STYLE**GUIDE**

NORTH MIAMI

BREWFEST

FIU

Color

Primary Color:

Stout (Black)

Color Codes
- Pantone® or Process Black
- CMYK: C 0; M 0; Y 0; K 100
- CMYK (Rich): C 60; M 40; Y 40; K 100
- RGB: R 0; G 0; B 0
- HTML: 000000

Secondary Color:

Pale Light

Color Codes
- PMS: 1225 CP
- CMYK: C 0; M 16; Y 80; K 0
- RGB: R 255; G 201; B 79
- HTML: FFC94F

Secondary Color:

Pale Ale

Color Codes
- PMS: 167 CP
- CMYK: C 0; M 73; Y 100; Y 16
- RGB: R 191; G 83; B 33
- HTML: BF5321

Secondary Color:

Classic Wheat

Color Codes
- PMS: 7414 CP
- CMYK: C 0; M 57; Y 100; K 17
- RGB: R 193; G 108; B 34
- HTML: C16C22

The **primary color is Stout or black**. Stout can be used in three different tints: 80%, 60%, or 30%.

The brand also has **three secondary colors** resembling some of the flavors of craft beers, including **Pale Light, Pale Ale, and Classic Wheat**.

The full array of flavors, represented on the graphic below, can be used as **tertiary colors** throughout the materials.

Tertiary Colors:

Typography

Primary Font

Avenir

ABCDEFGHIJKLMNOPQRSTUVWXYNZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYNZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYNZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYNZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYNZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYNZ
abcdefghijklmnopqrstuvwxyz

Secondary Font

Charter

ABCDEFGHIJKLMNOPQRSTUVWXYNZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYNZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYNZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYNZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYNZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYNZ
abcdefghijklmnopqrstuvwxyz

Logos & Color Variants

Primary/Black

Reversed

Secondary Colors

Classic wheat and white (reversed)

Classic wheat and black

Pale light (only use in dark backgrounds)

Classic wheat

Classic wheat

Pale ale

Pale ale

Misuse of logo

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.

1. Do not stretch the logo. (horizontal or vertical)
2. Do not change the typeface of the logo.
3. Do not alter the color of the logo.
4. Do not rotate the logo.
5. Do not add a gradient or special effects to the logo.
6. Do not outline the logo.
7. Do not alter the position of the logo elements.
8. Do not use parts of the logo alone.
9. Do not add text or other graphic elements to the logo.
10. Do not use the logo on a busy background without approval

Logo clear space

A minimum amount of clear space must surround the logo at all times.

This space is equal to the cap-height of the FIU text. (The cap-height can be measured by the “F” letter within the FIU text.

The grid is clearly defined proportional ratio the corporate block (logo) and its individual constitutes. The logo must built with strict observance proportions.

Proper listing of host sponsor logos

The Host Sponsor Logos should be used whenever possible.

For all sponsor logos with the campaign, gray logos (80K) should be use on white backgrounds, and reversed versions should be used on color backgrounds.