



 LUCKY
ENVELOPE
BREWING



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A. CORRECT LEGAL NAME: LUCKY ENVELOPE BREWING LLC

B. CORRECT: LUCKY ENVELOPE BREWING

C. INCORRECT: ~~LUCKY ENVELOPE BREWERY~~ / ~~LUCKY ENVELOPE BREWERY CORPORATION~~ / ~~LUCKYENVELOPE BREWERY INC~~

TAGLINE USAGE

A. CORRECT: *CULTURALLY INSPIRED BEER*

THE LUCKY ENVELOPE TAGLINE CAN BE USED WITH A DIFFERENT FONT AND STYLE IN PRESS AND MEDIA INSTANCES. FOR EXAMPLE A HEADLINE OR BODY COPY OF A NEWS ARTICLE OR IN A BLOG POST.

B. INCORRECT: ~~CULTURAL BEER~~ / ~~CULTURED BEER~~ / ~~CULTURALLY INSPIRED BREWERY~~

INCORRECT LOGO USAGE



DO NOT CHANGE COLOR



DO NOT ADD DROP SHADOW



DO NOT ADD A STROKE



DO NOT CHANGE THE ASPECT

FULL COLOR MASTER BRAND

The below logos are the foundation of the Lucky Envelope Brewing's brand. These variations of logos should be the go-to logos to be used in any situation. Also included are variations of the logo with the Lucky Envelope Brewing tagline.



MASTER BRAND WHITE ON BLACK VERSIONS

These variations of the logo are to be used when the use of the color master brand logo is not possible. Mostly restricted by printing or vendor requirements.



PRIMARY MASTER BRAND HORIZONTAL AND VERTICAL LOGOS

The logo should have a clear space of at least one-half inch around the logo.

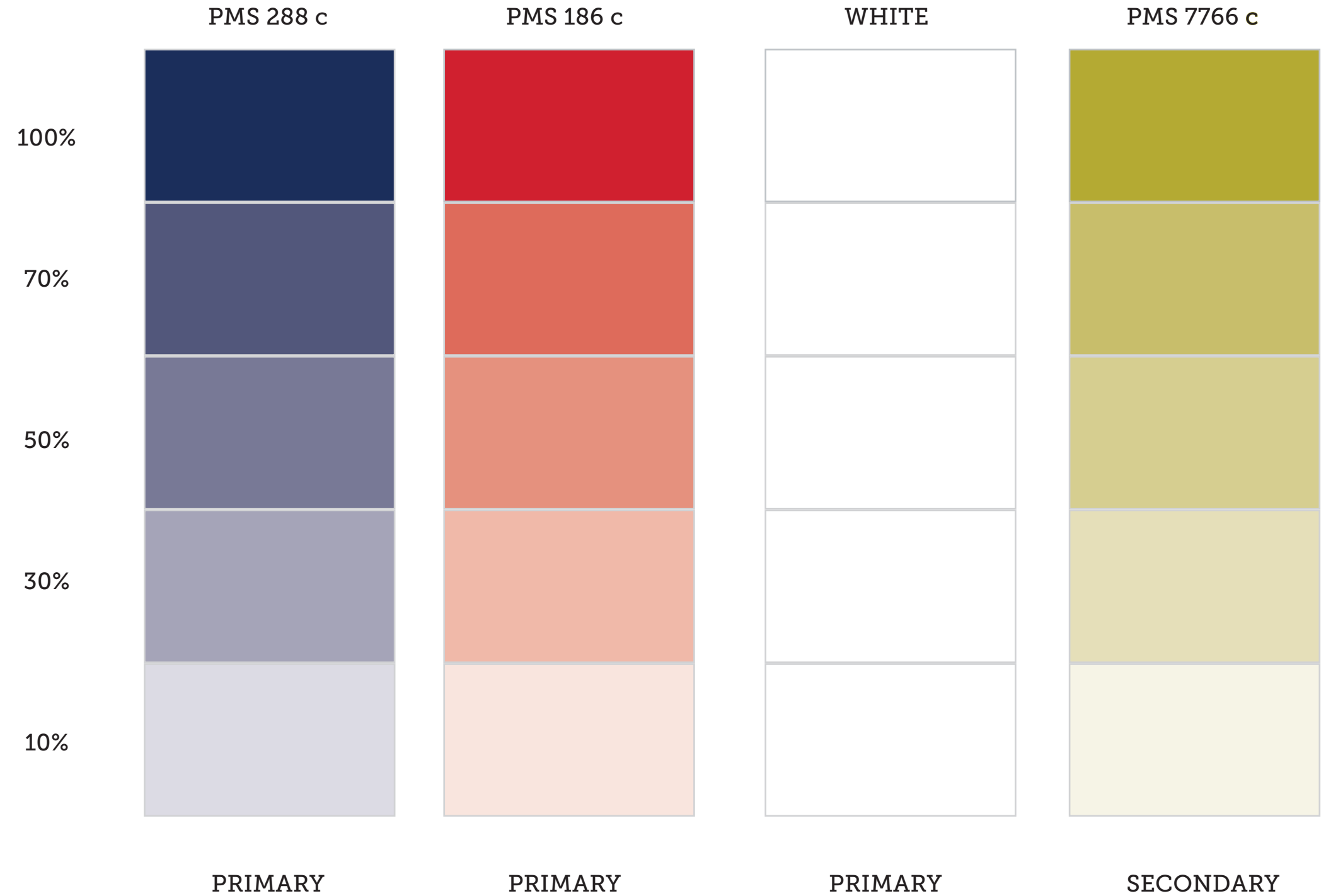
When the logo long side is 5", a 1/2" of clear space should surround the logo on all sides. That 1/2" scales accordingly based on size of the logo.



THE BRAND COLORS

The Lucky Envelope Brewing color palette is strong and emphasizes the communication of the red envelope.

Three primary colors, along with gold, are the go-to color palettes for the master brand marks.



THE MUSEO SLAB TYPEFACE

Museo Slab is a slab serif with a strong vertical emphasis.

Use it for headlines and titles.

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

0123456789

!@#?&

DEAD STOCK TYPEFACE

DEAD STOCK is a script font with the ability to match the icon.

Use it for sub-heads and secondary copy.

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

0123456789

!@#?&