

Southern Grist
BREWING CO

We Look Like

001 - LOGOS	3
002 - BRAND COLORS & FONTS	8
003 - BEER LABELS	10

Primary Logos



PRIMARY

The primary logo refers to the lockup with combined icon on the top and the horizontal wordmark on the bottom.

The smallest size of the primary horizontal logo should be 0.5" in height. The logo should always have 0.125" of spacing on all four sides of the logo.

Secondary Logos

Southern Grist

WORDMARK

Southern
Grist

STACKED



ICON

SGB

SGB
Sans Serif

SGB

SGB
Script

Brand Assets



VINTAGE SCRIPT

Used for merchandise only



SGB PATTERN

Approved Logo Usage



BLACK & WHITE



DARK BACKGROUND



LIGHT BACKGROUND



USE OF PHOTOGRAPHY

If the primary logo must appear on a photo, always use a light or dark color with transparency over the photo.

Improper Logo Use



DO NOT EDIT THE LOGO

Do not alter the look or change the proportion of the logo.



DO NOT ADD GRAPHICS OR TYPE

Do not add graphic elements in, around or behind the logo.



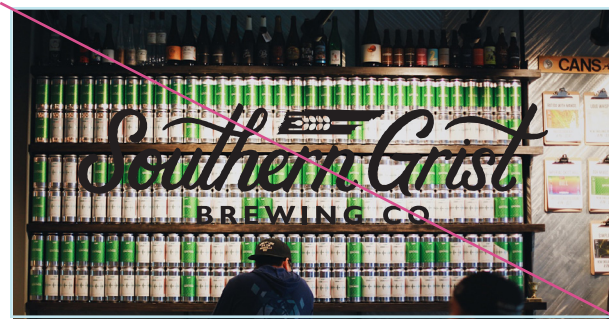
DO NOT CONTAIN THE LOGO

Do not contain the logo in a box/container, especially when overlaid on an image.



DO NOT OUTLINE THE LOGO

Do not use an outline around any part of the logo.



DO NOT USE ON PHOTO

Do not use any of the logos on a photo without a transparent color overlay.



DO NOT ADD COLOR

Do not use the logo in any other color other than approved brand colors, black, or white.

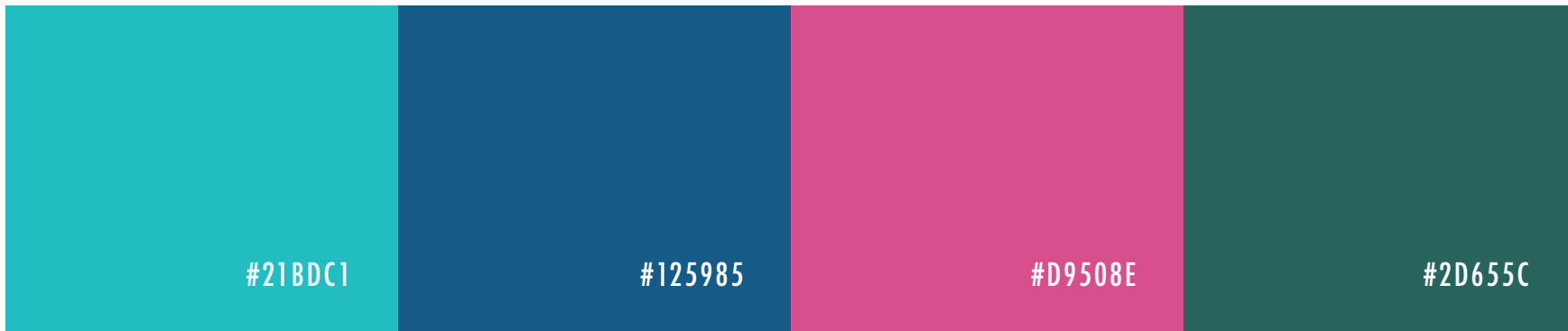
Approved Brand Colors

TURQUOISE

NAVY

PINK

GREEN



BLACK / WHITE



Approved Brand Fonts

BRAND FONT

**GILL SANS
NOVA**

**GILL SANS NOVA BOLD
ALL CAPS**

SUBHEADERS
SIDE COPY ON LABES

FUTURA CONDENSED

**FUTURA CONDENSED MEDIUM
ALL CAPS**

Bottle Labels

LAYOUT FORMAT

6.25x4"

DESIGN NOTES:

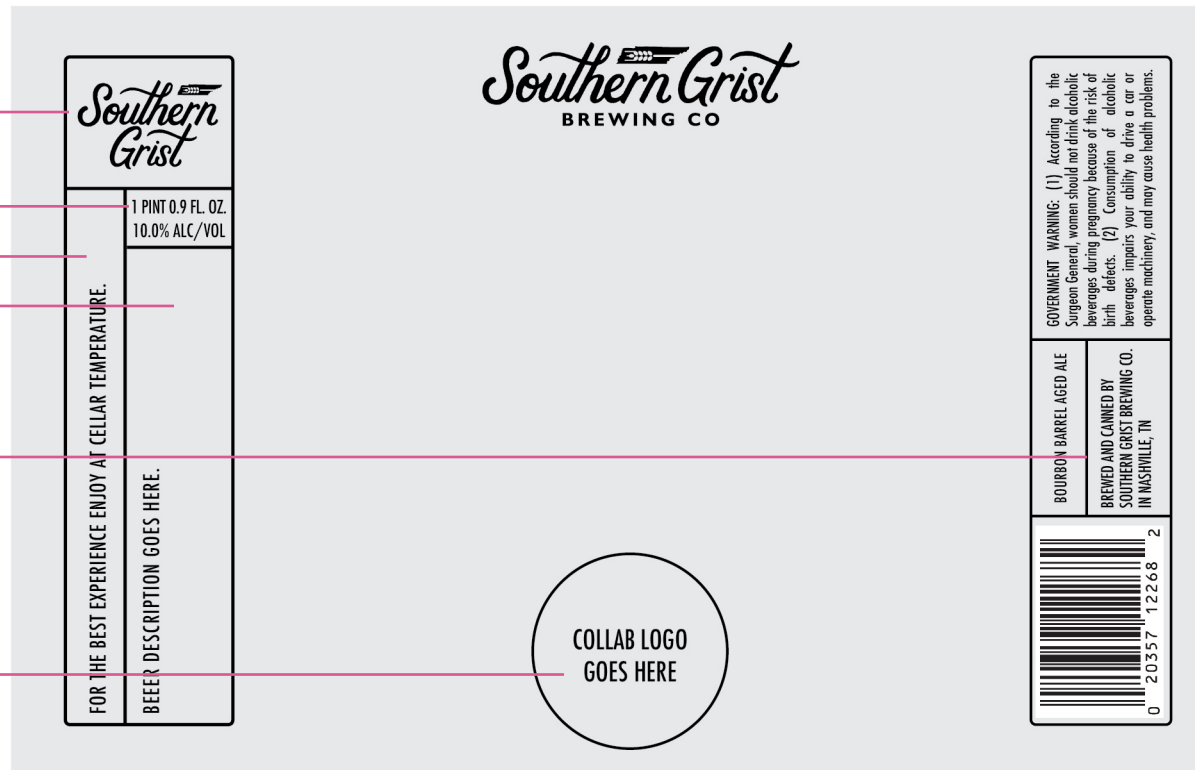
- Logo
- ABV and size in oz
- Drink Fresh Box
- Romance Copy Box

LEGAL LOCKUP:

- Government warning
- Brewed & Canned

COLLABORATION:

- Second brewery logo here when applicable



Can Labels

LAYOUT FORMAT

8x4.5"

DESIGN NOTES:

- Logo _____
- ABV and size in oz _____
- Drink Fresh Box _____
- Romance Copy Box _____

LEGAL LOCKUP:

- Government warning
- Brewed & Canned

COLLABORATION:

- Second brewery logo here when applicable



Label Categories



MIXED GREENS

Mixed Green Series with updated type and hops
Example: DDH Mixed Greens



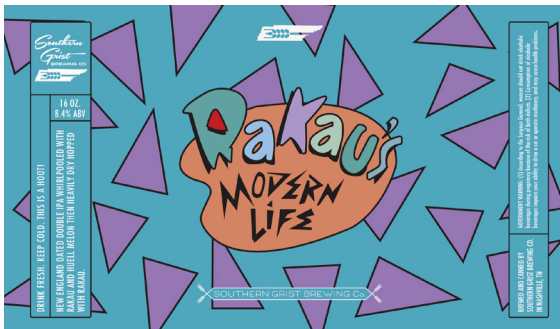
HILL SERIES

Fruited sours
Example: Fruity Pebb Hill



BATCH ONE THEORY

Pastry stouts that use barrel photos
Example: Mexican Hot Chocolate



IP VIOLATIONS

Playful reinterpretations and manipulations of existing brands
Example: Rakau's Modern Life



PHOTOGRAPHY/PHOTO MANIPULATION

Use of photography manipulations
Example: Imperial Sharkleberry Shies



COBBLER

Illustrations of cobbler desserts with type
Example: Peach Cobbler

Label Categories



UPSIDE DOWN CAKE
Upside Down Cake illustration with type and updated color based on adjuncts
Example: Mixed Berry Upside Down Cake IPA



ILLUSTRATION + TYPOGRAPHY
Type interacts with illustration
Example: Pebbles & Puffs



TYPOGRAPHY
Type as the main focus
Example: Southern Crisp



GEOMETRIC BACKGROUND PATTERN
Example: Monotonous & Uncreative



BACKGROUND PATTERN + TYPOGRAPHY
Example: Meddling in Minutia



ANNIVERSARY LABELS
Example: 4th Anniversary

Label Categories



COLLABORATIONS

Cans

Example: LEG w/ Equilibrium



COLLABORATIONS

Bottles

Example: Brewer's Treasure



ADDITIONAL SUPPORT

If you have questions please contact:

Stout Collective

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