



BREAKTHRU

BEVERAGE GROUP

IDENTITY TOOLKIT **LITE**

NOVEMBER 2015

The power behind the logo lives in the story it tells. This spear will come to life as an integral part of the vision that will shape and define who we are and what we believe as a company. The statement is bold; the commitment strong. The spear unites two complementing forces into one. The image speaks to precision and forward momentum. It will serve as a badge of honor for our employees and a promise made to our customers and suppliers.

Primary logotype

To be used as a first preference for all materials.



Brandmark—the spear

Second preference.



Wordmark

Third preference.



Horizontal Logotype

Fourth preference.



Color Palette



Pantone 185
C:1 M:100 Y:92 K:0
R:235 G:0 B:41
Web: #eb0029



Pantone 187
C:22 M:100 Y:89 K:15
R:122 G:35 B:46
Web: #ac1a2f



Pantone Black 6
C:0 M:0 Y:0 K:100
R:0 G:0 B:0
Web: #000000

Typography

ALTERNATE GOTHIC NO. 1 D

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

HELVETICA CONDENSED LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Grayscale Primary logotype

Grayscale variations supplied for black and white printing purposes only.



Grayscale Brandmark—the spear



Grayscale Wordmark



Grayscale Horizontal Logotype



Logo Parameters

In order to maintain the integrity of the logotype, it is important that no other logos, type or graphical elements infringe on it's space. The size of the "B" should be used as safe space surrounding the mark.



Violations

In order to maintain the integrity of the brand image, never alter or use anything but the approved logos.



Do not add any effects to the logo.



Do not distort or skew the logo.



Do not change the colors of the logo.



Do not rotate the spear.



Do not rotate the logo in any manner.



Do not squeeze the logo.



Do not use the logo as an acronym.



Do not scale the text in the logotype.



Do not change the typeface of the logo.