

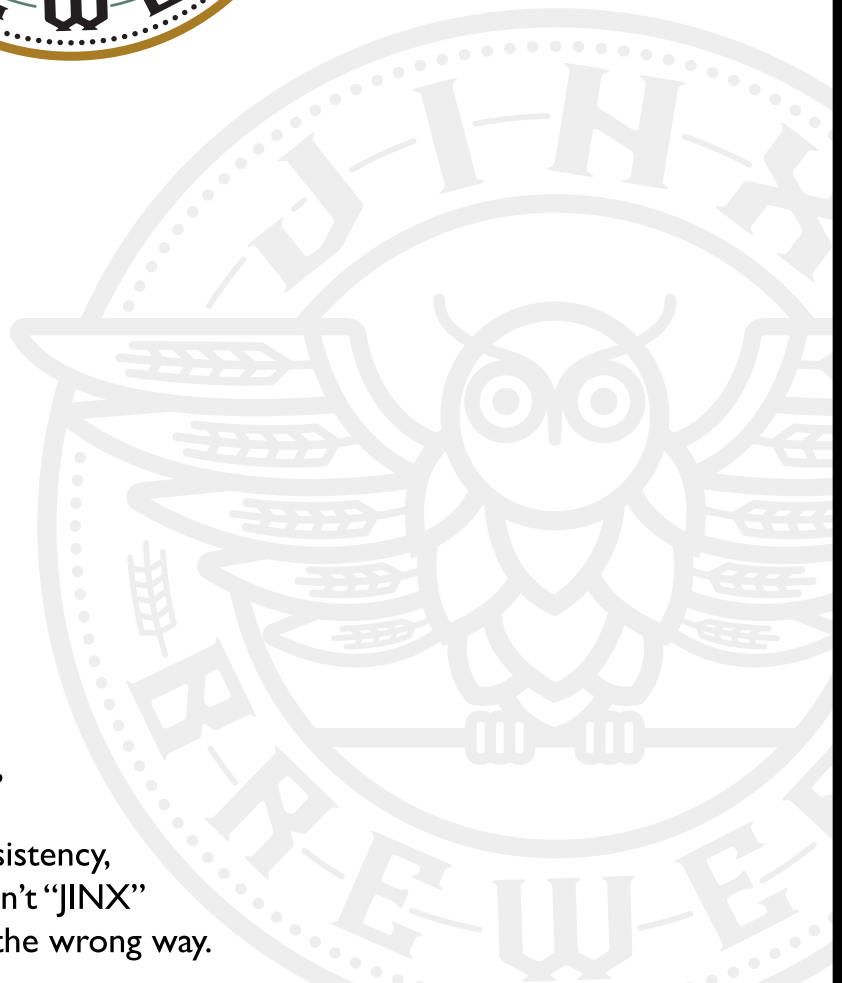
# jinx brewery

BRAND STYLE GUIDE



## MISSION:

Jinx Brewery strives to provide a top-notch drinking experience to every beer-lover, no matter your style. We bank on unique flavors, originality and swagger. Just like our beer, we take our brand seriously. We're all about consistency, so please show us continued support, and don't "JINX" our hard work by using our super-rad logos the wrong way.



# logo

FULL COLOR (ON WHITE)



FULL COLOR (ON BLACK)



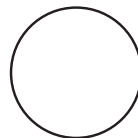
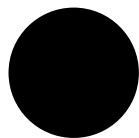
ONE COLOR (ON WHITE)



ONE COLOR (ON BLACK)



palette



PANTONE 7557c

RICH BLACK

WHITE

PANTONE 5555c

CMYK: 33.58, 46.05, 100, 11.02

CMYK: 50, 50, 50, 100

CMYK: 0, 0, 0, 0

CMYK: 66.53, 35.36, 56.5, 11.6

RGB: 162, 125, 45

RGB: 0, 0, 0

RGB: 255, 255, 255

RGB: 92, 127, 113

HEX: A27D2D

HEX: 231F20

HEX: FFFFFFFF

HEX: 5C7F71

typography

HODOR REGULAR

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ

PRIMARY FONT

ALTERNATE GOTHIC No3

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ

PACKAGING - PRIMARY

AIRSHIP 27

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ

PACKAGING - SECONDARY

# spacing



The logo should maintain consistent spacing in all formats.  
Must maintain consistent negative space around logo.

# display

There are a few rules for maintaining the integrity of the brand. Here are a few examples of some ways you should never consider using the logo.

- A. Do not rotate the logo.
- B. Do not squish or stretch.
- C. Do not use off-brand colors.
- D. Do not change font.
- E. Do not flip.
- F. Do not add graphics.
- G. Do not shear or skew.
- H. Do not add drop shadow.

A.



X

B.



X

C.



X

D.



X

E.



X

F.



X

G.



X

H.



X

## This is “Jinx.”

Jinx is our mascot. He is mysterious, yet sophisticated.

We don't mind if you use Jinx as a standalone graphic.

Make him big or small, please just allow him space to breathe.

You may change Jinx's colors, as long as he remains an outline.

Do not fill Jinx with color, unless specified to our requirements.

Do not add or subtract elements while using Jinx.

Do not place objects behind, aside or around Jinx.

