

SIDEWARD

ORL BREWING FLA

STYLE GUIDE
UPDATED: 05.26.22

WE LOOK LIKE

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LOGOS

PRIMARY LOGO

The logo is inspired by Sideward's neighborhood, The Milk District, and features a demon cow and custom type inspired by tattoo history, biker culture and occult imagery.

PRIMARY

The primary logo refers to the lockup with illustration on the top and the horizontal wordmark on the bottom.

The smallest size of the primary horizontal logo should be 1" in height. The logo should always have 0.125" of spacing on all four sides of the logo.





LOGOS

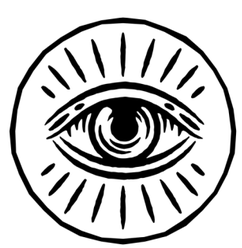
SECONDARY

SIDEWARD BREWING

WORDMARK

SIDEWARD

ALT WORDMARK



ICON

SIDEWARD BREWING

HORIZONTAL WORDMARK

LOGOS

APPROVED LOGO USAGE



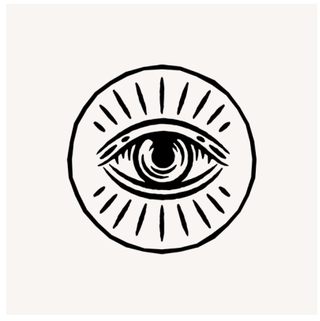
DARK BACKGROUND



LIGHT BACKGROUND



DARK BACKGROUND



LIGHT BACKGROUND



USE OF PHOTOGRAPHY

If the primary logo must appear on a photo, always use a light or dark color with transparency over the photo.

COLORS + FONTS

APPROVED BRAND COLORS

GOLD

PMS 111C
#AB8900

C: 33
M: 40
Y: 100
K: 7

BLACK

WHITE

APPROVED BRAND FONTS

BRAND FONT — WAYFARER

SUBHEADERS — TRADE GOTHIC LT STD
SIDE COPY ON LABELS

