

# LOGO GUIDELINE



## PRIMARY

The primary logo is to be used in most cases. It's a very flexible and adaptable logo and it's recommended to be used as the main brand colours.

**For Forest Green background:**  
- Use the Lake Blue logo.

**For Midnight Blue background:**  
- Use the Hazy Blue logo.

**For Black/Gray backgrounds:**  
- Use the Snow White logo.



**For lighter colour backgrounds (Hazy Blue, Lake Blue and Snow White):**  
- Use the Forest Green logo.



## SECONDARY

The secondary stacked logo is to be used in more vertical applications.

**For Forest Green background:**

- Use the Lake Blue logo.

**For Midnight Blue background:**

- Use the Hazy Blue logo.

**For Black/Gray backgrounds:**

- Use the Snow White logo.



**For lighter colour backgrounds  
(Hazy Blue, Lake Blue and  
Snow White):**

- Use the Forest Green logo.



# USAGE

## EXCLUSION ZONE

The exclusion (safe) zone is the space around the logo that should be kept clear from any text or graphic elements. The safe zone is determined by "X".

X = height of the letter 'B' from the word Beverage.



## MINIMUM SIZE

The logo is composed by thick elements that print well in most materials. However, it is not recommended to go any smaller than 0.75 inches.



## INCORRECT USAGE

An organization that changes the appearance of its logo loses the respect of its audience and creates confusion in the marketplace. If different logos are constantly being created and used, the brand may not appear as unified. The examples to the right demonstrate unacceptable uses of the logo.

- 1 Position on angle**
- 2 Disproportionately condensed**
- 3 Disproportionately stretched**
- 4 Replace fonts/create new logo**
- 5 Place on a distracting background**
- 6 Place on a coloured background other than any brand colours**
- 7 Change colour in the logo**
- 8 Rearrange the elements of the logo**
- 9 Apply a drop shadow or other effect**

