

BiiR





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Mission

We want to show people that it's fun and tasty to drink beers with zero to low alcohol in it.

Vision

We let people create their own beers for a cool experience and enjoyment.

Promise

To bring exciting moments and flourish creativity one sip at a time!

Personality

Excitement
Bold
Playful
Unique
Community



Create bold beer

Introduction

BiiR is a place for imagination and quality time. This is a makers space where we give people the opportunity to create their own vision for beer from flavour to design. Flourish creativity one sip at a time!

Our mission is to show people that it's fun and tasty to drink beer with zero to low alcohol in it. Having fun is about the people your with not relaying on a substance that makes your brain go gagagugu.

We are a bubbly and lighthearted company. Here you can have a break from your everyday life. One thing we do take seriously is that nobody feels out of place or left behind! No judgement here folks!

**Brewing beer in your
basement is difficult
but using our logo
correctly is super easy!**

How to use our logos

Here you see our logos in their natural habitat, a quick overview how they should be used. Depending on the background depends on which logo you should use so it will always stay readable. Take extra notice to the bubbles of our logo so they don't disappear into the background.

Remember these things!

When you are creating material, always put our logo on the bottom right corner of the poster!

BiiiR



BiiiR



Dynamic logo

Our logo is versatile! Depending on the theme or taste of beer for example you can change the gradient behind the text! Ofcourse using our designated brand colours.





Tangerine
#E76C0B



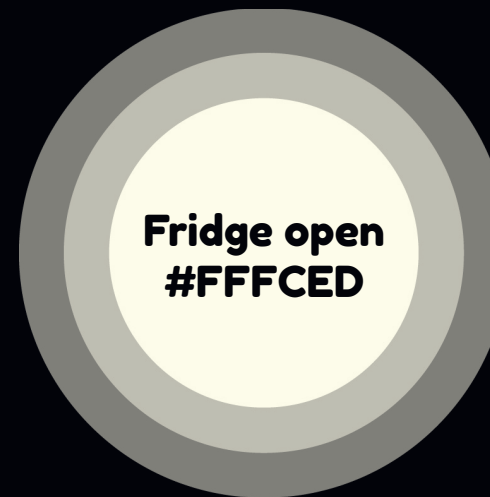
Sun light
#F6DF00



Magma
#E53673



Ice ice baby
#62C2D2



Fridge open
#FFFCED



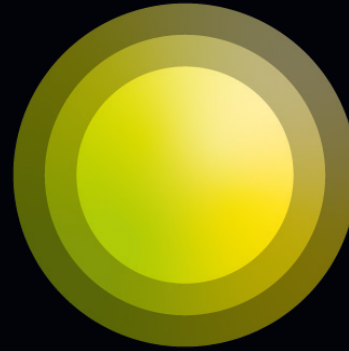
Rainbow
#xxxxxxx

Fridge closed
#101114

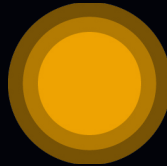
**These colours have
been picked out of a
rainbow that fit our
brand the best!**

Some colour in your life

These bubbles and the dark background are our 7 main colours. On the next spread we have additional colours. Don't make up other tints or shades other than these ones we have picked out.



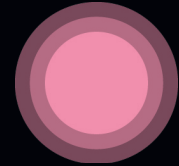
Orange 1
#EEA300



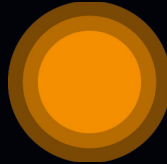
Green 1
#FBEB83



Pink 1
#F18FAD



Orange 2
#F28F00



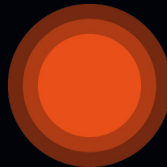
Green 2
#DADA00



Pink 2
#D44592



Orange 3
#E94F1B



Green 3
#AFCADC



Pink 3
#712367





Blue 1
#69BC8E



Blue 2
#72AADC



Blue 3
#627CBC



More colour!

The smaller bubbles are alternative colours that you can use when creating material for different themes, tastes or seasons. These are also all of the additional colour options for our customers when they are making their own design for their cans, so it still stays in the our brand look.

Create your own gradients

You can use any of the colours we have provided to create new gradients for material that might need a specific colour palettes.

Fredoka One Regular

Aa

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
&@89!?***

Header 1

Futura Bold

Aa

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
&@89!?***

Header 2

Futura Medium

Aa

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
&@89!?***

Body

Fredoka One Regular
text size 22 pt
spacing 24 pt

Futura Bold
text size 12 pt
spacing 14 pt

Futura Medium
text size 10 pt
spacing 12 pt

Header 1

Header 2

Body Ullessus essuntion repudis mos et res volo con eum labor assi ditaest perum que mincto commod eiciis consedi voluptatem doluptatur, unto modit, exerovitem qui cus, cor acepersperro ium ut aut que volorest, vernatur aliquo eaque volestibus re mi, quam expedip samendem sunt. Bitatur epudistia sanda volorem ea sedion eic te voloressunt, occus nost officient voles aut volorest dolorem num, eium esendan testinctio. Nam at optatem qui iliquia nobis quatatia volori ommolum quistota aliquatibus dolenis volorro et liae volorro est as dolores rem fugit aborerum is dolestiores que non niminim repe pro del ipistectati aut quia qui doloreperaes res de nus ex et, omnimint.



Story of our characters

These characters all have their own special power and are part of the creation process. Our main character is the old man, he is the Captain, the Art Director of this crew he speaks with the audience. His magical beard stores all kinds of flavours where he gets new ideas from for new combinations. The tiny triangle girl is the spice, she adds the spices and flavours the customer chooses. The girl with the round shapes oversees the aesthetics of the design. With her the customer chooses the colour of the can and the stickers they want to add for their design. Lastly, we have the square boy who is the cook, he mixes the customers choices together to create the finished product. And all of them are of drinking age. ;D

How to use them

This team is part of the brand experience. You can use them when advertising a part of the process that suits the character. You can use these when talking to the customers. The communication between the characters and the costumers will be in advertisement and during the process of making the BiiR.

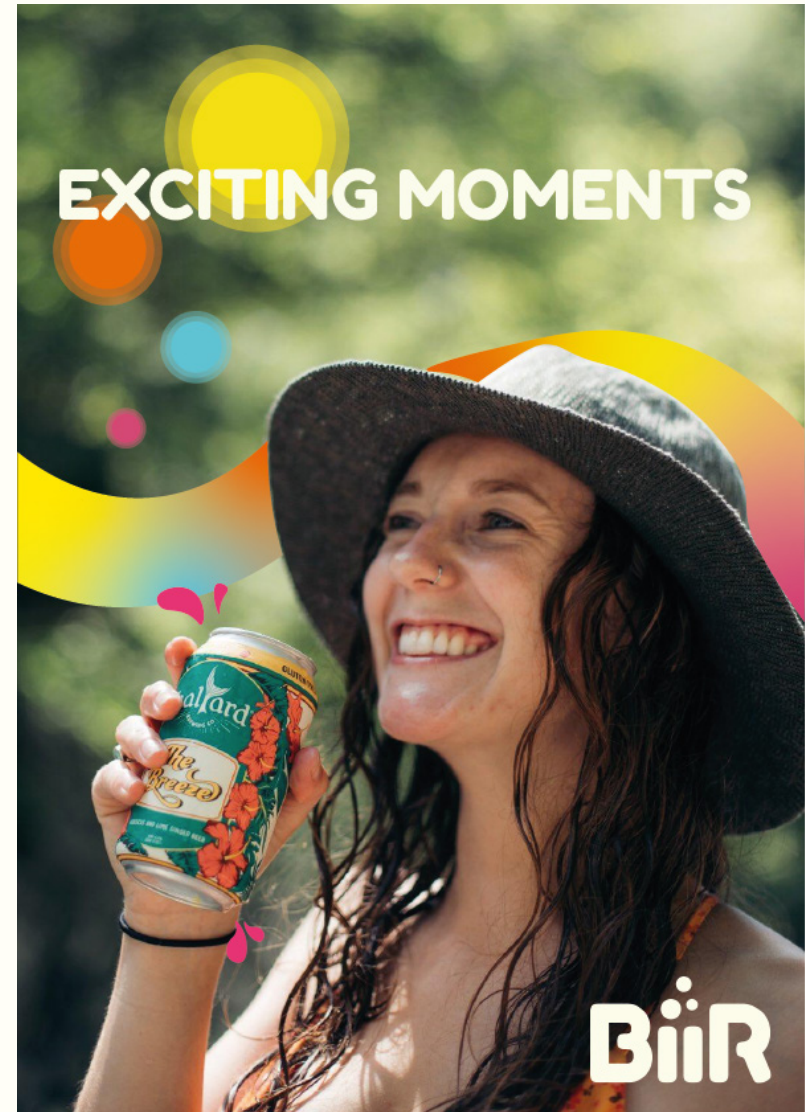
Our main character is Captain, so he should be used the most in general advertising to represent BiiR.

Application

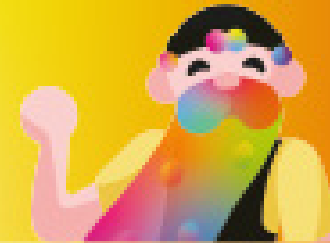
The advertising policy contains carefree, positive, bright and bold colored photos mixed with illustrations. The bold packaging comes to life by putting it in the pictures with the people holding the the beers.

A product this joyfull and tasty should really pop in your face when passing our product posters. That is why we use bubbles to create a playfull and brewery kind off vibe in our posters.





CREATE BOLD BEERS



CREATE BOLD BEERS



Banners

Because of the rainbow gradient being our center of colors, you can also only use that as background for the banners mixed with bubbles or small features out of the BiiR adventure team!

Don't be scared to put smiling costumers with illustrations on verticle banners. We would love to see you smile!







Product photography

Let the flavours be visual when showing off our product. A beer with blueberries and almonds, go nuts!

No product leaves our store without the help from our beloved Captain in the process of making your BiiR. Looks like his colorfull beard left a trail of delicious flavours..

BiiR