

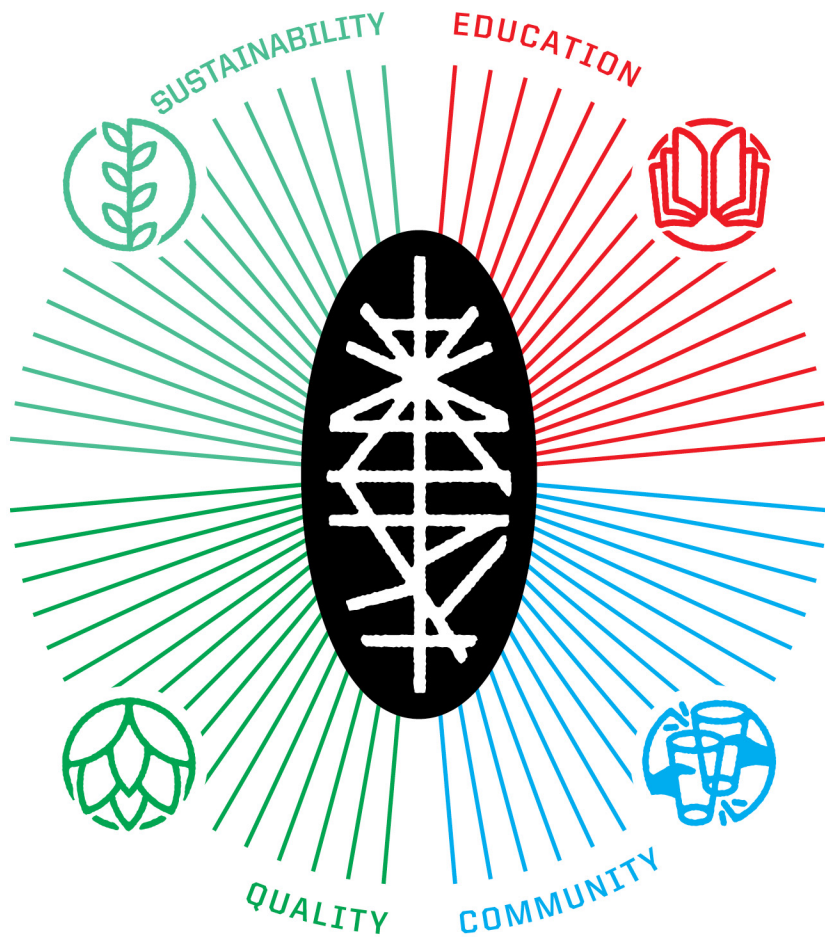
LAND 
GRANT

BRAND GUIDELINES

**WE
MAKE
BEER
FOR YOU.** 

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.



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 / Used on packaging, merchandise, and consumer facing promotional items.



Horizontal Mark / Used in applications where vertical space is limited.



Rectangular Mark / Used mainly on internal and B2B collateral. Primary mark to take priority over rectangular.

Logo Color Variations

The Land-Grant logo is simple, clean, and adaptable. Whenever possible, the primary red and white version of the logo should be used. However, in circumstances where an alternative color scheme is superior it may be used with approval from the Land-Grant Marketing team.

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

Preferred Red/White Logo



2c Yellow/Black Crew Variation



1C Green Variation



1c Negative Version

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



EFFECTS
Do not apply effects to the logo



CLEAR SPACE
No text or object should be on or touching the logo



CLEAR SPACE
Do not place objects in the clear space of the logo



WARPING
Do not warp or alter the proportions of the logo



SURROUND
Do not put the logo inside a shape



SCREENING
Do not use the logo as a watermark



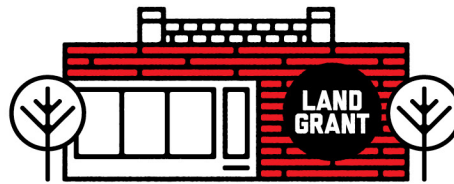
ELEMENT SIZE
Do not change the size of logo elements

SECONDARY 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.



Interlocking



Interlocking



Oval/"All Welcome" Logo

COMMUNICATION LOCKUPS

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These lockups can be used to communicate Land-Grant's values and mission in marketing materials, and should always be used alongside other official marks.

Primary

**WE
MAKE
BEER
FOR YOU.** 

**ALL
WELCOME.** 

Secondary

**HOW
CRUSHABLE
IS IT?** 

**HAVE
FUN.** 

**COLUMBUS
TIL WE
DIE.** 

**LET'S
GET
A
BEER.** 

PRIMARY BRAND COLORS

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The Land-Grant Brewing Company colors are required when reproducing our mark. Refer to the color values below.

When creating materials for specific beer brands, pull colors from brand artwork.

RED

PMS 485C

0c 100m 100y 0k

237r 28b 36g

#ed1c24

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

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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 Conventions:

Land Grant Brewing Company (missing hyphen)

Land-Grant Beer Company

Land Grant Brew Pub

Land-Grant Brewery

Brewery Land-Grant

LGBC

TYPOGRAPHY

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As with our logo, consistent use of our typefaces—United Sans and Forma DJR Deck—further reinforces Land-Grant’s overall brand identity.

United Sans Regular All-Caps for headline

**LOREM IPSUM
DOLORSIT AMET.**

United Sans Semi-Condensed for sub-head

**Incidunt ut laoreet dolore magna aliquam erat
dolore magna volutpat.**

Forma DJR Deck for body text

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

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

