

Jack Pine Brewery Brand Guidelines

Our Philosophy

We are as particular about our branding as we are about our beer.

So, we politely ask that you please keep the following in mind:

- the proportions and spacial relationships between all elements are important.
- maintain the pre-established leading between lines and kerning between letters/words
- don't substitute other colors for the ones that are used. If something looks funny and doesn't seem to match the originals as shown below, please ask!

Logo Usage



Please Don't...



change the proportions



change the colors



color the background



distort the logo

Color Palette



C - 27 | M - 100 | Y - 100 | K - 32
 R - 138 | G - 24 | B - 26
 hex # 8b0e04
 pantone 7622C



C - 64 | M - 42 | Y - 100 | K - 29
 R - 87 | G - 101 | B - 45
 hex # 57642c
 pantone 371C



C - 9 | M - 37 | Y - 100 | K - 0
 R - 231 | G - 166 | B - 35
 hex # e6a523
 pantone 143C



C - 85 | M - 52 | Y - 81 | K - 70
 R - 7 | G - 44 | B - 28
 hex # 072c1c
 pantone 5535C

Fonts

Primary

Jack Pine Regular
 Jack Pine Narrow
 Jack Pine Bold
 Jack Pine Narrow Bold

Secondary

Apple Garamond Regular
Apple Garamond Bold
Apple Garamond Italic

Tertiary

Arial Regular
Arial Black
 Arial Narrow

Brand Elements/Representations



3-color logo

white and gold fonts (or the same color for all words) with light green tree and green hex on any dark color background



words only

white and gold fonts (or the same color for all words) on any type of background



wood-grain background

this background is used in most printed materials - be sure to keep it proportional and "realistic" looking



jack pine tree

can be used as a stand-alone piece or with any solid-colored background