

5x5
BREWING
— CO. —

BRAND
GUIDELINES

BRAND MARK

SPECIFICATIONS

X-HEIGHT is the standard method of measurement used in 5x5 Brewing Co. branding. It is used to determine distances between logos and other elements.

X-HEIGHT is defined by the height of the word **BREWING** in the 5x5 Brewing Co. primary brand mark in that particular design.

The brand mark must have a clearance area around it. Use the X-HEIGHT as a unit of measure and allow for a minimum of one-single instance surrounding the brand mark.

PRIMARY BRAND MARK - PREFERRED



5x5 Brewing Co. also has a tagline version of our brand mark. As with the primary brand mark it utilizes the X-HEIGHT to establish clearance.

The X-HEIGHT is defined by the height of the word **BATTLE** in the "BATTLE BORN TEXAS MADE" tagline in that particular design.

The Tagline version must have a clearance area around it. Use the X-HEIGHT as a unit of measure and allow for a minimum of one-single instance surrounding the brand mark.

TAGLINE BRAND MARK



BRAND MARK

MINIMUM SIZES

To preserve legibility and ensure a clean display of the 5x5 Brewing Co. brand mark, minimum reproduction sizes are specified and must be followed.

The primary brandmark should never be reproduced narrower than 0.75" (2 cm) wide. The tagline brandmark should never be reproduced narrower than 1.25" (3.175 cm) wide.

PRIMARY BRAND MARK



TAGLINE BRAND MARK



BRAND MARK

COLOR USAGE

The 5x5 Brewing Co. brand mark is designed as a monochromatic element. The only authorized colors are BLACK and WHITE. Transparency may be adjust as long as it does not equal to less than 80% fill.

A positive (black) and negative (white) logo are supplied. When placing the logo on a background, please refer to the example below for usage based on tone of the color it is placed on:

