
STOKE

BRAND GUIDELINES 2013

OUR BRAND GUIDELINES

**This document has been prepared to assist all employees,
partners and suppliers in taking responsibility for the correct
use and application of the Stoke brand.**

If you require any further information about the contents of this document and its use,
please Contact our brand guardians: Supply Ltd – info@supply.net.nz

TABLE OF CONTENTS.

Stoke	4 - 14	Non Alcoholic	52 - 67
Stoke Brand outline	4 - 7	General Wordmark Rules	53 - 55
General Wordmark Rules	8 - 14	Colour Palette	56 - 57
Foundation	15 - 35	Typefaces	58 - 60
Colour Palette	16 - 17	POS / Marketing Templates	61 - 67
Typefaces	18 - 20	Recognition	68 - 82
POS / Marketing Look & Feel	21 - 26	General Wordmark Rules	69 - 71
POS / Marketing Templates	27 - 35	Colour Palette	72 - 74
Seasonal	36 - 51	Typefaces	75 - 76
General Wordmark Rules	37 - 39	POS / Marketing Templates	77 - 82
Colour Palette	40 - 41	Bomber	83 - 98
Typefaces	42 - 44	General Wordmark Rules	69 - 71
POS / Marketing Templates	45 - 51	Colour Palette	72 - 74
		Typefaces	75 - 76
		POS / Marketing Templates	77 - 82

OUR GOAL.

- Create quality products
- Offer great service
- Distil our family values through our company ethos
- Promote New Zealand to an export market

OUR BRAND POSITIONING.

- Brewing quality beverage products
- Forward thinking and proactive
- Bold, confident and dynamic
- Of New Zealand origin and proud of it
- Resourceful



Our brand personality (reflection on target audience)

The Stoke brand is predominantly male and in his early 30's. He has plenty of life experience and wisdom to offer, but likes to stay upto date with the latest and greatest - He doesnt need to show off about it though.

He's casually dressed and approachable, big corporate isn't his style. On a night out he'd go with a group of close friends for a good time over a decent meal and a few drinks. Preferring quality rather than quantity.

Likes to have fun and keep active, enjoys sports but he's not a meat head. Has a good sense of humour and wit, enjoys a laugh, even at his own expense - reflecting his down to earth character.

He hangs out with a broad range of people and is comfortable in any social situation.

He wants to be noticed for his qualities but doesn't have to shout it from the roof tops, if people don't get him he's not phased. He's always on the look out for something different or new he can experience or share with friends.

OUR BRAND MESSAGES.

- **Stoke Beer is the biggest selling independently owned craft beer brand in New Zealand**
(AC Neilson data: January 2013).
- **Natural ingredients: water, hops, malt and yeast**
- **Traditionally batch produced by passionate brewers**
- **Quality focus - no compromises**
- **Simply Different**

STOKE WORDMARK GENERAL RULES



Stoke Wordmark:

Standard Lockup.

The Stoke Wordmark is the central element of the Stoke brand. It has been carefully crafted and customised from our brand typeface Brothers to create a strong and unmistakable identity. Do not attempt to redraw, rearrange or modify these components in any way.



Stoke Wordmark:

Clear Spacing Rules.

In order to ensure its prominence and stand out value, it is important to position the brandmark within an adequate area of clear space between it and any other graphic elements or page parameters.

The bordering clear space is derived from the size of the Stoke 'S' as illustrated here. Type and other graphics should not encroach on this clear space area.

This is particularly useful when the Stoke Wordmark is to coexist with other brand logos, images and graphics.

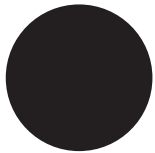


Gold

Pantone 872

C 20	R 20
M 30	G 30
Y 70	B 70
K 15	

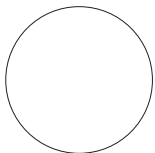
The Stoke Wordmark primary colour is Gold. When our Wordmark appears in Gold it should be Metallic or Foil. Where these process aren't suitable CMYK or RGB equivalents should suffice.



Black

C 0	R 0
M 0	G 0
Y 0	B 0
K 100	

Black can be used in situations where better contrast is needed or print processes determine black only



White

C 0	R 255
M 0	G 255
Y 0	B 255
K 0	

White can be used to reverse out the Wordmark against dark backgrounds, or where print processor placements determine reversed out logos.

Wordmark Colour Rules

The Stoke Wordmark is designed to be versatile and suit its situation, whilst these colours should be used as a preference, particularly on packaging, There is room to move within POS and Marketing to suit the brand style, look and feel.

Wordmark Do's:



✓ Stoke Wordmark on strong contrasting background. Stoke Wordmark in varietal colourway (To be used when promoting specific variety only)

✓ Stoke Wordmark in correct proportions

✓ Stoke Wordmark should always appear in one colour.

✓ Stoke Wordmark should primarily appear horizontally. It may be used vertically within POS and marketing to suit specific layouts within our templates.

Wordmark Don't's:



✗ Don't place the Stoke Wordmark on colours that clash or provide insufficient contrast.

✗ Don't stretch or squash the Wordmark. Always scale the Wordmark proportionally.

✗ Don't mix multiple colours within elements of the Wordmark.

✗ Don't place the Stoke Wordmark on angles.

✗ Don't use patterns underneath or within the Stoke Wordmark

THANKS

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