



BIG BUCK BREWERY BRANDING BIBLE

April 2016

STATEMENT OF PURPOSE



This document provides the guidelines to ensure the correct use of the Big Buck Brewery brand identity.

Our brand is the key to ensuring that our products and advertising present the company consistently throughout the world. A strong recognition of Big Buck Brewery by our audiences conveys a sense of stability and a reputation for excellence.

By applying these guidelines to any communications, campaigns and materials used in association with the brand you will strengthen the Big Buck Brewery brand throughout Canada and the World.

TABLE OF CONTENTS



- 1 Statement of Purpose
- 3 Mission Statement
- 4 Tagline
- 5 Brand Style
- 6 Logo
- 10 Typography - Logo Font
- 12 Colour - Palette
- 13 Photography - Overview
- 17 Visibility - Label
- 20 Resources

MISSION STATEMENT



Our mission at Big Buck Brewery is to produce unique, quality beers that are second to none and to constantly be exploring new paths in the goal of creating the best beer possible.

We operate in ethical and environmentally friendly standards while hand-crafting our products. At our production facility, we strive to be a destination for the exquisite craft beer lover and a staple at craft beer festivals.

Our goal in creating a treasured regional brewery is enhanced by being a sustainable, low-impact, and environmentally friendly company. We strive to use locally sourced, home-grown goods whenever possible in order to minimize our carbon foot print and strengthen the local economy.

TAGLINE



We Laid Tracks Before It Was Cool

The Big Buck Brewery tagline represents a quirky tongue in cheek reference to our place as a craft beer and lovers of bad puns.

We want our customers to have a small laugh when they read our bottles or see our signs, drawing them in to look further into the brand.

It also represents the goals of our brand, to seek new methods, ingredients and ideas to make a better brew for the customer.

BRAND STYLE



The brand style serves to differentiate Big Buck Brewery from other craft beer brands.

We embrace our Calgary roots, leaning a little to the classic western style in our fonts and campaigns.

However, that does not mean we lean fully to the rodeo aesthetic, much of our advertising is a mix of the western style and a classic turn of the century design aesthetic. This is all meant to enhance our recognition and acceptance on a wider scale.

LOGO - OVERVIEW



The Big Buck Brewery Logo is the primary representation of the Big Buck brewery Brand to the world.

It features our signature leaping buck, known within the brewery as Blitzen, over a visual of Alberta's Rocky Mountains.

Blitzen seems to be leaping out of the standard circular logo, harkening back to our tagline and goal to lay new tracks.

The bottom portion of the logo represents a beer barrel and the classic aesthetic we love to embrace.

LOGO - CLEAR SPACE



To protect the strength of the Big Buck Brewery logo, a clear space area, free of competing visual elements should be maintained around the logo.

In this example the clear space surrounding the logo is a square of the height of the B in brewery.

The clear space must be calculated from the top of the bucks atlers, never as a square of the original circular shape.

LOGO - MINIMUM SIZE



The Big Buck Brewery logo should never be smaller than 100px high or 1.5 inches high.



LOGO - UNACCEPTABLE USE



NEVER:



Place on a background with bad contrast



Place on a picture that confuses the logo



Distort or reshape the logo



Place on a highly patterned background



Fade or desaturate the logo

TYPOGRAPHY – LOGO FONT



BERNIER SHADE
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
0123456789,;!'& /*

BERNIER REGULAR
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
0123456789,;!'& /*

The official font of the Big Buck Brewery name is Bernier, This font is only to be used for the name of the company, titles and headlines.

It is is never to be used for regular text and taglines. The Shade version of the font is only for the logo, the regular version is used for all other titles.

TYPOGRAPHY – BASIC FONT



OLDSTYLE SMALL CAPS
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
W,;:!'&/*

Oldstyle Regular
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
0123456789,;:!'&/*

Oldstyle Italic
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
*0123456789,;:!'&/**

The official text font of Big Buck Brewery is Oldstyle. this is to be used for taglines, beer names and text from the brewery.

The hierarchy for this font is small caps for titles, Regular for most text and italic when it is necessary

COLOUR – PALETTE



C 51 M 73 Y 65 K 68 R 062 G 035 B 035 3D2222
C 45 M 60 Y 74 K 74 R 110 G 081 B 060 6D513C
C 77 M 63 Y 12 K 03 R 080 G 100 B 148 506394
C 97 M 89 Y 47 K 61 R 011 G 020 B 051 0A1432
C 85 M 76 Y 44 K 39 R 047 G 054 B 079 2E364F
C 38 M 86 Y 76 K 55 R 092 G 033 B 033 5B2020

The primary six colours of the Big Buck Brewery brand are seen to the left.

These colours are based off the logo, and also designed to reflect the colour aesthetic of the company. They are classic colours, with a slight dustiness to the colour, indicating an age to them.

The blues are also meant to reflect the blues of the skies and mountains in Alberta, reflecting our local roots.

PHOTOGRAPHY – OVERVIEW



Photography can help to establish the brand of the company, reflecting the aesthetics and lifestyles that our customers have, or hope to have.

Photography should be well shot, with a clear subject. The subjects should be casual, either reflecting an urban Canadian lifestyle or modern farming reflective of our own home-grown product. Photographs of events and festivals we have been featured at are also acceptable.

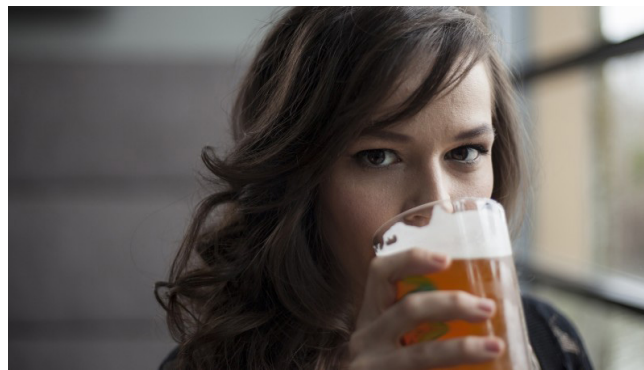
Photographs that should never be used include:

- Heavily intoxicated subjects
- Large Parties
- Other beer brands or alcohol
- Children
- Out of focus subjects
- General Stupidity

PHOTOGRAPHY – EXAMPLES



PHOTOGRAPHY – EXAMPLES



PHOTOGRAPHY – EXAMPLES



VISIBILITY - LABEL



For many our label is the first introduction that they get to our brand and as such should be indicative of what we stand for. All labels with the exception of special edition bottles should follow the pattern seen on this page.

VISIBILITY - BOTTLES



In addition to our labels, Big Buck Brewery is known for our packaging. Our growlers and wooden bottle containers are available at our brewery and special festivals. A cardboard version of the bottle holder is in production for in-store sales.

VISIBILITY - MERCH



RESOURCES

WRequired resources can be found by request from the brand management team at:

L&S Brand Management
126 Hollycomb Ave.
Calgary. AL
C7T 9N5
BBBBrand@LSBM.com