BRAND GUIDELINES

Complete Branding Guidelines for Syndeo Beverage.

WELCOME

Complete Branding Guidelines for Syndeo Beverage.

Brand guidelines provide the established official policies and standards for the organization's visual identity. It is applied to all materials, whether print or digital. It includes guidelines on the proper use of Syndeo Beverage's logo, colors, fonts, and official messaging.

Brand guidelines ensure that all marketing and communications for the organization are accurate and stays on-brand.

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BRAND GUIDELINES

TAGLINE

01

CRAFTED **TO CONNECT**

BRAND IDENTITY

02

MISSION & VISION

MISSION

Our mission is to brew more than just beer; we craft connections. We believe that every sip should offer an experience that leaves a lasting impression, one can at a time. Our commitment is to elevate every occasion and to create unforgettable moments through something as simple as a crisp beer. Here's to life's greatest connections.

VALUE STATEMENT

We hope to become the world's leading brewer of connection, bridging people together through the universal language of a finely crafted beer. By persistently innovating and staying true to our commitment of quality and ethical sourcing, we envision setting new standards in the brewing industry. We aim to transform simple gatherings into cherished memories and everyday moments into unforgettable experiences.
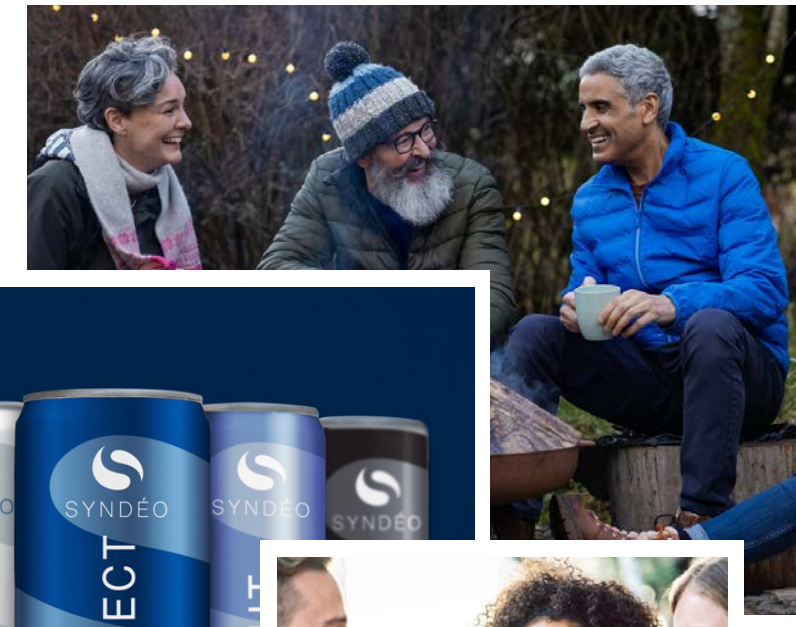
CORE VALUES

03

QUALITY

We are committed to maintaining the highest standards in our brewing process. Our dedication to using only the finest organic ingredients ensures that every sip of our beer delivers an outstanding experience.

INNOVATION

We are passionate about pushing the boundaries in the world of brewing. From our unique collagen infusion technique to our forward-thinking brewing processes, we lead each project with innovation first.

UNITY

Our brand symbolizes connection. We believe in the power of a well-crafted beer to bring people together, fostering unity, friendship, and shared experiences.

SUSTAINABILITY

We are committed to local sourcing and ethical practices to minimize our environmental impact. We believe in brewing beer that not only tastes good, but also does good.

EXCELLENCE

Our focus is on creating a beer that's more than just a beverage; it's an experience. This commitment to excellence is what drives us to perfect every detail of our product and deliver an unmatched beer-drinking experience.

BRAND/AUDIENCE CHARACTERISTICS

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CLIENT CHARACTERISTICS

- QUALITY-ORIENTED
- COMMUNITY-CENTRIC
- INNOVATIVE
- DEDICATED
- ENGAGING

BRAND TONE

WE ARE . . .

INNOVATIVE
SOPHISTICATED
ELEVATED
WARM
CASUAL
VERSATILE
DEDICATED

WE ARE NOT . . .

ERRATIC
SELF-IMPORTANT
EXCLUSIVE
WEAK
UNDERESTIMATED
UNDECISIVE OR NON-COMMITTAL
BLIND TO CHANGE

LOGOS

LOGO FILE TYPES

FILE TYPE	APPLICATION	RESOLUTION	COLOR MODE	BACKGROUND
jpeg	business cards, letterhead, office print jobs	raster file 300 DPI	for print	white
png	website, social media, digital products	raster file 300 DPI	for digital	transparent
eps	signage, wallpaper, letterpress	vector file will not pixelate	for print	transparent

RASTER FILES

Raster files (JPEG & PNG) are the most commonly used graphic file types. They are "flat", unscalable files. The become pixelated when they're increased to a format larger than their original size, causing a blurry effect.

CMYK: PRINT COLOR MODE

CMYK stands for Cyan Magenta Yellow Black. These are the four inks used by most color printers to create their colors.

VECTOR FILES

Vector files (EPS) are scalable, have infinite resolution, and won't become pixelated no matter how large you scale them. Vector files are ideal for larger logo applications or very specific print jobs that require precision in printing or cutting your logo.

RGB: DIGITAL COLOR MODE

Digital devices use Red, Green and Blue channels of light to produce their color spectrum (hence, "RGB").

PRIMARY LOGO

This should be your most-used and most recognizable logo mark. It is intended to live on your website, on your business cards, and anywhere a "first" impression upon a client may be imposed.

Exceptions include when less space is available, a different orientation is desired, or a departure from the primary logo helps make a unique branded impression. Recommended uses for this logo are in your website header, legal documents, pricing guides, business cards, formal advertisements, promotional materials, and packaging.

SECONDARY LOGO

A secondary logo should be used when a different orientation is desired, or if a departure from the primary logo helps make a unique impression. Recommended use for this logo is generally the same as the primary logo, but specifically intended for when space restrictions or context makes the secondary a better fit.

SYNDÉO S BEVERAGE

BREWED IN ONTARIO, CANADA SINCE 2023

SYNDÉO ◗ BEVERAGE
BREWED IN ONTARIO, CANADA SINCE 2023

SYNDÉO ◗ BEVERAGE
BREWED IN ONTARIO, CANADA SINCE 2023

SYNDÉO ◗ BEVERAGE
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SYNDÉO ◗ BEVERAGE
BREWED IN ONTARIO, CANADA SINCE 2023

SUBMARK

A submark is used to emphasize and embellish your brand impression in contexts where your primary logo is already in use. It's designed to fit in small spaces and is perfect for packaging or collateral details. Example uses for a submark logo are packaging accents (stamps, tags, etc.), photo watermarks, email signatures, website footer, social media graphics, and profile images.
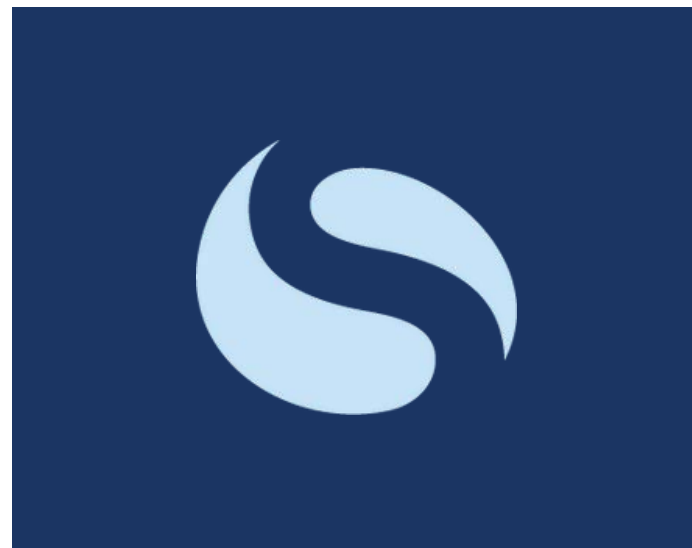
LOGO CONSTRUCTION GRID

SAFEZONE

The safe zone is a distance the logo must handle with respect to other objects that are placed around the logo.

The size of the safezone (white block) around the logo must equal to the width of the "S" in Syndeo. Space will change as the size of the logo changes. Logo cannot appear smaller than 45mm wide.

SYNDÉO

SYNDÉO BEVERAGE
BREWED IN ONTARIO, CANADA SINCE 2023
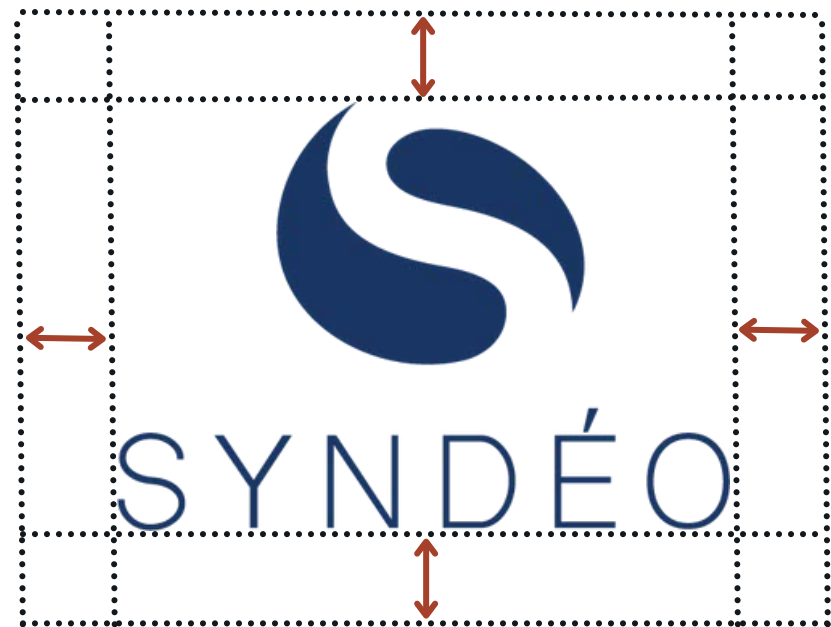
BRAND PATTERNS & TEXTURES

07

BRAND PATTERNS & TEXTURES

Custom brand patterns are an incredible way to enhance your brand identity. They communicate personality, add depth + distinction, and strengthen your overall brand recognition. Brand patterns are intended to be used as an accent, so the context in which you use them is important! Since patterns can be busier or multi-colored, consider the appropriate balance to avoid a final design that looks cluttered or distracting.
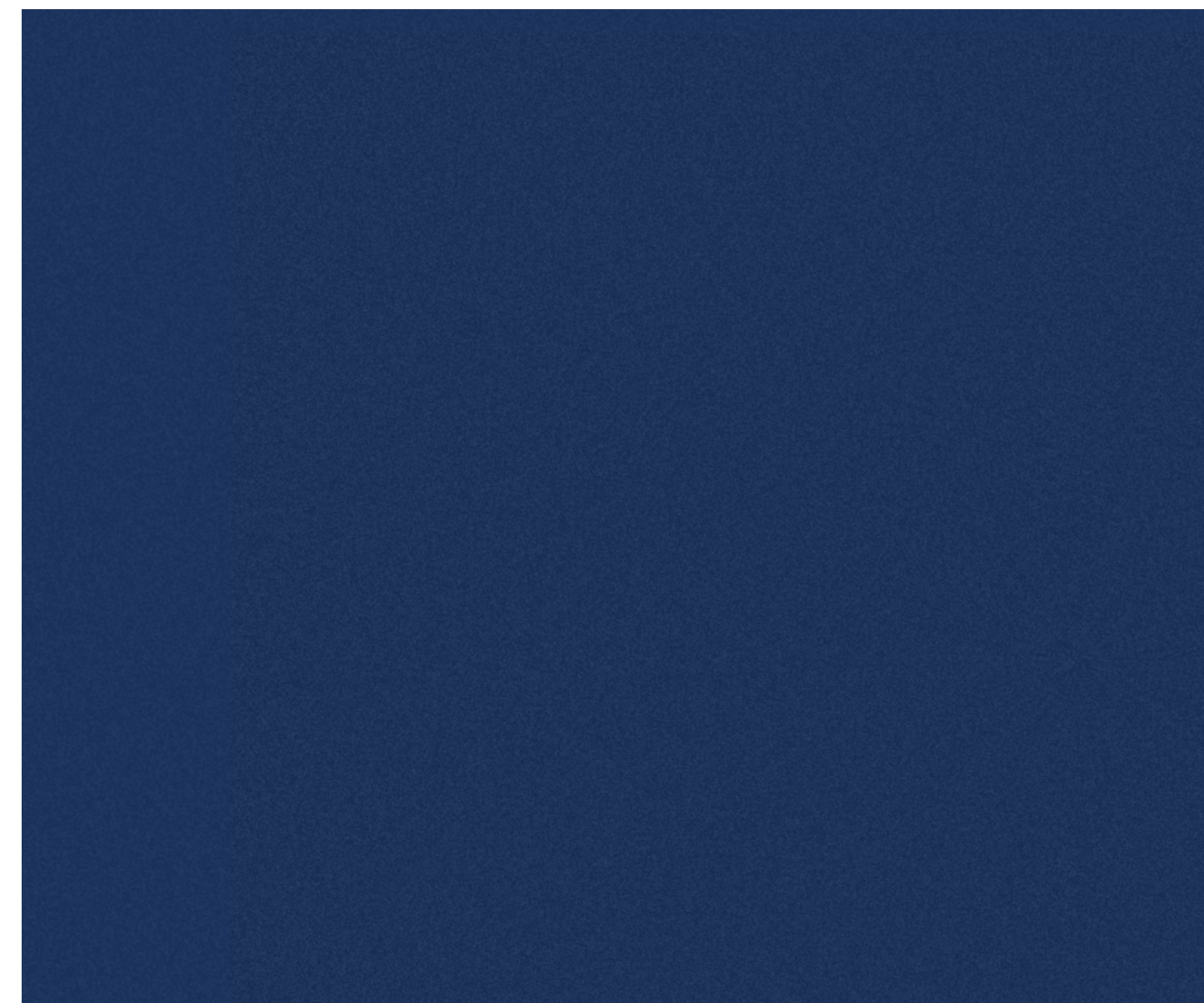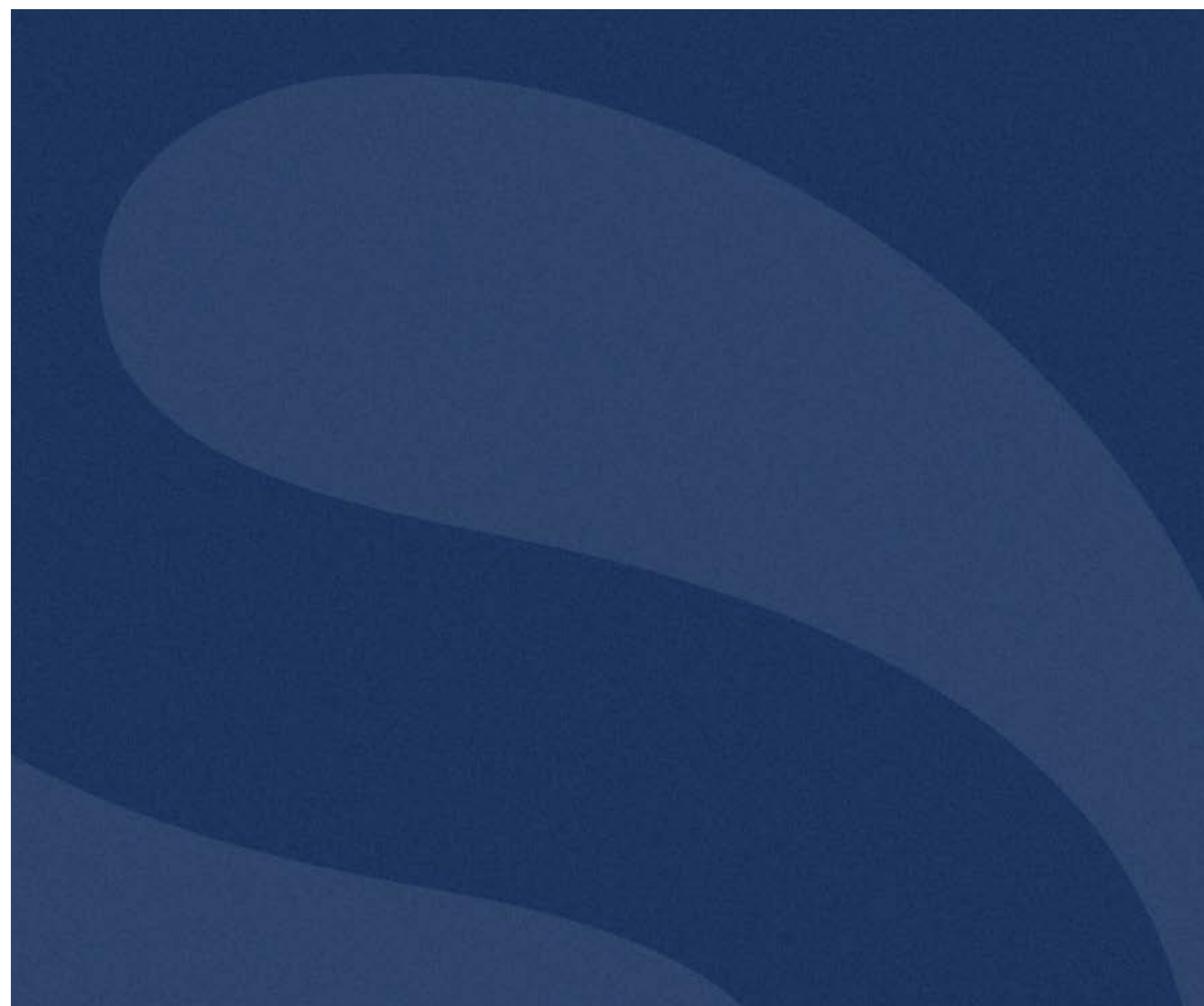
SUGGESTED USES:

- Stationery and envelope liners
- Packaging details (tape, belly bands, box design, tissue paper, stickers, and more)
- Social media graphics or accents
- Website banners
- Business cards

# PATTERNS & TEXTURES

PATTERNS & TEXTURES

COLOR PALETTE

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COLOR PALETTE GUIDELINES

Your primary palette is four colors. Your primary colors help people to quickly identify your brand. They should be used most often, especially for when you are making a first impression with your logo and for call-to-action buttons on a website.

For web and digital applications, use the HEX values (#xxxxxx) provided. Note that colors may vary on different computers or devices, due to inconsistent monitor color calibration. For printing, it's best to use the CMYK colors, unless an option to use HEX is given. Some printers may request a Pantone Matching System (PMS) Color Code, which we are happy to provide if needed.
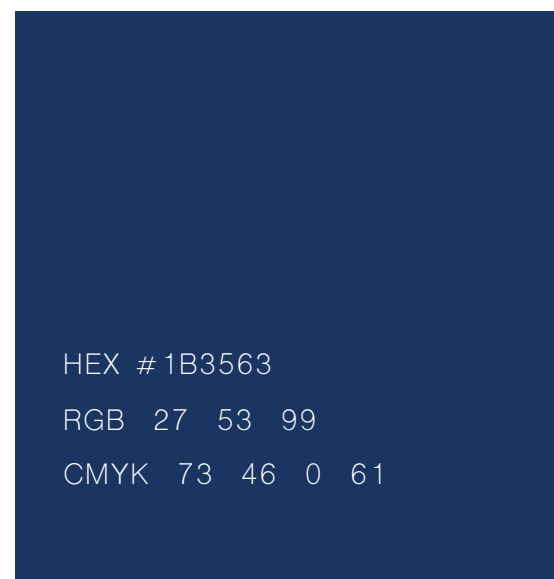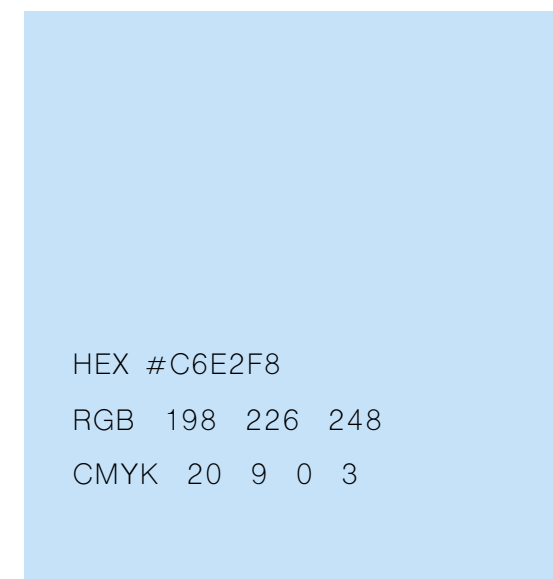
HEX #1B3563
RGB 27 53 99
CMYK 73 46 0 61

HEX #FAFAFA
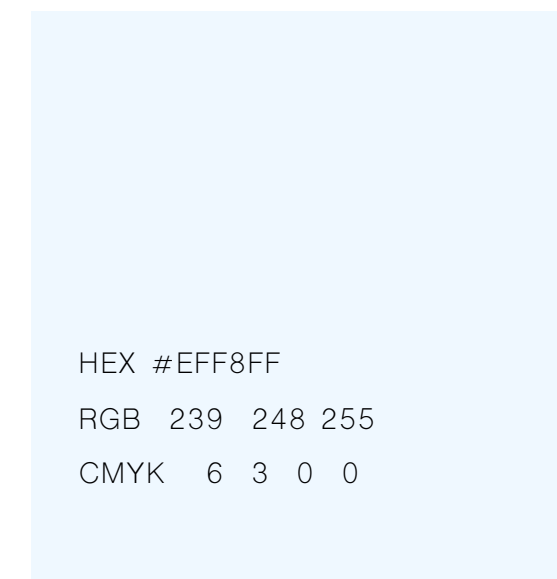RGB 250 250 250
CMYK 0 0 0 2
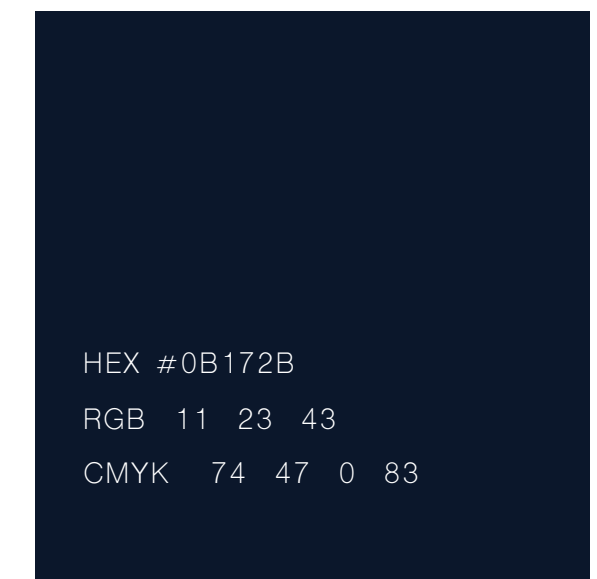
HEX #C6E2F8
RGB 198 226 248
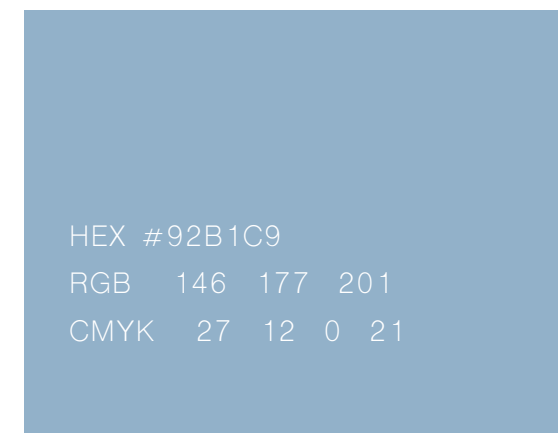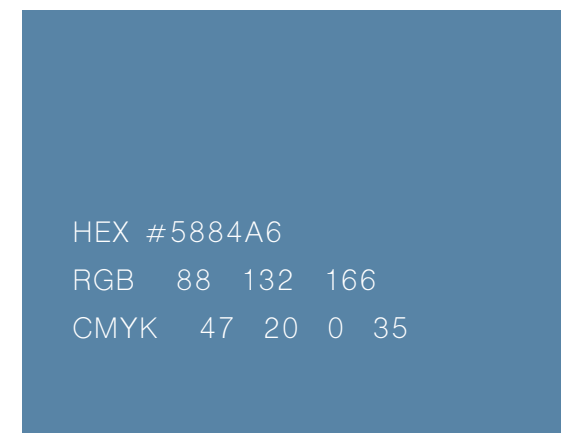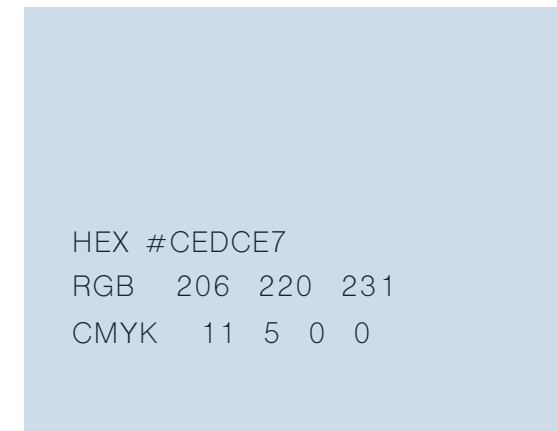CMYK 20 9 0 3

HEX #EFF8FF
RGB 239 248 255
CMYK 6 3 0 0

HEX #0B172B
RGB 11 23 43
CMYK 74 47 0 83

SYNDEO BLUE

FROST

SKY

AIR

NAVY

SECONDARY COLOR PALETTE

A secondary color palette may be used to complement the primary palette but never to substitute.

HEX #E8EDFF
RGB 232 237 255
CMYK 9 7 0 0

HEX #9CA6C8
RGB 156 166 200
CMYK 22 17 0 22

HEX #CEDCE7
RGB 206 220 231
CMYK 11 5 0 0

HEX #C2C9CF
RGB 194 201 207
CMYK 6 3 0 19

HEX #5884A6
RGB 88 132 166
CMYK 47 20 0 35

HEX #92B1C9
RGB 146 177 201
CMYK 27 12 0 21
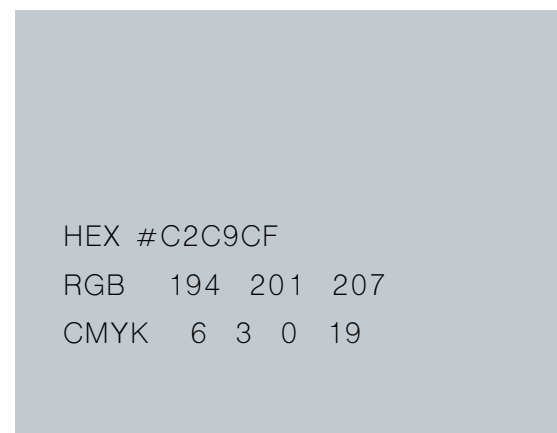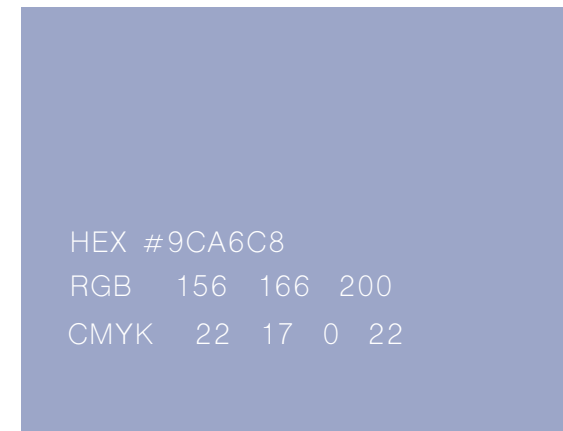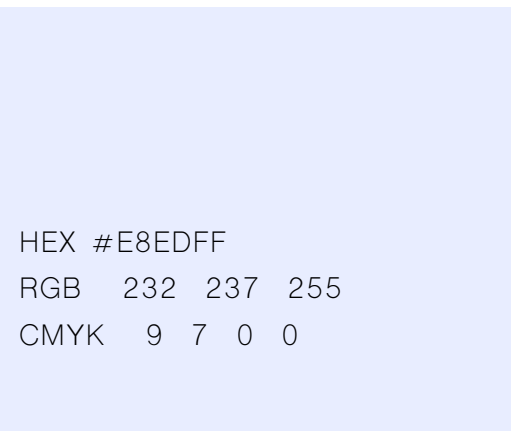
COLOR PAIRINGS

EFFECTIVE COLOR PAIRINGS:

These examples represent examples of the brand colors that pair well together.

COLOR PAIRINGS

INEFFECTIVE COLOR PAIRINGS:

These examples represent examples of the brand colors that do not pair well together.

TYPOGRAPHY

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HEADING FONT

Shree Devanagari 714, Bold

Letter Spacing: 100 pts.

Minimum: 12 pts.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#$%^&*

AaBb

ACCENT FONT

Neue Haas Grotesk, Regular

Letter Spacing: 0 pts.

Minimum: 50pts.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz.

0123456789!@#$%^&*

AaBb

BODY FONT

Shree Devanagari 714, Regular

Letter Spacing: 0 pts.

Minimum: 12 pts.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz.
0123456789!@#$%^&*

AaBb

PACKAGING

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PACKAGING

Label and package designs serve a critical purpose in helping customers identify the product while providing important information about it and assisting customers to be more aware of the benefits and competitive advantages.

Your package designs are meant to showcase your brand in a clear and bold way. All package designs should complement each other and maintain consistency across individual products, while still being easy to distinguish between.

CONTACT

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DIGITAL

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