. After making it through Ellis Island with his name fairly intact, he made his way west, ultimately settling in a small suburb near Cleveland, Ohio. Once known as Lakewood Village, this hardworking community on the edge of town was a haven for Hungarians to carve out a new life in a new country.

Growing up, I lived a double life. At home, we spoke Hungarian and ate beef tongue sandwiches. At school, I spoke English and ate PB&J. I wanted to listen to American music and eat fast food; my parents wanted me to wear lederhosen in public. I wouldn't trade my heritage for the world, but at the same time—like anybody else growing up in America, I wanted to fit in.

With a lot of hard work, I've found a place for myself in the service industry, thanks in no small part to Cleveland itself emerging as a destination for world-class dining. I'm a proud member of this community, and I'm set on bringing delicious craft beer and comfort food to share with my Lakewood neighbors.

URBANE
HARDWORKING
WORLDLY
OPTIMISTIC BUT PRAGMATIC



QUALITY / HYPER-LOCALITY / COMMUNITY
HISTORY / APPROACHABILITY / PROFESSIONALISM

**PRIMARY
BRAND**

PRIMARY LOGOS

The Primary logo comes in two variations—circular and horizontal.



CIRCULAR 4-C



CIRCULAR 1-C



CIRCULAR 1-C REVERSE



HORIZONTAL 4-C



HORIZONTAL 1-C



HORIZONTAL 1-C REVERSE

SECONDARY LOGOS

These are secondary marks that should be used to support and flesh out the overall brand.



ARCH BUILD 1-C



ARCH BUILD 1-C REVERSE



REC-ARCH BUILD 1-C



REC-ARCH BUILD 1-C REVERSE

LOGO & ASSET FILE TYPES FOR APPLICATION

PANTONE/PMS

These files are to be used any time a vendor is requesting a “Pantone” or “PMS” logo file. Often times, these are requested by t-shirt printers and sign makers.

PRINT/CMYK

These files are in a CMYK color format and are to be used for print.

SCREEN/RGB

These files are to be used for email, websites, and apps. Basically, any time the logo is displayed on a screen.

TRANSPARENT BACKGROUND (png)

These logos can be placed over any color background. These logos will start to look pixelated if enlarged too much.



VECTOR (eps / svg)

Infinitely scalable. These files can be enlarged to any size without losing any quality. When working with vendors, the .eps version of the logo is usually preferred.



WHITE BACKGROUND (jpg)

These logos are saved out as jpgs on a white background. These logos will start to look pixelated if enlarged too much.



PATTERNS

Various elements in the Immigrant Son Brewery logo can be pulled out and modified to be used in patterns. These patterns should be used as background elements to accentuate the ISB branding.

FLORAL REPEATING *PATTERNS CAN BE VARY BETWEEN ANY OF THE ISB BRANDED COLORS



INITIALS + FLORALS



COLORS

Printing - CMYK / Pantone (PMS)

Screen - RGB / HEX



PMS 710C

CMYK: 0 / 85 / 68 / 0

RGB: 240 / 79 / 79

HEX: #f04f4f



PMS 7693C

CMYK: 100 / 88 / 38 / 32

RGB: 24 / 46 / 86

HEX: #182e56

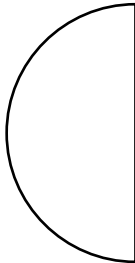


PMS 7527C

CMYK: 8 / 8 / 17 / 0

RGB: 232 / 225 / 209

HEX: #e8e1d1



WHITE

CMYK: 0 / 0 / 0 / 0

RGB: 255 / 255 / 255

HEX: #ffffff

TYPOGRAPHY

Typography is an important component in the identity of Immigrant Son Brewery, and the consistent use of type is essential in creating a recognizable look for Immigrant Son Brewery throughout all communications.

DIN BLACK

FOR USE IN HEADLINES.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 123456789

DIN Bold

For use in subheads and body copy.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 123456789

Mort Modern 08 Regular / *08 Regular Italic* / 10 SemiBold

For use in body copy.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 123456789



HEADLINE

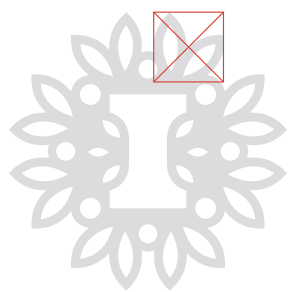
Subhead

Lorem ipsum dolor sit amet, consectetur **adipiscing** elit. Suspendisse ac nisi nisl. Fusce felis magna, luctus sed sagittis a, commodo at dui. Nullam orci nunc, ultricies *accumsan* risus nec, ullamcorper varius ipsum.

LOGO CLEARANCE

To preserve the integrity of the logo and ensure maximum impact in environments where it appears with other elements, clear space must be maintained on all sides of the logo.

The minimum clear space required for the logo is defined by the height and width of on set of "leaves."



IMPROPER USE OF LOGO

The Immigrant Son Brewery logo has been carefully designed to reflect the brand personality of Immigrant Son Brewery and it should always appear in its original form. To ensure the impact and preserve the integrity of the logo, any deviation from the established standard usage is prohibited.

The following examples show improper usage of the Immigrant Son Brewery logo.

TILT



STRETCH / SQUEEZE



INVERTED COLORS



OFF-BRAND COLORS



DROP SHADOWS / EFFECTS



OFF-BRAND TYPEFACES



**USAGE
EXAMPLES**





CODO

**FOR ALL BRANDING QUESTIONS,
PLEASE REACH OUT TO YOUR TEAM AT CODO DESIGN.**

**ISAAC ARTHUR - ISAAC@CODODESIGN.COM
EMMA DEPREZ - EMMA@CODODESIGN.COM**