



## 2021 BRAND GUIDELINES





# CONTENTS

- Company Introduction -----03
- Section 1: Brand Identity -----07
  - Primary Logo -----08
  - Logo Sizing -----09
  - Logo Misuse -----10
- Section 2: Brand Elements -----11
  - Brand Colors -----12
  - Typefaces -----13
  - Typography in Use -----14
  - Brand Elements -----15
- Section 3: Packaging -----16

## Guide Intro

### **FILLING RAFT TRIP COOLERS, SKIER POCKETS, TACKLE BOXES AND CAMP FIRE GATHERINGS SINCE 2011.**

Never cutting corners, always breaking boundaries, and standing for quality in everything we do. We make high-quality craft beverages that pair well with life. Connection brings meaning to our craft, so we happily share our products with those who are seeking adventure and want to experience more out of their days.

Our visual identity has been created and sustained through the same passion, pride, and consistency as our beloved craft beverages. From our packaging to our customer's experience in buying and consuming our products, our brand represents the story, the people, and the mission behind each brew.

Through diligent portrayal of the Payette Brewing Company brand, we maintain strong brand recognition and strengthen opportunities for connection across all customer touchpoints.

This guide includes direction and examples for uses of the Payette Brewing Company brand for all marketing communications.

This guide is to be followed in order to support strong, consistent, and clear messaging in support of the Payette Brewing Company brand portrayal.

Please contact: [marketing@payettebrewing.com](mailto:marketing@payettebrewing.com), or our marketing agency, Colvita Creative, at [hello@colvitacreative.com](mailto:hello@colvitacreative.com) for brand usage approval and any further questions.



## Our Story

### IF YOU CAN DREAM IT, YOU CAN DO IT.

Beer and adventure, our two favorite things. We've built a dream out of pursuing the best out of both of them. A husband and wife team joined by a community of beer makers and beer lover's on a mission to make something worth sharing. Something worth celebrating. It's been an adventure, and it's nowhere near over.

Our founder, Mike Francis left corporate life as an industrial engineer for Boeing Company in Seattle to engineer some industry of his own. After receiving an associates degree in Brewing Technology from Chicago's Siebel Institute of Technology, followed by a stint at Schooner Exact Brewing in Seattle, Mike headed to his home turf of Boise in 2010 to establish Payette Brewing Company.

We chose the name Payette because it fits the way we live and work. François Payette was a French Canadian trapper whose name and memory is enshrined among numerous Idaho landmarks. The name has since become synonymous with an adventurous spirit that pervades Idaho's year-round outdoor lifestyle.



## Our Purpose

THROUGH UNCOMPROMISED  
QUALITY FOR THE CRAFT, EACH BREW  
HEIGHTENS THE SENSE FOR ADVENTURE,  
CONNECTION, AND GROWTH.

## Our Mission

IT'S WHAT IN THE CAN. ON THE CAN. AND  
THE CULTURE THAT SURROUNDS IT.

Our mission is to continually brew awesome beers while building a culture that connects, educates, makes a difference and champions the craft brew industry to our consumers, community, and partners.

## Our Values

BEER: We're here for the beer. It all starts with quality and consistency in our process and products.

GIVING: We have a responsibility to our local community. We support our roots. Payette Forward, a local giveback mission, allows us to support our local non-profits through community organizations and events.

ADVENTURE: Making beer is a labor of true love and we work harder than anyone. But it's the after-hours skiing, hiking, camping and kayaking that recharge and inspire us.

EDUCATION: We are advocates and authorities in the craft brew industry and we look to promote it and educate others whenever possible.

PARTNERSHIPS: We believe in sustaining partnerships with suppliers, vendors and organizations that share similar values.



**Tone**

Approachable  
Down to Earth  
Honest  
Adventurous  
Entertaining / Engaging  
Humble  
Smart  
Real  
Northwest

**Headlines**

Adventure Ready  
Senses Heightened  
Responsibly Irresponsible  
Fueling Idaho Adventures Since 2011  
Every Can Filled Has Shaped Our Story,  
So It Can Fuel Yours

The Brewery You'd Have a Beer With  
#AdventuresWithPayette  
Adventure's Brewing  
Good Things Travel In Packs  
Brewed To Be Wild





**SECTION 1:**

**BRAND IDENTITY**



### Logo Use

We take pride in our logo and feel it holds a prominent impact as the identifying element of our brand. It is the piece that carves out a memorable part of our business in the customers mind once they start associating our company with the logo. To ensure a consistent and appropriate brand identity, a general set of guidelines for logo usage is outlined as follows.

### General Rules

No elements of the logo artwork may be recreated, deleted, cropped, or reconfigured. All logo artwork is provided as Adobe Illustrator based EPS.

EPS files are vector artwork and are infinitely scalable, thus eliminating the need to ensure proper resolution for the purposes of reproduction.

Logo artwork may only be reproduced directly from a digital file. It should never be reproduced from previously printed materials.

**PAYETTE**  
**BREWING CO.**

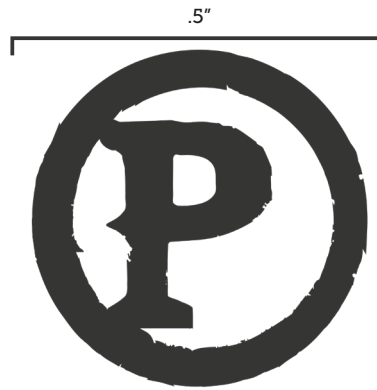






Primary Logo

When using the primary Payette logo, the minimum size of the mark is 1"



The Payette P

When using just the Payette P mark, the minimum size is 0.5"



Clearspace

To ensure the legibility of the logo, it must be surrounded with a minimum amount of clearspace. This isolates the logo from competing elements such as photography, text or background patterns that may detract attention and lessen the overall impact. No texts or graphic elements that are the same color, or similar in color, should be in the space. The measurement for the clear space surrounding the Payette Brewing logo is the letter E in the wordmark, surrounding the entire brand logo.





Do NOT place the logo on a busy photograph



Do NOT change the logo's orientation



Do NOT change the transparency of the logo



Do NOT crop the logo in any way



Do NOT add effects to the logo such as drop shadows



Do NOT change the logo colors



Do NOT place a white box around the logo



Do NOT stretch or distort the logo proportions



Do NOT reposition elements of the logo





# SECTION 2: BRAND ELEMENTS



## BRAND COLORS

### Color Use

All logos for Payette Brewing Co. for print and web materials should be used ONLY in PBC Dark Grey, PBC Orange, PBC White, or PBC Cool Grey. If you would like to use the logo in a different color, please contact us for approval.

Individual beer brands have their own color palettes and brand identities, which can be reviewed in the packaging section.



### DARK GREY

PMS: 447C  
CMYK: 5 / 0 / 7 / 77  
RGB: 55 / 58 / 54  
HEX: #373A36



### WHITE

PMS: 000C  
CMYK: 0 / 0 / 0 / 0  
RGB: 255 / 255 / 255  
HEX: #FFFFFF



### ORANGE

PMS: 144C  
CMYK: 0 / 49 / 100 / 0  
RGB: 237 / 139 / 0  
HEX: #ED8B00



### COOL GREY

PMS: 1C  
CMYK: 0 / 0 / 1 / 15  
RGB: 217 / 217 / 214  
HEX: #D9D9D6



The following fonts should be used on all Payette Brewing brand materials.

The tracking (kerning) for both the header and sub-header types should be set to 35. The tracking for the body type should be set to 0.

Header

**MILKSTORE 03 ROUGH**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

Sub-Header

**MILKSTORE 02 ROUGH**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

Body Option 1

Museo Slab 300  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Body Option 2

Museo Slab 500  
ABCDEFGHIJKLMNOPQRSTUVWXYZ



Typography Use

The following are the usage examples for the recommended Payette Brewing Co. fonts. These suggestions are guidelines and do not cover all potential typographic needs that will arise.

The examples shown here are simply a starting place for making typography selections. Please note that typography sizing will vary from layout to layout and our in-house Designers approach each block of type as a unique opportunity to create text blocks with varying type sizing that highlight individual words and phrases. This should only be done by us, please do not recreate or replicate and contact us for all type blocking treatment.

**UNTAMED**  
**UNPREDICTABLE**  
**AND FULL OF UNFORGETTABLE**  
**CHARACTER**  
**FULL-BODIED COPPER IPA WITH**  
**PINEY BITTERNESS**  
**BALANCED BY LINGERING**  
**MALT FLAVORS**



YOUR JOURNEY IS JUST **BEGINNING** AND  
PAYETTE BREWING IS ALONG FOR THE RIDE. WE MAKE  
**HIGH-QUALITY, HAND-CRAFTED**  
BEER WORTH TELLING FOLKS ABOUT.



THROUGH UNCOMPROMISED **QUALITY FOR THE**  
**CRAFT, EACH BREW HEIGHTENS THE**  
**SENSE FOR ADVENTURE, CONNECTION, AND GROWTH.**

**LIGHT LAGER WITH A**  
**LAI D BACK**  
**PERSONALITY**  
**A CLEAR, CLEAN AND CRISP**  
**SESSIONABLE BEER**  
**FOR ANY ON OR OFF**  
**RIVER**  
**ADVENTURE**

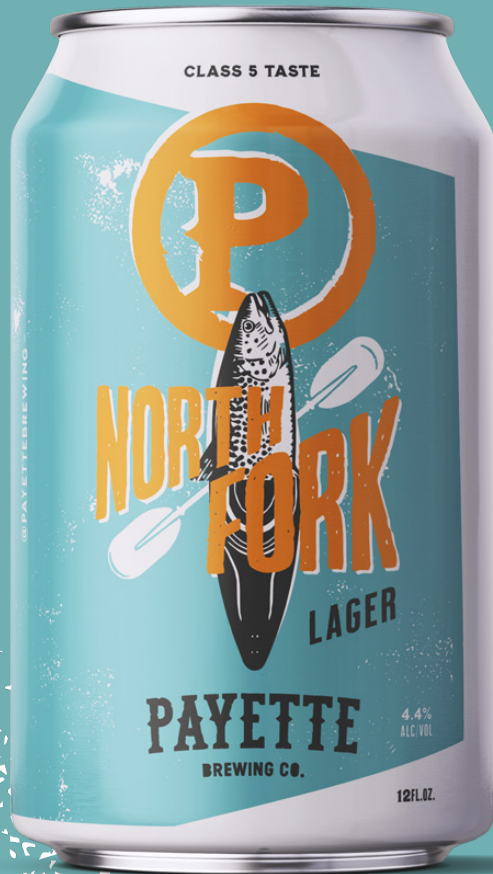




# SECTION 2: PACKAGING



# NORTH FORK LAGER



**CLASS 5 TASTE**  
TASTES LIKE BEING OUTSIDE

## ORANGE

PANTONE: 144C

CMYK: 0 / 49 / 100 / 0

RGB: 237 / 139 / 0

HEX: #ED8B00

## DARK GREY

PANTONE: 447C

CMYK: 5 / 0 / 7 / 77

RGB: 55 / 58 / 54

HEX: #373A36

## BLUE

PANTONE: 2232 C

CMYK: 55 / 8 / 21 / 2

RGB: 113 / 176 / 180

HEX: #71B0B4



LIGHT LAGER WITH A  
**LAID BACK**  
**PERSONALITY**  
A CLEAR, CLEAN AND CRISP  
**SESSIONABLE BEER**  
FOR ANY ON OR OFF  
**RIVER**  
**ADVENTURE**



# URBAN SURFER CITRUS WHEAT



**ONLY 100 CALORIES. BOOM!**  
TASTES LIKE FREEDOM

## GREEN

PANTONE: 7738 C  
CMYK: 70 / 0 / 93 / 5  
RGB: 71 / 162 / 63  
HEX: #47A23F

## DARK GREY

PANTONE: 447C  
CMYK: 5 / 0 / 7 / 77  
RGB: 55 / 58 / 54  
HEX: #373A36

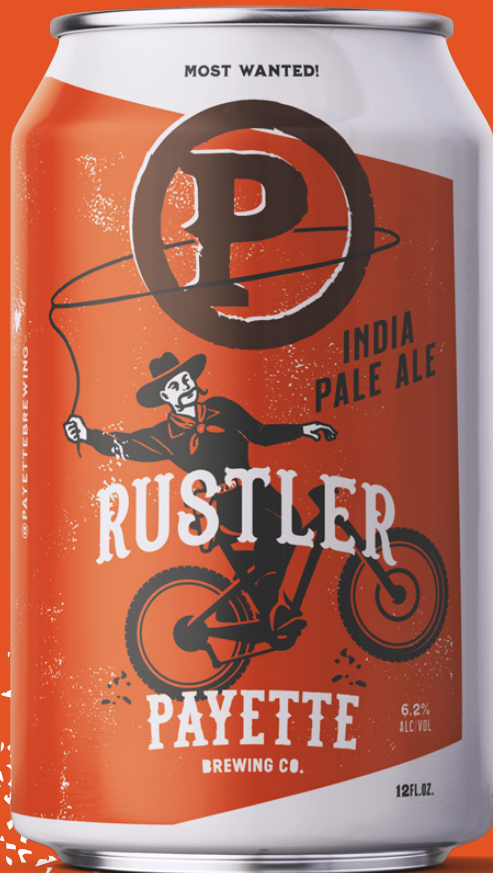
## LIGHT GREEN

PANTONE: 388 C  
CMYK: 11 / 0 / 91 / 0  
RGB: 224 / 231 / 34  
HEX: #DEE22C



**MODERATE HAZE  
AND ZESTY CITRUS PUNCH.  
A RADICAL  
WHEAT BEER THAT'S  
WILDLY  
REFRESHING  
WITH A DRY FINISH**

# RUSTLER IPA



**MOST WANTED**  
TASTES LIKE TROUBLE

## RUSTLER RED

PANTONE: 166C  
CMYK: 0 / 76 / 100 / 0  
RGB: 227 / 82 / 5  
HEX: #E35205

## DARK GREY

PANTONE: 447C  
CMYK: 5 / 0 / 7 / 77  
RGB: 55 / 58 / 54  
HEX: #373A36

## BROWN

PANTONE: 476 C  
CMYK: 33 / 66 / 76 / 68  
RGB: 78 / 54 / 41  
HEX: #4E3629



**UNTAMED**  
UNPREDICTABLE  
AND FULL OF UNFORGETTABLE  
**CHARACTER**  
FULL-BODIED COPPER IPA WITH  
PINEY BITTERNESS  
BALANCED BY LINGERING  
**MALT FLAVORS**

# RECOIL IPA



**BITES BACK!**  
TASTES LIKE DANGER

## GREEN

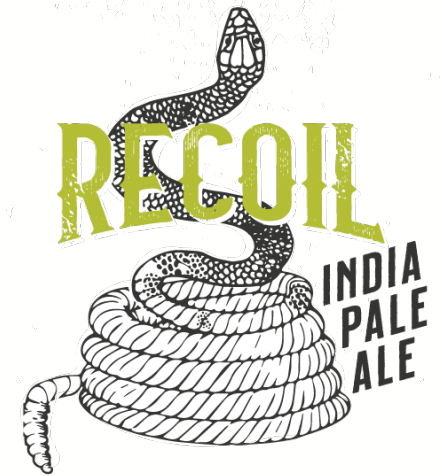
PANTONE: 390C  
CMYK: 20 / 0 / 100 / 8  
RGB: 181 / 189 / 0  
HEX: #B5BD00

## DARK GREY

PANTONE: 447C  
CMYK: 5 / 0 / 7 / 77  
RGB: 55 / 58 / 54  
HEX: #373A36

## LIGHT GREY

PANTONE: 11 C  
CMYK: 63 / 52 / 44 / 33  
RGB: 83 / 86 / 90  
HEX: #53565A



**BRIGHT IPA WITH  
A CITRUS KICK  
OF FLAVOR  
LIGHT IN BODY BUT  
BIG IN AROMA  
CRISP, CLEAN AND  
DANGEROUSLY  
DRINKABLE**

# SOFA KING SUNNY HAZY PALE ALE



**BINGE WORTHY!**  
TASTES LIKE FREE TIME

## SUNNY YELLOW

PANTONE: 107C

CMYK: 0 / 1 / 88 / 0

RGB: 251 / 225 / 34

HEX: #FBE122

## DARK GREY

PANTONE: 447C

CMYK: 5 / 0 / 7 / 77

RGB: 55 / 58 / 54

HEX: #373A36

## BLUE

PANTONE: 298 C

CMYK: 65 / 3 / 0 / 0

RGB: 65 / 182 / 230

HEX: #41B6E6



**HAZY AND  
BINGE WORTHY  
MEDIUM-BODIED BEER  
CHOCK-FULL OF  
RADIANT CITRUS  
HOP FLAVORS WITH  
A VIBRANT FINISH**

# AURA GUAVA & HIBISCUS SOUR ALE



**PUCKER UP!**  
TASTES LIKE VACATION

## PINK

PANTONE: 221C  
CMYK: 0 / 100 / 14 / 38  
RGB: 145 / 0 / 72  
HEX: #910048

## DARK GREY

PANTONE: 447C  
CMYK: 5 / 0 / 7 / 77  
RGB: 55 / 58 / 54  
HEX: #373A36

## ORANGE

PANTONE: 144C  
CMYK: 0 / 49 / 100 / 0  
RGB: 237 / 139 / 0  
HEX: #ED8B00



**VIBRANT PINK**  
WITH THE REFRESHING  
AND COMPLEX FLAVORS OF  
GUAVA AND HIBISCUS  
TROPICAL AROMA AND AMUSING  
**TART** FLAVORS. TASTES LIKE  
**HAWAII IN A CAN**

# EMBERS S'MORES PORTER



**S'MORE PLEASE**  
TASTES LIKE CAMPING

## ORANGE

PANTONE: 7510C

CMYK: 4 / 41 / 79 / 14

RGB: 198 / 137 / 63

HEX: #C6893F

## DARK GREY

PANTONE: 447C

CMYK: 5 / 0 / 7 / 77

RGB: 55 / 58 / 54

HEX: #373A36

## DARK BROWN

PANTONE: 7519 C

CMYK: 41 / 54 / 65 / 50

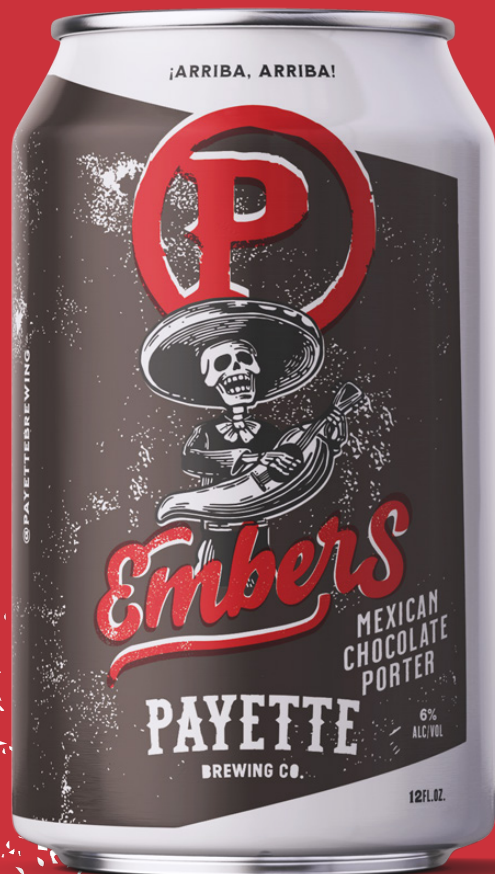
RGB: 93 / 75 / 60

HEX: #5D4B3C



LIGHT LAGER WITH A  
**LAID BACK**  
PERSONALITY  
A CLEAR, CLEAN AND CRISP  
SESSIONABLE BEER  
FOR ANY ON OR OFF  
**RIVER**  
ADVENTURE

# EMBERS MEXICAN CHOCOLATE PORTER



**¡ARRIBA, ARRIBA!**  
TASTES LIKE FELICIDAD

## RED

PANTONE: 1797C

CMYK: 0 / 92 / 72 / 6

RGB: 203 / 51 / 59

HEX: #CB333B

## DARK GREY

PANTONE: 447C

CMYK: 5 / 0 / 7 / 77

RGB: 55 / 58 / 54

HEX: #373A36

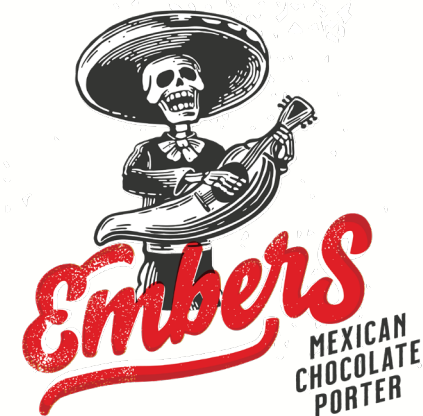
## BROWN

PANTONE: 4273 C

CMYK: 58 / 61 / 54 / 49

RGB: 78 / 69 / 68

HEX: #4E4544



EVOCATIVE OF FLAVORS  
CRAFTED BY ANCIENT  
MAYA & AZTEC CIVILIZATIONS  
HOT PEPPERS IGNITE A  
**KICK OF SPICE**  
BALANCED WITH CINNAMON  
AND CHOCOLATE FOR A FULL  
**SENSORY DELIGHT**