how to use this book

The purpose of the Washington Beer Commission Brand Standards Guide is to encourage breweries to use the Washington Beer mark and to also be consistent with that usage in an effort to create a highly recognizable Washington Beer brand.

The state has granted the WBC the ability to produce up to 12 craft beer tasting events per year as a means to raise money for its mission. There is also a nominal 10-cent per barrel produced assessment levied on each brewery for the calendar year.

The WBC is lead by a group of seven volunteer Commissioners, all of whom depend on the craft brewery business as their primary income source. Commissioners are appointed by the Director of the Washington State Department of Agriculture.

Day-to-day business is administered by the WBC Executive Director and the WBC Director of Festival Operations.

At the end of 2007 there were 96 breweries in Washington state producing just over 149,000 bbl. There are now 152 breweries statewide (as of December 31, 2011) producing nearly 248,000 bbl. (These production numbers do not include production by Redhook Brewery).
The tagline “Fresh, Local, Award-winning” speaks to the personality of the Washington Beer brand as well as adjectives like community, quality, artisan, creative, unique, delicious and fun.

Our mission is to promote Washington beer, benefit the state’s breweries, and increase awareness and demand.
our visual identity

Communication from the Washington Beer Commission should be immediately recognizable. That's the job of our visual identity and why it's central to the brand. We've put together the following identity standards to help you to communicate the brand promise, values and personality in a visual way. They provide a strong framework to maintain the integrity of the Washington Beer brand, while still offering freedom to commission good design to accommodate the individual brewery brands with which it's being paired.
The Washington Beer logo is the face of our brand and a key element of our brand identity. Consistent use of the mark is essential to maintaining our identity and gaining instant recognition across all marketing channels and media. In this section, we will introduce guidelines to assist you in using the WBC logo and how it should be applied in different situations and geographies.

The position, size, color, spatial and proportional relationships of the elements of the mark have been carefully determined and may not be altered.

The primary Washington Beer mark will appear on most Washington Beer communications. Whenever possible, use this full color version:

![Washington BEER](image)

When space is limited, for example with beer caps, this Washington Beer bug can be used:

![W](image)
Digital files with .eps or .pdf extensions should be used for printed materials. Those with .jpg, .gif or .png extensions should be used primarily for on-screen viewing. You will have the best result with Word documents using the .wmf version. Please consult your vendor for their preferred file format before submitting artwork for production. Electronic files for the Washington Beer logo are available online at: www.washingtonbeer.com/logos  Password: WABeer4me (password is case sensitive)

Clear Space

Clear space is the area that surrounds the mark and maximizes the visual impact of the mark. The clear space may be white, the natural color of the background medium, photos or a color from the Washington Beer palette. It should be free of any other element, including text, graphics, borders or other logos. The measurement “1x” represents the height of the lower case “o” x-height and is used as the basis for the clear space requirements in the diagram below.

Minimum Size of the Core Mark

The minimum size for the standard core mark is 1”. The length is measured from the left side of the “W pint glass” to the right side of the trademark (w).

Minimum Size of the Bug

The minimum size for the bug is 0.5”. The length is measured across the top of the glass.
The approved colors for the Washington Beer brand are as follows:

- **PANTONE 130 C**
  - Spot Color
- **PANTONE 129 U**
  - Spot Color
- **C0 M35 Y100 K0**
  - Four Color Process
- **#E8A216**
  - Web
- **R232 G162 B22**
  - RGB

- **PANTONE Process**
  - Black 100%
  - Spot Color
- **C70 M70 Y70 K90**
  - Rich Black
  - Four Color Process
- **#000000**
  - Web
- **R0 G0 B0**
  - RGB

- **PANTONE Process**
  - Black 50%
  - Spot Color
- **C0 M0 Y0 K50**
  - Four Color Process
- **#939598**
  - Web
- **R147 G149 B152**
  - RGB
The Clarendon font has played an important part in building the Washington Beer brand. Its bold, confident and playful appearance has made it recognizable and associated with Washington Beer. The logo uses Clarendon BT Roman with the tracking set at -40 and the vertical scale set to 120%. This typeface can be used for designing headlines and other display purposes.

**Clarendon Roman**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890'-=\[];',./
!@#$%^&*()_+{}|:"<>?
```

**Clarendon Light**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890'-=\[];',./
!@#$%^&*()_+{}|:"<>?
```

The supporting typeface, for use in advertising, marketing, and as the text typeface in internal communications, is Open Sans.

Open Sans may be used throughout Washington Beer marketing materials and corporate communications. The typeface offers a variety of weights as well as italic styles, which are available as alternatives for subheads or other uses in complex documents.

**Open Sans Regular**

```
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890'-=\[];',./
!@#$%^&*()_+{}|:"<>?
```

**Open Sans Light**

```
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890'-=\[];',./
!@#$%^&*()_+{}|:"<>?
```

Washington Beer fonts can be download for Mac or PC here: [www.washingtonbeer.com/fonts](http://www.washingtonbeer.com/fonts)
dos

Below is a range of approved Washington Beer logos than may be used in various applications. The logo should remain readable at all times.

All current versions of the Washington Beer logo can be downloaded here: www.washingtonbeer.com/logos  Password: WAbbeer4me (password is case sensitive)

If you have any questions about logo usage after reviewing this guide, contact us at: info@washingtonbeer.com

Full Color Logo: This full color version is the preferred version, whenever possible, for all projects.

Two Color Logo: This logo works best when only two colors are allowed.

Grayscale Logo (prints with one color for offset printing, two colors for screen printing): Use this logo for any projects that only allow black & white or grayscale printing.

Reversed Two Color Logo: When a dark background is present, we recommend using this logo.

Reversed Grayscale Logo (prints with one color for offset printing, two colors for screen printing): If your project has a dark background and is only black & white or grayscale, use this logo.
To preserve the integrity of the Washington Beer mark, never alter the approved configuration, substitute elements or deviate from the guidelines discussed in the preceding sections. The examples below demonstrate misuses of the Washington Beer mark.

**don’ts**

Don't stretch or otherwise distort the logo

Don't use colors other than standard Washington Beer colors

Don't use gradients or fades with the logo

The logo should be clear and easy to read. Don't use it smaller than one inch in width.

Don't use any outdated version of the logo

Don't use the logo with a drop shadow or other special effects
Use of the Washington Beer logo is encouraged on packaging for all products produced by breweries in Washington state. If you need to deviate from these specifications for size or other reasons, please contact us at info@washingtonbeer.com for a review of your artwork.

12 oz.
bottles

or

22 oz.
bottles

or

preferred
optional
preferred
optional
6-pack carton

growlers
bottle caps

keg collar

preferred

optional
Use of the Washington Beer logo in print advertising is encouraged, as long as the logo remains clear and readable. You may use either the standard logo or the reversed version. Do not place the logo against a busy background without creating a bounding box to maintain readability. For example:

**do**

**don’t**

You may also use the logo bug for small ads. If limited space requires use of a logo smaller than the standard one inch width for the full logo or one half inch for the bug, contact us for a review of your ad before submitting.
digital & web

Minimum pixel dimensions for web presentation:

123px X 46px

31px X 46px

Standard resolution for web images is 72 ppi (pixels per inch).

email

With email as the most popular form of communication, there is an excellent opportunity to identify with and promote Washington Beer. Please do not resize or alter the image in any way.

If you’d like to include the Washington Beer logo in your email signature, the below image is available at: www.washingtonbeer.com/email-signature

The password is: WABeer4me (password is case sensitive)
contact

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