



BREAKTHRU

BRAND GUIDELINES





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OUR LOGO

“The logo and brand story we share are only the beginning. It is all of us, together, who will bring life to the spear and determine what it means to be Breakthru.”

Danny Wirtz,
Vice Chairman



OUR LOGO

PRIMARY LOGO

THE FACE OF OUR BRAND

The primary logo consists of the brandmark spear and the accompanying wordmark and should always be used first when applicable. However, when necessary, the brandmark and the wordmark can be used by themselves.

OUR LOGO



Vertical Logo (v)



Horizontal Logo (h)



Brandmark "Spear"



Wordmark

LOCATION LOGOS

PROPER USE: LOCATIONS

When referencing Breakthru Beverage as a whole, its important to always use the group logo. The generic-location logo should be used when referring to multiple Breakthru locations, but not the group as a whole. The individual state logos should be used first when speaking about a specific location.



Generic Logo (v)



Generic Logo (h)



State Logo (v)



State Logo (h)

ALTERNATIVE LOGOS

PROPER USE: GREYSCALE & BLACK/WHITE

Greyscale logos should only be used when the output requirements are strictly greyscale only. Similarly, single color logos should only be all black or all white and may only be used when absolutely necessary.

OUR LOGO



Greyscale Logo (v)



Greyscale Logo (h)



One-Color Black Logo (v)



One-Color White Logo (v)

LOGO PARAMETERS

PROPER USE: COMPLIANT SPACING

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.



OUR LOGO

LOGO VIOLATIONS

IMPROPER USE

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/spear.



Do not rotate the spear.



Do not rotate the logo in any manner.



Do not squeeze the logo.



Do not change the logo into an acronym.



Do not scale the text in the logotype.



Do not change the typeface of the logo.

THE EXTENDED BRAND

The brand extends beyond just the logo and spear.

From color palettes and typography to associated web platforms, its important to adhere to the brand standards across all media.



THE EXTENDED BRAND

COLOR PALETTE



The following colors should be used in conjunction with the logo and supporting brand elements.

PRIMARY



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



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



Pantone Neutral Black C
C:71 M:66 Y:65 K:72
R:35 G:34 B:34
Web: #232222

SECONDARY



Dark Grey 1
C:70 M:64 Y:63 K:61
R:48 G:48 B:48
Web: #303030



Medium Grey 1
C:19 M:15 Y:16 K:0
R:204 G:204 B:204
Web: #cccccc



Light Grey 1
C:6 M:4 Y:4 K:0
R:237 G:237 B:237
Web: #ededed



Color-Use
Preference Chart

SUB BRANDS

INTERNAL SUB BRANDS

To ensure we invest in the equity, image recognition and trade mark of the Breakthru Beverage brand we limit the creation of iterations and sub-brand logos only to specific categories deemed critically important by the executive leadership of our company.



THE EXTENDED BRAND

TYPOGRAPHY

Typography is important in developing a lasting brand identity. Only use the following typefaces when creating custom print or digital pieces for the brand.

PRINT

ALTERNATE GOTHIC NO. 1 D

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

*Should only be used as All Cap Headlines

Helvetica Condensed Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Gotham Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

WEB

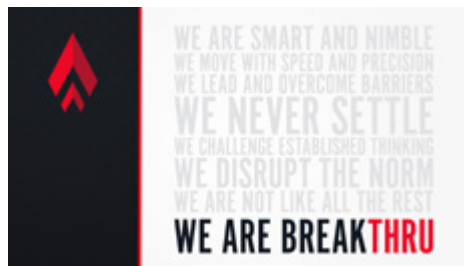
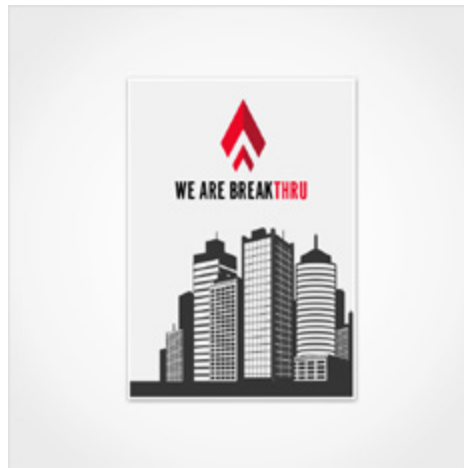
Open Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

BEST PRACTICES: DESIGN



THE EXTENDED BRAND

FINAL THOUGHTS

BE SMART. BE PROFESSIONAL. WE ARE BREAKTHRU

We encourage everyone who comes in contact with our brand logo to use common sense and your own discretion about what is appropriate. As associates, we all have the opportunity to bring our brand to life in our face-to-face interactions, as well as in written and visual communication. We need your support to ensure our brand is protected, and can grow in accordance to our company vision. Remember, our logo represents not only multiple families but all 7,000 employees that work hard every day across North America.

Some basic things to watch out for that are specific to our industry are anything that might imply over indulgence or excessive consumption and underage drinking (+19 Canada, +21 U.S.). We all acknowledge and understand that those are extremely sensitive issues and must be treated with the utmost responsibility and respect.

The branding team is here to help answer any questions you might have.

Questions, comments or feedback can be sent to **BrandingRequest@Breakthrubev.com**.

Need a corporate ad for an event or industry publication? **Learn More**

FINAL THOUGHTS

