

NORTH BREWING CO NORTH BAR

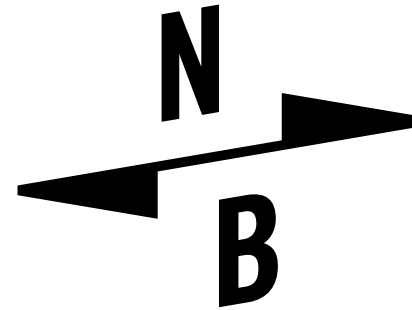
BRAND GUIDELINES 2022

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Key logos.

The NB icon.

A simple mark that identifies all businesses under the North umbrella



North Brewing Co logo.

North Bar logo.



These logos have been updated over time. Please download from northbrewing.com/press to ensure you are using the correct version.

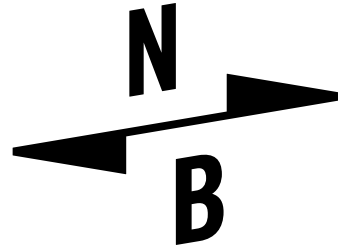
The NB icon.

When to use.

This may be used in association with North Brewing Co or North Bar.

When to use.

- 1 As the primary brand mark that should be seen on the 'front' of a beer can label. You will see this on the North Brewing Co labels but should also be used on collaborations. This simple mark identifies North - however as this may not be universally known it would be appreciated if "North Brewing Co" is mentioned elsewhere on the label.
- 2 The NB icon is preferred when the space is limited.
- 3 The NB icon is preferred when North Brewing Co or North Bar is already clearly implied.



**BREWED WITH
NORTH BREWING CO**

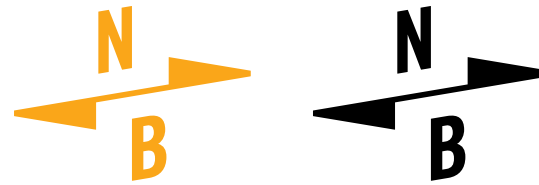
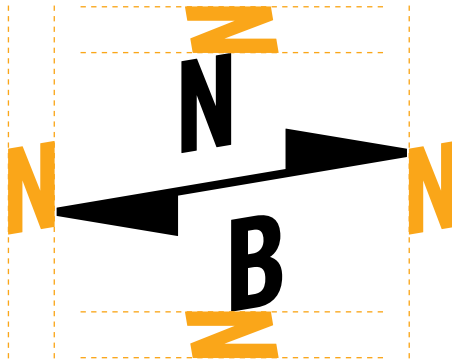
**IN COLLABORATION WITH
NORTH BREWING CO**



The NB icon. Spacing + Colour.

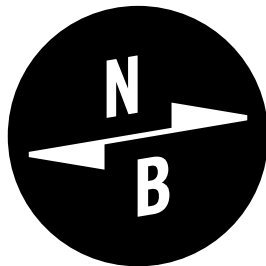
A minimal safe space should be set around the icon. The minimum is the width of the N!

The NB icon is provided in black but may be recoloured in order to fit a design.

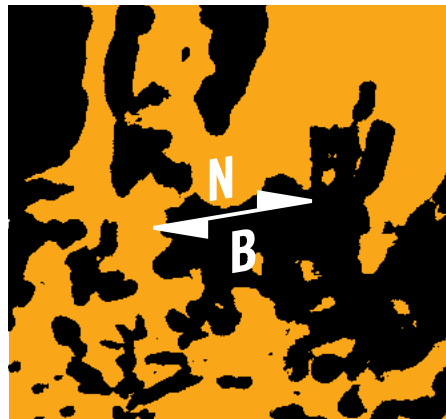


The NB circle.

The plain NB should be used whenever possible. The alternative **Circle NB** may be used when necessary, typically due to having to place on a busy pattern or unsympathetic photo background.



The problem.



The solution.



North Brewing Co. Full logo.

A safe space should be set around the full North Brewing Co logo. This safe space should be at least the width of 2 Ns!

Logos are provided in black but may be recoloured in order to fit a design.



Never never.

Do not use drop shadows or other unnecessary effects.

Do not recreate the logo.

Do not warp or distort the proportions of the logo.

Keep it clean!

Examples of failure.



North Bar. Full logo.

A safe space should be set around the full North Bar logo. This safe space should be at least the width of 3 Ns.

The logo should be applied straight with the arrows on a 10 degree angle.

The logo is provided in black but may be recoloured in order to fit a design.



Never never.

Fill in or otherwise adapt the arrows.

Do not use drop shadows or apply other effects.

Do not recreate the logo.

Do not warp or distort the proportions of the logo.

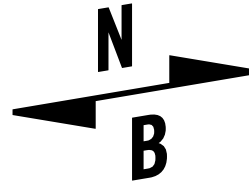
Keep it clean!

Examples of failure.



Satellite venue logos.

These venues have retained their original logos as they're embedded in their respective communities and are well known.



Internal design

The NB icon should still be the main logo to use within designs at North's various satellite venues.

External design

A satellite venue logo may be used to advertise an event at that venue. Although the look/feel may be different to other North logos and branding the approach and rules followed should be the same

Do not use drop shadows or apply other effects.

Do not recreate the logo.

Do not warp or distort the proportions of the logo.

No funny business.



Trade Gothic Bold Condensed No.20

The key brand font for North Brewing Co and North Bar.

No similar font should be used unless there's a good reason

This should only ever be used in uppercase.

The line spacing (leading) should be kept at 100% of the font size to ensure a tight consistent look.

**ABCDEFGHIJ
KLMNIOPQRST
UVWXYZ**

123456789

Aktiv Grotesk Regular and Bold

Set in regular sentence case with a line spacing (leading) of 120%.

This should be used for body content. Trade Gothic is not appropriate for body content and should never be used as such.

If Aktiv Grotesk is not available to you please use Helvetica or Arial instead - these are both commonly available in regular and bold weights.

**ABCDEFGHIJ
abcdefghijkl
KLMNIOPQRST
klmniopqrst
UVWXYZ
uvwxyz
123456789**

**ABCDEFGHIJ
abcdefghijkl
KLMNIOPQRST
klmniopqrst
UVWXYZ
uvwxyz
123456789**

Colours.

There is no colour palette, just a few simple directions to consider.

	KEEP IT SIMPLE
	USE A SMALL COLOUR PALETTE
	ENJOY SOME RETRO VIBES
	BE BOLD

Good judgement is still required.

	ENSURE THERE IS SUFFICIENT CONTRAST
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	AVOID RGB COLOURS THAT CANNOT BE PRINTED
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How we call ourselves matters.
We want to be consistent and accurate.

What we call ourselves

NORTH BREWING CO
NORTH BAR
NORTH

We DO NOT call ourselves

NORTH BREWING
NORTH BREW CO
NORTHBAR (IT'S NOT ONE WORD)
NORTHERN BREWING ETC

The ampersand belongs on traditional painted signage it doesn't belong at North.

Approved ands

AND +

Never use

&

Times should be presented in the same manner as much as possible.

Preferred date format

FRIDAY 12 MARCH
7PM

Best to avoid

FRI 12TH MAR
19H00

An email address is the only reasonable time to use @ symbol. It's ugly.

Use

AT

Resist the temptation to use

@

All current logos are available to download from northbrewing.com/press

If you have any questions regarding the use of a logo or other aspects of North brand application please contact James Ockelford by email james@refold.co.uk