

## logos/marks

### Ramstein Wordmark

Primary mark associated with the Ramstein line of beers. For use on all product packaging and related materials such as brochures, menus, sell sheets, website navigation bar, and more.



### Ramstein Badge

Emblem symbolizing the Ramstein brewery culture & spirit. Applications include beer accessories, merchandise, and other promotional materials.



## color palette



digital use		print use	
RGB 206/32/47	HEX CE202F	CMYK 12/100/91/3	PMS 186
RGB 138/110/75	HEX 8A6E4B	CMYK 40/51/75/19	PMS 873 (metallic gold)
RGB 0/0/0	HEX 000000	CMYK 0/0/0/100	Black

## typography

Headings & subtitles — upper case only (H1, H2, H3)

Smaller headings & body copy (H4, H5, text)

Alternative for smaller headings and occasional body copy (H4, H5, text)

**Charter** (Black, Roman)

**ABCDEFGHIJKLM NOP123456789**

**AaBbCcDdEeFfGgHhIiJjKk123456789**

**Avenir** (Black, Medium, Light)

**ABCDEFGHIJKLM NOP123456789**

**AaBbCcDdEeFfGgHhIiJj123456789**

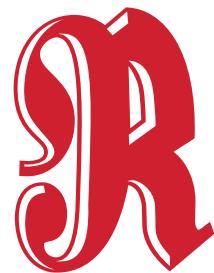
**AaBbCcDdEeFfGgHhIiJj123456789**



## simplified marks



Shield



Icon

## supporting graphics/theme

Pattern of repeating wavy lines evokes water, a key ingredient in beer (and/or beer itself)—dynamic, rhythmic, providing ample visual interest. Additionally the stylized waves, which featured on the original labels & logo, recall High Point Brewing's history and heritage. Theme can be implemented opaquely or as a translucent overlay (shown here).



## wordmark background considerations\*

Full color wordmark should always rest on white or light backgrounds for maximum contrast/legibility.



On medium-toned or textured backgrounds, contrast can be achieved via judicious use of drop shadows and/or minor color swaps (only within the Ramstein palette).



On dark backgrounds, the 1-color/white version of the wordmark should be used for optimal legibility.



\*These are just a few basic examples, not a comprehensive list of all the guidelines to follow.