



# BRAND GUIDELINES

# OVERVIEW

This document serves as the source of truth regarding the core of The Tank Brewing Co's brand identity. It outlines best practices when using various logo iterations, colors and typography.

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01

# WORDMARK AND ICONS

# The Tank Brewing Co Wordmark and Iconography

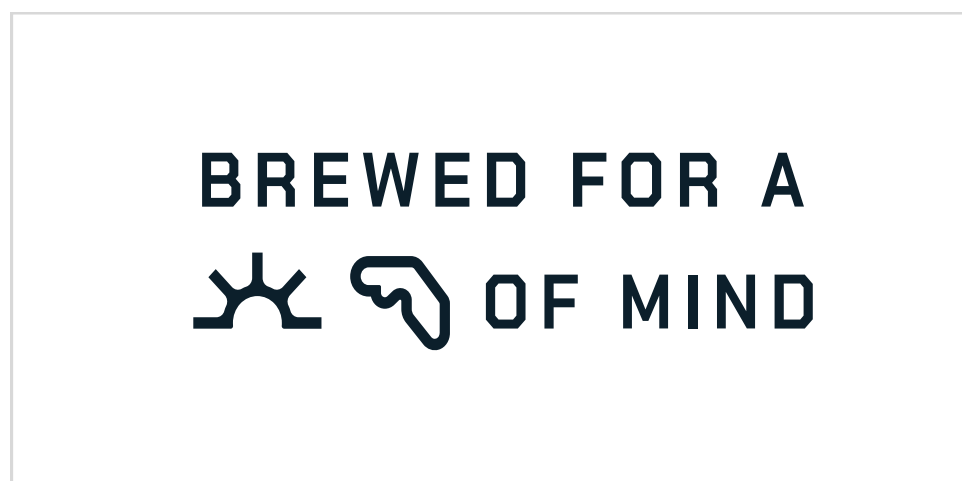
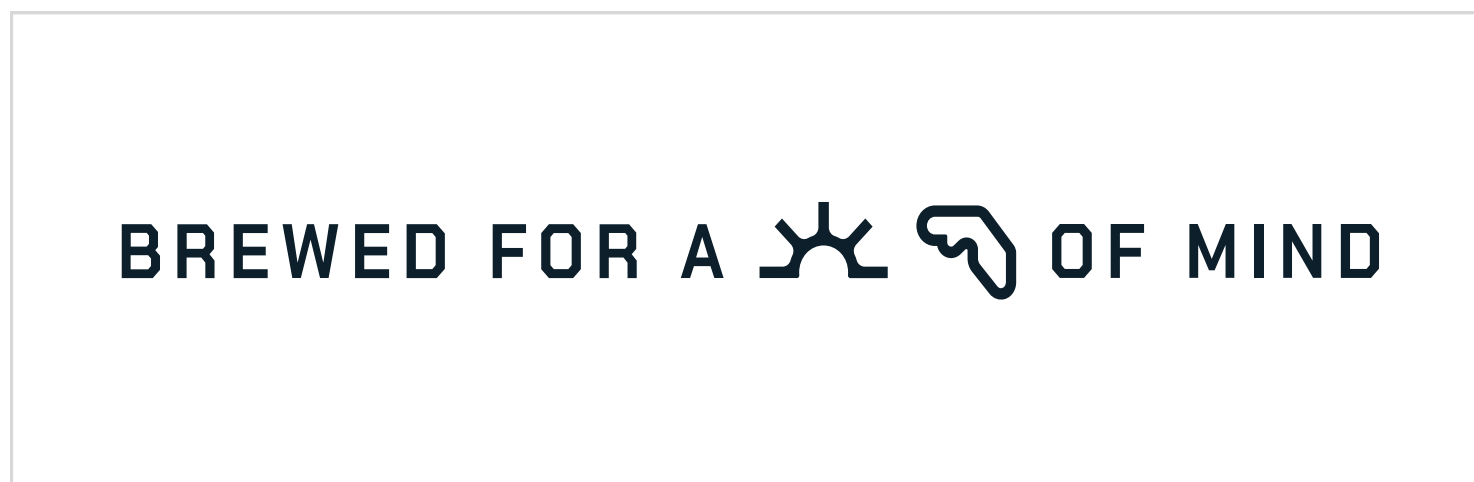
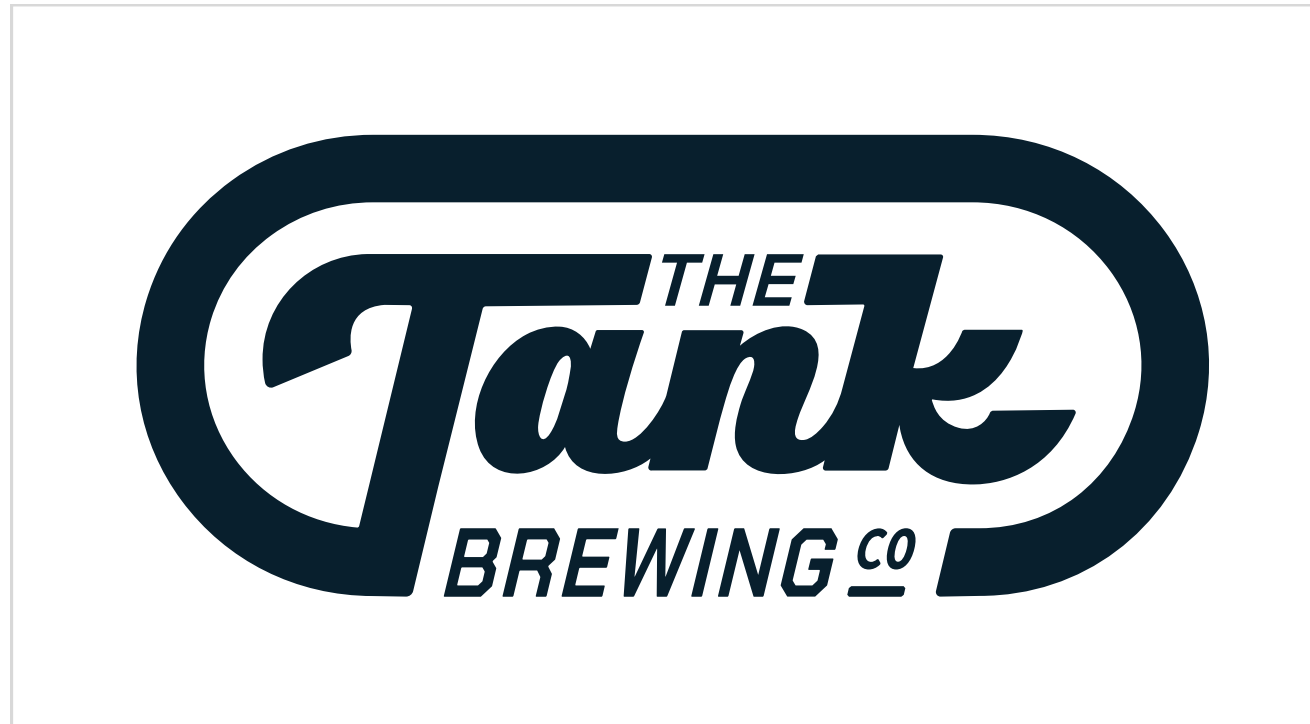
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The main logo is inspired by the every person, hard working, industrious and humble. The shape takes cues from work shirts, with an embroidered name patch.

The custom letterforms for “Tank” convey a sense of nostalgia grounded by structured sans serif for The and Brewing Co.

The Tank Icon feels visually connected to the main workmark, by using a heavy weight stroke with lots of negative space so that it can scale down without losing legibility.

Playing off of the Tank Icon and Wordmark style, “Brewed for a sunshine state of mind” incorporates custom icons in place of the words, so that people can have a little moment of surprise and delight when they decode it.



# Wordmark Rules



As a general rule, try and keep a good amount of space between the logo and other objects.

Using the “K” as a tool to measure the space will ensure you’re within an appropriate distance based on the scale of the wordmark.



Never partially rotate the wordmark. Always keep it flat in its orientation. In some instances you may turn it 90°.



Always keep the wordmark filled in a solid color. Never use a stroke.

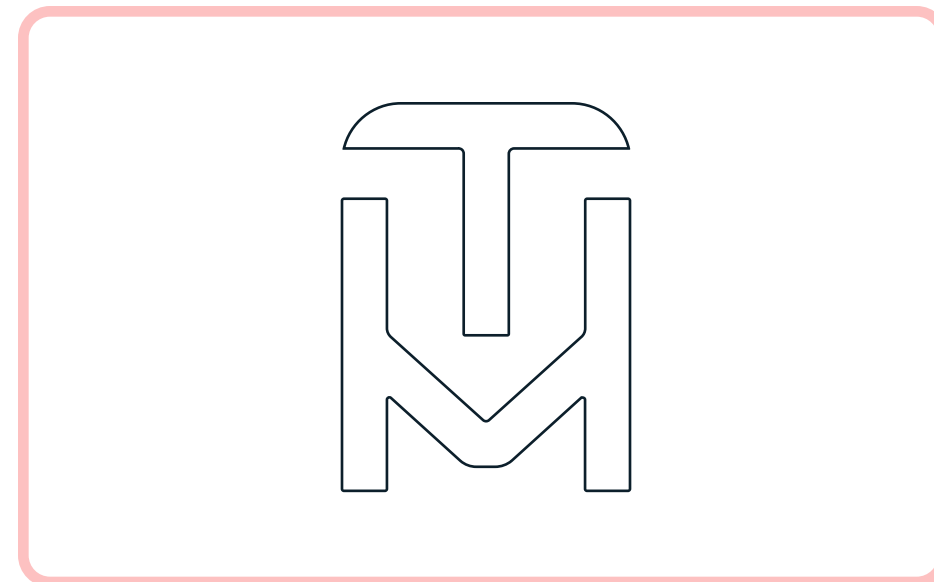


Only use the wordmark alone, never combine it with other icons.

# Tank Icon Rules



Never partially rotate the Tank Icon. Always keep it flat in its orientation. In some instances you may turn it 90°.



Always keep the wordmark filled in a solid color. Never use a stroke.



The Tank Icon's job is to support the brand and wordmark. It can operate at any scale alongside the wordmark, but never paired directly to it.

# Sunshine State Rules



Never draw a container around the icons. Keep them inline and the same color as the text.



Keep the text on either two lines or one line for visual constancy and recognition.



Always keep the design filled in a solid color. Never use a stroke.

02

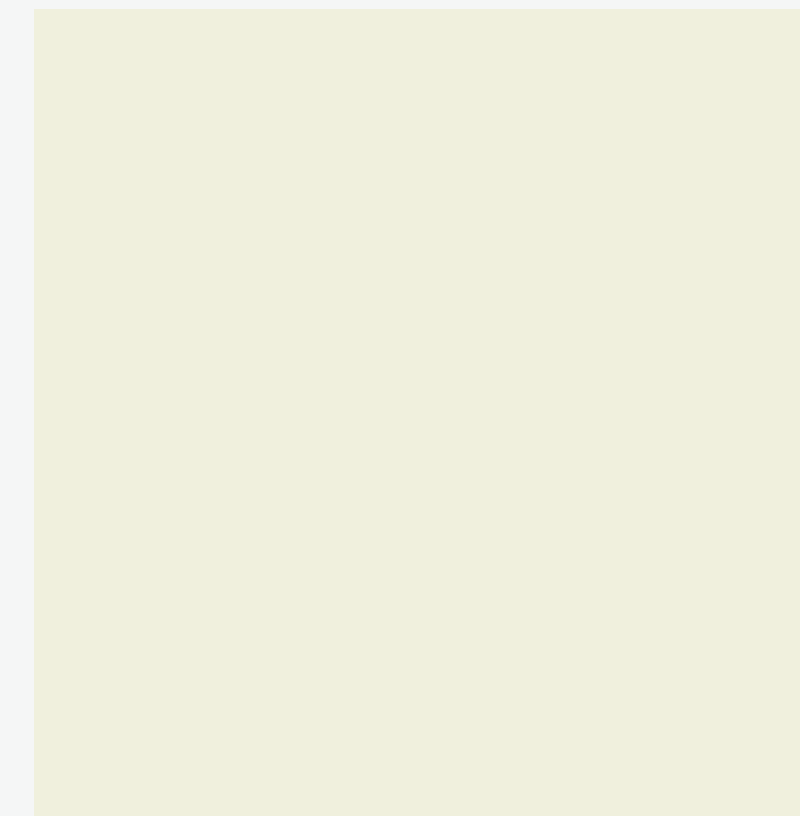
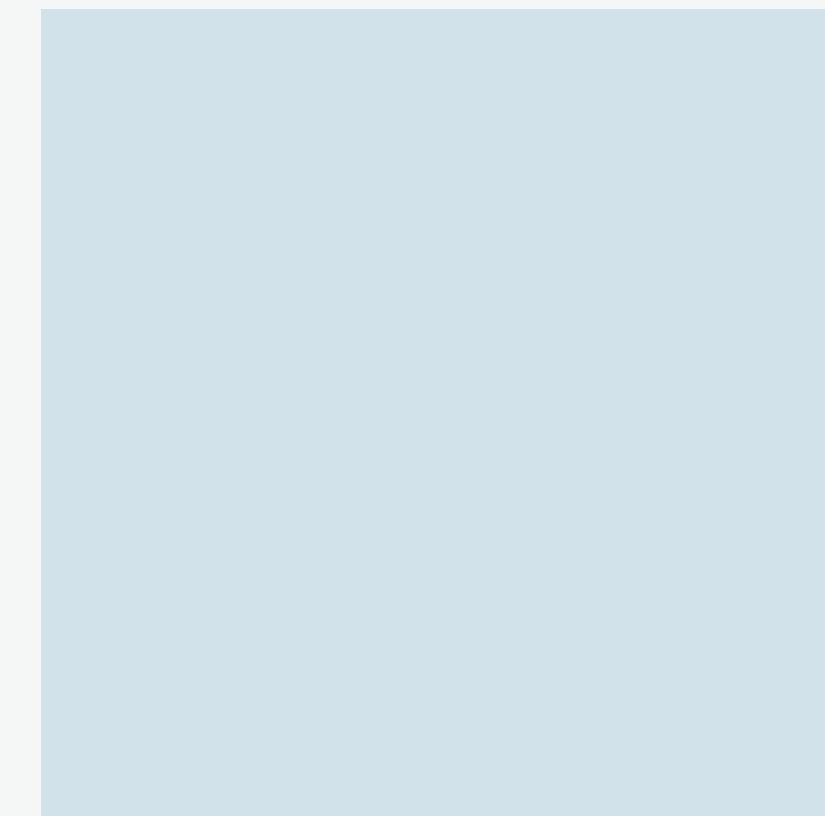
# COLORS

# Primary Colors

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The primary colors are grounded by the Core Navy. It's used throughout the brand as a through-line. The lighter blue and off-white are used in conjunction to create variety and contrast with the Core Navy.

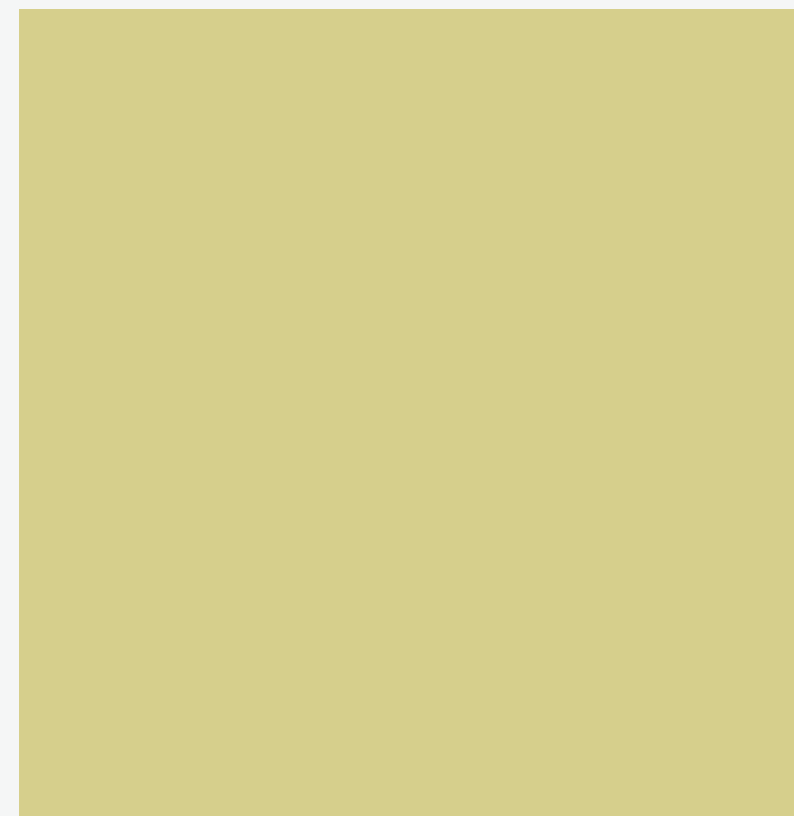
For digital applications, tints of each color will be used to create contrast for the website, digital ads, and social media.

**CORE NAVY****PMS 5395C****C91% M30% Y0% K82%****#04202E****OFF WHITE****PMS 9064C****C0% M0% Y7.9% K5.5%****#F1F1DE****LIGHT BLUE****PMS 9420C****C11.4% M4.2% Y0% K7.5%****#D1E2EC**

# Beer Specific Colors

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Each beer uses a flavor specific color as the base, paired with the Core Navy.

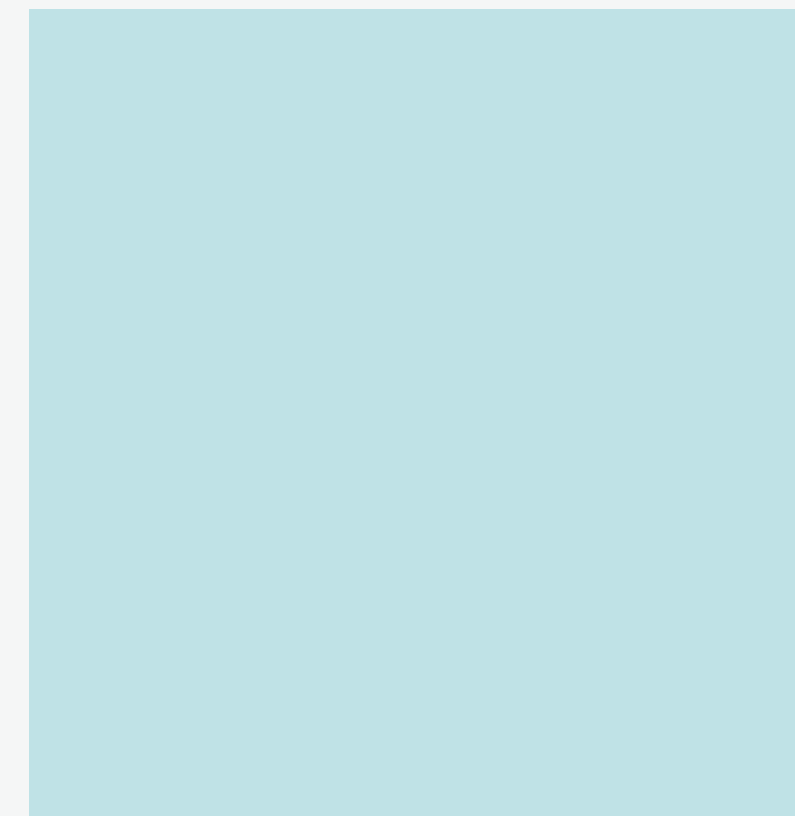


**FREEDOM GOLD**

**PMS 615C**

**C0.0% M3.3% Y34.1% K16.1%**

**#D6CF8D**

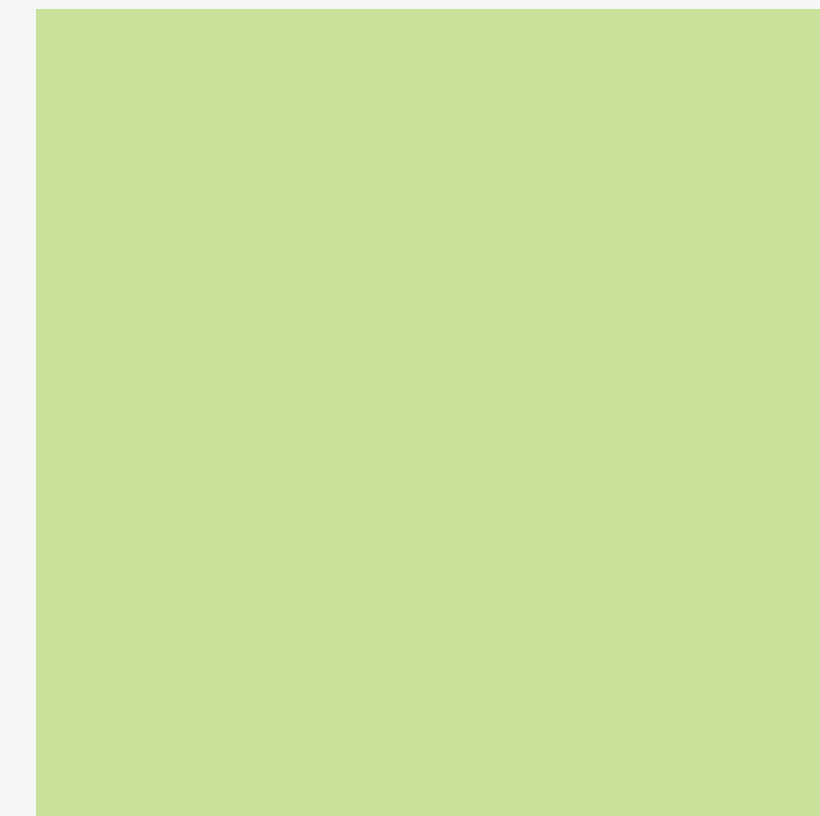


**PLAYITA BLUE**

**PMS 628C**

**C17% M2% Y0% K10%**

**#C0E2E6**



**SHARK GREEN**

**PMS 365C**

**C11% M0% Y31% K11%**

**#C9E39C**

03

# TYPOGRAPHY

Aa

Obviously

Obviously was designed to feel vintage, friendly and a bit loud. OHNO the foundry described it as “Subtlety is for the birds. Let’s communicate OBVIOUSLY.”

Use the Condensed Black for large headlines and the extended bold, for subheadings and general callouts.

**CONDENSED BLACK**

**EXTENDED BOLD**

Aa

# Chakra Petch

Chakra Petch is a square sans serif with tapered corners. It feels industrial and modern. The letterforms are easy to read across mediums (print and digital).

Use Chakra for decorative call outs that you want to draw attention to. Always use in uppercase and the appropriate weight.

In most use cases, Semi Bold will be best.

EXTRA LIGHT

LIGHT

REGULAR

MEDIUM

SEMI BOLD

BOLD

Ad

# Darker Grotesque

Darker Grotesque is a contemporary grotesque inspired by the post-modern and brutalism typographic trends. It's simple, geometric forms work beautifully for long-form content.

Works best for descriptions, body copy, and supporting content.

Light

Regular

Medium

**Semi Bold**

**Bold**

**Extra Bold**