



BRIDGEMAN BREWING CO.

BRANDING GUIDELINES

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1.0 CREATIVE STRATEGY

The Client

Bridgeman Brewing Co. is a soon-to-be opening craft brewery and gastropub located at the intersection of Howland Ave and Bridgman Ave in Toronto. They take their name from the street that they are located on (altering it with the addition of an extra "e"), and hope to be the new epicenter of craft beer in the Casa Loma / Annex / Midtown neighbourhoods.

Services

Bridgeman Brewing Co.'s primary focus is, of course, beer. They are brewing a traditional brown ale and pilsner that they hope to sell to the beer store, LCBO, and other bars and restaurants in Ontario. They also are building a brew pub alongside their brewery where they hope to sell beer and pub-fare in a traditional brew-pub environment.

The Need

A complete brand identity design is required; including logo, letterhead, potential website landing page, swag (hats, t-shirts), etc. There is also the need to design the logos / artwork for their brown ale and pilsner (beer can design, swag, etc.).

Target Audience

The client suspects it will mainly be men and women in their 20's, 30's, and 40's who will enjoy their craft beer, but with the brewery's proximity to Casa Loma, they suspect tourists of all ages may visit their brew-pub. They hope to attract the locals of the Annex / Casa Loma neighbourhood, and eventually get people from other parts of Toronto visiting.

Brand Message

There is no specific tagline to go with the brand, however the owner wants the brand to express quality, tradition, and a new way of approaching old classics.

Competition

There is lots of competition in Toronto and in Ontario in general, considering the craft beer explosion that has taken place in the past 15 years. Some notable local competition is: Steam Whistle, Mill Street, Junction Craft, Bellwoods, Amsterdam, Big Rock, etc.

Distinguishing Characteristics

Closeness to the Casa Loma and Annex area of Toronto will serve a currently un-tapped number of clients. Condos being built in the area will provide future clients.

Creative Consideration

Traditional quality of beer taken from Toronto's historical roots, re-vamped for today's modern beer enthusiast. Toronto's old industry, rail cars, model-T's, prohibition era, etc.

Tone and Keywords

Tradition, quality, taste, warm, inviting, bit of grit.



2.0 FINAL CONCEPT



BRIDGEMAN BREWING CO.



2.1 LOGO SPECIFICATIONS

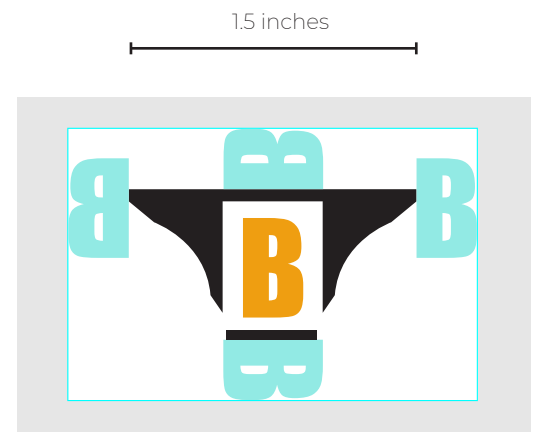
CLEARANCE

Grey area indicates the logo "safe zone". Other media cannot be placed inside the white box. The "B" in the logo is used as a spacing tool to determine the size of the safe zone.



SIZE

Logo and tagline should only be used together to the minimum size of 2 inches. Any smaller and the tagline is dropped. Remember to ensure proper safe zones around the logo.





2.2 TYPEFACE DETAILS

TAGLINE

The Bridgeman Brewing Co. Tagline is set in Lemon/Milk Light. It is tracked to 48.

Lemon/Milk Light can also be used for headlines in publications, web use, etc. In these instances, the words do not need to be tracked to 48.

LEMON/MILK LIGHT

A B C D E F

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890 !@#\$%&()<>?

BODY COPY

All forms of body copy, such as: stationary, website, brochurs, etc, should be set in Montserrat Ultra Light.

Montserrat also comes in a variety of weights. Depending on the need, heavier weights can be used for legibility.

MONTSERRAT (ULTRA LIGHT)

A B C -

ABCDEFGHIJKLMNOPQRSTUVWXYZ-

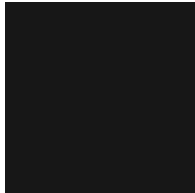
abcdefghijklmnopqrstuvwxyz

1234567890 !@#\$%&()<>?



2.3 COLOUR SPECIFICATIONS

Bridgeman Black



CMYK: (print)
C: 73
M: 67
Y: 65
K: 78

RGB: (screen/web)
R: 26
G: 26
B: 26

Hex:
#1A1A1A

Bridgeman Yellow



CMYK: (print)
C: 4
M: 42
Y: 100
K: 0

RGB: (screen/web)
R: 239
G: 158
B: 17

Hex:
#EF9E11

2.4 LOGO VARIATIONS

REVERSE

When appearing on a dark/black background, the tagline and logo elements will be 100% white, except the "B" which will remain yellow.



REVERSE GREYSCALE

When appearing on a dark/black background where colour printing isn't an option, the logo elements and tagline will be 100% white.





2.4 LOGO VARIATIONS (CONT'D)

GREYSCALE

When appearing on a light/white background where colour printing isn't an option, the logo elements and tagline will be 90% black.



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2.5 BEST PRACTICES

STANDARD

To ensure the logo is not the victim of aesthetic vandalism, do not modify any part of the logo in any way, shape or form.



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FONT

Do not alter the font of logo tagline in any way. Do not use any font beside lemon/milk light, even if it looks similar.



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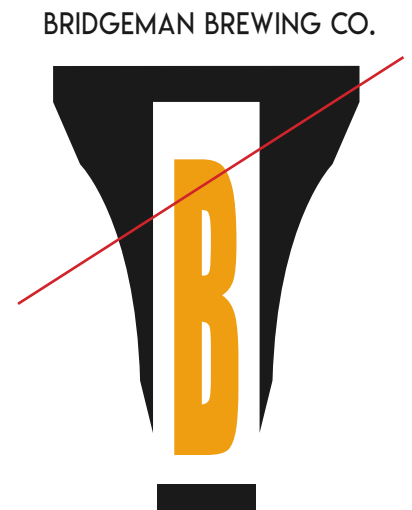
2.5 BEST PRACTICES (CONT'D)

SIZING

Do not resize fonts or reposition the tagline.



Do not squish or squash the logo or alter the proportions in any way.



COLOUR

Do not change the colour of the logo or tagline.





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3.1 BEER TYPES & LABELS

CARRIAGE BROWN ALE



SHIPYARD PILSNER







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3.3 SWAG





3.4 POTENTIAL WEBSITE LANDING PAGE

