



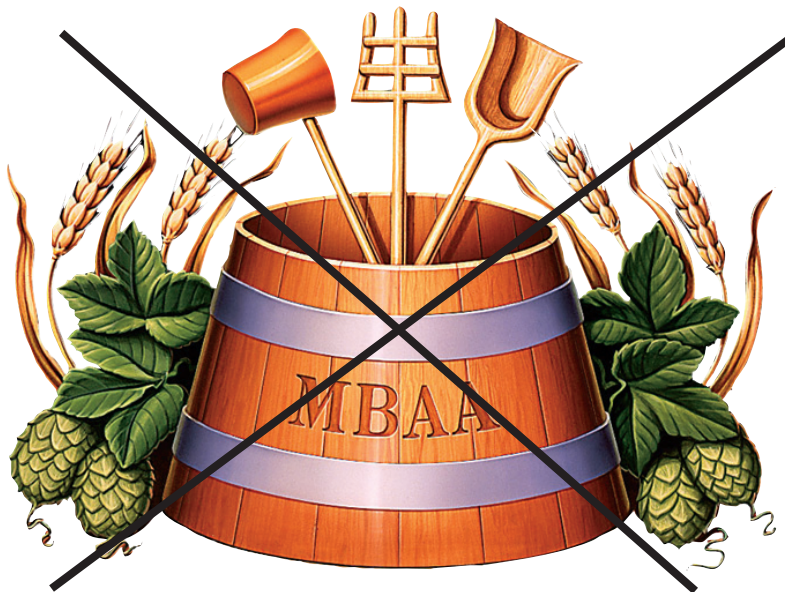
Branding and Visual Identity Guidelines

Master Brewers Association of the Americas New Logomark



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 Association of the Americas New Logomark



Preferred Master Brewers Logomark



Secondary Master Brewers Logomark

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.

Master Brewers Association of the Americas New Logomark



Logomark in grayscale



Logomark reversed in 2 color



One color- Black (no drop shadow on type)



Logomark reversed in white

Master Brewers Association of the Americas New Logomark



Logomark in grayscale, no outside plaque



Logomark reversed in 2 color, no outside plaque



One color- Black, no outside plaque



Logomark reversed in white, no outside plaque

Master Brewers Association of the Americas New Logomark



Correct



Never vertically stretch the logomark

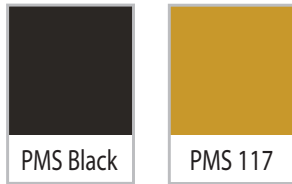


Never horizontally stretch the logomark



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

Master Brewers Color Palette and Fonts



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.

Primary Colors



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%.





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

160 px X 160 px

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
400 px X 400 px

Twitter Cover Photo
1500 px X 500 px

Twitter Profile

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





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 ASSOCIATION OF THE AMERICAS

Providing technical 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.

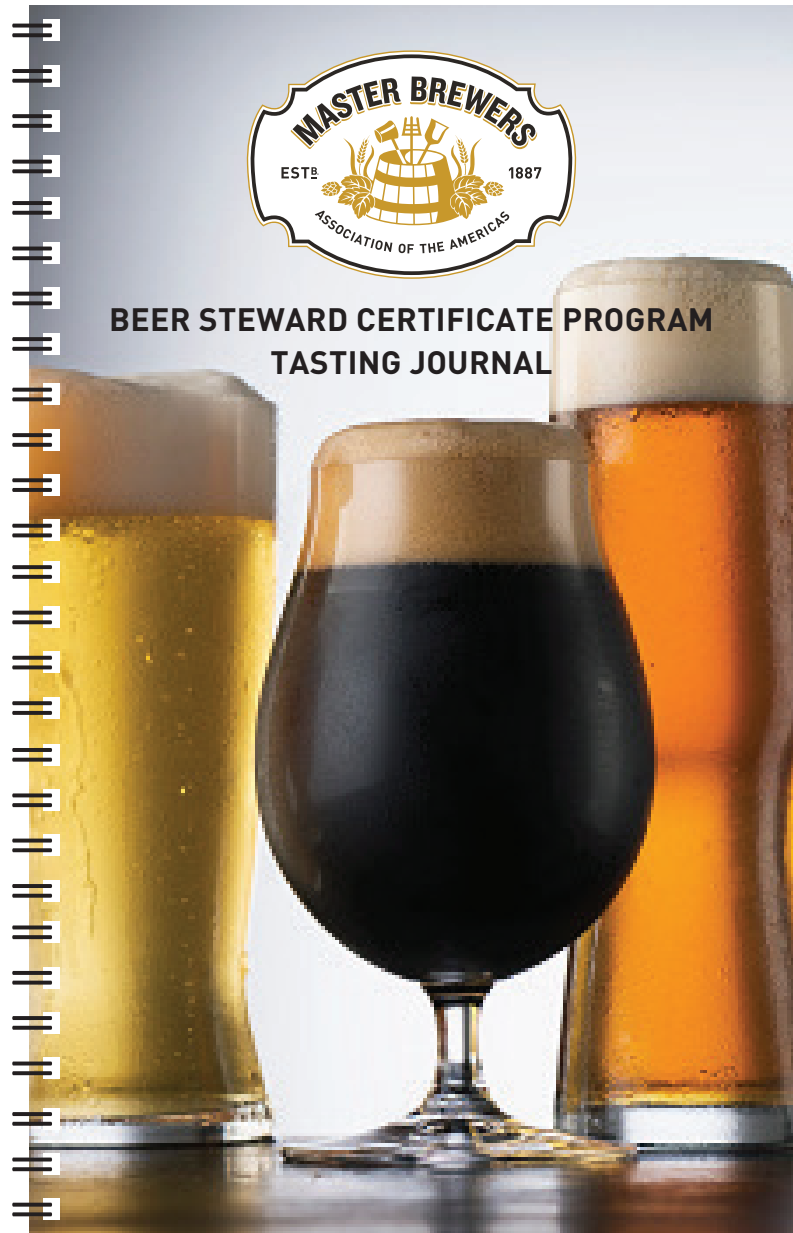
"I will be able to talk to my customers with more knowledge and confidence!" – Bend, OR

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.