LOGO & TEXT GUIDE

PACIFIC MIDWEST BREWING CO.

THE LOGO

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This version of the final logo will be your default one to use in almost every situation. The logo stacked on top of your brand's name will make it easy to recognize each element as well as easy to read which helps in the future with brand recognition.

All the lines of the logo graphic are the same line weight so that whether it's scaled up or down, it should be easily recognized as a bird and mountains. It remains simple while also sharing the meaning behind your name and story.
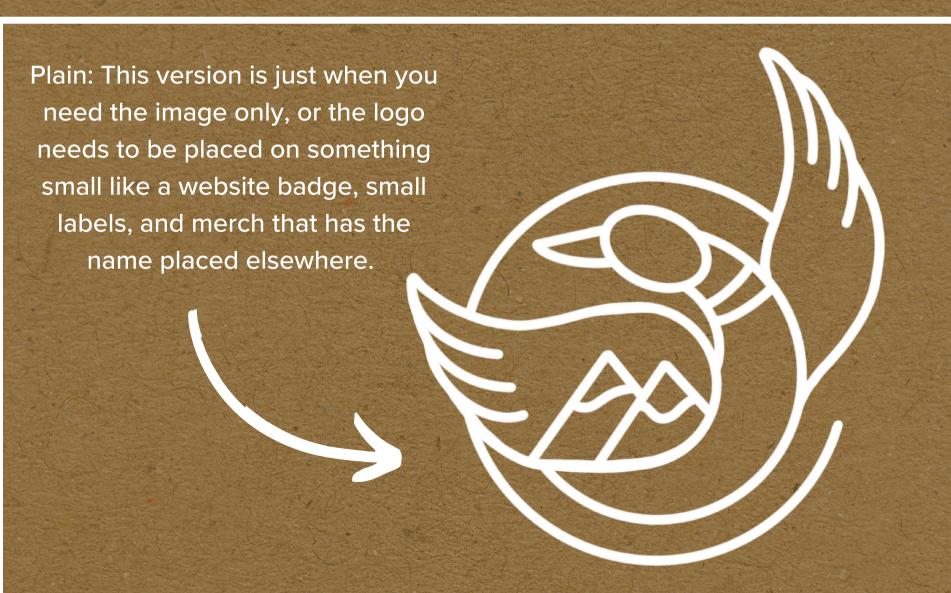
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OTHER VARIATIONS

AND HOW TO USE THEM

Long: This variation can be used in anything that needs a longer shape like letter head, business cards, email signatures, etc.

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Tucked: This version can be used whenever you need a little more space. It can also be used on merch when the image needs to be more prominent than the name.

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Plain: This version is just when you need the image only, or the logo needs to be placed on something small like a website badge, small labels, and merch that has the name placed elsewhere.

EXAMPLES OF USE

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FONT STYLES
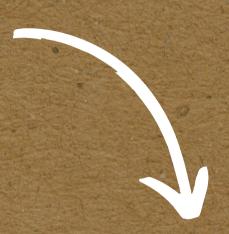
Sequel: This is the font choice I landed on because I wanted it to complement the logo, and with the clean bolder lines of the image, a Sans Serf font worked out best. This font is bold and I feel speaks really well to the rest of the brand. The sub header is also in this font but the letter spacing is more and theres a significant size difference.

When the need for larger bodies of text comes up, I would suggest just finding a Sans Serf font and space out the letters a little bit. Anything that will complement Sequel will be good!

SEQUEL

SUB HEADER STYLE

Give lots of spacing, like at least 300 - 500 when using the sub header style