



Amor Artis
BREWING

BRANDING GUIDELINES
and Graphic Standards

1 AMOR ARTIS BREWING MISSION

The following branding guidelines are part of Amor Artis Brewing's mission to hold itself to consistent and high-quality standards.

2 PRIMARY LOGOS

The primary logos are essential in the standardization for promotion of the company, the brews, and the brand.

3 SECONDARY LOGOS

Secondary logos are intended for usage when the design of the primary logos may not be appropriate.

4 - 6 USAGE ALLOWANCE

Usage, legibility, clear space, and "don'ts" must be established to avoid misrepresentation of the Amor Artis Brewing brand.

7 COLOR SPECTRUM

The Amor Artis Brewing color spectrum is the palette of colors exclusively used by the brewery for all promotion ranging from marketing and digital media to merchandise and printed collateral.

8 TYPOGRAPHY

Limited typography and font styles allow the brand to be consistent across a number of platforms normally overlooked.

9 IMAGERY

Imagery and representation is essential; specific styles of photography and graphics are standardized for visual identity.

AMOR ARTIS BREWING is a family-owned, quality-focused, and (also something else -ed) brewery located in historic downtown Fort Mill, South Carolina.

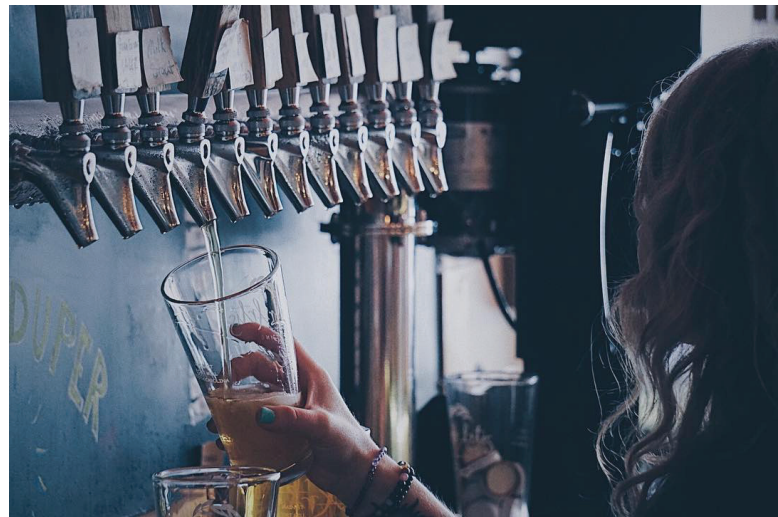
Dedicated to our customers' satisfaction, Amor Artis strives to develop effortlessly crafted beer using traditional methods but by modern standards.

The mission of Amor Artis is to sustain the name: the love of craft.

Being completely unique while also creating traditional and staple beers such as lagers, pilsners, pale ales is a huge goal. We also strive to experiment greatly yet confidently as to ensure our products are only the best-tasting and most enjoyable as possible.

THE TOLSON FAMILY

TRAVIS • KHARA • STEVE



THE PRIMARY LOGO

The primary logo was designed using a truly unique-to-the-brand handwritten calligraphy paired with a modern sans serif font. The wheat leaves on top and bottom symbolize the craft of brewing ale.

The primary logo is composed of two colors: true black and a subtly warm gray. The logo is intended to be used as-designed or in a one-color version unless otherwise specified by an authoritative employee of Amor Artis Brewing.



PRIMARY ALTERNATIVES

The *wordmark* may be used when the wheat leaves are not appropriate for the media, such as a primarily horizontal space.

The primary wordmark is intended to be used as a one-color version only.

Another acceptable alternative is the *icon*, composed of a single wheat leaf with the handwritten A from the primary logo on both sides. The icon, like the wordmark alternative, is intended to be used as a one-color version only.



THE SECONDARY LOGO

The secondary logo was designed as the ideal alternative when it is necessary for the logo to be more legible, with the intention of being used on medias such as those smaller than is fit for the primary calligraphy logo.

AMOR ARTIS
BREWING

SECONDARY
ALTERNATIVES

The secondary alternative logos should only be used when provided or specifically instructed by an authoritative employee at Amor Artis Brewing.

Each of the secondary alternative logos serve a different purpose for a range of medias, such as a more vertical space that is not appropriate for the primarily horizontal logos and wordmarks or when less detail or decoration is appropriate to complement design.

AMOR ARTIS

AMOR ARTIS BREWING

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CLEARSPACE

Any logo—primary or secondary—must include a clearspace of at least 25% on all sides of the outline.

Example: if the logo is 1" at its longest length, the clearspace should be .25" on all sides. No graphic element should be placed within the boundaries of the clearspace.

SIZING

The primary logo should not be printed or viewed any smaller than 1" tall.

Therefore, sizing for legibility should be an essential factor in using the appropriate logo for the space. *Primary alternatives* should be considered foremost before choosing a *secondary* logo or alternative.



LEGIBILITY

All Amor Artis logos should be placed on backgrounds so for maximum legibility. They should never be placed on patterns or backgrounds inappropriate for the color of the logo.



CONTRAST

The background of the logo should always create balanced contrast. You should never put a dark logo on a dark background, as the same goes for light combinations.



MANIPULATION

No elements of the brand should be unevenly skewed. They should remain as designed with proper dimensions. In addition, elements should never be separated (i.e. moving the wheat leaves away from the the text).



TREATMENTS

The addition of treatments or special effects such as adding a drop shadow is never allowed.

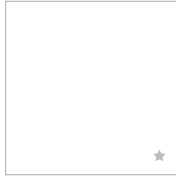




BLACK
0/0/0/100
#000000



GRAY
58/49/47/15
#6D6E70



WHITE
0/0/0/0
#FFFFFF



BRICK
32/82/76/31
#863A35



OLIVE
33/76/100/37
#7B3E1A



GOLD
29/42/96/6
#B28B32



RUST
33/76/100/37
#7B3E1A



NAVY
33/76/100/37
#7B3E1A



EGGPLANT
76/78/48/51
#342B3F

THE COLOR SPECTRUM

The rainbow of Amor Artis Brewing colors are to be used exclusively unless otherwise noted by an authoritative employee of Amor Artis Brewing. Exceptions may include apparel, accessories, and other merchandise, for which the closest color should be used.

PRIMARY COLORS

Black, gray, white, and brick red are the brewery's primary colors, which should be used above all other colors when promoting or branding. The logo is intended to be printed in WHITE, BLACK, OR GRAY only, unless otherwise authorized by an authoritative Amor Artis Brewing employee.

★ Denotes a primary brand color.

EXAMPLE APPAREL SPECTRUM *from Next Level Apparel*



BRICK
"Vintage Red"



GOLD
"Gold"



OLIVE
"Military Green"



NAVY
"Indigo"



EGGPLANT
"Vintage Purple"

PRIMARY FONTS

The two primary fonts used to represent Amor Artis Brewing are *Drugs* and *Lora*.

Drugs should always be displayed in all capital letters, as well as include at least 350 tracking, ideally 500.

Lora may be used in a regular style as well as italics, and must also be used with ample tracking: at least 100.

If these fonts are unavailable to use, any additional font used in association with the brand should be approved by an authoritative employee of Amor Artis and should resemble *Drugs* or *Lora* as much as possible, respectively.

WEB FONTS

Lora is a Google font, and therefore should be used digitally or on the web all times as the primary serif font; however, the sans serif font *Montserrat* should replace *Drugs* on the web for correct universal display.

CALLIGRAPHY

The calligraphy of the primary logos is handwritten and unique to the brand, and therefore should never be attempted to be recreated. Only the original calligrapher should produce unique lettering when appropriate for the specific media.

DRUGS

A B C D E F G H I J K L
M N O P Q R S T U V W
X Y Z

LORA

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww
Xx Yy Zz

*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww
Xx Yy Zz*

MONTSERRAT

A B C D E F G H I J K L
M N O P Q R S T U V W
X Y Z

The aesthetics of the brand are deep in contrast and color just as the company itself is deep in the roots of both its community and the brewing process. An in-house photographer displays the uniqueness of the brewery and its dedication to the industry and the quality of their products.

