



Branding and Visual Identity Guidelines

# MASTER BREWERS BRAND GUIDELINES

*UPDATED: February 1, 2018*

## **REQUIREMENTS**

Before grabbing a Master Brewers logo, please be sure to comply with our basic rules in the Master Brewers Branding and Visual Identity Guidelines.

The Master Brewers brand (Logo) includes the words, phrases, symbols, designs and other distinctive brand features associated with Master Brewers and our services ("Brand Assets"). Examples of our Brand Assets include the word "Master Brewers" and our logos. Our Brand Assets are trade names, trademarks, service marks and trade dress of Master Brewers.

So, we ask that you follow these Brand Guidelines, which are intended to promote consistent use of our Brand Assets. This makes it easier for people to instantly recognize references to Master Brewers and prevents confusion. These guidelines also help protect Master Brewers' intellectual property.

## **GENERAL BRAND GUIDELINES**

### **Do (Recommended):**

- Use our Brand Assets to refer to Master Brewers, our services or anything else we offer.
- Write "Master Brewers" instead of "MBAA".
- Comply with our Style Guide for color palette and logo size, shape and color options.

### **Don't (Not Recommended):**

- Alter the shape, proportion, color or orientation of the logos. Keep them in the color options as they appear on the pages that follow.
- Modify or alter the Brand Assets.
- Incorporate the Brand Assets, or anything confusingly similar, into your trademarks, domain names, logos or similar content.
- Use trademarks, domain names, logos or other content that imitate or could be confused with Master Brewers.
- Feature Master Brewers on materials associated with sexually explicit content, unlawful activity or other materials.

## **DISTRICTS**

Master Brewers encourages and supports the usage of its Brand Assets (Logo) by its Districts, and other entities that use and supplement our services. At the same time, we must protect our reputation and brand identity. To this point, District Logos have been created for, and delivered to, each District.

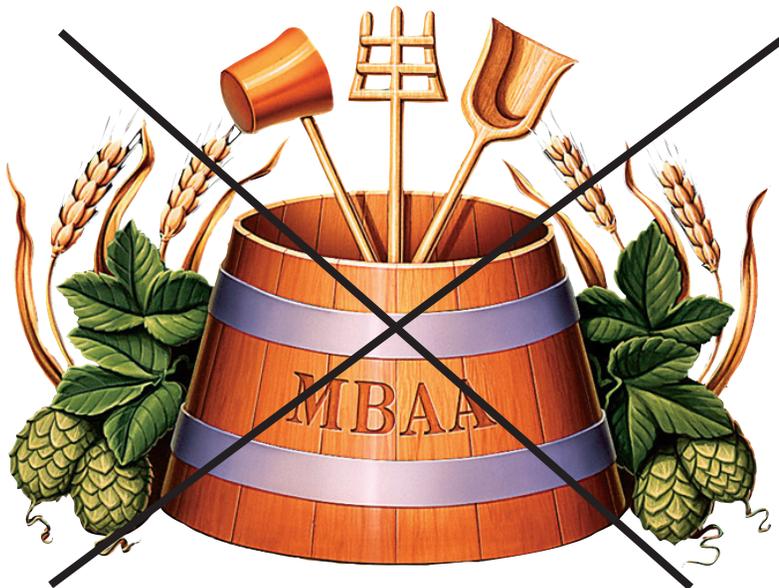
Event Logos may be created by placing the name of the event underneath the Master Brewers logo in the same manner as District Logos. Modifying all or part of the Master Brewers logo to develop an event logo is not recommended.

## 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

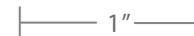
The Master Brewers new logomark should always be backed with white to help it “pop” off different backgrounds. In some instances, if the logo is still legible against the background, then the white backer can be taken off. The new logomark can also have the outside “plaque” taken off when horizontal 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.



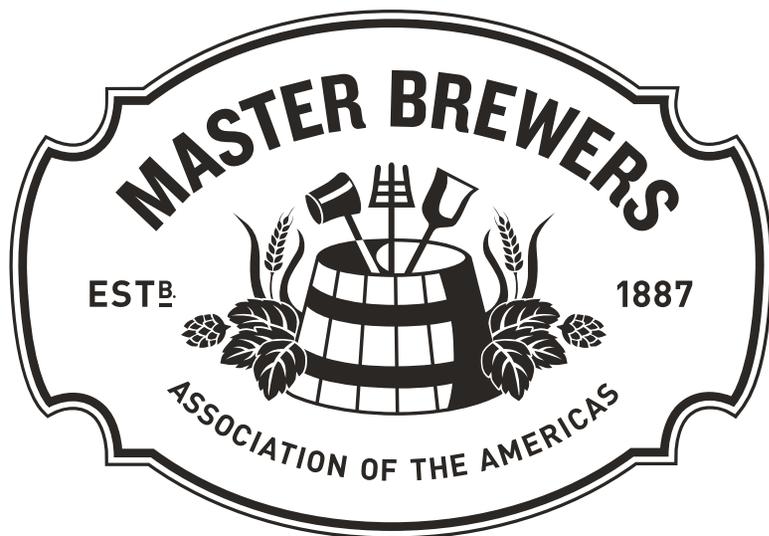
# Master Brewers Association of the Americas New Logomark



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

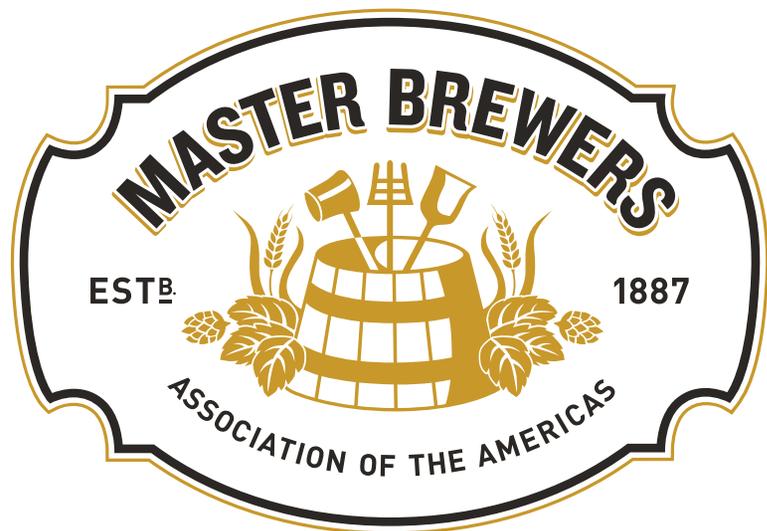


One color- Black, no outside plaque



Logomark reversed in white, no outside plaque

# Master Brewers Association of the Americas New Logomark



Correct



Never vertically stretch the logomark

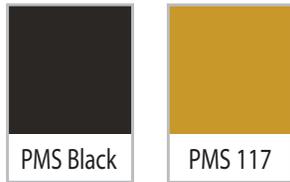


Never horizontally stretch the logomark



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%.





Master Brewers  
Association of the  
Americas (MBAA)  
Food/Beverages

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%)

