



Bell's Official™

**OFFICIAL BRAND
GUIDELINES**



AN EASY
DRINKING
HAZY
IPA

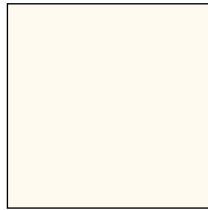
MADE JUST AS MUCH
FOR YOUR NEXT OUTING
AS IT IS FOR YOUR
NEXT NIGHT IN.

BRAND COLORS

Primary



Pantone
2965C



Pantone
7401C 40%

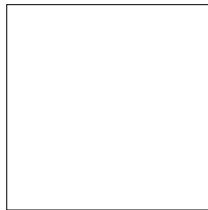


Pantone
Metallic 871

Secondary
For use in
creative assets



Pantone
143C



White



Gold
Gradient

FONT

BURFORD

Header/Subheader

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0 ! ? @ &

BOURTON BASE DROP

Tagline

A B C D E F G H I J K L
M N O P Q R S T V W X Y Z
1 2 3 4 5 6 7 8 9 0 ! ? @ &

PERSONALITY/TONE

APPROACHABLE & ADAPTIVE
INCLUSIVE & AUTHENTIC
HONEST & FRIENDLY
PERSONABLE & INFECTIOUS

NOT CORPORATE, ARROGANT, OR
BOASTFUL; THE OFFICIAL BEER
OF THE SUPER BOWL



LOGOS



DO Use the horizontal Official logo without referencing "Hazy IPA" and using the Bell's logo prominently on the artwork

DON'T Replace words "Hazy IPA" or add words to the circle logo

DON'T Use any colors other than approved colors in either logo

DO'S & DON'TS

TEMPLATES/ CREATING BRANDED ARTWORK

Guidelines:

DESIGN FORMULA

- + Product Image
- + Lifestyle
- + Geographically Appropriate
- + Witty, Concise Content

Templates

Templates are provided to maintain brand consistency throughout advertising channels. Please keep all imagery, taglines and logos as they appear on the template. Use headline as a guide for text sizing.

Use Only Official Branded Taglines

Using Official branded taglines ensures a consistently delivered brand message.

Play with Photography

Using unique photography gives you the ability to speak specifically to your market.

Photo Resolution

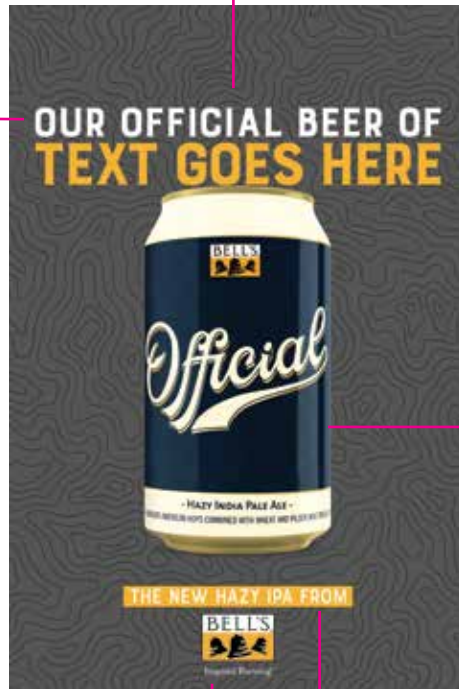
Please make sure any image being printed is 300 PPI at 100% scale. Web images can be 72 PPI at 100% scale.

Text

Text is always a combination of white and PMS 143C. Typically white is used for "Our Official Beer" and PMS 143C is used to emphasize the interchangeable portion that follows. Use photography that plays well with this text color.

Template 1: Can Hero

"Our Official Beer of" in white
Emphasized text in PMS 143C
"Our Official Beer of" approx 1/2 size of "Text Goes Here."



Bell's logo with "Inspired Brewing" centered, bottom of ad.

"The new Hazy IPA from" directly above Bell's logo in white, full opacity rectangle surrounding in PMS 143C.

Messaging: Always use "Our Official" as opposed to "The Official" or "Your Official." We are not claiming to be THE or YOUR official beer of anything.

Hero can image: middle

Template 2: Image Focused



Template 3: Bottle Hero



Template 4: Horizontal/Web



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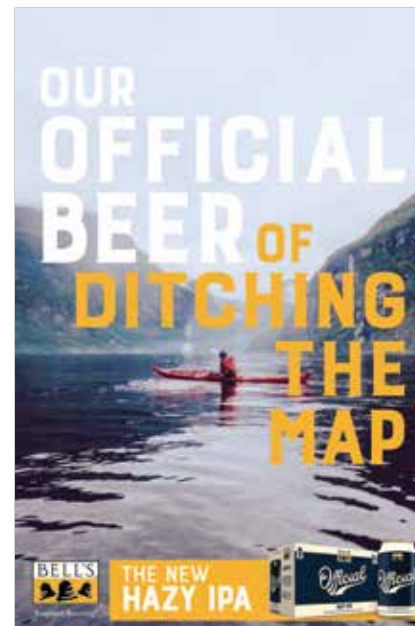
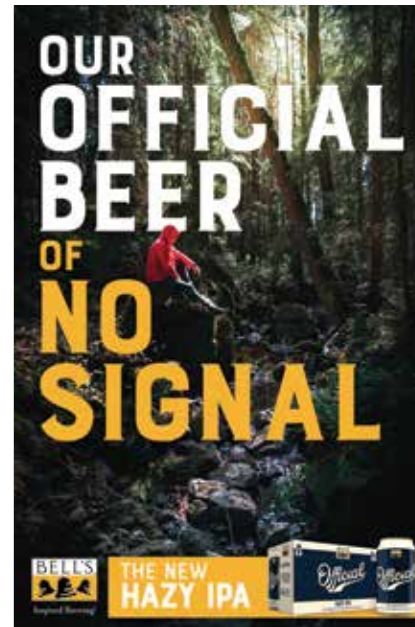
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All high-res, printable, pre-designed posters are available for download on Bell's distributor portal. More options also available.

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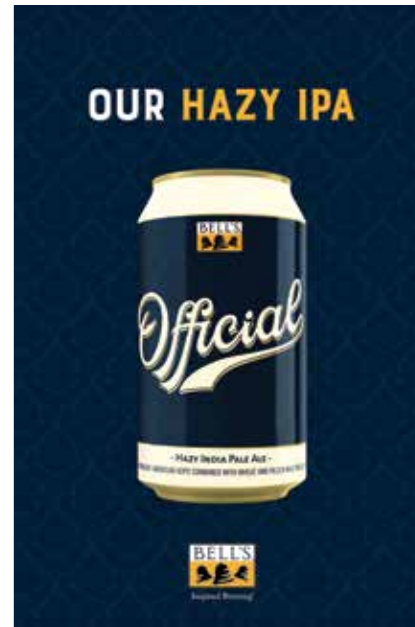
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BEER INFO

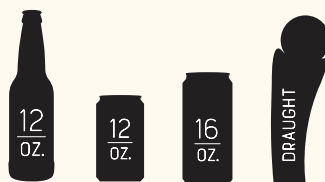
OFFICIAL HAZY IPA

Official Hazy India Pale Ale



PACKAGE OFFERINGS

Available Year-round



- 6 pack 12 oz bottle
- 6 pack 12 oz can
- 12 pack 12 oz can
- 4 pack 16 oz can
- Draught

Shelf Life: 6 months



CHALKBOARD NOTES

Feel free to use these words when describing Official Hazy IPA.

6.4%
ABV
45 IBUs

**PEACH, TROPICAL
& GRAPEFRUIT
HOP AROMAS**

JUICY

SOFT BITTERNESS

THE DETAILS

(If you want to get really specific)

Two of Bell's favorite ingredients come together in the brewhouse: pungent American hops and delicious wheat malt. This Hazy IPA is double dry-hopped (a combination of Mosaic, Citra, Azacca, Amarillo and El Dorado hops) resulting in complex peach, stone fruit and tropical notes with a dry finish and balanced bitterness. A refined beer for those who love hops and for those who appreciate wheat beers.

DISCLAIMERS

- Don't use copyrighted imagery
- Don't use names of specific locations – ballparks, landmarks, events, etc.
- Don't forget to be witty

If you have any questions, please contact:
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