

Branding and Visual Identity Guidelines



# Master Brewers New Logomark

Starting in August of 2016, The Master Brewers Association of the Americas (MBAA) will move forward with a new logomark. The new logo still is reminiscent of the old visual identity of the brewing barrel and tools, but the illustration is more simplified and graphic. The new logo is now only 2 colors, making it easier and more cost-effective to print. The new typeface is a quicker read and has a modern look and feel.



# Master Brewers Old Logomark

Starting in August of 2016, the current logomark will be phased out and replaced with the newer rendition.



### Master Brewers New Logomark

The Master Brewers new logomark should always be backed with white to help it "pop" off different backgrounds. In some instances, if the logo is still legible against the background, then the white backer can be taken off. The new logomark can also have the outside "plaque" taken off when horizontal space is limited. The Preferred logomark should be shown in PMS Black and PMS 117, unless printing capabilities are limited. If printing 2 colors is not an option, the next page showcases the logomark in one color option variations.







When the logo is under 2" wide, the drop shadow on "Master Brewers" can be removed for easier readability.



The logo width should never go under 1" wide.



Logomark in grayscale



Logomark reversed in 2 color



One color- Black (no drop shadow on type)



Logomark reversed in white



Logomark in grayscale, no outside plaque



Logomark reversed in 2 color, no outside plaque





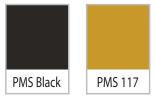
Logomark reversed in white, no outside plaque

One color- Black, no outside plaque



Do NOT change the logo coloration. The only permissable colors are PMS Black, PMS 117 or white.

# Master Brewers Color Palette and Fonts



Primary Colors

The Master Brewers new color palette is dark, rich and saturated with color that complements the logomark and any photography that may go with it. The primary colors should always be PMS Black and PMS 117.



Secondary Colors

# HEADLINE COPY IS DIN BOLD Headline copy is Din Bold

Body copy is in Adobe Garamond Pro Regular. It is a traditional font that is easy to read and always looks great with Din Bold. You can also use other iterations of this font when necessary because sometimes you need to **bold** things and **emphasize with italics**.



## 4"x 6" Postcard Examples

Logomark can be used without white background if there is enough contrast. (here it is multiplied over image).

These postcard examples show how the new logomark can be utilized and how the fonts can be used in a design layout.

Postcards shown at 80%.





# **CALL FOR PAPERS**

Submit your abstract by May 4th, 2016 to be considered for inclusion in the conference program.

Exhibit and sponsorship opportunities available now. Visit **mbba.com** for more info.

> 2016 ANNUAL CONFERENCE OCTOBER 7-10th



Membership Brochure 5.5" x 8.5" Logomark can be backed with white to help "pop" it off busy backgrounds.



Facebook Cover Photo 851 px X 315 px

Facebook profile

Facebook Profile

A truncated version of the logomark should be used in the Facebook profile. It includes taking off the "Established & 1887" info. The dropshadow is also taken off to make it more legible when small. (Design shown at 70%)





Twitter Profile

Twitter Profile This utilizes the same truncated version of the logo as the Facebook page. (Design shown at 70%)





MASTER BREWER Make beer better.

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Fermentation in a Production Brewery

Introducing Your MBAA Community!

CONTINUING EDUCATION

**Engineering and Utilities Course** 

Brewing and Malting Science Course October 23-November 4, 2016

September 26-October 7, 2016

Register today!

Scholarship

video demo here.

Production Brewery

St. Paul, Minnesota

Madison, Wisconsin

June 16, 2016

Join Jeffrey Stuffings of Juster King Brewery to learn how to make

wild and spontaneously fermented beer in a production brewery.

If you're heading for the Engineering and Utilities Course on September 25–October 7, 2016, you might be eligible to receive a

scholarship covering course tuition. Applications are due June 15, so **check to see if you are eligible** today.

Beginning in 2016, MBAA has launched the MBAA Community

connect with colleagues from around the world, and expand the MBAA knowledge base. Learn more by watching a two minute

Webinar on Tap: Wild & Spontaneous Fermentation in a

site, a brand new member platform to grow your network,

Last Chance to Apply for an Engineering Course

### MBAA COMMUNITY

ASK THE BREWMASTERS RE: FSMA "qualified individual" provision

By: Tatiana A. Lorca, 4 hours ago Hi Kristi, Nor sure which class Doug went through, but you'll see the following out there: 1. Preventive Controls Qualified

WHAT'S BREWING? Individual training (or PC fo... Upcoming Webinar on Tap: Wild & Spontaneous

#### RE- ESMA "qualified individual" provision By: Kristi Vinkemeier, 2 days ago Posted in: Ask The Brewmasters

What training program did you go through? Quality Lab Manager August Schell Brewing Company New Ulm MN (507) 3...

RE: FSMA "qualified individual" provision By: Tatiana A. Lorca, 3 days ago Posted in: Ask The Brewmast

Hi Doug, I'm a Lead Instructor for the FSPCA Preventive Controls for Human Foods class and have been running classes since Feb. of this year, living and b...

MORE

### DISTRICT NEWS

District Northwest Members of District NW now have the

opportunity to secure a scholarship that will cover the full tuition when attending one of the two-week MBAA courses. One scholarship will be awarded each calendar year. Applications for the 2016 scholarship are **due by July 1** and can be downloaded from the district homepage.

District Western New York

#### District Western New York held a meeting on May 25th at Flying Bison Brewing in Buffalo, NY. A brewery tour and business meeting was followed by a presentation by Andrew Fratianni, Gusmer Enterprises, Inc. on "Fining Options for Brewers." Attendees were treated to beef on a wick and wings for dinner accompanied by Flying Bison's finest brews.

The next district meeting will be at the new Three Heads Brewery, 186 Atlantic Ave., in Rochester on September 19th. Check the Calendar of Events to see what's

happening near you!



Sweet W/a

#### New Fort Worth brewery sows a Wild Acre of hops

SEATTLE - This week, beer lovers throughout the Northwest will soon find a new beer from Rainier Brewing Company in stores, bars and restaurants for the first time in nearly 2...

Pabst Brewing Launches New Rainer Pale Mountain Ale in Pacific Northwest

One of my favorites is Aecht Schlenkerla Rauchbier Weizen, a German smoked wheat beer that manages a bit of harmony and contrast in the same bottle. Earlier this year,

SHIMADZU

Total support for beer analysis from farm to stein

Color • IBU % Alcohol • Diacetyl Alpha Acids • Esters Amino Acids • Sugars Organic Acids

Click here to download application brochure





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### Website Design 1

The logomark can easily pop off any background when it is backed with white. The new colors are rich and vibrant. The main two primary colors should always be PMS black and gold PMS 117.



### **MASTER BREWERS ASSOCATION OF THE AMERICAS**

Providing techical leadership for the brewing industry

BEER STEWARD HOME | ABOUT THE PROGRAM | GRADUATES | REGISTRATION | RESOURCES | FAQ | CONTACT US

# BEER STEWARD CERTIFICATE PROGRAM

Instilling the appreciation of beer



### Beer is Booming. Is your Business Ready?

With the explosion of new breweries and beer flavors-be your customer's best resource!

The handling of beer influences its quality and perception. From delivery to serving, it is important to know how to properly handle, store, and present a variety of beers to maintain flavor and freshness. The MBAA Beer Steward Certificate Program will provide you with the necessary beer service and beer server training information to ensure you are bringing the freshest product to your customers. Participants in the programs will also gain an appreciation of the craft by learning the history of beer as well as the understanding the diversity of beer styles and what makes them so different. In the end, participants will learn how to showcase beer styles using food pairings and proper glassware, ultimately resulting in higher beer sales and a more satisfied customer. This training is an ideal beer server training as well as excellent beer training for sales and marketing people in both breweries and beer wholesalers.

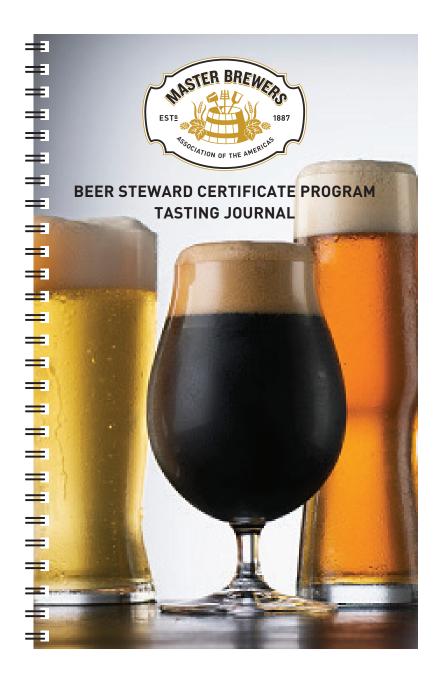
"I will be able to talk to my customers with more knowledge and confidence!" - Bend, OR

### **Beer Steward Programs**

- Associate Beer Steward Certificate
  - Independent Online Study Program with Online Testing for Beer Service and Beer Server Training Fundamentals
- Beer Steward Certificate
- Advanced Independent Online Study Program with Online Testing for Beer Professionals
- Understanding Beer Flavor Training Seminars are available for in-house groups of 20-65 people and open to the public twice per year. The super advanced seminar experience is an intensive but fun hands-on full day seminar presented by brewmasters passionate about teaching how beer flavors develop, how to

### Website Design 2

The logomark can easily pop off any background when it is backed with white. The new colors are rich and vibrant. The main two primary colors should always be PMS black and gold PMS 117.



### Tasting Journal

The logomark can easily pop off any background when it is backed with white. The new colors are rich and vibrant. The main two colors should always be black and the gold PMS 117.