



LOGO GUIDE - 2022-23



# LOGO STANDARDS





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**PROVIDED FILES:**

RevBrew-Horizontal-Primary.ai  
RevBrew-Horizontal-Primary-Reverse.ai

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**PRIMARY LOGO**

The primary logo is the most valuable of the graphic assets. The clearest, most consistent use of the logo will leave a lasting expression. Apply the logo only in methods specified in this standards manual. The logo must always be reproduced in its entirety using authorized typography and colors.



primary logo - large star



primary logo - medium star



primary logo - small star

**PROVIDED FILES:**

RevBrew-Horizontal-Primary.ai  
RevBrew-Horizontal-Medium.ai  
RevBrew-Horizontal-Small.ai

**PRIMARY LOGO - LOCK ALTS**

The primary logo should typically use the “large star” version picture above. Under certain circumstances where the space is wide and short, the “medium” and “small star” versions can be used to maximize the size of the logo brand type.





PMS: BLACK C  
CMYK: 0, 0, 0, 100  
RGB: 0, 0, 0

PMS: 185 C  
CMYK: 0, 100, 92, 0  
RGB: 237, 28, 34

WHITE  
CMYK: 0, 0, 0, 0  
RGB: 255, 255, 255

#### PRIMARY COLOR PALETTE

Consistent use of color will reinforce visual recognition. Primary brand colors are Black, Red and White.



secondary logo square lock



secondary logo type stack lock

**PROVIDED FILES:**

RevBrew-Secondary-Square-Logo.ai

RevBrew-Secondary-Stack-Logo.ai

**SECONDARY LOGO**

In situations when the primary logo can not be used because of spatial limitations, or an alternate usage has been defined by this guide, one of the provided alternate logo versions can be utilized.



one-color primary logo lock



one-color star & fist mark



one-color secondary logo lock

**PROVIDED FILES:**

RevBrew-Horizontal-Primary\_OneColor.ai  
RevBrew-StarFist\_OneColor.ai  
RevBrew-Secondary-Square-Logo\_OneColor.ai

**ONE-COLOR LOGO LOCKS**

The star in the “star & fist mark” should always appear in red unless the medium does not allow for more than one color. When the print or display medium does not allow for more than one color, these versions of the Revolution logo lock should be applied.



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**PROVIDED FILES:**

RevBrew-SpecialUse-Logo.ai  
RevBrew-SpecialUse-Logo-Reverse.ai

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**SPECIAL USE LOGO LOCK**

The special use logo is intended to be used for brand merch only. It should be utilized by the in-house design/communications team and not distributed for promotional use.





#### LOGO FREE SPACE

When placing objects around or next to the logo, allow a border of free space two-times the measurement of the height of the letters (measured 'X' above). If you are using the star & fist mark by itself, the free space should be no less than half the height of the star.

## PHOTOGRAPHIC/COLOR BACKGROUNDS



### PHOTOGRAPHIC & COLOR BACKGROUNDS

Avoid placing the logo on busy photographic images. In addition, avoid placing the logo on color backgrounds that aren't black or white. If the logo must be applied over a photographic image or color background, choose an area of the image that has a freespace or create a background violator with a white or black box/violator to overlay the image or color field..

## INCORRECT LOGO APPLICATION



NO alternate colors



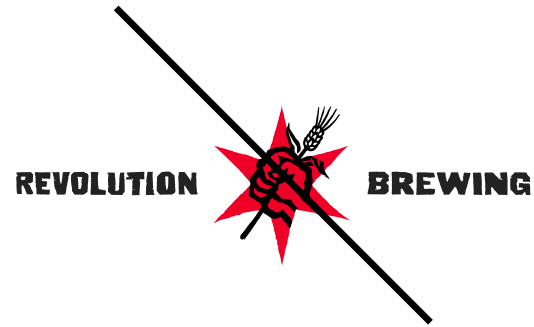
NO alternate fonts



NO logo distortion



NO unapproved type locks



NO alternate spacing



NO unapproved logo proportions

### INCORRECT LOGO APPLICATION

The proper use of colors, placement and other elements is essential to project a consistent image and maintain the value and impact of the Revolution Brewing identity. Here are some examples of incorrect usage.

- NO alternate colors
- NO alternate fonts
- NO logo distortion
- NO unapproved type locks
- NO alternate spacing
- NO unapproved logo proportions

# REVOLUTION

logo type — Custom Handset (do not use anywhere except as a logo type face)

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
1234567890

Only use narrow characters

short headline font — Thunderhouse (use for headlines lengths of 2-4 words)

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
1234567890

Only use uppercase characters

headline font — Chalet Comprime, Cologne Eighty (use for longer headline lengths)

AaBbCcDdEeFfGgHhIiJjKkLlMmNn  
OoPpQqRrSsTtUuVvWwXxYyZz  
1234567890 !@#\$%^&\*()\_+?

body text — ITC Franklin Gothic

## WEB FONTS

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ

web headline font — Abolition

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ

web sub-headline font — Franklin Gothic URW, heavy

AaBbCcDdEeFfGgHhIiJjKkLlMmNn  
OoPpQqRrSsTtUuVvWwXxYyZz

web body text — Franklin Gothic URW, book

## TYPOGRAPHIC STANDARDS

The Revolution logo type is constructed of a custom handset font. Thunderhouse (narrow characters only) can be used for short headlines and Chalet Comprime, Cologne Eighty (uppercase characters) should be used for longer set headlines. Body copy should always be set in ITC Franklin Gothic. In addition, the Revolution website utilizes Abolition and Franklin Gothic URW. These fonts should only be used on the website and not in print applications. Fonts not listed above should not be used when creating communication materials for Revolution Brewing.