



GHOST RIVER

BREWING CO.

BRAND GUIDELINES

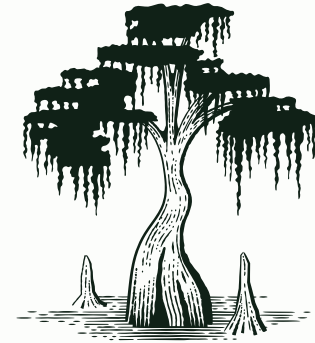
OUR ROOTS RUN DEEP.

Ghost River Brewing Co. is proud to be Memphis's first craft brewery. Independently owned and operated, Ghost River has made good beer for the good people of Memphis since 2007.

Just outside of Memphis, the Wolf River expands into a broad, still opening. While calm on the surface, a deep channel cuts through the riverbed below, creating a hidden current. This unassuming yet powerful body of water is the Ghost River. It provides water for our aquifer, recreation for our families, and the name for our brewery. The beauty and complexity of the Ghost River continue to inspire us to create fun, complex and delicious brews for you to enjoy.

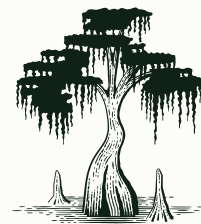
GHOST RIVER PRIMARY LOGO

The primary logo is composed of a logomark (the tree) and a typemark (the text) that should be used together as shown. Use the appropriate logo lockup orientation that better fits the layout at hand.



GHOST RIVER
BREWING CO.

HORIZONTAL LOCKUP



GHOST RIVER
BREWING CO.

PRIMARY LOGO SPACING & SIZING



Provide plenty of breathing room around the logo to help it stand out in any situation. Please adhere to the minimum logo size to ensure legibility.



WORDMARK SPACING & SIZING



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BREWING CO.

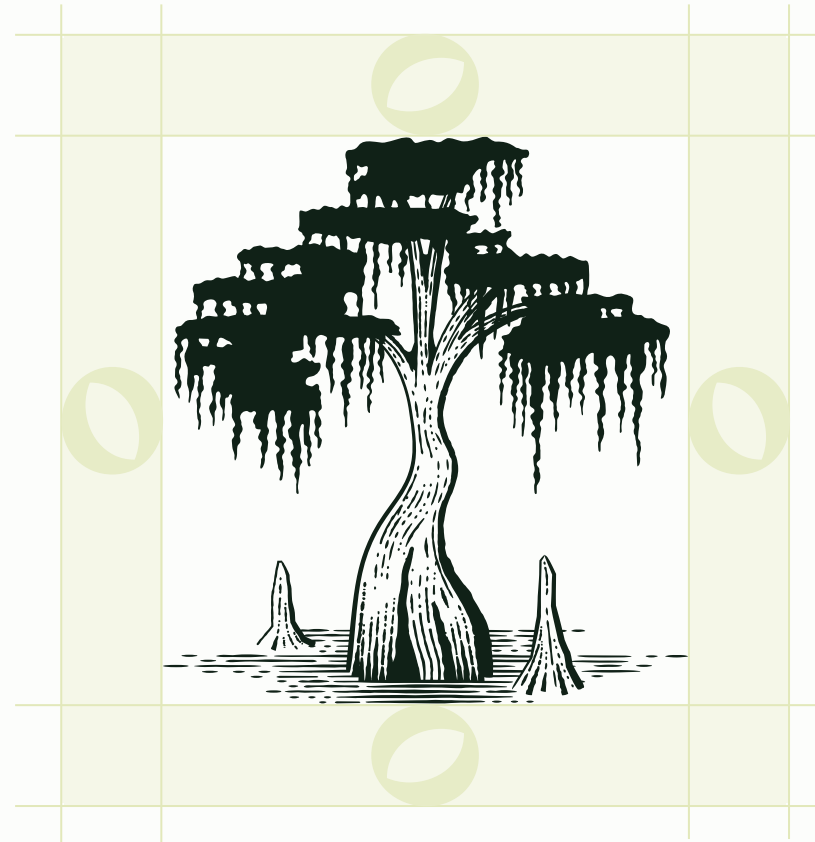


1.25" WIDE
MINIMUM

In certain occasions there may not be enough room for the primary logo lockup, in those instances please use the wordmark by following the spacing and sizing parameters shown.

LOGOMARK SPACING & SIZING

The logomark can be used separately as a layout design element but it should always be accompanied by the wordmark somewhere within the layout where it is clearly visible and legible.



1.25" HIGH
MINIMUM

AVOID THESE LOGO USES

To make sure that our brand identity is consistent and easily recognizable, please adhere to our logo parameters and refrain from adding, editing, and/or rearranging the logo.



Do not distort or stretch



Do not rotate



Do not move or scale elements of the logo



Do not outline



Do not add a dropshadow



Do not add logo over a photograph

GHOST RIVER LOGO BADGE



BLACK AND WHITE



COLOR

The logo badge can be used for certain instances where a round treatment is required. Please use the logo as is and do not change and/or delete any of the text.

GHOST RIVER TAGLINE

**O U R R O O T S
R U N D E E P**

Use this stylized tagline as a tertiary design element to reinforce our commitment to our community.

GHOST RIVER TYPOGRAPHY

MODESTO CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

HEADERS

KNOCKOUT REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
UVWXYZ
1234567890

SUB-HEADERS

FUTURA PT DEMI

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
1234567890

BODY TEXT

Futura PT Demi

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
1234567890

Please refer to the following typography hierarchy guidelines when setting text. Make sure that the typeface choice aligns with its use (headlines, headers, sub-headers, body text).

GHOST RIVER COLOR PALETTE

Our color palette features two primary colors, Deep Water and Moss, followed by four secondary colors that ensures optimal contrast when used in conjunction.

DEEP WATER

PMS: 5535 C
CMYK: 78, 57, 74, 75
RGB: 19, 36, 25
HEX: #132419

RIVERBANK

PMS: 5815 C
CMYK: 60, 53, 100, 48
RGB: 73, 71, 28
HEX: #49471C

MEMPHIS SANDS

PMS: 7403 C
CMYK: 14, 21, 65, 0
RGB: 222, 194, 115
HEX: #DEC273

MOSS

PMS: 367 C
CMYK: 47, 0, 100, 0
RGB: 149, 201, 61
HEX: #95C93D

CYPRESS

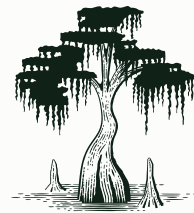
PMS: 7762 C
CMYK: 63, 43, 73, 27
RGB: 89, 102, 75
HEX: #59664B

WILLOW

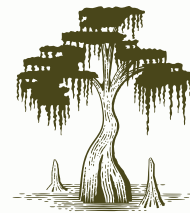
PMS: 7485 C
CMYK: 12, 2, 32, 0
RGB: 227, 231, 186
HEX: #E3E7BA

LOGO COLOR OPTIONS

Follow the color combinations shown for white and dark backgrounds. The same color options apply when the logomark and wordmark are used separately.



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LOGO OVER DARK COLOR BACKGROUND



GHOST RIVER
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GHOST RIVER
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USE OF COLOR COMBINATIONS

When choosing color for background and text elements, please refer to the following combinations.

