

Missouri Craft Brewers Guild Brand

QUICK REFERENCE GUIDE



The Missouri Craft Brewers Guild logo is that anchor for all Guild branding efforts. When establishing the Guild brand, consistency is vital when using the mark. The following guidelines have been developed to maintain accuracy and consistency throughout all markets.

Color Palette

PRIMARY COLORS

There are three primary colors used in The Missouri Craft Brewers Guild logo.

PANTONE COLORS



4975



1375



1595

SECONDARY COLORS

The two secondary colors can be used as accent colors including printed collateral or digital promotions.



409



WHITE

RGB	63,32,33	255,158,27	216,96, 24	133,120,116	255,255,255
HEX	#3F2021	#FF9E1B	#D86018	#857874	#FFFFFF
CMYK	36,84,59,85	0,45,94,0	0,71,100,3	17,25,22,51	0,0,0,0

Any exception to the color palette must be approved by the Executive Director of the Missouri Craft Brewers Guild.

Logo Usage Examples

The logo may be reproduced in the following ways:



FULL COLOR

4975 Brown, 1375 Gold, 1595 Orange



ONE COLOR BLACK



REVERSE ON ANY COLOR

To maintain the integrity of the logo, it should not be placed on patterned or textured backgrounds, and should not appear with a white box behind it.

EXCLUSION ZONE

To maximize visual presence, the logo requires a surrounding area clear of any other graphic elements or text. The minimum exclusion zone is equal to the width of the "M" in Missouri. This way the exclusion zone is relevant to the size of the logo.



FONTS

The fonts used for the logo include:

MISSOURI

in the font **Chunkfiveex**

and

CRAFT BREWERS GUILD

in the font **Balboa medium**
with a letter spacing of 50