



BRAND STYLE GUIDE



OVERVIEW

Guidelines found within this document contain the rules for our visual communication system. Following these strictly will help maintain graphic and message continuity, protect our logo assets, and help us build powerful, relevant messaging across a broad array of media.

This document includes all of the elements you may need:

Logo variations, proper usage instructions, typefaces, colors, visual assets and more.



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THE BRAND

Welcome

Mission

Vision

Values



WELCOME

MESSAGE FROM THE FOUNDERS

We are Rising Tide Brewing, an independent, family-owned brewery driven by creative flavors, quality, and community. Since 2010, we have crafted innovative beers, guided by a love for the outdoors and a commitment to using local ingredients. We are friendly, warm and welcoming to anyone who walks in and we invite our patrons to join us on a journey of cold craft beer and hot fresh food, embodying the ethos that a rising tide lifts all boats.

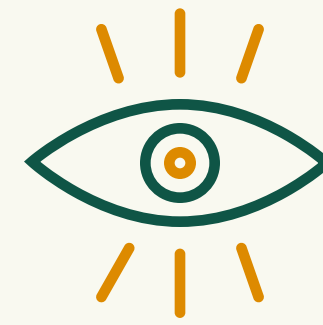
Nathan and Heather Sanborn

Master Brewer and Director of Operations



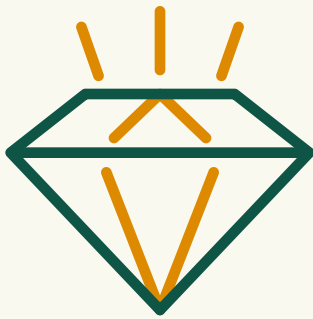
MISSION STATEMENT

**AT RISING TIDE WE CRAFT EXCEPTIONAL BEERS THAT
BRING PEOPLE TOGETHER. WE ARE DEDICATED TO QUALITY,
INNOVATION, AND FOSTERING A STRONG, SUPPORTIVE
COMMUNITY THROUGH OUR UNWAIVERING COMMITMENT
TO BREWING CONSISTENCY.**



VISION STATEMENT

**AT RISING TIDE BREWING, WE AIM TO LEAD THE
CRAFT BEER INDUSTRY WITH CONSISTENT
QUALITY, VIBRANT COMMUNITY ENGAGEMENT,
AND A COMMITMENT TO SUSTAINABILITY.**



OUR VALUES

01

02

03

04

Consistency

We are dedicated to brewing high-quality beers with unwavering consistency, ensuring each batch reflects our commitment to excellence and reliability.

Community

We actively support and engage with our local community, fostering connections and giving back through various initiatives and collaborations.

Sustainability

We prioritize environmentally friendly practices and local sourcing to minimize our impact on the environment and support sustainable growth.

Inclusivity

We create a welcoming and inclusive environment for all, celebrating diversity and ensuring everyone feels a part of the Rising Tide family.



OUR LOGO

- Primary Lockup
- Black & White Versions
- Alternative Lockups
- Correct Logo Usage
- Incorrect Logo Usage



Primary Lockup

These are the go-to logos for all brand communications. It's a trademark to help viewers easily identify the Rising Tide brand. It is essential that the logo is always applied with care and respect.



Light Background “High Contrast Instance”



Green or Dark Background “Low Contrast Instance”



Achromatic Version

Due to print production costs, sometimes only one ink color (usually black) is used. In that case, an achromatic version of the Rising Tide logo should be used.

To ensure legibility and sufficient contrast, use a black version of the Rising Tide logo over a light background and the white version over a dark background.



On White



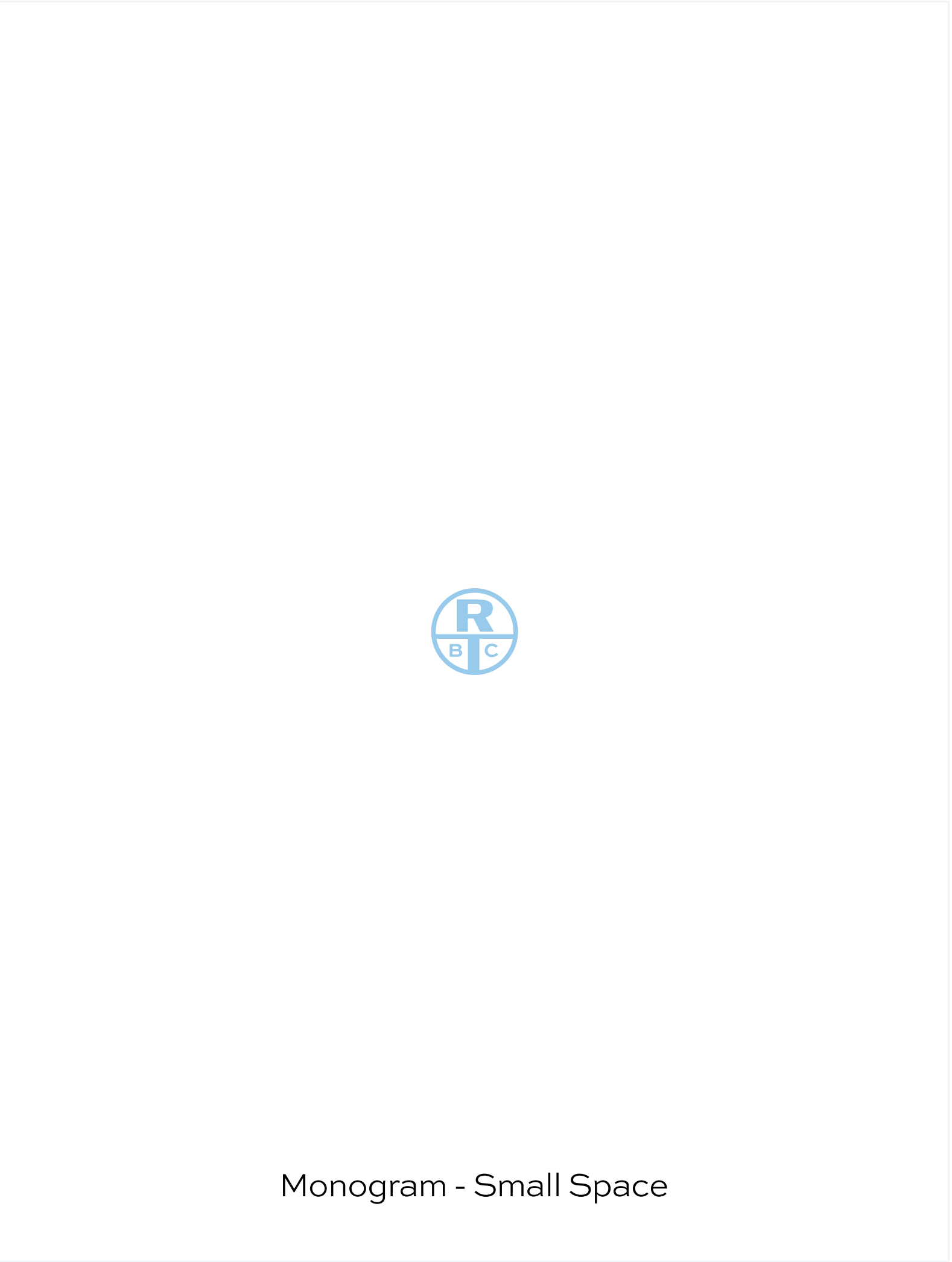
On Black Background or Dark Image



Alternative Lockups

In cases where sizing is an issue use the Rising Tide Wordmark can be applied. These marks are to be used in smaller space applications or scenarios where branding can be simplified such as a hem label or apparel tag.

NOTE: These alternative lockups are made to support different creative needs and scenarios. Whenever possible, use the primary lockups.





Correct Logo Usage

Our Logo

The logo can be placed on a background or over an image using one of the colors from the primary or secondary color palette. Here are examples of the logo applied in these instances.

To ensure legibility and sufficient contrast, use a black version of the Rising Tide logo over a light background and a white version over a dark background.





Incorrect Logo Usage

For consistency in representing our brand identity, refrain from using the logo in unapproved ways. Solcasa logo should not be adjusted or edited in any way.

Follow these rules to ensure that our logos are always clear and consistent across brand touchpoints. Here are some examples of what not to do:



Do not rotate the logo



Do not stretch or distort the logo



Do not use off brand colors



Do not use drop shadow or other effects



Do not outline the logo



Do not reduce the opacity of the logo



Do not add a box around the logo



Do not use on colors with low contrast



Do not use a logo against an image with poor contrast



COLORS

03



Primary Colors

Colors

Our primary color is "Sea Green," a blue-green shade inspired by the coast of Maine. This color reflects the brewery's deep connection to its coastal roots and evokes a sense of tranquility and freshness.

The core palette will cover the majority of your needs. It is intentionally small in variety to help consumers quickly identify our brand.

Seagreen		Harbor Glow		Sky Blue		Driftwood		White	
HEX	#00F5546	HEX	#DD8A00	HEX	#97CAEB	HEX	#F8F3ED	HEX	#FFFFFF
RGB	0 / 86 / 89	RGB	221 / 138 / 0	RGB	251/ 202 / 235	RGB	248 / 243 / 237	RGB	255 / 255 / 255
CMYK	97 / 40 / 75 / 36	CMYK	12 / 51 / 100 / 1	CMYK	38 / 8 / 1 / 0	CMYK	0 / 2 / 4 / 3	CMYK	0 / 0 / 0 / 0
PANTONE	7729C	PANTONE	7564C	PANTONE	291C				



TYPOGRAPHY

- Brand Primary Typeface
- Brand Secondary Typeface
- Typographic Hierarchy



Brand Primary Typeface

Acme Gothic, designed by Mark Simonson, is an ideal typeface for Rising Tide Brewing Brewing due to its blend of historical and modern elements. Its bold, clear letterforms ensure high readability, essential for our logo and can labels. Rooted in early 20th-century American sign painting, it reflects the rich maritime heritage of Coastal Maine, adding authenticity and character to the brand. Acme Gothic's versatility and strong, clean lines complement the brewery's coastal and nautical themes. It is an adobe font and can be activated using adobe suite.

Font Family

ACME
GOTHIC

Light

Semibold

Black

Lowercase

abcdefghijklmno
pqrstuvwxyz

All caps

ABCDEFGHIJKLMNO
PQRSTUVWXYZ

Numbers & characters

1234567890
{!@#\$%^&*()+=<~}



Brand Secondary Typeface

Sweet Sans is an ideal secondary typeface for Rising Tide Brewing due to its historical roots in early 20th-century engraver's sans serif styles, offering a timeless and familiar aesthetic. Its open, simple forms ensure excellent legibility at small sizes, perfect for detailed label information. It provides a wide range of styles and weights, adding versatility. It is also an adobe font that can be activated in adobe creative suite.

Font Family

SWEET SANS
PRO

Light

Medium

Heavy

Lowercase

abcdefghijklmno
pqrstuvwxyz

All caps

ABCDEFGHIJKLMNO
PQRSTUVWXYZ

Numbers & characters

1234567890
{!@#\$%^&*()+=<~}



Typographic Hierarchy

Typography

Typographic hierarchy is a system for organizing type that establishes an order of importance within the data, allowing the reader to easily find what they are looking for.

NOTE: Although not every text element has to be utilized in any given scenario, each one plays a vital role in enhancing the readability and clarity of written material.

Eyebrow

Acme Gothic Semibold | 16pt | Height: Auto | Spacing: -3% | ALL CAPS

Headline

Acme Gothic Wide Bold | 50pt | Height: 50pt | Spacing: -3% | ALL CAPS

Subhead

Acme Gothic Wide Semibold | 30pt | Height: 30pt | Spacing: -3%

Paragraph

Sweet Sans Pro Light | 21pt | Height: Auto | Spacing: -3%

CTA

Acme Gothic Semibold | 16pt | Height: Auto | Spacing: -3% | ALL CAPS

WELCOME TO RISING TIDE

WE ARE GUIDED BY CREATIVE FLAVORS,
QUALITY, CONSISTENCY, COMMUNITY, AND
A LOVE OF ALL THINGS OUTDOORS.

Proudly handcrafted in Portland, Maine since 2010

We make beers to enjoy with family and friends while soaking up all the beautiful state of Maine has to offer. All of our clean fermented beers are packaged in aluminum cans, making them the perfect pack-in, pack-out beverage for your Maine adventure.

LEARN MORE



THE BEER

Core Beer

Label System

Examples



Core Beer

Our can label system has been re-designed to reflect a contemporary layout with consistent and memorable branding. It is composed of a strategic information system to reflect illustrative flexibility while maintaining consistent information delivery.





Label System

Below are the core elements of the new label design

Die cut ripple creates a playful waterline on the can

Design elements can break into the white space but should be used sparingly

Small logo centered on the waterline above the back matter

Oars used as a design element to separate information

Beer title set in Acme Gothic, but the font weights and styles can be loose

Beer style always set in Sweet Sans Pro Bold

Logo always places on centerline between whitespace and color allowing the rower to feel grounded on the horizon

Highlight color can be changed to compliment the beer label color palette, but the green and blue remain consistent

Vector art illustration is used on all of our can labels, the styles can be varied to add personality and playfulness but colors should be kept to 3-4 values that won't fight with the logo.



Examples





APPLICA- TIONS

Flag

Signage

Business Cards

Coasters

Glassware

Hats

Tees

Wearables

Decals

06



Flag





Signage





Business Cards





Coasters





Glassware





Headware Concepts



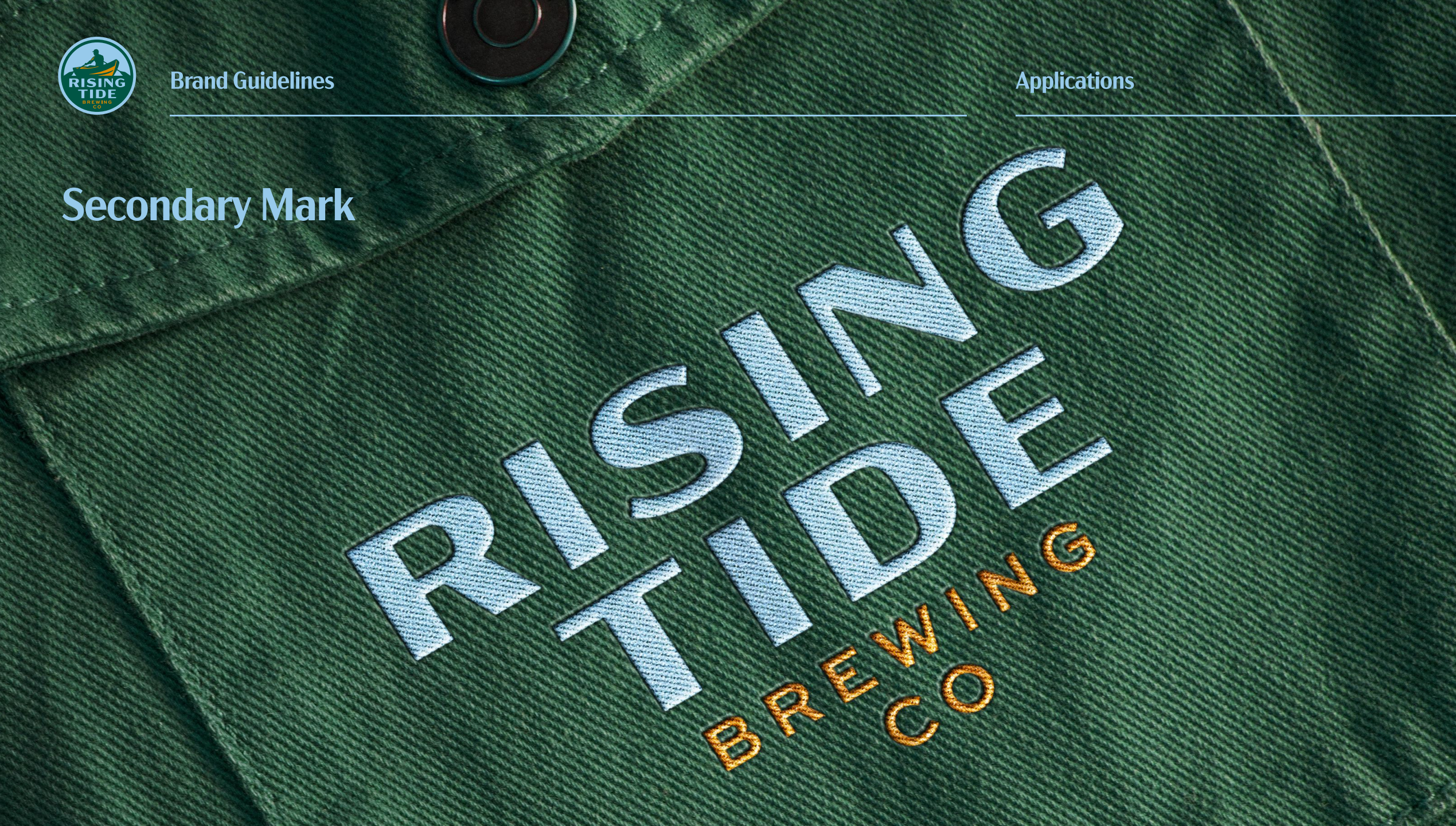


Logo Tees





Secondary Mark





Decals





CHEERS!

For visual identity and it's application questions contact