

VALHÖLL BREWING

LOGO & BRANDING USE GUIDE



Valhöll Brewing Company, LLC.
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This is a brand application guide for
all uses of the VALHÖLL BREWING
COMPANY logo and logo elements.

Please contact our graphic designer
with any questions or custom
marketing material needs.

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MAIN LOGO:

2 COLOR VARIANT WITHOUT OUTLINE
 For use with lighter backgrounds and images that provide suitable contrast for the logo to be fully visible and readable.

The opacity of the WHITE may be reduced to allow background image or texture to show, as long as contrast and readability are not negatively impacted.

POULSBO, WA may be left off of the logo when unnecessary or unreadable.



MAIN LOGO:

2 COLOR VARIANT WITH OUTLINE
 For use with darker backgrounds and images where more contrast is needed for the logo to be fully visible and readable.

The opacity of the BLACK may be reduced to allow background image or texture to show, as long as contrast and readability are not negatively impacted.

POULSBO, WA may be left off of the logo when unnecessary or unreadable.



MAIN LOGO:

1 COLOR BLACK VARIANT

For use with lighter backgrounds that provide suitable contrast for the logo to be fully visible and readable.

For use with solid colors and simple textures only.

Not for use with overwhelming textures or photographic backgrounds that negatively impact contrast and readability.

POULSBO, WA may be left off of the logo when unnecessary or unreadable.



MAIN LOGO:

1 COLOR WHITE VARIANT

For use with darker backgrounds that provide suitable contrast for the logo to be fully visible and readable.

For use with solid colors and simple textures only.

Not for use with overwhelming textures or photographic backgrounds that negatively impact contrast and Readability.

Outline must be maintained.

POULSBO, WA may be left off of the logo when unnecessary or unreadable.

**VALHÖLL
BREWING**

**VALHÖLL
BREWING**

TEXT LOGO:

For use when full logo is not appropriate or does not fit the format needed.

Color can be changed as needed as long as contrast and readability are maintained.

May not be stretched, squished or otherwise scaled disproportionately.



LOGO ELEMENT: FACE

Must only be used as white or light gray graphic over darker background that provides contrast and visibility.

May be cropped to fit layout and formatting needs.

May not be stretched, squished or otherwise scaled disproportionately.

For use with **TEXT LOGO** only. The **TEXT LOGO** from page 4 must appear somewhere in the same layout as the **FACE** element. See page 9 for examples.

MINIMUM LOGO SIZE

MAIN LOGO WITH CITY: 1.0" Wide

LOGO WITHOUT CITY: 0.75" Wide

TEXT LOGO: 0.5" Wide



1.0"



0.75"

VALHÖLL
BREWING



0.5"



LOGO COLORS AND VALUES

Logo colors include black, white and shades of gray.

The face and lettering of the logo must always be lighter than the container shape.

Shades of gray must maintain contrast and readability of the logo.



WRONG!



NO!

DO NOT INVERT THE LOGO.

Instead of inverting the logo for contrast against a competing background, please select the correct version of the logo for each use.



BAD!

**VALHÖLL
BREWING**

STOP!

RESIZING LOGO:

NEVER SCALE ANY LOGO OR ELEMENT DISPROPORTIONATELY.

Please select the correct version of the logo for each use.

REPENT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

LOGO FONT: REPENT

REPENT is also used for most headlines, titles and beer names.

Since the font has two sets of capitalized letters, we often alternate letters between the two for visual aesthetics and to avoid repetition when possible.

Each beer name has it's own unique type lockup available upon request.

HELVETICA NEUE

CONDENSED BOLD

abcdefghijklmnopqrstuvwxyz

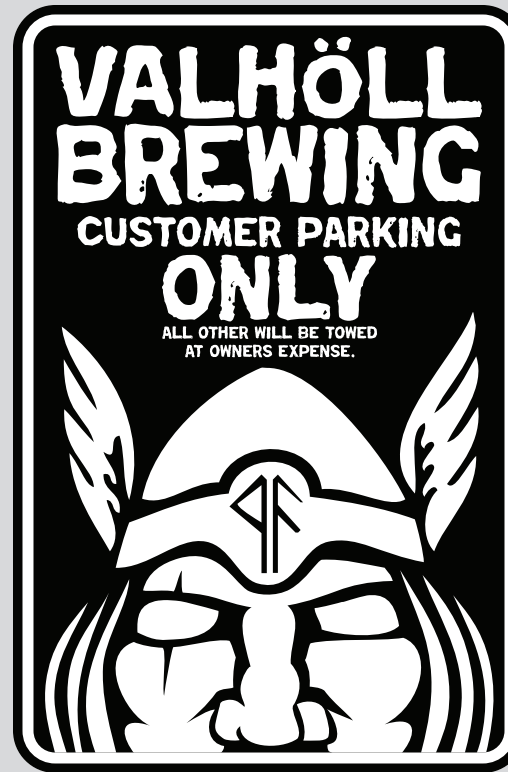
ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

**BODY FONT:
HELVETICA NEUE
CONDENSED BOLD**

HELVETICA NEUE is generally used as body text.

On beer labels it is used in all-caps.



EXAMPLES OF USE

These are just some examples of the Valhøll Brewing logos being used correctly on approved projects.

I am always ready and willing to layout and design any marketing materials you may need to advertise our beer, just shoot me an email with the details for your project.

Thanks!

Derek Gress

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