



CRYSTAL SPRINGS BREWING COMPANY

NEW GUIDELINES STYLE 2018

For Family, Friends and Community.

**FOR THE
LOVE OF
BEER,
FAMILY,
AND THE
FAMILY WE
HAVE YET
TO MEET.**

CRYSTAL SPRINGS STORY

Crystal Springs Brewing Company is a family-run brewery, grown from a 1988 father-son experiment and Boulder's roots. Driven by our love for beer, we are downright stubborn about its quality. If it doesn't come out right, it doesn't hit the tap.

CSBC's award-winning beer is so popular we can barely keep up with demand, but we insist on staying small. Brewing in micro batches gives us the freedom to experiment with new flavors, fine-tune our recipes, and change our lineup with the seasons. We love playing with ingredients like solano peppers, locally grown hops and German specialty malts.

Good beer isn't just about the craft; it's about sharing with good company. Our brews are dedicated to the people we care about, with as much personality and depth. Each one tells a story; a community collaboration, a relative's joke, or a brewmaster's wild idea. We built our taprooms for cultivating conversations with as much substance as our beer, where strangers become friends, and friends become family.

LOGO IDENTITY & USAGE

Crystal Springs Brewing Company is a logo mark that is rustic and authentic while keeping with its roots and creating new ones. The alignment and proportions should never be altered.

Shown here are the acceptable uses of the Crystal Springs Logo: no alternate versions should be created.

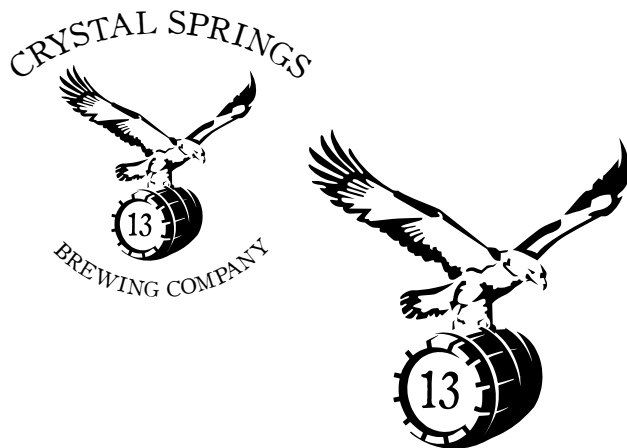
LOGO FINAL VERSION



LOGO VARIATIONS

CSBC logo variation options provide the flexibility based on the collateral being produced. The “Crystal Springs Brewing Company” text with eagle and barrel as well as the minimal eagle and barrel has been provided below.

Please take note of the inverted logo as it will help with visualizing what future collateral will look like prior to producing on light and dark backgrounds.



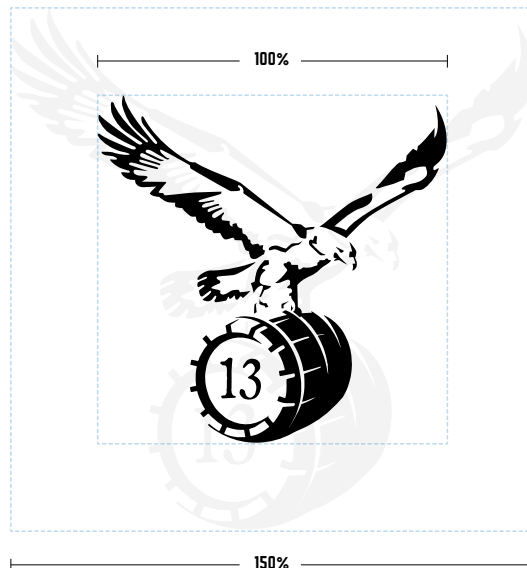
CLEAR SPACE

When you're using the logo with other graphic elements, make sure you give it some room to breath. The empty space around the logo should be at least 150% of the width of the logo. To ensure the logo maintains its visual impact, do not go any smaller than 64 pixels wide with both versions.

VERSION 1



VERSION 2



PRIMARY BRAND COLORS

Pantone 605 U, Pantone 072 U and Pantone 172 U are the primary brand colors. These three colors should be prominent on all branded materials and communication.

A horizontal bar of Daisy Yellow color. The left portion of the bar is white with the text 'DAISY YELLOW' in grey. The right portion is solid yellow.

DAISY YELLOW

PANTONE: 605 U

FOR WEB USE R: 230 G: 194 Blue: 0

FOR PRINTING USE C: 12 M: 20 Y: 100 K: 0

A horizontal bar of Purple color. The left portion of the bar is white with the text 'PURPLE' in grey. The right portion is solid purple.

PURPLE

PANTONE: 072 U

FOR WEB USE R: 72 G: 48 Blue: 145

FOR PRINTING USE C: 89 M: 99 Y: 0 K: 1

A horizontal bar of Cardinal Red color. The left portion of the bar is white with the text 'CARDINAL RED' in grey. The right portion is solid red.

CARDINAL RED

PANTONE: 172 U

FOR WEB USE R: 218 G: 56 Blue: 39

FOR PRINTING USE C: 9 M: 93 Y: 100 K: 2

SECONDARY COLORS

A secondary palette is available to accent the primary colors and should never compete or overwhelm the primary palette.

A horizontal bar with a blue gradient. The left portion is a lighter shade of blue, and the right portion is a darker shade. The text 'BABY BLUE' is written in a light gray, sans-serif font on the lighter portion.

BABY BLUE

PANTONE: 660 U

FOR WEB USE R: 89 G: 141 Blue: 239

FOR PRINTING USE C: 64 M: 42 Y: 0 K: 0

A horizontal bar with a green gradient. The left portion is a lighter shade of green, and the right portion is a darker shade. The text 'FOREST GREEN' is written in a light gray, sans-serif font on the lighter portion.

FOREST GREEN

PANTONE: 355 U

FOR WEB USE R: 5 G: 149 Blue: 75

FOR PRINTING USE C: 86 M: 16 Y: 97 K: 3

A horizontal bar with a dark blue/cyan gradient. The left portion is a lighter shade of dark blue, and the right portion is a very dark shade. The text 'DARK CYAN' is written in a light gray, sans-serif font on the lighter portion.

DARK CYAN

PANTONE: 532 C

FOR WEB USE R: 34 G: 44 Blue: 57

FOR PRINTING USE C: 83 M: 71 Y: 53 K: 56

TYPOGRAPHY

Typography can be used to promote visual consistency and a family appearance among branded materials. Norwester is our preferred headline typeface while Montserrat Medium text is for use in subheadings and body copy.

PRIMARY FONT

NORWESTER REGULAR

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

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

SECONDARY FONT

Montserrat Medium

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

a b c d e f g h i k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9 0

WEB USE HIERACHY

Using these approved fonts will bring a more focused approach to type as a brand element. These font styles provide optimum readability, as well as a contemporary character that complements the logo and other design elements.

Font Size 20 Pt

HEADING

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ.,“”“

Font Size 12 Pt

Content

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz.,“”“
123456789£\$?!<>{}[]#¢™®

CONTACT INFORMATION

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