



QUICK REFERENCE
BRAND GUIDE

January 2015

LOGO



Badge Logo

This is our primary logo, and should be used whenever possible.



NOTE

The one color logo is slightly different from the full color logo. Please contact us to be sure you are using the correct logo.

Acceptable variations of the badge logo.

LOGO



Seal Logo

This is our secondary logo, which can be used on packaging both for beer and spirits. Any other use of the seal logo must have Ballast Point approval.



NOTE

The one color logo is slightly different from the full color logo. Please contact us to be sure you are using the correct logo.

Acceptable variations of the seal logo.

LOGO



Horizontal Logo

In place of the badge logo, the horizontal logo may be used only if it better fits the space.



NOTE

The one color logo is slightly different from the full color logo. Please contact us to be sure you are using the correct logo.

Acceptable variations of the horizontal logo.

LOGO

Additional logos

In certain applications, different versions of the Ballast Point logo may be used depending on the required verbiage. The following are the only acceptable variations.



Use only for brewing materials



Use only for spirits materials

LOGO



Home Brew Mart

As the original Ballast Point location, Home Brew Mart holds a special place in our history and branding. For materials to be used at Home Brew Mart, or for external advertising that directs to Home Brew Mart, please use the logos provided here.



NOTE

The one color logo is slightly different from the full color logo. Please contact us to be sure you are using the correct logo.

Acceptable variations of the badge logo.

LOGO

Appropriate usage

See below for examples of do's and don'ts.



A Leave plenty of space around the logo. Use Ballast Point Cream or white backgrounds.

B Ballast Point Red or Black backgrounds are also acceptable, but must be used with one color logo in Ballast Point Cream.

C If the logo must be used with a photographic background, make sure it's in white and easily read.

D Do not put any version of the logo on non-brand color backgrounds.

E Do not place the full color logo on a black background. Use one color logo instead.

F Do not add any embellishments, like dropshadows.

G Do not change any of the colors within the logo.

H Do not change the proportions of elements within the logo.

I Do not rotate the logo.

J Do not remove elements within the logo.

LOGO

Old branding

The Ballast Point brand has evolved since the creation of our original logo. Please refrain from using previous versions of the logo or artwork as these are not in line with our current branding. See below for examples of previous logos and art.



NO



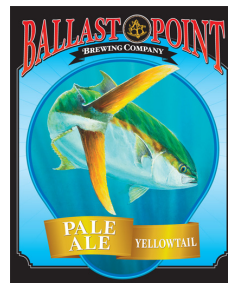
NO



NO



NO

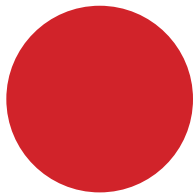


NO

COLOR

Available brand swatches

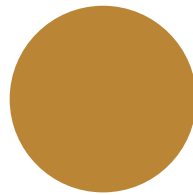
For simple, one color applications, please use Ballast Point Red.



BALLAST POINT RED

C 10 R 209
M 100 G 31
Y 100 B 38
K 4

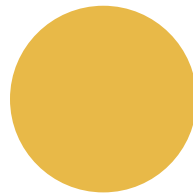
Pantone 7620 C
Pantone 711 U



BALLAST POINT BRONZE

C 0 R 186
M 33 G 135
Y 80 B 56
K 30

Pantone 7572 C
Pantone 153 U



BALLAST POINT GOLD

C 0 R 231
M 20 G 186
Y 80 B 72
K 10

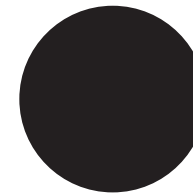
Pantone 7555 C
Pantone 7555 U



BALLAST POINT CREAM

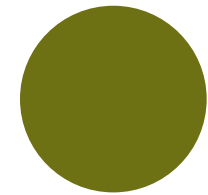
C 0 R 250
M 0 G 246
Y 12 B 223
K 2

Pantone 9064 C
Pantone 9064 U



BLACK

C 0 R 0
M 0 G 0
Y 0 B 0
K 100



HOME BREW MART GREEN

C 25 R 111
M 12 G 113
Y 97 B 21
K 52

Pantone 7749 C
Pantone 385 U

TYPE

Brothers

Use for headlines, always in all caps.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

PRIMARY *Brothers Regular*

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

SECONDARY *Brothers Bold*

AND AT NEW FOR IN OF ON OR THE WITH IN NO NO ON

DECORATIVE - USE SPARINGLY *Brothers Word Logos*

Brothers can be purchased at <http://www.emigre.com/EF.php?fid=83>

TYPE

Korinna

Use for body copy.

Aa BbCc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

PRIMARY *Korinna Regular*

Aa BbCc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

SECONDARY *Korinna Kursiv*

Aa BbCc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Korinna Bold

Aa BbCc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

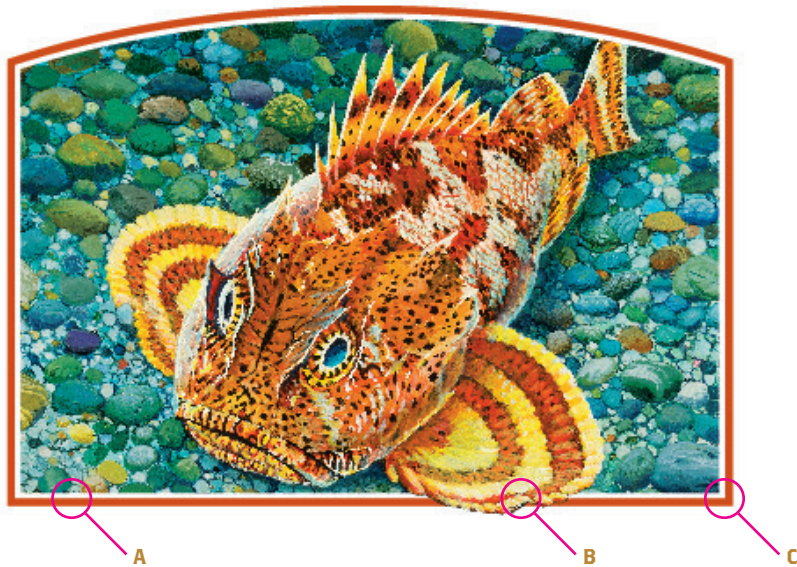
Korinna Bold Kursiv

Korinna can be purchased at <https://www.myfonts.com/fonts/itc/korinna/>

ART

Proper use of art

Please follow these guidelines for using fish and skeleton artwork.

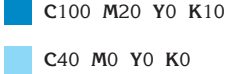
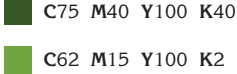
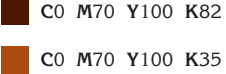
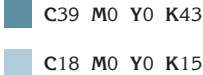
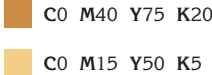
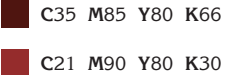
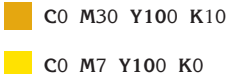
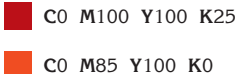
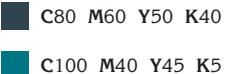
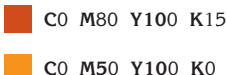
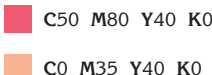
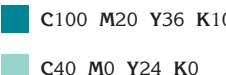
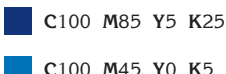
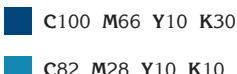
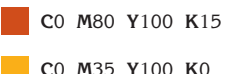
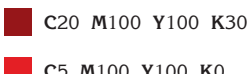
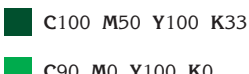
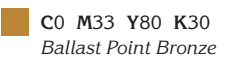
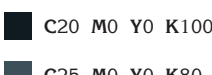
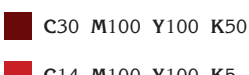
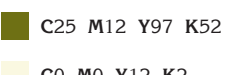


- A** All art must be contained within arched rectangle. Refer to current bottle, can, and carton art for additional examples.
- B** Small sections of the art can extend beyond arched rectangle. Refer to current bottle, can, and carton art for examples of acceptable “pop-outs.” Do not create new pop-outs.
- C** All arched rectangles are outlined with a stroke. Please note the small space between the art and stroke. The stroke color is based on the **dark** brand color for each beer. See page 12 for color examples.

ART

Beer colors

Each beer has designated colors used in packaging, retail, and sales tools. The dark color associated with each beer is used to outline the corresponding art (see page 11 for examples).

LONGFIN 	EVEN KEEL 	DEAD RINGER 
WAHOO 	GRUNION 	TONGUE BUCKLER 
PALE ALE 	HABANERO SCULPIN 	VICTORY AT SEA 
SCULPIN 	GRAPEFRUIT SCULPIN 	SEA MONSTER 
BIG EYE 	FATHOM 	INDRA KUNINDRA 
CALICO 	DORADO 	LIMITED 
BLACK MARLIN 	PIPER DOWN 	HOMEWORK SERIES 

ART

Graphic Elements

We use particular graphics for consistency in communication. Please use the following where appropriate. Any Ballast Point brand color is acceptable.



To reference Ballast Point's founding



For direction to Ballast Point's website



To reference Ballast Point's local, crafted products

ART

Art samples

Our marketing and sales collateral follow an established visual system using our brand colors, art, and graphic elements. Please refer to the following for examples.



A Approved, appropriate use of logo (see pages 1–6)

B Ballast Point Cream background (see page 8)

C Appropriate use of art (see page 11)

D Appropriate use of type (see pages 9–10)

E Appropriate use of beer-specific color (see page 12)

F Appropriate use of current imagery (see page 7)

G Appropriate use of graphic elements (see page 13)

CONTACT

Our brand is managed by a team of marketing professionals and graphic designers. Please contact us with questions regarding acceptable Ballast Point branding or to submit project requests.

Hilary Cocalis

Director of Marketing

hilary@ballastpoint.com

Art files can also be accessed on our graphics server using the following credentials:

Link: <https://files.secureserver.net/0fbv235RPzy5eI>

Password: getgraphics