

BRAND GUIDELINES

Hard - Cider Style In The Southern U.S.A

BACKYARD ELIXIR

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1.0

Introduction

The purpose of these guidelines is to explain the use of the new brand style and to reinforce consistent application of the visual elements in all communications. This includes publications, presentations, and all other marketing materials. Guidelines on the use of the logo are included.



GENERAL INFORMATION

- Description: Southern U.S.A style hard - cider
- Attributes: nature, old fashion and simple geometr.
- High quality cider with different flavor

THE CONCEPT

- Based on the attributes of the brand, the concept used the basic geometric to created a specific patten, which represent for hard - cider brand.
- The patten is to harmonize between classic and modernity. These details are inspired by Art Deco in the famous film "The Great Gatsby".
- The logo, which is located right in the middle, represent for two first letter in the brand name, there are "B" and "E" in "Backyard Elixir", with the "B" reverse. When it combined with the surrounding geometry, it feels ancient, old, replayed the years 1920s.





The Logo Application

The company logo is an important and valued graphic element and must be used consistently and appropriately, even minor variations will undermine and compromise the image of the branding.



Store Sign



Shopping Bag



Cider Bottle

Stationary



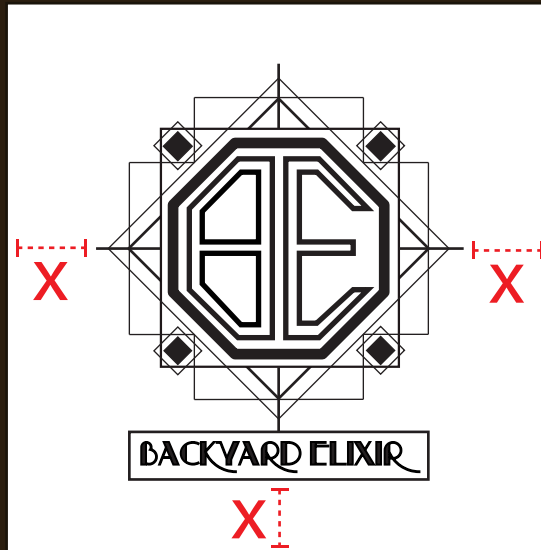
Business Cards



2.1

The Logo Usage

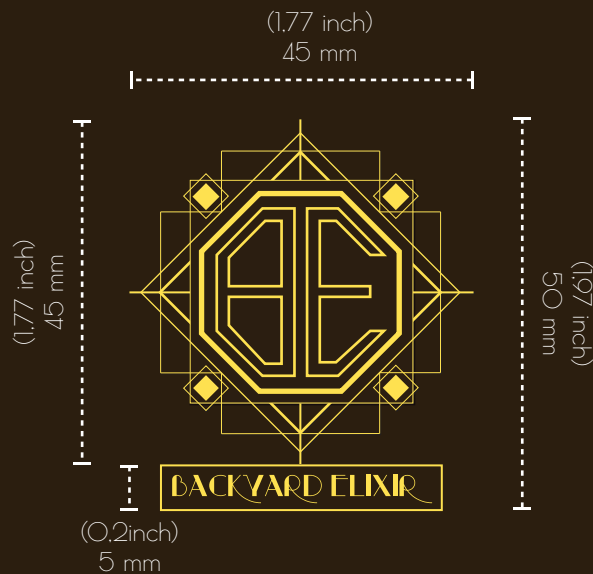
Always use master artwork when reproducing any logo design. It should never be recreated under any circumstances. Always ensure you are using the correct artwork for the application.



Exclusion Zone

Make sure that text or other design elements do not encroach upon the logo.

The marked space should always be given to let the logo 'breathe', free from distraction.



Minimum reproduction size

In the primary logo format a minimum size must be adhered to so that legibility is retained.

In exceptional circumstances where space is below the recommended size, adjustments may have to be made to balance the shape and visibility.



Wrong!

The logo has become distorted from its designed aspect ratio, therefore stretching or squashing the shape and text.



Correct!

The logo's shape is consistent with the initial design, retaining balance and legibility.



Wrong!

The backdrop for the logo's placement is too similar to the primary colour - it



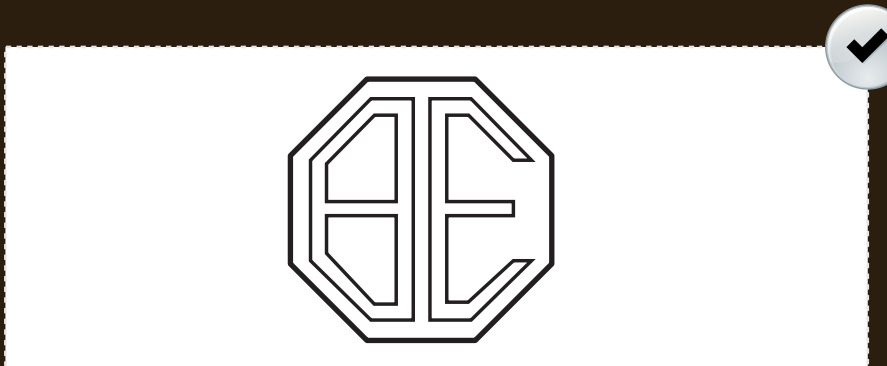
Correct!

The logo is clear and visible, set in primary colours onto a backdrop which shows contrast.



Wrong!

Important elements within the logo have been distorted, enlarged or shrunk, affecting the balance and design.



Correct!

The logo has been used in the fashion it was designed. A consistency has been achieved in how it is seen.



Wrong!

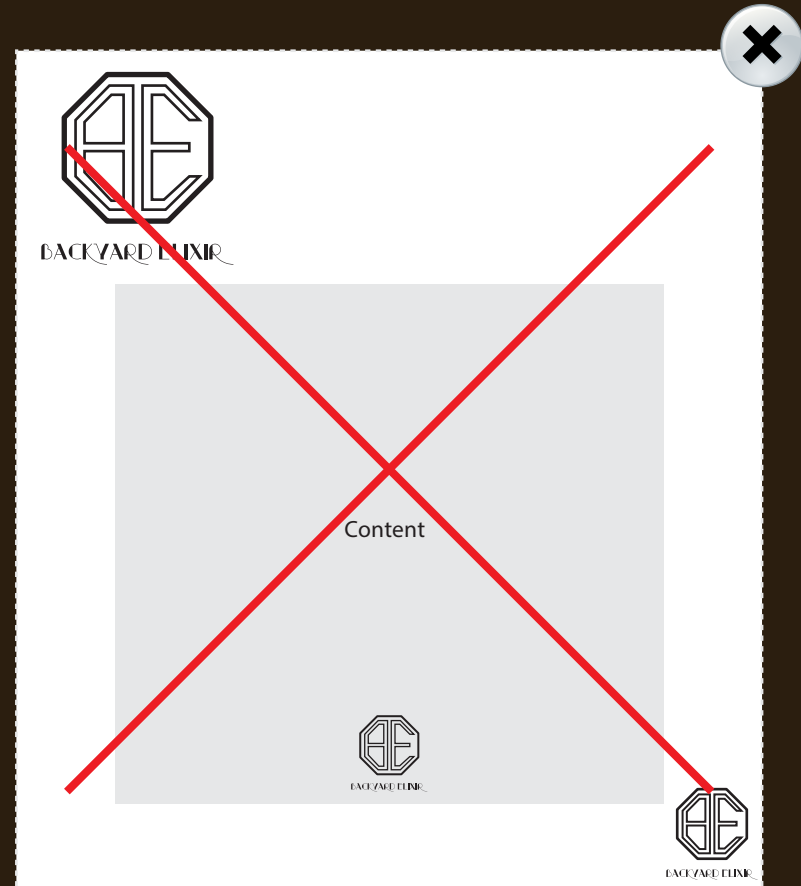
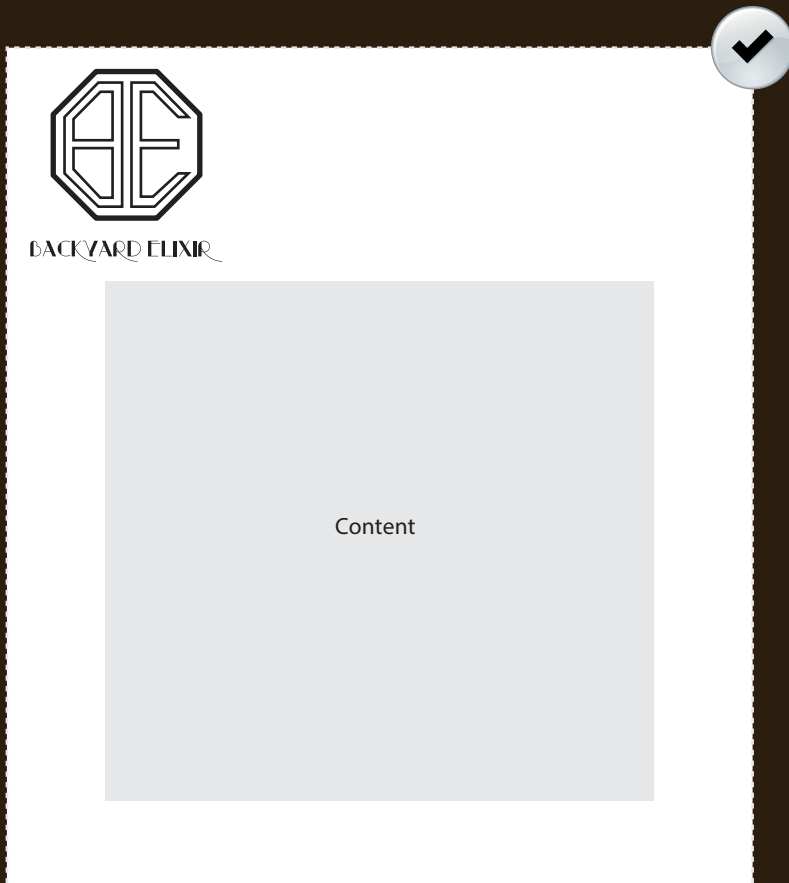
A colour outside of the selected brand colour scheme has been used. This is not recommended as it confuses the brand image.

Replacing the font is a definite no-no. The selected typeface should be used at all times with the presentation of the logo.



Correct!

The logo is presented in its primary colours using the primary typeface that has been selected for the logotype.



In most cases, use of one company logo is all that is required. If an advertisement is made by your company then that logo is usually all that is required for recognition by your audience and/or customers.



3.O

Colour Scheme

Accurate reproduction of the brand colour scheme is essential in communicating a clear and consistent message about the company image.

Black and white are acceptable as accent colours, in addition to the colours within the assigned scheme.

		CMYK	RGB	HEX
Primary Brand Colour logo / main background / business cards		75 / 68 / 67 / 90	0 / 0 / 0	#000000
Secondary Brand Colour logo / secondary background / accent		47 / 97 / 53 / 54	85 / 13 / 48	#550D30
Third Brand Colour highlighting / second accent		88 / 100 / 37 / 41	49 / 22 / 72	#311648
Text / Content Colour		10 / 22 / 100 / 0	233 / 191 / 30	#E9BF1E
Text / Content Colour		10 / 7 / 8 / 0	226 / 226 / 225	#E2E2E1
Text / Content Colour		41 / 74 / 98 / 54	89 / 48 / 16	#593010
Base Colour		75 / 68 / 67 / 90	0 / 0 / 0	#000000



This also applies to the logo's placement over a photographic background, pattern, visual graphics or other media.



4.0

Typography

Replacing fonts with alternatives should not be done under any circumstances.

TEXT - SUBHEADINGS

Poiret One (Regular) Text / Subheadings

abcdefghijklmnopqrstvwxyz

ABCDEFGHIJKLMNPOQRSTUVWXYZ

1234567890

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åſçð´f©·^Δ°¬µ~øπœ®β†√Σ≈¥Ω

Perisphere (Regular) Tagline / Subheadings

abcdefghijklmnopqrstvwxyz

ABCDEFGHIJKLMNPOQRSTUVWXYZ

1234567890

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å ç ´f ° ø œ ß ¨ Σ ¥



5.0

Contact Details

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