

ARCHETYPE

BREWING

BRAND AND LOGO GUIDELINES

who we are:

Inclusive. Open-minded. Fun-loving.
We're beer nerds. We're a little sarcastic.
We collaborate. We love dogs.
We think outside the box. We like waffles.

what we do:

We make complex, mindful, living beer.

VISUAL IDENTITY

Bright, contemporary design. Think bold and graphic.
Flat shapes. Defined edges



COLOR

primary



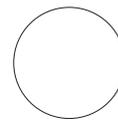
#333232



#231F20



#C83145



#FFFFFF

secondary



#E6B72F



#F37C7D



#35BDBD



#292E6B



#CF7FB5

guidelines

Use contrasting/complimentary colors.

Don't be afraid to just use black and white!

TYPOGRAPHY

primary font : Brandon Grotesque

substitutes : Avenir, Avenir Next, or Ariel

our favorite emojis: 🤘 🔥 ⚡ 🍺 🍻

LOGOS

guidelines

Please do not stretch, distort, or put our logo inside another shape
(We like it the way it is!)

If the logo is blurry or pixelated, contact us,
we can help!

We call the space around our logo the “red zone”
Please don’t put stuff in it.



Logos can be downloaded from
www.archetypebrewing.com/media

primary



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ARCHETYPE
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secondary



CONCEPTS / LEGAL

#1 - Do not ever advertise “free beer”
we can get in big trouble!

Please use the wording, “(Your organization) is buying your first beer”
or

“Your first beer has been generously purchased and donated by (insert your organization name here)”

Please make sure that it’s clear that this is your
event, and you are hosting it in our space.

If you are a retailer (or have an alcohol retail permit), the laws get even more complicated.
Do not have both our logo and yours on the same poster/advertisement.
Please refer to cooperative advertising laws.

Please send all posters, advertising, and images to us to look over before distributing.
You can email them to Sally at info@archetypebrewing.com

If you have questions or concerns, please reach out! We are more than happy to help.
info@archetypebrewing.com