MARCH 2022

NBWA VISUAL BRAND GUIDELINES
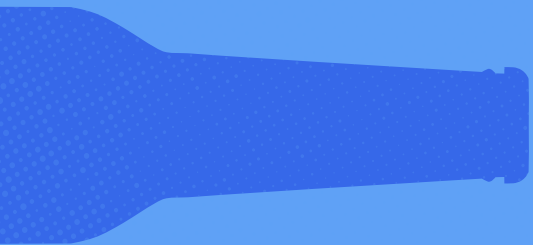
NBWA

AMERICA'S BEER & BEVERAGE DISTRIBUTORS

CONTENTS

OUR MISSION

The purpose of the National Beer Wholesalers Association is to provide leadership that enhances the independent beer and beverage distribution industry; to advocate before government and the public; to encourage the responsible consumption of alcohol; and to provide programs and services that will benefit its members.

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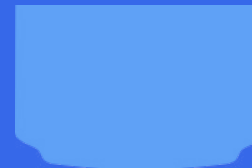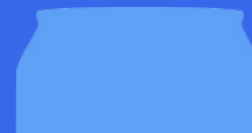
01. LOGO

The NBWA logo is the touchstone of the brand and one of the most valuable assets.
Look to the following pages to ensure its proper usage to build equity for the brand.

⬇ LOGO FILES DOWNLOAD

LOGO OVERVIEW

NBWA's logo represents its support for beverages of all kinds. Consisting of a wordmark and an iconic beverage hidden in the "B," the logo represents the endless potential of the industry. We call this symbol the "Beverage B."

"Beverage B"

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Primary Logo

LOGO VARIATIONS

The NBWA logo is a flexible and adaptable tool across platforms. Ensuring its legibility across these platforms is key to long-term equity and industry recognition.

The NBWA logo featuring a signature red "Beverage B" is the primary logo; however, if the background color compromises its legibility, shift to a solid colored secondary logo.

A general rule of thumb is to make sure the logo is clearly distinguishable from the background color.

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Primary Logo

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Secondary Logo

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Secondary Logo White

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Secondary Logo Black

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LOGO ALTERNATIVES

For special occasions the NBWA logo can be altered to emphasize a holiday, celebration, or special event.

While this type of creative play is encouraged, changes to the logo should be limited to the "Beverage B" label. Props or atmospheric elements can be added on top of the logo as long as legibility isn't compromised.

When possible use colors from the NBWA color palette for any additional elements. There may be times where the subject matter does not lend itself to NBWA's colors: these moments should be approached with caution and intention.

POOR USAGE

While the NBWA logo allows some flexibility with its coloring of the "Beverage B," there are a few golden rules to observe. These rules are put in place to maximize logo equity and save on costs.

DO NOT use different color combinations in the text portion of the main logo

DO NOT add a drop shadow

DO NOT rearrange main elements like letterforms

DO NOT stretch the logo

DO NOT change the opacity of the logo

DO NOT outline the logo

DO NOT use a primary color background that compromises legibility in the logo

DO NOT use a distracting background
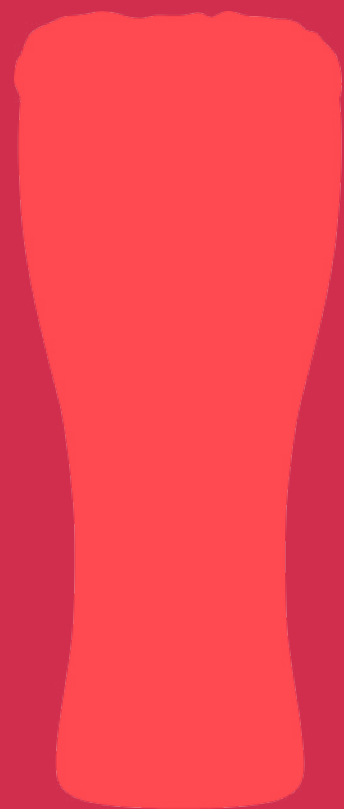
02. COLOR

From Americana bands of red and blue to rich warms that feel like a wheatfield before the harvest, NBWA has a duo of color palettes.

⬇ .ASE DOWNLOAD

PRIMARY COLORS

This palette was created to establish a distinct look for NBWA that sets it apart from the homogeneous golds that are dominant in the industry. It heralds the pride of NBWA's American legacy.
The primary color palette, particularly its reds and blues, should be used whenever possible through all of the brand's deliverables.

The primary colors are NBWA's default for any printed material: business cards, flyers, shirts, documents, etc.

- -

BOHEMIAN

C:100 M:98 Y:24 K:15
#191F71
PANTONE 2756 C
PANTONE 281 U

BELGIAN BLUE

C:58 M:30 Y:0 K:0
#5FA1F6
PANTONE 284 C
PANTONE 292 U

NOT BLUE MOON

C:76 M:62 Y:0 K:0
#3668E9
PANTONE 2727 C
PANTONE 2728 U

PORTER

C:20 M:15 Y:12 K:0
#CBCCD2
PANTONE Cool Gray 2 C
PANTONE Cool Gray 2 U

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PRIMARY COLORS CONTINUED

RED ALE

C:12 M:96 Y:66 K:2
#D12D4C
PANTONE 7579 C
PANTONE 166 U

SUNDAY SELZTER

C:0 M:38 Y:29 K:0
#F9AFA2
PANTONE 169 C
PANTONE 488 U

AMERICAN IMPERIAL

C:0 M:85 Y:63 K:0
#FF4A52
PANTONE 1785 C
PANTONE Red 032 U

FOAM

C:7 M:6 Y:16 K:0
#ECE7D4
PANTONE 663 C
PANTONE 7541 U

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SECONDARY COLORS

Made up of warm tones that hint at full glasses of lagers, this palette represents the beverages NBWA supports. This palette should be used sparingly and always in conjunction with the primary color palette.

You can think of this palette as a literal "splash" of color — something to top off an illustration or icon when you're showcasing beverage liquid.

SHOCKINGLY SHANDY

C:7 M:82 Y:100 K:1
#E1521F
PANTONE 7579 C
PANTONE 166 U

PALE ALE

C:0 M:41 Y:72 K:0
#FCA659
PANTONE 714 C
PANTONE 1485 U

RAD RADLER

C:0 M:54 Y:93 K:0
#FF8D27
PANTONE 715 C
PANTONE 144 U

FIELD OF WHEAT

C:16 M:24 Y:86 K:0
#DBBA47
PANTONE 7751 C
PANTONE 611 U

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COLOR HIERARCHY

While NBWA has a wide range of colors, the use of secondary colors should be done sparingly and with the intent of complementing the primary color palette.

PRIMARY

SECONDARY
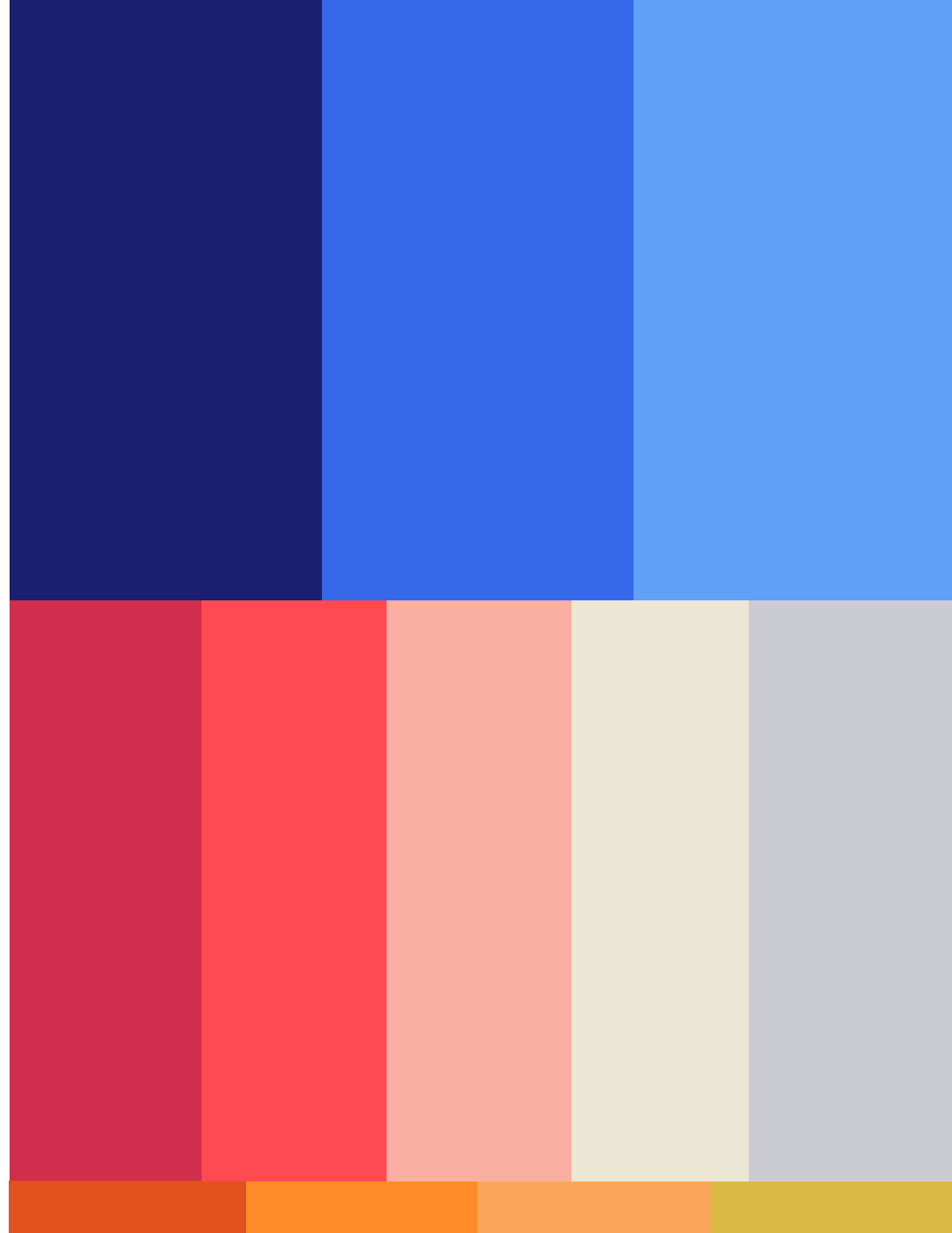
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CHEERS! CHEERS!
CHEERS! CHEERS!
CHEERS! CHEERS!
CHEERS! CHEERS!
CHEERS! CHEERS!
CHEERS! CHEERS!

O3. TYPEFACES

Typography is how language feels. It is the accent to a phrase or a spice to a saying.

⬇ TYPEFACES DOWNLOAD

DISPLAY TYPEFACE:
HIGHWAY GOTHIC EXPANDED

HIGHWAY GOTHIC EXPANDED IS LIKE THE LABEL ON YOUR GO-TO BEER.

Highway Gothic Expanded is the only approved font for road signage in the United States. It pays intentional homage to NBWA's distributors on a daily basis.

Highway Gothic Expanded should be used in all instances of display, including: introductory text, titles, and large headlines. Like a rowdy night at the bar, it always appears in all caps.

As a display typeface, Highway Gothic Expanded is more eccentric, bolder, and prouder than other typefaces in the NBWA brand.

⬇ HIGHWAY GOTHIC EXPANDED

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HIGHWAY GOTHIC EXPANDED:

HIGHWAY GOTHIC EXPANDED

SPECIMEN

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

abcdefghijklmnopqrst
uvwxyz

1234567890!"§$&/
()=?;,.:-_

SECONDARY TYPEFACE:
SIEMENS SLAB

SIEMENS SLAB IS LIKE A CRISP SPIKED SELTZER

Like a crisp seltzer at a summer picnic, Siemens Slab is the brand's secondary font, used for smaller moments such as subheads and data points. This slab serif font speaks to the timeless personality of NBWA, adding a classic, elevated touch when needed.

Siemens Slab should be used sparingly and always in conjunction with other NBWA brand fonts.

⬇ SIEMENS SLAB DOWNLOAD

WEIGHTS

Siemens Slab Roman

Siemens Slab Italic

Siemens Slab Bold Italic

SPECIMEN

ABCDEFGHIJKLMNOPQ
RSTUVWXYZ

abcdefghijklmnopqrst
uvwxyz

1234567890!"§$%&/
()=?;,.:-_

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SUPPORTING TYPEFACE:
MONTSERRAT

MONTSERRAT IS ON DRAFT

Flow copy easily, just as beer flows from a tap. Montserrat has the capacity to fill large bodies of text while still being easily readable. With a geometric, slightly extended look, Montserrat perfectly complements Highway Gothic Expanded and Siemens Slab.

Montserrat is used best in large bodies of copy, small spaces (such as buttons), or UI components.

- -

[↓ MONTSERRAT DOWNLOAD]

WEIGHTS

Montserrat Regular

Montserrat Italic

Montserrat Medium

Montserrat Medium Italic

Montserrat Semibold

Montserrat Semibold Italic

Montserrat Bold

Montserrat Bold Italic

Montserrat Extrabold

Montserrat Extrabold Italic

SPECIMEN

ABCDEFGHIJKLMNOPQ RSTUVWXYZ

abcdefghijklmnopqrst uvwxyz

1234567890!"§$%&/ ()=?;,.:-_

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ALTERNATE TYPEFACES:
OVERPASS AND **ARVO**

If you are using a program that doesn't support custom typefaces, NBWA recommends these typefaces as alternatives. Both can be downloaded from Google Fonts.

These alternative typefaces should be a last resort.

HIGHWAY GOTHIC EXPANDED ALTERNATE:

SPECIMEN

OVERPASS BOLD

**ABCDEFGHIJKLMNOPQ
RSTUVWXYZ**

**abcdefghijklmnopqrst
uvwxyz**

**1234567890!"§§%&/
()=?;,.:-_**

SIEMENS SLAB ALTERNATE:

SPECIMEN

Arvo Regular

Arvo Italic

Arvo Bold Italic

ABCDEFGHIJKLMNOPQ
RSTUVWXYZ

abcdefghijklmnopqrst
uvwxyz

1234567890!"§$%&/
()=?;,.:-_

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04. PRIMARY IMAGE GUIDANCE

A photo is worth a thousand words. NBWA's photos represents its distributors, beverages, and community with a sense of optimism.

⬇ SEE IMAGE LIBRARY

CHOOSING IMAGERY

NBWA imagery strives to represent a beverage's lifespan from start to finish. From its careful manufacturing, to the winding roads it travels across America safeguarded by distributors, to the hands of an American lifting a beverage in celebration, each moment is a memory worth capturing in photography.

GUIDING PRINCIPLES

NBWA showcases diversity in its beverages, distributors, and communities at every chance. Highlighting distributors themselves, and a variety of different beverages and products is a top priority.

1. **Reflect the NBWA Community:** choose imagery that reflects who we are. When possible use authentic photographs captured of or by our members.

2. **Avoid Distractions:** avoid selecting images that are overly stylized, treated, or colored outside of NBWA's special image treatment (found on page 24). Represent real skin tones, people, and places.

3. **Aim for Authenticity:** wrinkles, smile lines, grit, and sweat are all welcome. Avoid overly photoshopped people and stock models.

4. **Variety is the Spice of Life:** make efforts to showcase not just beer, but also ciders and seltzers.

5. **Don't Stage It:** photos should feel candid and not overly produced.

IMAGERY TO AVOID

Choosing the wrong image can often be distracting and can take away from the overall brand.

Some examples of off brand imagery include:

1. Distracting treatment

2. Inauthentic stock models

3. Super staged beer product shots

4. Irresponsible behavior (like driving drunk or public intoxication)

DON'T use images with harsh and distracting photo treatments.

DON'T source images where the model and/or product feels staged or inauthentic.

- - - - - - - - - - - - - - -

DON'T source imagery that focuses on irresponsible behavior like public intoxication, or party culture.

- - - - - - - - - - - - - - -

05. SECONDARY IMAGE TREATMENT

For special uses, treated imagery helps NBWA stand out in an eye-catching and forward-focused way.

⤓ DOWNLOAD .PSD TEMPLATE

IMAGE TREATMENT OVERVIEW

NBWA's secondary image treatment, *The Glass Half Full*, utilizes textures that can fill up portions of images with color like a fresh pour in a glass. They are almost always accompanied by text.

LARGE HEADLINE GOES HERE.

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IMAGE TREATMENT USE-CASES

This customized image treatment is reserved for moments where you want to add copy to imagery and enhance its legibility.

Use-cases for special image treatment include social media, social media headers, marketing, and event materials.

WE PROVIDE LEADERSHIP TO ENHANCE THE INDEPENDENT BEER AND BEVERAGE DISTRIBUTION INDUSTRY

WHAT IS A BEER DISTRIBUTOR?

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PUTTING IT ALL TOGETHER

1. Select an image and place in Photoshop.

2. Select the portion of the image you wish to apply the treatment to with the rectangle marquee tool.

3. Duplicate selection (Command + J).

4. Apply the Color Halftone Filter to your selection:
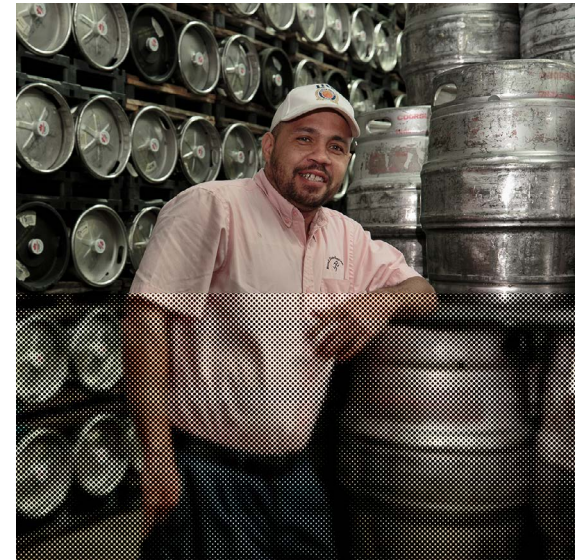
   Filter > Pixelate > Color Halftone

   Set the Max Radius between 4 and 10 and ensure all four channels are set to 45 degrees.

5. With the halftone layer selected, apply a gradient map:

   Image > Adustments > Gradient Map

   At the designer's discretion, please apply either the "NBWA Red" gradient map or the "NBWA Blue" gradient map that is provided within the template.

⤓ DOWNLOAD .PSD TEMPLATE

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IMAGE TREATMENT DO'S

When using this treatment pay special attention to where the color and texture fill ends. *It need not always fill exactly half of the image.* The rule of thirds is a good guide but use best judgment when making the selection.

DO choose an appropriate proportion of the image to treat

- - - - - - - - - - - - - - -

DO use complementary colors with plenty of contrast

- - - - - - - - - - - - - - -
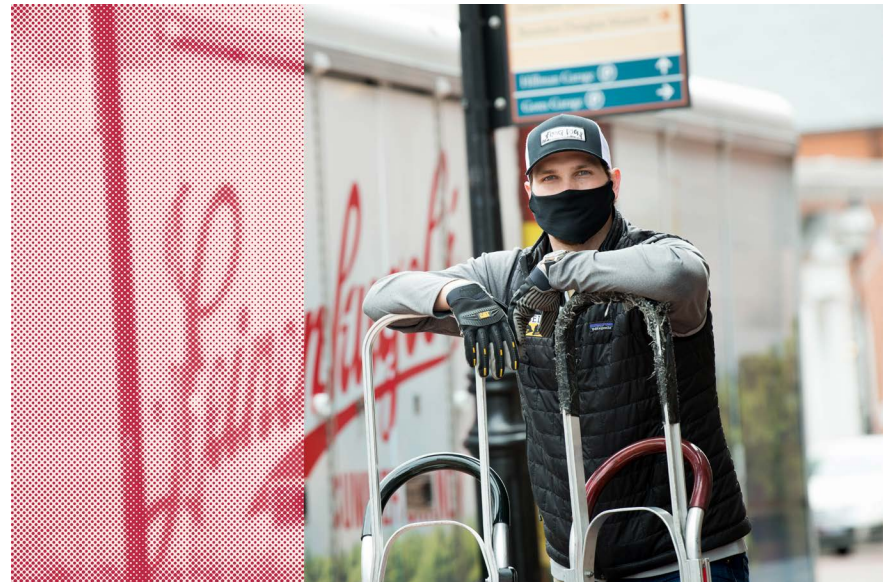
IMAGE TREATMENT DON'TS

The special image treatment should always enhance and not distract from the photo. When choosing which parts of the image to treat, be intentional. Avoid intersecting faces or focal points. Additionally, avoid coloring open containers of beverages. NBWA strives to showcase beverage liquid in its best form: usually frothy and fresh!

DON'T overlay an open liquid with a different color

DON'T bisect the subject in an obstructive way
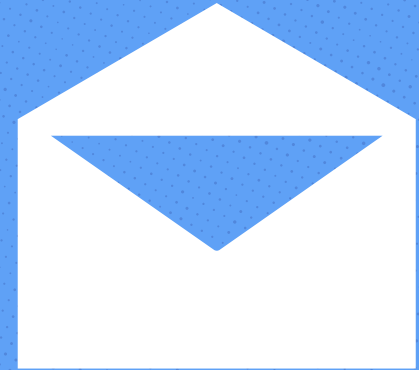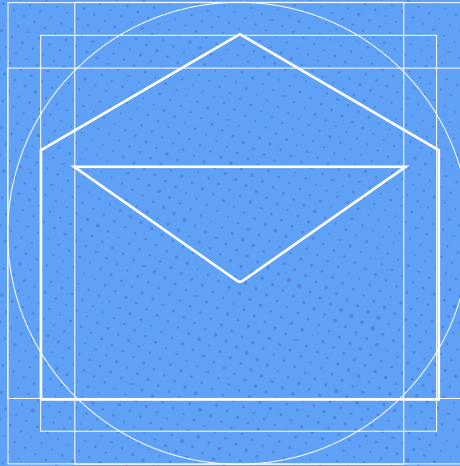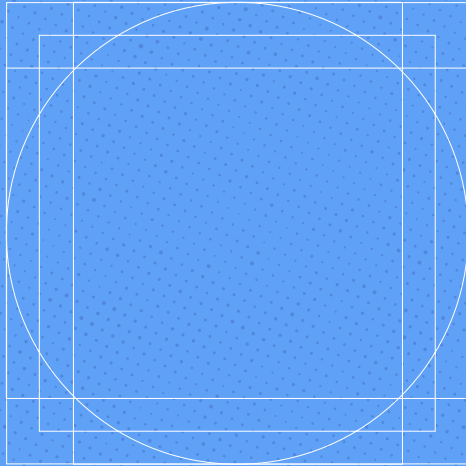
06. WEB ICONS

Iconography communicates messages across languages and cultures in a way that helps build universal understanding. NBWA's web icons help users navigate the website across mobile, desktop, and tablet.

⬇ WEB ICON SET DOWNLOAD

WEB ICON SET

Email

Search

Menu

Calendar

GUIDING PRINCIPLES

NBWA's Web icons are constructed with silhouetted forms and purposeful negative space.

When creating new icons for NBWA, remember these principles:

1. **Proportions:** each NBWA icon is sized at 32px by 32px with a 2px margin on all sides of the grid.

2. **Style:** each icon is styled to resemble the sharp corners of the NBWA logo itself.

3. **Negative space:** each icon should be built to have small moments of negative space that allow backgrounds to bleed through, reinforcing the idea of "glass half full." This minimal negative space is similar to the "Beverage B" construction in the NBWA logo.

4. **Simplicity:** each icon should be universally recognizable and easy to understand.

⌄ WEB ICON TEMPLATE DOWNLOAD

2 pixel padding

32px by 32 pix grid

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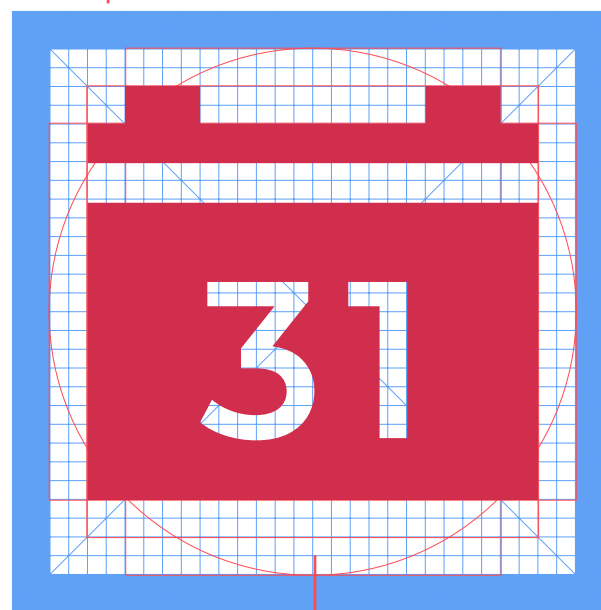
GUIDING PRINCIPLES CONTINUED

5. **Corners:** when creating NBWA icons, it is important that the corners reflect the sharp corners of the NBWA logo on outside perimeters. All corner should be set to 0px.

6. **Inner Corners/Points:** the "Beverage B" in the NBWA logo creates slight curves alongside the can. Therefore, the inner corners of the icon should have a slight curve as well. These corners should be set at 0.3px.

7. **Weight:** it's important that the heavy weight of the icons remains consistent. Generally, 2px strokes are used as the building blocks of each icon. When thicker shapes are needed, areas are built in increments of 2px.

8. **Angles:** when applicable, use increments of 15 degrees when creating icons with angles. Doing so prevents anti-aliasing in web applications.
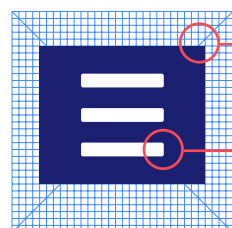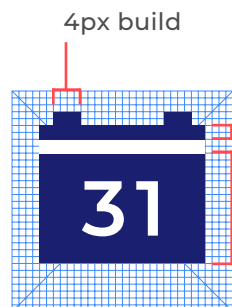

0px corner

0.3px internal corner
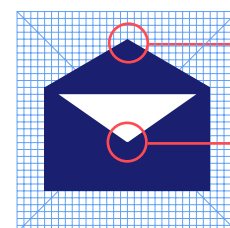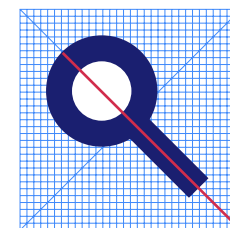
0px corner

0.3px internal corner

4px build

2px build

16px build

315 degree angle

07. MARKETING ICONS

Complementing NBWA's web icons, marketing icons help communicate complex information, and highlight information across social media, infographics, and documents.
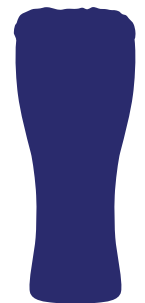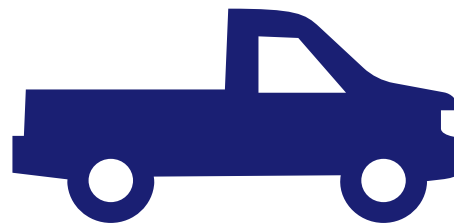
⤓ MARKETING ICONS DOWNLOAD

MARKETING ICONS OVERVIEW

Marketing icons appear in a variety of applications such as marketing collateral, social media, and advertising. Unlike their web counterparts, marketing icons tend to be used for larger spaces and have more detail. The below guiding principles should be kept in mind when either custom making icons or selecting stock icons.

Guiding Principles:

1. **Simplicity:** strive for clarity when creating or selecting iconography, both in form and concept. Use universally recognized metaphors to further understanding.

2. **Styled in Silhouette:** NBWA uses icons styled in silhouette for consistency and recognition. This silhouette style hearkens back to NBWA's logo itself and the construction of the "Beverage B."

3. **Consider Negative Space:** similar to the "Beverage B" construction, icons can use minimal amounts of negative space if it helps convey a narrative.

4. **Realistic Proportions:** strive to select icons that aren't too 'cartoony' or exaggerated in proportion.

MARKETING ICONS DON'TS

While you are encouraged to make and select your own icons, there are some rules you should keep in mind:

1. **Inconsistency:** when choosing a set of icons from various sources, make sure you consider if they look consistent as a set. Notice the levels of detail, negative space, and proportion: do they feel like they're part of the same family?

2. **Too much detail:** avoid icons that are ornate, decorative, or hard to recognize.

3. **Texture:** avoid icons that may have texture, grit, or pattern applied to them. Aim for a solid, sleek look.

DON'T use icons with unnecessary details or that stray away from a front-facing, flat perspective

- - - - - - - - - - - - - - -

DON'T source icons that have textures, grit or are too ornate

- - - - - - - - - - - - - - -
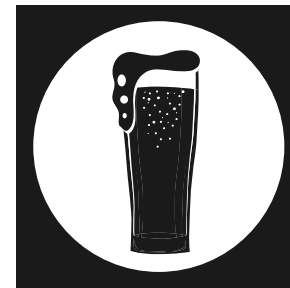
DON'T use icons that are too cartoony or that have pronounced forms or curves

- - - - - - - - - - - - - - -

08. TEXTURES

Textures add a layer of richness to material.

⬇ TEXTURES DOWNLOAD

TEXTURE GUIDANCE

NBWA's textures are inspired by the effervescent bubbles in a beverage. Reminiscent of a half-tone pattern, these texture swatches can be added to the background of graphics to add a classic patina to the look.

When using textures, remember these principles:

1. **Patterns are monochromatic:** they should only be paired with a background color that is similar to their own color.

2. **Patterns are supporting actors, not the star:** they should not usurp, muddy, or water down graphics or language.

GNARLY BARLEY

Texture Color: Belgian Blue
Texture Opacity: 50%
Text Color: White
Background Color: Bohemian

Use: Good for large text and headlines.

SUBTLE BUBBLE

Texture Color: Belgian Blue
Texture Opacity: 40%
Text Color: White
Background Color: Bohemian

Use: Good for large text and headlines.

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TEXTURE GUIDANCE

GNARLY BARLEY

Texture Color: Bohemian
Texture Opacity: 30%
Text Color: White
Background Color: Red Ale

Use: Good for large text and headlines.

SUBTLE BUBBLE

Texture Color: Bohemian
Texture Opacity: 30%
Text Color: White
Background Color: Red Ale

Use: Good for large text and headlines.

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TEXTURE GUIDANCE

GNARLY BARLEY

Texture Color: Bohemian
Texture Opacity: 50%
Text Color: White
Background Color: Belgian Blue

Use: Good for large text and headlines.

SUBTLE BUBBLE

Texture Color: Bohemian
Texture Opacity: 30%
Text Color: White or Bohemian
Background Color: Belgian Blue

Use: Good for all types

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