



STYLE GUIDE



This brand book was created to help enhance, protect and support the Land-Grant Brewing Company brand. The following guidelines have been developed to ensure the necessary, consistent and proper usage of this visual representation across all media. It is important to follow these guidelines closely to ensure the future success and identity of the Land-Grant brand.

The purpose of this package is to ensure that Land-Grant Brewing Company, our vendors and our partners position the company as one of Ohio's premier craft breweries by portraying one consistent and positive image. Support in this effort will help us to build value in our brand, which in turn will only deliver greater value to our partners and customers. A high quality brand will deliver a superior overall image to the community.



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OUR BRAND VALUES

MISSION Craft beer and breweries can be intimidating and feel exclusive. In a crowded craft beer market, we bring our Ohio community together by building customer connections through our passion toward the craft, quality, and creativity of our beers and experiences. We build those connections by taking the lead in creating an inclusive and welcoming craft beer culture.

VISION To create sustainable growth by offering a diverse portfolio of products, operating inclusive and approachable retail spaces, investing in our communities, and maintaining a supportive workplace in which our employees can thrive.

Official Land-Grant Marks

As the primary visual identifier of Land-Grant, it is important that the mark and logotype not be altered in any way. In all Land-Grant communications, from print to broadcast to web applications, and in all partnership and sponsorship programs that call for additional graphics, the mark and logotype should be highly visible and unmistakable.



Primary Mark



Logotype

LOGO COLOR VARIATIONS

The full-color Land-Grant marks are preferred for brand applications. It reproduces best against white or light colored backgrounds.

For applications that call for a dark or multi-colored backgrounds, the full-color reverse marks or one-color white marks should be used.



Full Color



Full Color Reverse



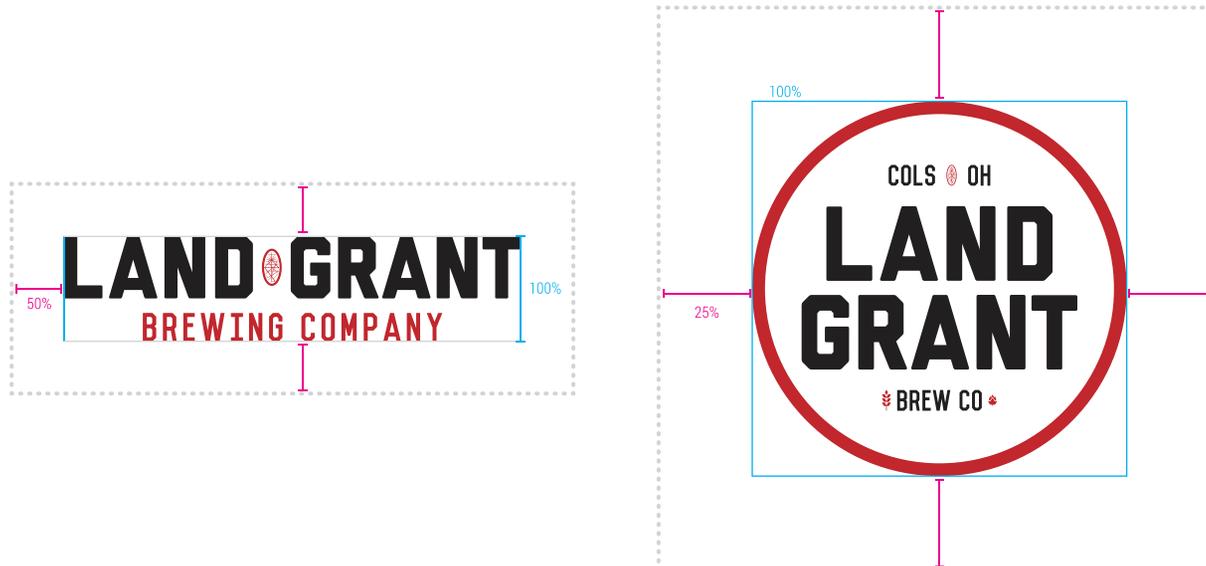
One Color White

LOGO COLOR VARIATIONS

The Land-Grant mark and logotype should be surrounded by a field of clear space to isolate them from competing graphic elements and ensure their visibility and impact.

Primary Mark: The clear space minimum for the primary mark is equal to 25% of the height of the primary mark as represented by gray box in the example.

Logotype: The clear space minimum for the logotype is equal to 50% of the height of the logotype as represented by gray box in the example.



INCORRECT MARK USAGE

Incorrect use of the Land-Grant marks compromises its integrity and effectiveness. Care should be taken to ensure correct and consistent mark use in every application. Some common misuses of the marks are shown on this page.

Although these examples do not represent every misuse, they do indicate areas to double-check. To ensure correct reproduction, please use the approved electronic artwork.



ANGLE
Do not change the angle of the logo



FLIPPING
Do not change the direction of the logo



CROPPING
Do not crop the logo



GRAPHIC OVERLAY
No text or object should be on or touching the logo



CLEAR SPACE
Do not place an object in the clear space of the logo



WARPING
Do not warp or alter the proportion of the logo



INTERCHANGE
Do not interchange the colors of the logo



EFFECTS
Do not add effects to the logo



SURROUND
Do not put the logo in a shape



COLOR
Do not change the colors of the logo



SCREENING
DO not use the logo as a watermark



ELEMENT SIZE
DO not change the size of logo elements

BACKGROUND CONTROL

The full-color Land-Grant mark and logotype can appear against a variety of backgrounds. When an application calls for a solid background, one of the colors from the Land-Grant color palette is preferred.

The full-color reverse Land-Grant mark can appear against photo graphic backgrounds. In these applications, the marks must be positioned against areas that offer sufficient contrast for the mark's legibility.



The full-color Land-Grant mark on a highly detailed photograph



Do not place the full-color Land-Grant mark on a photograph with areas of color with high contrast. This diminishes the visibility and detail of the Land-Grant mark.



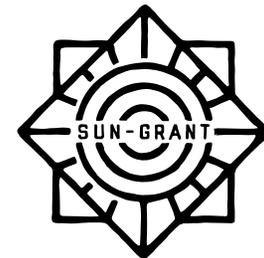
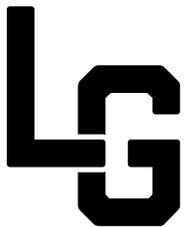
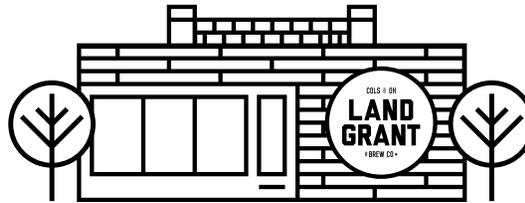
The one-color Land-Grant mark on a photograph with minimal detail



Do not place the Land-Grant logos on a photograph with areas of color with high contrast, this diminishes the visibility and detail of the Land-Grant mark.

SECONDARY LAND-GRANT MARKS

Our set of secondary marks are not to be used in stand-alone applications but as accents to primary Land-Grant communications. They should be used in concert with the official Land-Grant marks.





COMMUNICATION LOCKUPS

Official communication lockups should be used as a way to communicate Land-Grant’s essential information in marketing applications. Choose the right lockup for the application based on space available.



424 W. TOWN STREET, COLUMBUS, OHIO 43215 **LANDGRANTBREWING.COM**
@LANDGRANTBEER **/LANDGRANTBREWINGCO** **LANDGRANTBREWING**

LANDGRANTBREWING.COM @LANDGRANTBEER /LANDGRANTBREWINGCO LANDGRANTBREWING

	LAND - GRANT BREWING COMPANY		424 W. TOWN STREET, COLUMBUS, OHIO 43215		
	@LANDGRANTBEER		/LANDGRANTBREWINGCO		LANDGRANTBREWING

	LAND - GRANT BREWING COMPANY		424 W. TOWN STREET, COLUMBUS, OHIO 43215		
	LANDGRANTBREWING.COM		CHEERS@LANDGRANTBREWING.COM		614 / 427-3946
	@LANDGRANTBEER		/LANDGRANTBREWINGCO		LANDGRANTBREWING

	LANDGRANTBREWING.COM		424 W. TOWN STREET, COLUMBUS, OHIO 43215		
	@LANDGRANTBEER		/LANDGRANTBREWINGCO		LANDGRANTBREWING

LANDGRANTBREWING.COM		@LANDGRANTBEER		/LANDGRANTBREWINGCO		LANDGRANTBREWING
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PRIMARY BRAND COLORS

The Land-Grant Brewing Company colors are required when reproducing our mark. Refer to the color values below. When creating materials for specific brands, pull colors from brand artwork.

RED

PMS 1797C
17c 98m 92y 7k
193r 40b 45g
#C1282D

BLACK

Pantone
0c 0m 0y 100k
0r 0b 0g
#000000

WHITE

Use no ink (or use opaque white)
0c 0m 0y 0k
255r 255b 255g
#FFFFFF



TERMINOLOGY

Consistency is key across all means of communication. One of the most important is also one of the most basic, how we refer to Land-Grant Brewing Company in writing.

Correct Naming Convention:

Land-Grant Brewing Company

Approved Abbreviations:

Land-Grant Brewing Co.

Land-Grant

LG

Only use abbreviations after using the full brewery name in text. Shortening 'Company' to 'Co' is acceptable when character counts are limited.

Incorrect Naming Convention:

Land Grant Brewing Company (missing hyphen)

Land-Grant Beer Company

Land Grant Brew Pub

Land-Grant Brewery

Brewery Land-Grant

LGBC



TYPOGRAPHY

As with our logo, consistent use of our typefaces—Liberator, Brick House, and Helvetica Neue—further reinforces Land-Grant’s overall brand identity.

LIBERATOR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789:.,/?!@#%&^*()<>

Used in our logo and beer brand lockups, do not use liberator for

BRICK HOUSE

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789:.,/?!@

Use for headlines, intro copy, subheads and captions. Do not use for body copy.

Helvetica Neue

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 01234567890

0123456789:.,/?!@#%&^*(){}[]<>

Use for body copy. Do not use for headlines.



CONTACT

If you have any questions concerning any material containing the primary mark and/or logotype of the Land-Grant Brewing Company, please feel free to contact Land-Grant directly.

**Land-Grant Brewing Company
424 W Town Street
Columbus, Ohio 43215**

**614 / 855.4510
cheers@landgrantbrewing.
com**