Cold Time

PREMIUM LAGER
4.8% ALC/VOL
MADE IN CHICAGO

STANDARDS GUIDE OVERVIEW

A logo standards guide is a living, breathing, document. As your product changes, so will your logo standards guide. This document empowers you to do your part in growing and protecting the Cold Time brand. It will unite the identity efforts and provide a single face and message for your customers. Consistency not only helps you differentiate from your competitors, it will also begin to assign a higher value and trust in your business. Keep it fresh, but make sure the identity of your brand is never lost.

(Everyday standards mistakes may seem harmless at first, but they will hurt your brand image over time)

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LOGO STANDARDS

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PROVIDED FILES:
ColdTime-PrimaryLogo.ai
ColdTime-PrimaryLogo-LightBackground.ai

PRIMARY LOGOTYPE WITH BADGE

The primary logo is the most valuable of the graphic assets. The clearest, most consistent use of the logo will leave a lasting expression. Apply the logo only in methods specified in this standards manual. The logo must always be reproduced in its entirety using authorized typography and colors.

PROVIDED FILES:
ColdTime-PrimaryLogo-NoBadge.ai
ColdTime-PrimaryLogo-NoBadge-LightBackground.ai

PRIMARY LOGOTYPE WITHOUT BADGE

This is the main identity for Cold Time in situations where the brand name needs to be simplified into a small space.

PROVIDED FILES:

ColdTime-PrimaryLogo-Vertical.ai

ColdTime-PrimaryLogo-Vertical-LightBackground.ai

PRIMARY LOGOTYPE WITH BADGE VERTICAL

The secondary logotype is used primarily on all can variation layouts and in situations with horizontal restrictions.

PROVIDED FILES:

ColdTime-Badge.ai
ColdTime-Badge-LightBackground.ai

BADGE

DO NOT USE in situations where the Primary Cold Time Logotype is not displayed on the same face of composition.

SECONDARY LOGOTYPE HORIZONTAL WITHOUT BADGE

This is the main identity for Cold Time in situations where the brand name needs to be simplified into a small horizontal space.

1.5 IN
MINIMUM USAGE

.5 IN
MINIMUM USAGE

.5 IN
MINIMUM USAGE

.75 IN
MINIMUM USAGE

MINIMUM LOGO SIZE

To protect the readability, the recommended minimum logo size should follow the usage guideline pictured above.

PMS: 2766 C
CMYK: 100, 100, 37, 35
RGB: 33, 28, 79
WEB: HEX- #211C4F

PMS: —
CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
WEB: HEX- #FFFFFF

PMS: —
CMYK: 0, 0, 0, 100
RGB: 0, 0, 0
WEB: HEX- #000000

PMS: 2915 C
CMYK: 59, 13, 0, 0
RGB: 190, 180, 239
WEB: HEX- #58B4E6

PMS: 110 C
CMYK: 17, 31,100, 0
RGB: 217, 170, 0
WEB: HEX- #D9AA00

PRIMARY AND SUPPORTING COLOR PALETTE

Consistent use of color will reinforce visual recognition. Primary brand colors are (Navy) PMS 2766C, (Light Blue) PMS 2915, and (Gold) PMS 110C. Secondary brand colors are Black and White .

LOGO FREE SPACE

When placing objects around or next to the logo, allow a border of free space equal to the height of the badge (measured as 'X').

X =

NO alternate colors

NO additional text locks

NO unapproved type locks

NO alternate spacing

NO logo distortion

NO altered logo proportions

INCORRECT APPLICATION

The proper use of colors, placement and other elements is essential to project a consistent image and maintain the value and impact of the Cold Time identity.

· NO alternate colors
· NO additional text locks
· NO unapproved type locks
· NO alternate spacing
· NO logo distortion
· NO altered logo proportions

Cold Time (logo)

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TYPOGRAPHIC STANDARDS

The Cold Time script logotype is a customized type setting. Acme Gothic Bold can be used for short headlines and sub headlines. Chalet Comprime Cologne Sixty can be used for body text.

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logotype script — customized   logo mark — Acme Gothic
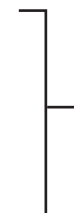
AaBbCcDdEeFfGgHhIiJj
kKkLlMmNnOoPpQqRr
SsTtUuVvWwXxYyZz
1234567890

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headline font — Acme Gothic Bold (All Caps - lengths of 2-10 words)

ABCDEFG
HIJKLMN
OPQRSTU
VWXYZ
1234567890

Only use uppercase characters
at half the font size of the headline font

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sub-headline font — Acme Gothic Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 1234567890 !@#$%^&*()_+?

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body text — Chalet Comprime Cologne Sixty

RETAIL DISPLAY STANDARDS

PRIMARY CAN FACE

The Dark Navy is the primary face of the can and is the preferred orientation when displayed at retail and in advertisements.

PRIMARY 12PK CASE FACE

The Dark Navy side is also the primary face of the 12-pack case when displayed on shelves. For the smaller opening side, the dark navy can is preferred display graphic.

PRIMARY 12PK WITH CAN

In situations where the can is displayed next to the 12-pack, the Dark Navy Can takes precedence and opt for use of the light blue side of the 12-pack for balance.