

# BRAND IDENTITY GUIDE



**Brand design course**

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Table of contents

“Howdy!  
Happy to meet ya!”



Table of contents

Introduction & brand elements	4-5
Main colours	6-7
More colours	8-9
Logo	10-11
Logo’s dont’s	12-13
Dynamic logo	14-15
Typography	16-17
Tone of voice	18-19
Illustrations	20-21
Posters	22-23
Banners	24-25
Product photography	26-27

# Introduction & brand elements

## 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.

It's as easy as ordering a sandwich. Just tippidy tap on the flavours you like on our computers in the store and we will put them in a beer. Bob Ross your own label design from our joyfull collection of illustrations and colours and together we made your favorite beer!

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!



## 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.

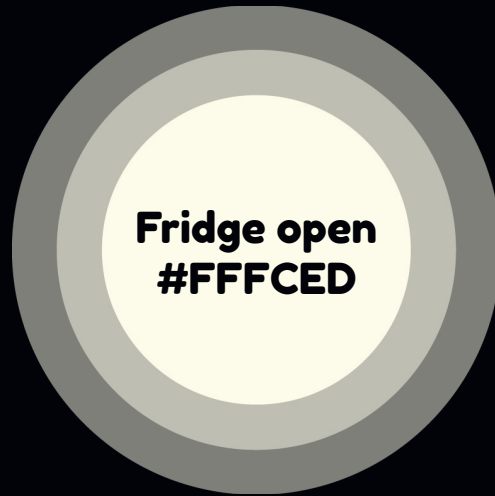
## Promise

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

## Personality

Excitement  
Bold  
Playful  
Unique  
Community

Main colours



Some colour in your life

These bubbles and the dark background are selected as our main colours. They are the most vibrant and joyful colours in the rainbow. We'd like to see these colours in the bubbles in our campaigns and in the stores on the walls. We always get very happy looking at them.

The perfect recipe isn't finished until you have the right amount of everything. When you are using all the colours keep this in mind:

- 40% Tangerine
- 30% Sunlight
- 20% Ice ice baby
- 10% Magma

We love all our colours equally. But Magma can be a bit too much sometimes and Tangerine and Sunlight are pretty shy. Thats why we give Tangerine and Sunlight more space so that every colour can get equally as much attention.

A perfect mixture

Feeling excited? All these colours together create a rainbow! It's our main gradient, that's why you can also find it in our logo. It's the place where we store all the flavours, feelings and fun! Just like the rainbow, it's not always there! So don't use the gradient all the time. Let's keep it special.



More colours



Orange 1  
#EEA300



Green 1  
#FBEB83



Pink 1  
#F18FAD



Blue 1  
#69BC8E



Orange 2  
#F28F00



Green 2  
#DADA00



Pink 2  
#D44592



Blue 2  
#72AADC



Orange 3  
#E94F1B



Green 3  
#AFCADC



Pink 3  
#712367



Blue 3  
#627CBC



I need moore!

Can't get enough of all these happy colours? Same here! But use these guys with consideration. Our main colours should always be in the forefront. But these extra colours can be used in these instances:

Label Design

These guys have been picked out for the customers to choose from when they are creating their own label design for their BiiR. The customers can do whatever the hell they want, but for you my dear designer we have some rules.

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.

Distinguishing flavours

You can use these colours for distinguishing BiiRs flavours. Pink for strawberry and green for lime!

Seasonal

You can use these colours for a seasonal ad for example Halloween or Christmas.

“ Doing a handstand is hard but using our logo correctly is super easy! “

Okay okay let me explain!

This is our logo! It’s popping, it’s rocking, it’s a cute explosion of colour! This is the first introduction to our brand and it’s capturing our humorous and colourful essence.

Our main logos are the black typeface and the black typeface with the rainbow gradient behind it but we have a couple of variants. Here you see all our logos in their natural habitat, a quick overview how they should be used. Because depending on the background depends on which logo is best, so it stays readable.

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



# Logos dont's

“ Oh god NO please NO “

## Listen to this you rascal!

I’m only going to say this once: it’s not nice to bully. So please don’t do these things to our logo.

- 1. Don’t put the white text gradient logo on a light background and vice versa with the black version. Otherwise the top bubbles will disappear into the background.
- 2. Don’t give the simple typeface logo other colours.
- 3. No gradients in the typeface.. i mean c’mon!
- 4. Don’t make the foam shapes different colours. eww
- 5. Firstly don’t make the foam shapes different colours than what we have chosen for the palette and secondly don’t make the shapes one single colour (other than b&w).
- 6. Don’t put a gradient logo against the gradient background. It’s too hypnotic.
- 7. Don’t merge foam shapes into one.

1.



2.



4.



6.



1.



3.



5.



7.



Dynamic logo



Dynamic logo

Our logo is versatile, depending on the season, theme or taste of beer you can change the gradient behind the logo typeface! Ofcourse using our designated brand colours. Here are a couple of our workers giving an example what their gradient would look like!





“ Let the world know! “

Fredoka One Regular

Aa

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmn  
opqrstuvwxyz  
0123456789  
&@89!?\*

Header 1

Futura Bold

Aa

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmn  
opqrstuvwxyz  
0123456789  
&@89!?\*

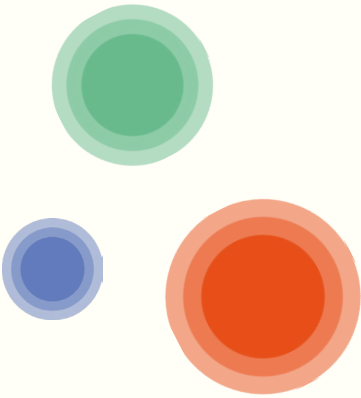
Header 2

Futura Medium

Aa

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmn  
opqrstuvwxyz  
0123456789  
&@89!?\*

Body



Fredoka One Regular

Fredoka One is a bubbly, confident and funky font. Just like us! It fits to our brand with its round corners and thick lines. Doesn't it remind you of the BiiR factory bubbles?

Futura Bold/Regular

Sometimes we have to do some serious business aswell. Thats why we chose a more straight and clear font for the subheader and body text. This way all our information and other very serious business stuff will be easy to understand. Because of the small lines it still gives a exciting and energetic feeling.

Together we are one!

Fredoka and Futura combined is the perfect combination for our brand. Together they show our funky side while also staying professional at the same time.

## How it works:

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.

Tone of voice

A joyful and warm welcome to everyone!

Just like our beers we want to create happy moments and feelings with our words. Like the exciting feeling you will get from taking a sip of cold beer on a hot day: Refreshing and fun!

Don't be scared to tell a story with sounds. Really exaggerate an experience through words. Give our beers a personality and let them come to life!

Our company is friendly and fun. Sprinkle a little bit of puns here and there if you got a good one. We'd like to create a 'don't take life too seriously' vibe and talk to our costumers like they are our friends. Treating them with love and kindness while having our fun coat on.

Splippity Splash!

Ppssh! Tangerine

Exciting moments!

One sip at a time

Padum tsss

Rainbow

Feeling excited? me too!

Boopi!

Flourish Creativity!

Drippity drip

Is'nt that fun?!

Baddabing baddaboom

# Illustrations



## Once upon a time in BiiR land...

We want our store experience to be a fun and interactive. In the store we are multiple touch screens and with those, customers will click away through the different phases of creating their own looking BiiR. But they won't do it alone! BiiR has their own mascot and 2D workers in the store (don't worry, they are all of drinking age)! These characters all have their own special power and are part of the creation process with the customer.

Our main character is a silly, old gentleman and his magical beard stores all kinds of flavours where he gets new ideas for new combinations! He is the Captain and he is in charge of the overall process to make sure everything is going well. He is also the main spokesperson for our customers in advertisements and in the store. The tiny triangle girl is in charge of the taste, she is the spiceee tsssss... With her the customer chooses their favorite taste from BiiRs collection. The girl with the round shapes oversees the aesthetics of the design. With her the customer does the design which includes 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. Voila!

## Illustration style

The illustration style is geometric, flat, colourful and happy. We wanted BiiR to have a stylized and distinctive look to it. These four characters are here to represent how it looks like.

The customers are free to create the label design for their beers themselves. BiiR provides all kinds of fun stickers for them to use so even though all kinds of people might come through our brand it will still stay recognizable!

## How to use them

This team is part of the brand experience. The captain is the main spokesperson so with general advertising use him to show a happy face for our customers to represent BiiR. For special occasion you can use our other characters to spice it up once in a while! You can use them when advertising a part of the process that suits the character.



Posters

Posters

Carefree, positive, bright and bold coloured photos mixed with illustrations. We want to bring the flavours to life by recreating the visual sensation our beers will give you.

A beer this joyful and tasty should really pop in your face when passing our product posters. That is why we use a lot of bubbles to create a playful and brewery feeling in our posters.



# Banners



## Banners

The captain is always looking for cool and astonishing new ideas. He'll always leave some colour behind in the form of bubbles or rainbow trails. That's why you will probably find a banner on other websites as advertisement. The goal of the banners is to show the world that we are out here having fun and invites you to come take a look at our website.

## Feeling crazy?

Take a leap and put smiling customers or product photography with illustrations on the banners, just like our posters. We love to see you smile!





# Product photography

“ Sprinkle sprinkle! “



## 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**

