

GREAT WESTERN BREWING

ORIGINAL 16

BRAND USAGE GUIDELINES

02/24/22

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BEER VARIETALS

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MASTER LOGO

The Original 16 MASTER LOGO is the cornerstone of the Original 16 brand identity.

This logo version should be used when representing the Original 16 brand as a whole.



DO NOT USE
Double Aged Logo

The double aged logo is an old logo. When making updates to old projects, make sure to replace this logo with the master logo shown above.



LOGO SET

The Original 16 logo set provides options for multiple usage needs to ensure optimal brand representation.

	FULL COLOUR	REVERSED FULL COLOUR	BLACK	REVERSED	PMS 8001
MASTER LOGO					
HORIZONTAL LOGO with Founders Seal					

COLOUR PALETTE - BEER VARIETALS

Canadian Pale Ale

WHITE CMYK: 0 0 0 0 PMS: HEX: ffffff RGB: 255 255 255	SILVER CMYK: 47 39 41 4 PMS: 8001 HEX: 8c8b89 RGB: 141 140 138	GOLD CMYK: 20 25 60 25 PMS: 871 HEX: a29061 RGB: 163 145 97	CHARCOAL CMYK: 68 57 56 36 PMS: 7540 HEX: 494e4f RGB: 74 78 79	BACKGROUND GRAY CMYK: 8 7 8 0 PMS: 169-1 HEX: e8e5e2 RGB: 232 229 226
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Canadian Copper Ale

WHITE CMYK: 0 0 0 0 PMS: HEX: ffffff RGB: 255 255 255	SILVER CMYK: 47 39 41 4 PMS: 8001 HEX: 8c8b89 RGB: 141 140 138	GOLD CMYK: 20 25 60 25 PMS: 871 HEX: a29061 RGB: 163 145 97	COPPER CMYK: 21 67 100 8 PMS: 8942 HEX: bb6728 RGB: 188 103 40	BACKGROUND COPPER CMYK: 26 42 56 2 PMS: 729 HEX: bb6728 RGB: 187 146 117
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Canadian Ultra Ale

WHITE CMYK: 0 0 0 0 PMS: HEX: ffffff RGB: 255 255 255	SILVER CMYK: 47 39 41 4 PMS: 8001 HEX: 8c8b89 RGB: 141 140 138	LIGHT BLUE CMYK: 20 5 2 1 PMS: 2707 HEX: c4dbea RGB: 197 219 235	DARK BLUE CMYK: 93 62 32 12 PMS: 7700 HEX: 165a7d RGB: 23 90 126	BACKGROUND BLUE CMYK: 13 2 1 1 PMS: 642 HEX: d6e7f2 RGB: 214 231 242
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Prairie White

WHITE CMYK: 0 0 0 0 PMS: HEX: ffffff RGB: 255 255 255	SILVER CMYK: 47 39 41 4 PMS: 8001 HEX: 8c8b89 RGB: 141 140 138	ORANGE CMYK: 0 50 100 0 PMS: 2012 HEX: f7931d RGB: 247 148 29	BACKGROUND ORANGE CMYK: 0 17 50 0 PMS: 1345 HEX: ffd58e RGB: 255 213 142	BACKGROUND GRAY CMYK: 8 7 8 0 PMS: 169-1 HEX: e8e5e2 RGB: 232 229 226
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TYPOGRAPHY

Pill Gothic 300mg regular, medium and bold are the typefaces used for Original 16.

A mix of weights can be used to add interest and emphasis. Ensure the typography is balanced with a premium feel, use bold sparingly. Avoid using italics.

Set headlines and subheads in uppercase. Set body copy in titlecase.

PILL GOTHIC 300mg REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

PILL GOTHIC 300mg MEDIUM
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

PILL GOTHIC 300mg BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

COLOUR PALETTE - HARD SELTZER

These are the colours that make up Hard Seltzer.
Use colours sparingly and never all together.

Lemon Saskatoon Berry

WHITE CMYK: 0 0 0 0 PMS: HEX: ffffff RGB: 255 255 255	SILVER CMYK: 47 39 41 4 PMS: 8001 HEX: 8c8b89 RGB: 141 140 138	LEMON CMYK: 1 16 100 0 PMS: 109 HEX: fed102 RGB: 254 209 3	SASKATOON BERRY CMYK: 83 82 36 26 PMS: 5265 HEX: 3e3960 RGB: 63 58 96
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Peach

WHITE CMYK: 0 0 0 0 PMS: HEX: ffffff RGB: 255 255 255	SILVER CMYK: 47 39 41 4 PMS: 8001 HEX: 8c8b89 RGB: 141 140 138	PEACH CMYK: 4 43 76 0 PMS: 157 HEX: ee9e53 RGB: 239 159 83	DARK PEACH CMYK: 3 66 99 1 PMS: 158 HEX: e87423 RGB: 233 116 36
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Cranberry

WHITE CMYK: 0 0 0 0 PMS: HEX: ffffff RGB: 255 255 255	SILVER CMYK: 47 39 41 4 PMS: 8001 HEX: 8c8b89 RGB: 141 140 138	CRANBERRY CMYK: 21 99 95 13 PMS: 7621 HEX: b02228 RGB: 177 34 40	DARK CRANBERRY CMYK: 30 89 81 33 PMS: 7624 HEX: 842d2b RGB: 133 46 44
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Mixed Berry

WHITE CMYK: 0 0 0 0 PMS: HEX: ffffff RGB: 255 255 255	SILVER CMYK: 47 39 41 4 PMS: 8001 HEX: 8c8b89 RGB: 141 140 138	MIXED BERRY CMYK: 48 91 18 2 PMS: 7656 HEX: 923b80 RGB: 147 60 128	SASKATOON BERRY CMYK: 83 82 36 26 PMS: 5265 HEX: 3e3960 RGB: 63 58 96
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Peach Lemon Gradient

This is the only gradient used for Hard Seltzer.

If more than one varietal is present refrain from using other varietal colours UNLESS to accent a NEW FLAVOUR flag.



PEACH

LEMON

This gradient should be used to fill the name Hard Seltzer when Hard Seltzer is the heading, even when other varietals are featured and if Peach or Lemon Saskatoon Berry are NOT present. This gradient can also be used to fill in call out flags, the bar element and table rows.

CURRENT CAN FAMILY



Family of Beers

Family of Seltzers

POS - ANATOMY

Tagline - use varietal colour

SMOOTH,
REFRESHING
TASTE

Price card



6 x 355 ml
\$88.88
Tax & deposit not included

O16 Watermark

Large product shot

Set website, social icons & responsible message placement



Original16.com  

This beer tastes so great you'll want to savour it. Please enjoy responsibly.

Grey Footer

POS - PALE ALE



Starburst



30 x 24



11 x 17

POS - OTHER VARIETALS

LIGHT,
REFRESHING
FLAVOUR



6 x 355 ml
\$88.88
Tax & deposit not included

Original16.com  
This beer tastes so great you'll want to savour it. Please enjoy responsibly.

Starburst

SMOOTH &
REFRESHING



15 x 355 ml
\$88.88
Tax & deposit not included

Original16.com  
This beer tastes so great you'll want to savour it. Enjoy responsibly.

30 x 24

REFRESHING
CITRUS FLAVOUR



6 x 355 ml
\$88.88
Tax & deposit not included

Original16.com  
This beer tastes so great you'll want to savour it. Please enjoy responsibly.

11 x 17