



**BADGER STATE BREWING**  
**BRAND SYSTEM**



**BRAND IMAGE OVERVIEW:**

**Playful masculine graphics,  
strong colors, and clean  
application personify Badger  
State Brewery's craftsman  
hometown heritage.**

**Included in this brand application  
guide are examples of all logos,  
patterns, graphics and fonts, as  
well as guidelines for the use of  
color and logo placement, and an  
index of file names.**

**All files are provided as a vector  
PDF for use in any print or digital  
application.**

**Please contact Taphandles LLC with  
any questions!**

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## BADGER STATE MASTER BRAND LOGO



FULL COLOR LOGO  
(MUST BE USED ON LIGHT BACKGROUNDS)

## ALTERNATE LOGOS & GRAPHICS



2 COLOR TEXT ONLY LOGO



1 COLOR TEXT ONLY LOGO



1 COLOR INVERTED LOGO





PHYSICAL APPLICATION





FONTS

MARIAMNE

USE FOR TITLES, ALL CAPS

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890.,? !@#\$%^&\*()-=+

EAGLE

Use For Body Text

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890.,? !@#\$%^&\*()-=+

BRAND COLORS

MAIN COLORS

PMS 200

80%

60%

40%

20%

PROCESS

R = 186    C = 3  
 G = 12    M = 100  
 B = 47    Y = 70  
           K = 12

PMS 7463

80%

60%

40%

20%

PROCESS

R = 0      C = 100  
 G = 43     M = 63  
 B = 73     Y = 12  
           K = 67

SECONDARY COLORS

PMS COOL GRAY 2C

80%

60%

40%

20%

PROCESS

R = 208    C = 5  
 G = 208    M = 3  
 B = 206    Y = 5  
           K = 11

PMS 5473

80%

60%

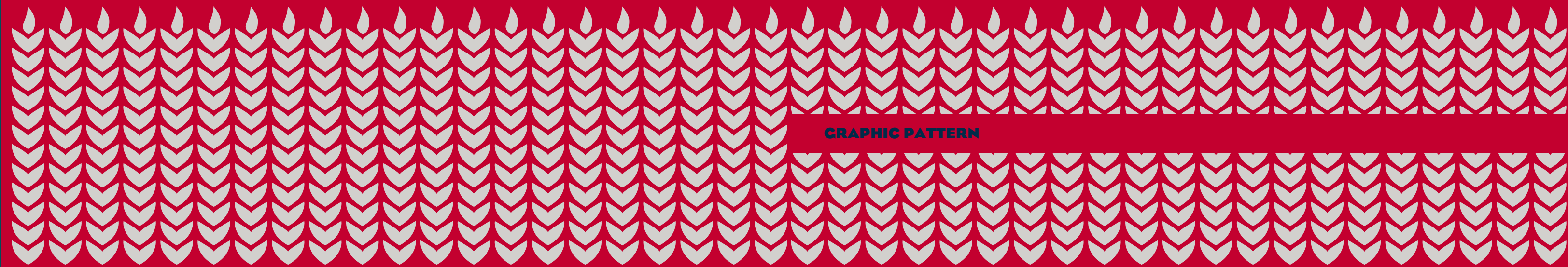
40%

20%

PROCESS

R = 17     C = 86  
 G = 94     M = 20  
 B = 103    Y = 32  
           K = 51

GRAPHIC ELEMENTS & PATTERN



GRAPHIC PATTERN

LIGHT GRAPHIC ELEMENTS (FOR DARK BACKGROUNDS)



INV



DARK GRAPHIC ELEMENTS (FOR LIGHT BACKGROUNDS)



**CLEARANCE, POSITIONING, COLOR GUIDES,  
& INCORRECT USAGE**



**MINIMUM BADGE CLEARANCE**



**MINIMUM BADGE SIZE**



**MINIMUM TEXT CLEARANCE**



**MINIMUM TEXT SIZE**

## INCORRECT USAGE GUIDES

To the right are a few, but definitely not all, examples of what NOT to do with your logo.

When using your artwork, here are a few things to keep in mind:

- Consistent branding increases brand recognition.
- If a material or application feels off-brand, it probably is.
- Make good decisions!
- When in doubt, be bold.
- White is a tertiary color, use as a background color only when absolutely necessary.
- Only use the full color badge logo on gray or white.
- Give this brand book to any vendor that uses your art work. It saves you having to dig around for color, sizing, or placement information, and it gives them a good sense of the overall brand aesthetic.



Do not scale the logo disproportionately



Do not rearrange the logo



Do not place the logo on top of graphic elements



Do not screen the logo



Do not rotate the logos in any way except as permitted by these guidelines



Do not replace any parts of the logo



Do not put the logo on a low contrast color except as permitted by these guidelines



Do not color the logo black



Do not color the logos in any way except as permitted by these guidelines



Do not create a pattern out of the logos (use brand patterns)



Do not use the non-inverted logo on a dark background



Do not put the logos on an overwhelming pattern or texture (even if it's a brand pattern)



BADGE LOGO COLOR GUIDES

Not all logos can (or should) be used on all colors and backgrounds.

Some combinations require the use of an inverted logo. These are specifically marked to the right. THE BADGER’S EAR SHOULD ALWAYS BE DARK.

File names are listed at the end of this document.

TEXT LOGO COLOR GUIDES

All color options for text logos can be used on any color or background, except for the full color text logo, which should be shown on gray only.



FULL COLOR TEXT LOGO

FULL COLOR LOGO

(use on gray background only)

NAVY BLUE LOGO

RED LOGO

TEAL LOGO

GRAY LOGO

WHITE COLOR BADGE (INV)

(use on gray background only)



INV



INV



INV



INV



INV



## FILE GUIDE



BCL MB LOGO [FULL COLOR].pdf



BCL MB LOGO [IC TEAL].pdf



BCL MB LOGO [IC RED].pdf



BCL TEXT LOGO [FULL COLOR].pdf



BCL TEXT LOGO [IC TEAL].pdf



BCL TEXT LOGO [IC RED].pdf



BCL MB LOGO [IC GREY].pdf



BCL MB LOGO [IC BLUE].pdf



BCL INV MB LOGO [IC WHITE].pdf



BCL TEXT LOGO [IC GREY].pdf



BCL TEXT LOGO [IC BLUE].pdf



BCL TEXT LOGO [IC WHITE].pdf



BCL INV MB LOGO [IC TEAL].pdf



BCL INV MB LOGO [IC RED].pdf



BCL INV MB LOGO [IC GREY].pdf



BADGER INV.pdf



BADGER.pdf



WHEAT SHAPE.pdf



PAW.pdf



WHEAT BRUSH.pdf  
(use in AI only)



TOOLS.pdf



**PLEASE CONTACT TAPHANDLES LLC WITH ANY QUESTIONS!**

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