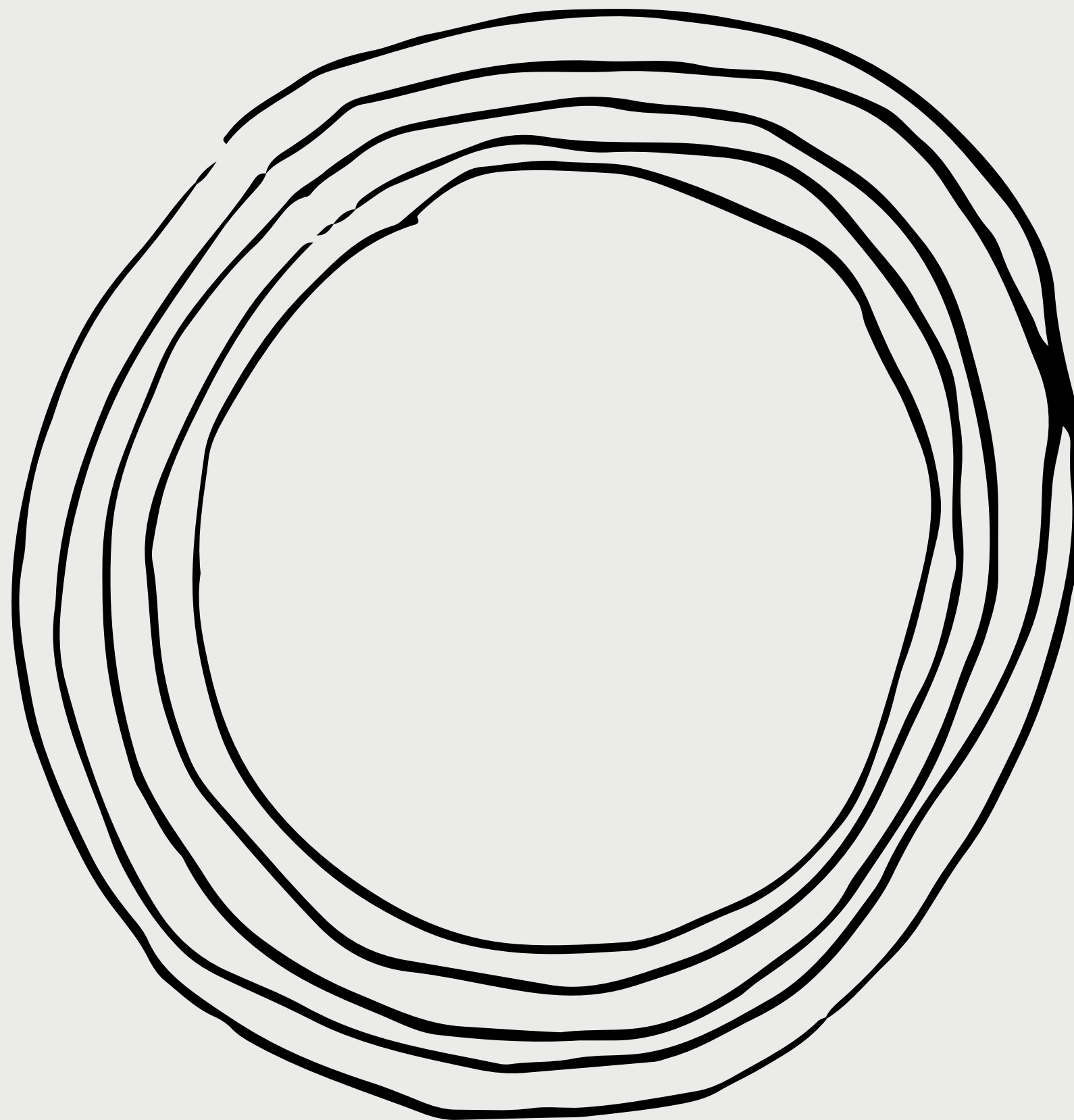


ULTIOR FAVOURS

BRAND GUIDELINES



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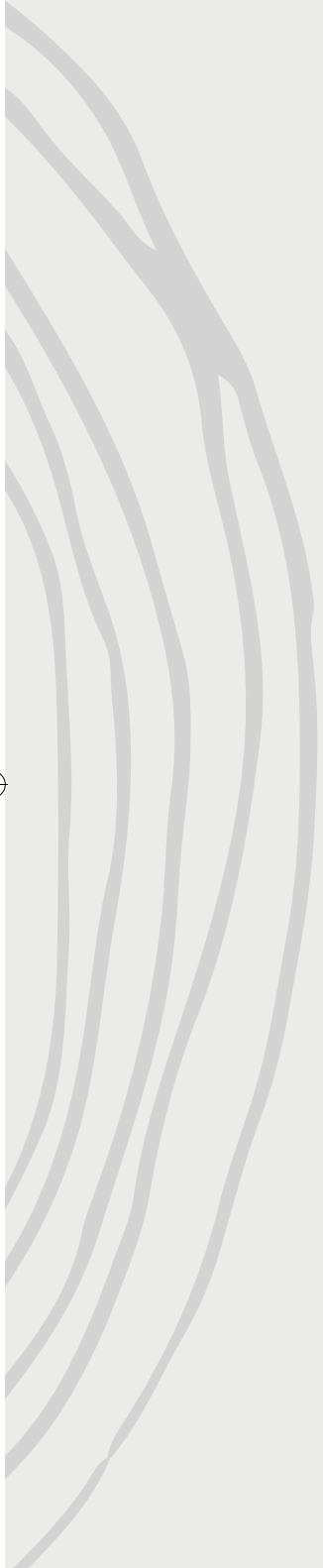
COMPANY OVERVIEW

COMPANY OVERVIEW

hello good people, we are ulterior flavours – a craft brewery based in swansea. we provide for customers from all age groups or just whoever appreciates our simple, crafty and quirky beers.

the brand is made of playful hand-rendered lettering and a complimentary mono-space font. hand-drawn bars and patterns also play a crucial part in generating an identity for the brewery.

the colours chosen reflect disciplines alongside a light-hearted atmosphere and a retro feel alongside modern designs.



BOOK USAGE

BOOK USAGE

this is our brand guidelines and it is for you to hold, smell, look at, read, take away or do whatever floats your boats.

however, please try not to hit any people or animals with it because that's not so nice.

the book serves as our brand's profile, it contains all that we are, how our brand should be used and how it shouldn't be used.

OUR LOGO

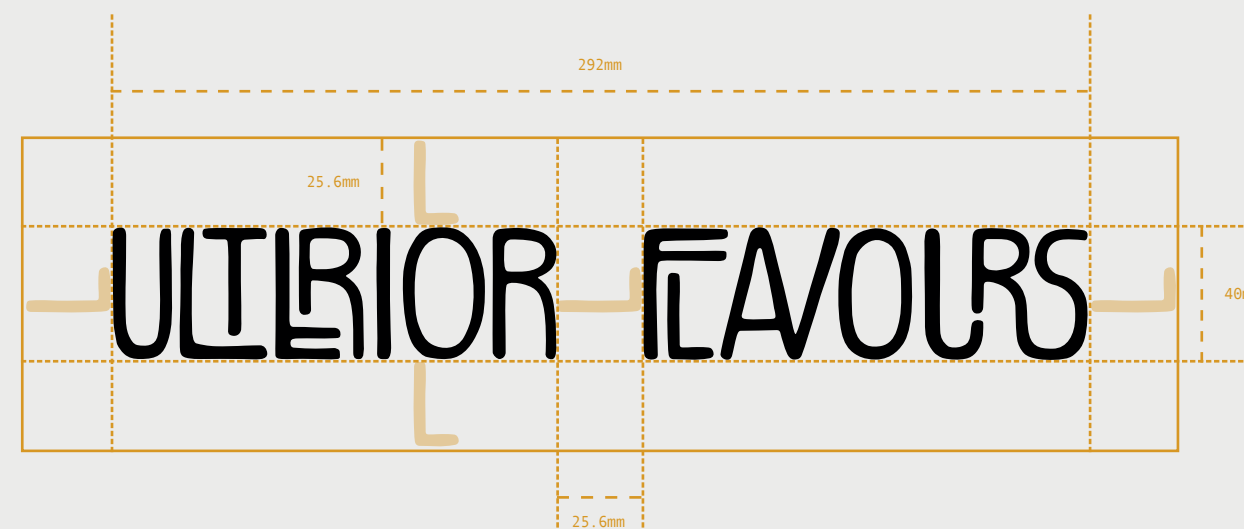
our logo represents who we are; our queerness & adaptability are shown alongside boldness and a sense of structured organisation.

when the primary ULTERIOR FLAVOURS logo is reproduced at a greater or smaller size please respect the proportions shown on the opposite page with respective paddings.



OUR LOGO

the secondary ULTERIOR FLAVOUR is used mainly on our websites. it shows the both of the words on one line with a gap created using the height of the small letter 'L' in the logo.



minimum size for web

in scenarios where you need to reduce the size of our logo for web, the minimum height is 45px (primary logo) and 20px (secondary logo) and please do hold shift.



minimum size for print

for printing purposes, the minimum height is 10mm (primary logo) and 4.5mm (secondary logo). when designing bottle labels, only the primary logo is to be used and at a dimension of 47mm x 30mm.



MISUSAGE

however much we want you to enjoy yourselves, we would like it a whole lot if you could avoid doing certain things with our our logo. these things include inappropriate manipulations of the logo as well as applications of wrong colours.

X don't adjust the leading

ULTIOR
FAVORS

X don't rotate the logo

ULTIOR
FAVORS

X don't squash, stretch or skew the logo

ULTIOR
FAVORS

X don't use drop shadows

ULTIOR
FAVORS

X don't use colours other than black and white

ULTIOR
FAVORS

X don't contain the logo within a box

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FAVORS

TYPOGRAPHY

the typography plays a crucial part in our brand identity so it is helpful that our typefaces are used consistently to reinforce the brand's strength and reputation.

PRIMARY TYPEFACE

Common Ground

Common Ground is the bespoke hand-crafted font made by our creative director especially for ULTERIOR FLAVOURS. it was nurtured and developed with the utmost care to the best standards possible.

Common Ground came about due to our great admiration for contemporary design and visually appealing ligatures. each of the letter was drawn and finalised to a grid yet in many cases, the words are further manipulated so that we can connect the letters and make each text one-of-a-kind. this typeface is what distinguish us from our competitors and it is the factor that defines us as a whole. sometimes we express that we depend more on it than it does us.

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 \$

SECONDARY TYPEFACE

Andale Mono Regular

to compliment the hand-drawn type, we use Andale Mono Regular as our secondary typeface. it is to be used for both web and print, generally whenever Common Ground becomes illegible.

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

Website Usage

size	varies (refer to website guidelines)
leading	varies (refer to website guidelines)
tracking	-20
HEX	#000

Aa

SECONDARY TYPEFACE

Andale Mono Bold

to elegantly highlight important information for print and to replace Andale Mono Regular in specific cases when it appears too light compared to other elements. the font brings a weight to our designs.

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

Website Usage

size	varies (refer to website guidelines)
leading	varies (refer to website guidelines)
tracking	-20
HEX	#000

Aa

COLOURS

our brand consists of black and an off-white colour as well as a series of vibrant hues, each of which is assigned to a particular product of ours. these bright shades are essentially our secondary colours and they play an important part in giving our brand characteristics and 'spicing up' individual designs.

PRIMARY COLOURS

the logo must be reproduced in solid black on top of the off-white background, which is also the background colour of all our websites, packaging designs, books and guidelines. unless you MUST use other colours, please stick with our lovely ulterior white and black.

C	91
M	79
Y	62
K	97
HEX	#000000
R	0
G	0
B	0

COLOURS

C	7
M	5
Y	6
K	0
HEX	#EFEFEF
R	239
G	239
B	239

SECONDARY COLOURS

C 18
M 38
Y 98
K 8

HEX #CB9811

R 203
G 152
B 17

C 80
M 10
Y 100
K 0

HEX #289B28

R 40
G 155
B 56

C 15
M 100
Y 90
K 10

HEX #BE1622

R 190
G 22
B 34

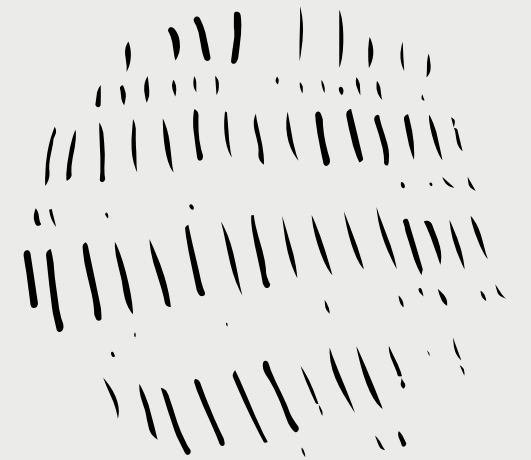
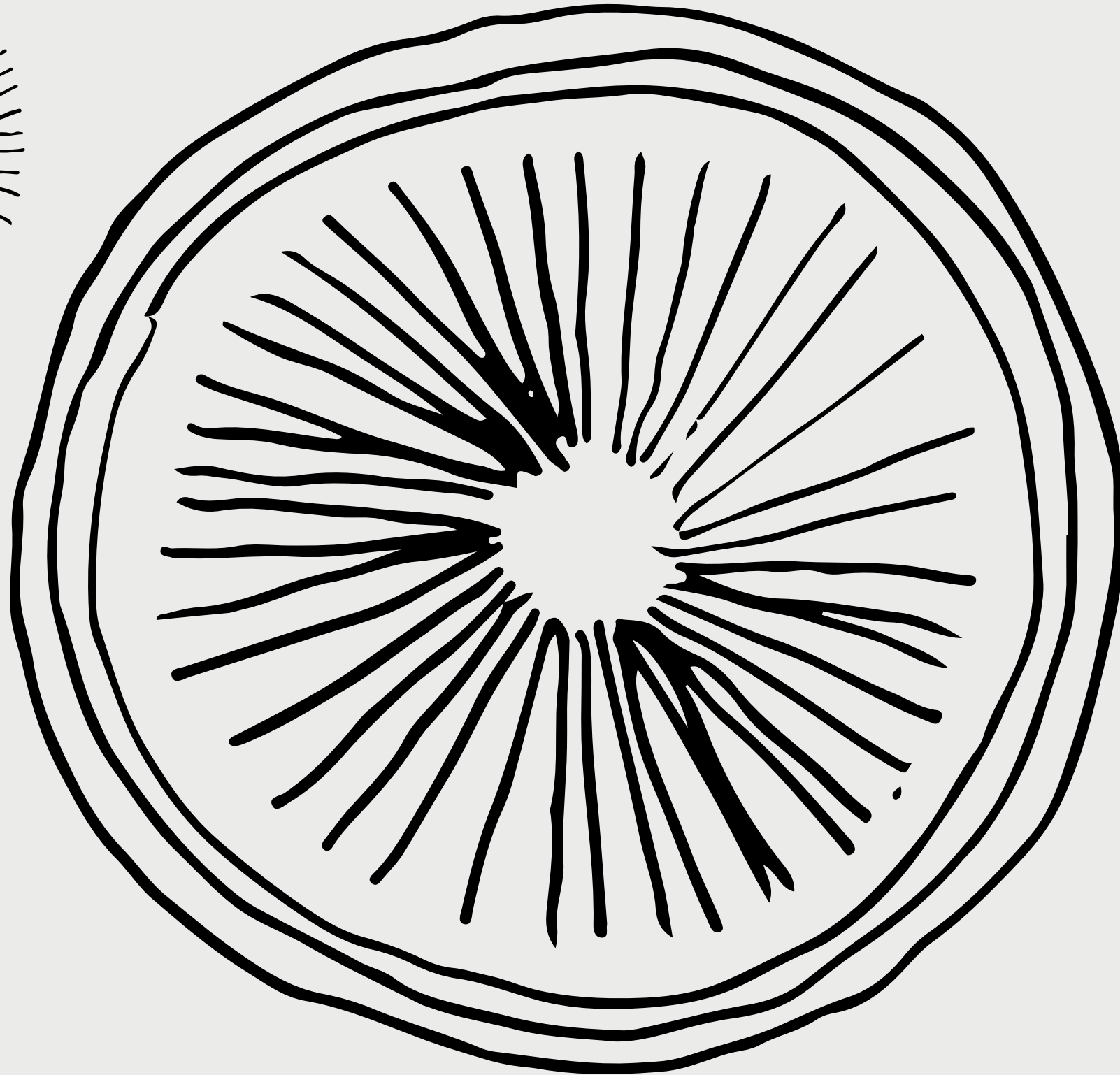
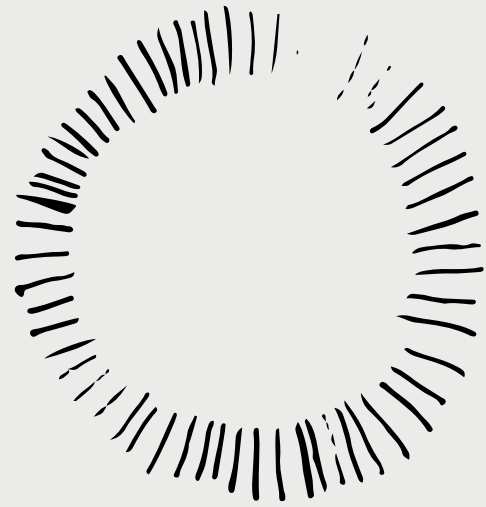
C 70
M 15
Y 0
K 0

HEX #36A9E1

R 54
G 169
B 225

VISUALS

we have seen logos, typefaces and colours, we now present you the toppings of our brand identity, the patterns. the patterns were made using the same techniques as Common Ground but they have characteristics of their own. each and every one of the patterns represents each of our products and ourselves, too. They are imperfect yet intriguing, they are messy yet they fit in nicely with the rest of the brand.



PATTERNS

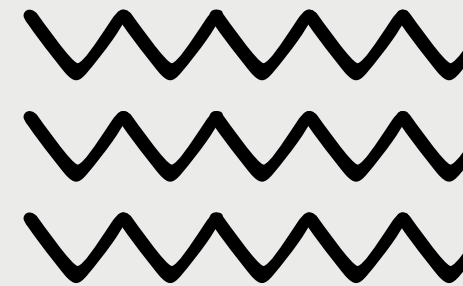
patterns fascinate us. no, really!

these are hand-made to preserve the quirkiness and imperfection; they are the element which brings the light-heartedness to our identity. usually, they are used with their correspondent colours, too.



VISUALS

when reproducing work regarding our brand identity, please do include these little guys, otherwise they would feel extremely left-out :(. the parts within a pattern can be removed to serve the purpose of the design, for example, you are not required to keep the whole wavy bit below in if you only need 3 chevrons in 2 rows and so on. they are also best used in themes to distinguish different pieces of the same categories!



PHOTOGRAPHS

our photographs are taken with a 35mm film camera as we feel that the textures and colours a roll of film produce fit in really well with the rest of the brand. if possible, contact us for images to use with our brand but if you absolutely cannot do that, make sure to use pretty ones.





LAST WORDS

we wholeheartedly thank you for going through this book with us. we hope you know more about us and that you enjoyed yourself :).

