



# Hill & Sons Brew Co.

Brand Guide





## POSITIONING STATEMENT

Hill & Sons Brew Co is dedicated to delivering on the fun moments and memorable nights that accompany our drinks. For young adults interested in tabletop experiences and/or getting together with friends, Hill & Sons Brew Co is the brewery that delivers memorable taste that'll perfectly accomodate a heated game night or a warm summer day because of our dedication to tasty craft beer and our amazing selection of drinks.

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LOGO



## RATIONALE



The Hill & Sons Brew Co logo is designed to be minimalist, conveying only what it needs to. The box behind the text frames it, drawing the eye in through the combinations of parallel lines and angular shapes. The logo is also compact, easily allowing it to be applied elsewhere. The simple palette makes way for differently coloured versions to be quickly tested, finalized and applied onto product, advertisement, or merchandise. A few examples of these differently coloured variations can be seen later in the brand guide. While simple, this logo accomplishes a lot.

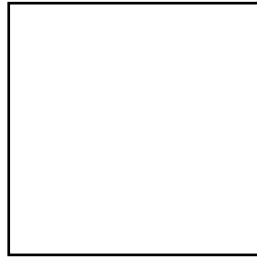


The Hill & Sons logo sports a fairly daunting 21:18 width–height ratio.

While placing next to other objects, the logo should have least 2 - 4 X heights of clearance.



## COLOUR BREAKDOWN

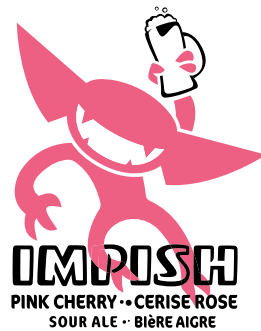
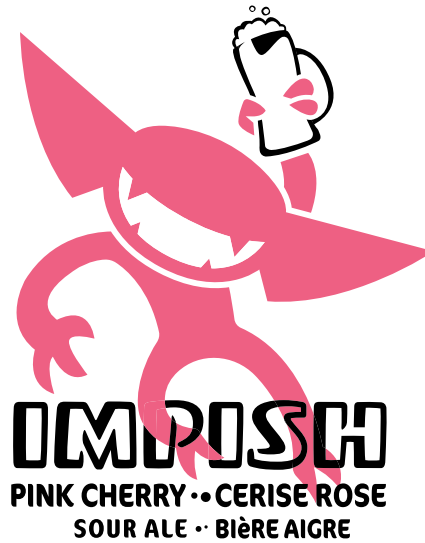
**White**

C · 0 | M · 0 | Y · 0 | K · 0  
R · 255 | G · 255 | B · 255

**Black**

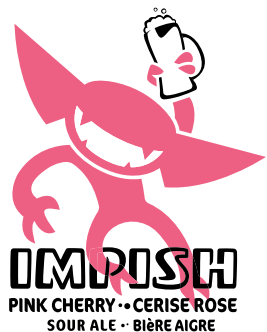
C · 100 | M · 100 | Y · 100 | K · 100  
R · 0 | G · 0 | B · 0

The Hill & Sons Brew Co logo has additional colour rules, outlined on page 13.





## RATIONALE



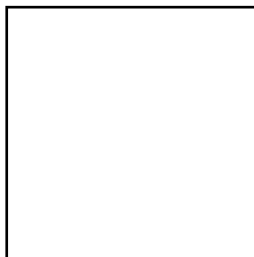
This set of logos are meant to encompass the "fun" of getting together to drink with friends. The characters are jumping, evoking a sense of movement and flow. The beers they hold are being held as if they were being presented, subtly citing the source of their giddiness to the alcohol.

The key words when making these three were fun, movement, and mischief.

Deciding to have the imps interact with the text was a choice made fairly late into the design process, but one that worked quite well.

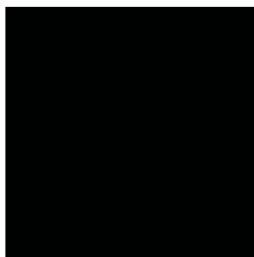
The design of their cans (shown further on within this document) illicit a bubbly, almost potion-like appearance that harkens back to their tabletop roots.

Customers will come to recognize these imps and see them as mascots for both the Impish drink line and Hill & Sons Brew Co as a brand.



### White

C · 0 | M · 0 | Y · 0 | K · 0  
R · 255 | G · 255 | B · 255



### Black

C · 100 | M · 100 | Y · 100 | K · 100  
R · 0 | G · 0 | B · 0



### Pink

C · 1 | M · 78 | Y · 27 | K · 0  
R · 238 | G · 96 | B · 131



### Orange

C · 3 | M · 35 | Y · 100 | K · 0  
R · 244 | G · 173 | B · 29



### Green

C · 37 | M · 0 | Y · 100 | K · 0  
R · 174 | G · 209 | B · 55

PRIMARY TYPEFACE

# HELVETICA LT STD

Regular	<p>ABCDEFGHIJKLMNOPQRSTUVWXYZ  abcdefghijklmnopqrstuvwxyz  1234567890!@#\$%^&amp;*()_-</p>
Bold	<p><b>ABCDEFGHIJKLMNOPQRSTUVWXYZ  abcdefghijklmnopqrstuvwxyz  1234567890!@#\$%^&amp;*()_-</b></p>
Black	<p><b>ABCDEFGHIJKLMNOPQRSTUVWXYZ  abcdefghijklmnopqrstuvwxyz  1234567890!@#\$%^&amp;*()_-</b></p>
Light	<p>ABCDEFGHIJKLMNOPQRSTUVWXYZ  abcdefghijklmnopqrstuvwxyz  1234567890!@#\$%^&amp;*()_-</p>
Condensed	<p>ABCDEFGHIJKLMNOPQRSTUVWXYZ  abcdefghijklmnopqrstuvwxyz  1234567890!@#\$%^&amp;*()_-</p>
Compressed	<p>ABCDEFGHIJKLMNOPQRSTUVWXYZ  abcdefghijklmnopqrstuvwxyz  1234567890!@#\$%^&amp;*()_-</p>

## SECONDARY TYPEFACE

# COCONPRO

Regular	<p>ABCDEFGHIJKLMNOPQRSTUVWXYZ  abcdefghijklmnopqrstuvwxyz  1234567890!@#\$%^&amp;*()_-</p>
Bold	<p><b>ABCDEFGHIJKLMNOPQRSTUVWXYZ  abcdefghijklmnopqrstuvwxyz  1234567890!@#\$%^&amp;*()_-</b></p>
Bold Excon	<p><b>ABCDEFGHIJKLMNOPQRSTUVWXYZ  abcdefghijklmnopqrstuvwxyz  1234567890!@#\$%^&amp;*()_-</b></p>
Light	<p>ABCDEFGHIJKLMNOPQRSTUVWXYZ  abcdefghijklmnopqrstuvwxyz  1234567890!@#\$%^&amp;*()_-</p>
Light Excon	<p>ABCDEFGHIJKLMNOPQRSTUVWXYZ  abcdefghijklmnopqrstuvwxyz  1234567890!@#\$%^&amp;*()_-</p>
Ita	<p><i>ABCDEFGHIJKLMNOPQRSTUVWXYZ  abcdefghijklmnopqrstuvwxyz  1234567890!@#\$%^&amp;*()_-</i></p>



The logo's colours can be changed in any monochromatic manner, so long as the inside remains black and white. The background must also be less than or equal to 50% of the foreground's colour.

On the left are acceptable variations of the Hill & Sons Brew Co logo.

On the right are a collection of unacceptable versions.

- Do not alter the logo's shape.
- Do not mix & match colours.
- Do not change the inner colours.









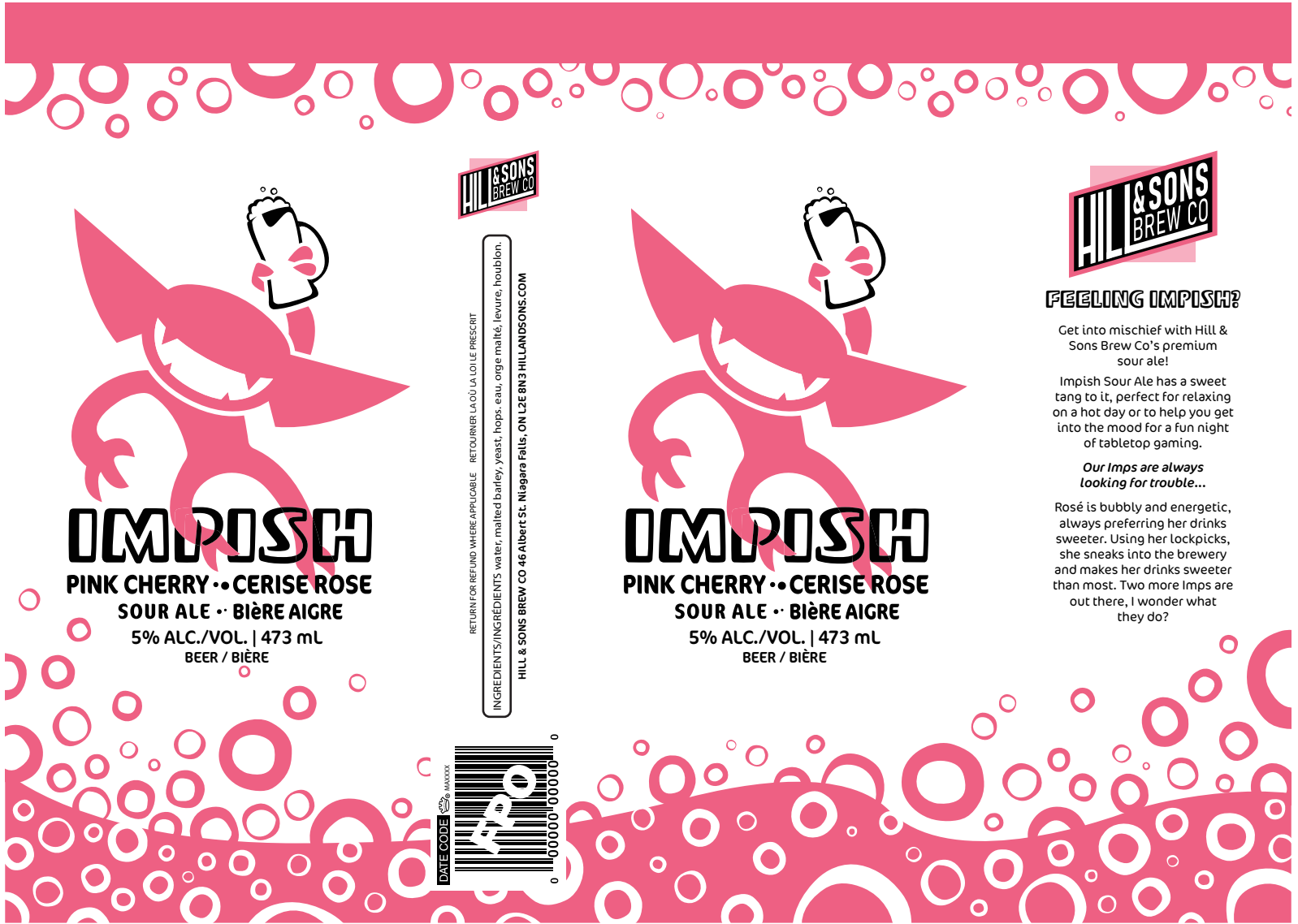












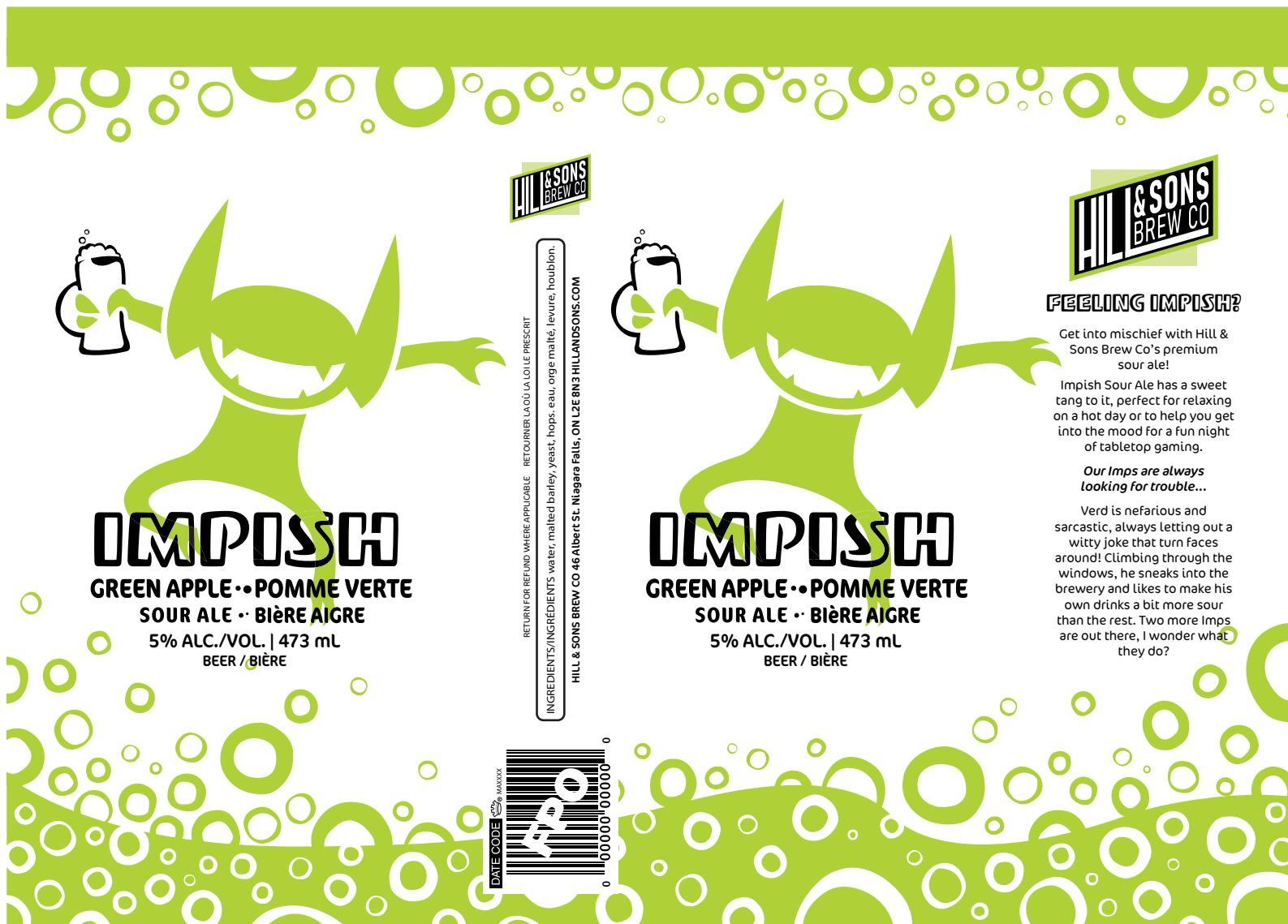
### FEELING IMPISH?

Get into mischief with Hill & Sons Brew Co's premium sour ale!

Impish Sour Ale has a sweet tang to it, perfect for relaxing on a hot day or to help you get into the mood for a fun night of tabletop gaming.

*Our Imps are always looking for trouble...*

Rosé is bubbly and energetic, always preferring her drinks sweeter. Using her lockpicks, she sneaks into the brewery and makes her drinks sweeter than most. Two more Imps are out there, I wonder what they do?



RETURN FOR REFUND WHERE APPLICABLE RETOURNER LA OÙ LA LOI LE PRESCRIT  
INGREDIENTS/INGRÉDIENTS: water, malted barley, yeast, hops, eau, orge malté, levure, houblon.  
HILL & SONS BREW CO 46 Albert St. Niagara Falls, ON L2E 8N3 HILLANDSONS.COM



### FEELING IMPISH?

Get into mischief with Hill & Sons Brew Co's premium sour ale!

Impish Sour Ale has a sweet tang to it, perfect for relaxing on a hot day or to help you get into the mood for a fun night of tabletop gaming.

*Our Imps are always looking for trouble...*

Verd is nefarious and sarcastic, always letting out a witty joke that turn faces around! Climbing through the windows, he sneaks into the brewery and likes to make his own drinks a bit more sour than the rest. Two more Imps are out there, I wonder what they do?





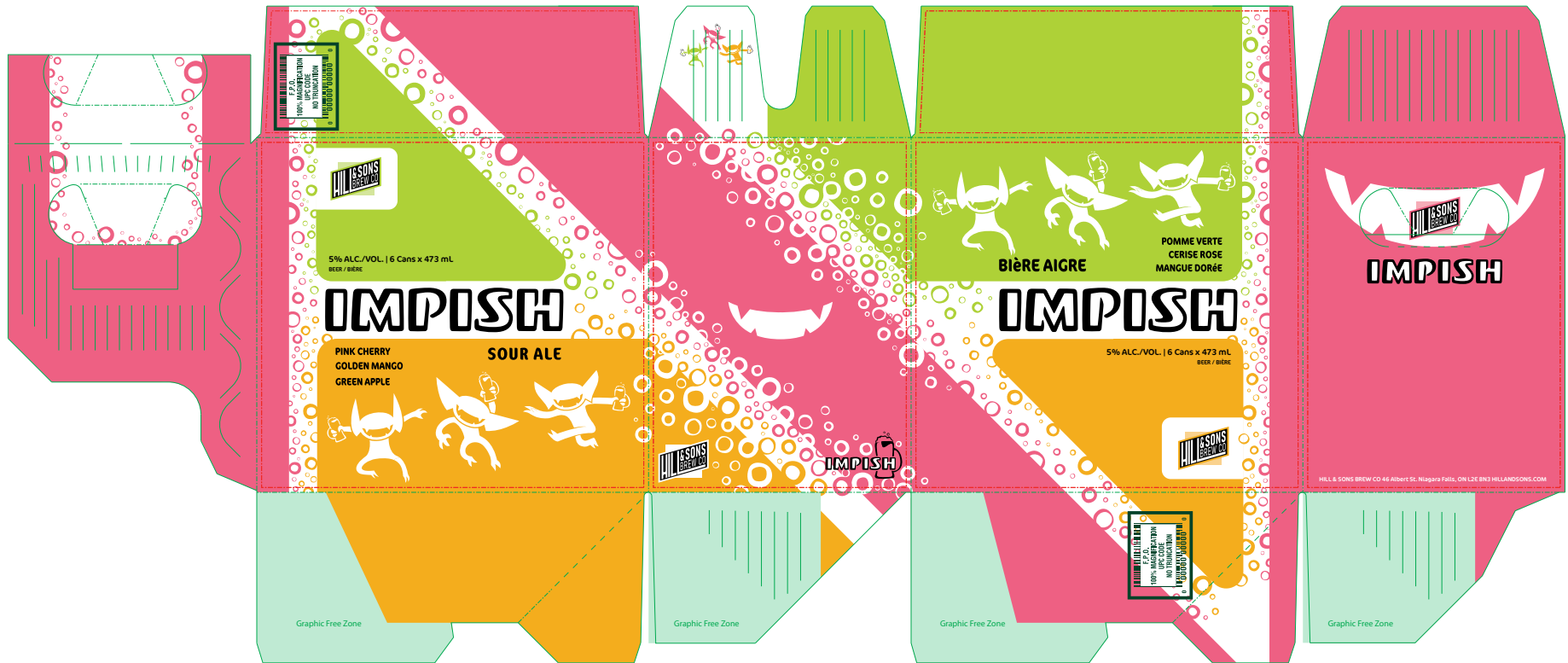








BOX FLAT ART





## IMAGE SOURCES

- Tap (Cover) ..... <https://unsplash.com/photos/JCIJnIXv7SE>
- Stationery ..... <https://mockups-design.com/free-us-stationary-mockup/>
- Coasters ..... [https://www.freepik.com/free-psd/square-paper-coasters-mockup-stacked\\_13714160.htm#query=drink%20coaster%20mockup&position=48&from\\_view=keyword](https://www.freepik.com/free-psd/square-paper-coasters-mockup-stacked_13714160.htm#query=drink%20coaster%20mockup&position=48&from_view=keyword)
- Window ..... <https://www.behance.net/gallery/102997563/Free-Window-Sticker-Mockup>
- Beer Glass ..... <https://mockupsfreebies.com/packaging/glass/free-juice-glass-psd-mockup-1>
- Hoodie ..... [https://www.freepik.com/free-psd/grey-hoodie-yellow-mockup\\_11810565.htm#query=hoodie%20mockup&position=10&from\\_view=keyword](https://www.freepik.com/free-psd/grey-hoodie-yellow-mockup_11810565.htm#query=hoodie%20mockup&position=10&from_view=keyword)
- Boxes ..... <http://www.pixeden.com/psd-mock-up-templates/rectangular-psd-box-mockup>