



BRAND GUIDELINES

VERSION 1.0

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CONTENTS

THE FAIR STATE BRAND	03
BRAND PROPOSITION	04
BRAND GUIDANCE	06
BRAND IDENTITY ASSETS	07
PRIMARY ASSETS	08
ADDITIONAL ASSETS	13
COLOR	16
APPLYING IDENTITY ELEMENTS	17
TYPOGRAPHY	19
BRAND APPLICATIONS	20
PACKAGING	21
PRODUCT IDENTIFIERS	25
SECONDARY PACKAGING	26
OTHER APPLICATIONS	28
CONTACT	31



THE FAIR STATE BRAND



**PROUDLY
UNION MADE**

THE

**BEST SHARED
WITH FRIENDS**

PEOPLE'S

**ESTD
2014**

BEEER



ESTD



2014

FAIR STATE

BREWING

FAIR STATE BREWS THE PEOPLE'S BEER. FOUNDED ON THE IDEA THAT BEER BRINGS US ALL TOGETHER, WE ARE STEWARDS OF QUALITY & COMMUNITY. CRAFTED AS A COLLECTIVE AND SHARED AMONGST FRIENDS, WE FOSTER UNITY THROUGH THE INFINITE CONNECTION BETWEEN BEER AND THE COMMUNITY. FAIR STATE IS BREWED BY THE PEOPLE, FOR THE PEOPLE.

FAIR STATE'S IDENTITY IS THE HOLISTIC EXPRESSION OF HOW THE BRAND COMES TO LIFE EVERYWHERE, SO IT IS IMPORTANT TO USE BRAND ELEMENTS BOTH INTENTIONALLY AND CONSISTENTLY.

THE FOLLOWING PAGES IDENTIFY KEY BRAND ELEMENTS, WITH GUIDANCE FOR HOW THEY SHOULD BE APPLIED. WHEN THEY HAVE BEEN EFFECTIVELY APPLIED ACROSS A VARIETY OF TOUCHPOINTS, THE BRAND'S PRESENCE WILL BE STRONG.



BRAND IDENTITY ASSETS

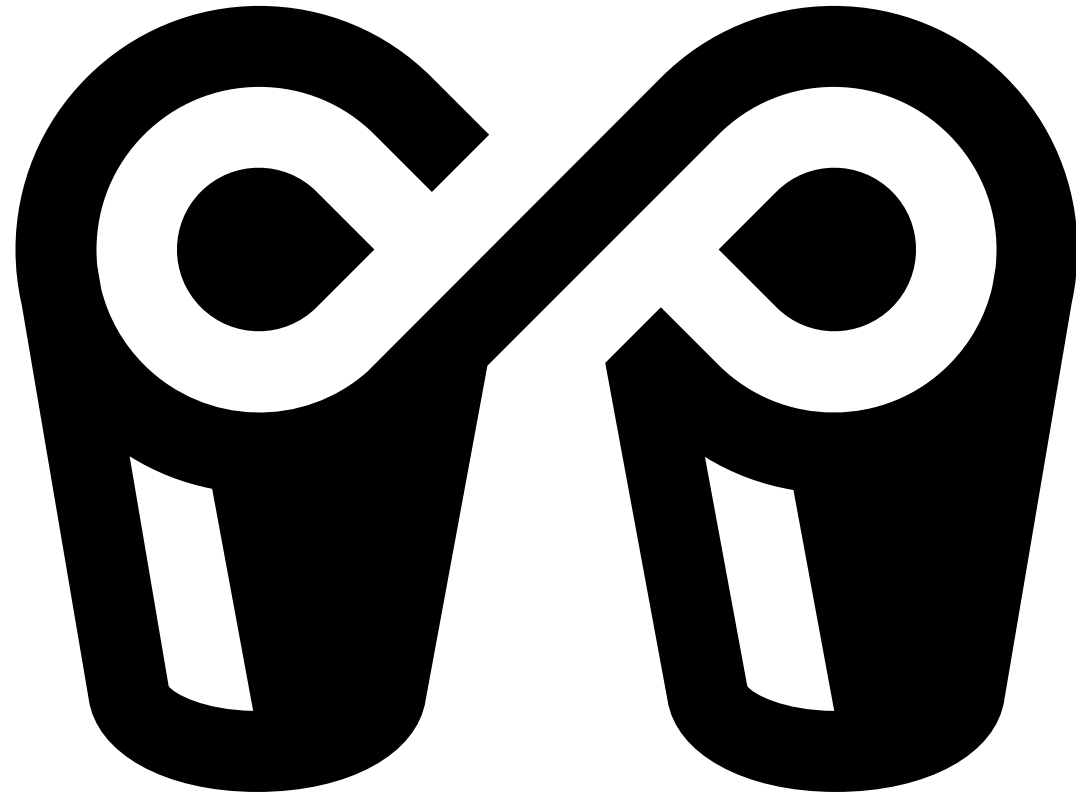


INFINITY PINTS: THE PRIMARY BRAND ICON

AS THE NEW ITERATION OF THE FAIR STATE BRAND, THE INFINITY PINTS CONNECT THE PAST IDENTITY CLOSER TO THE BRAND'S PROPOSITION OF INFINITELY CONNECTING BEER AND COMMUNITY. FAIR STATE BREWS BEER THAT BRINGS PEOPLE TOGETHER AND FOSTERS COMMUNITY.

THIS MARK IS THE ANCHOR OF THE NEW BRAND, AND SHOULD BE PRESENT THROUGHOUT APPLICATIONS AS MUCH AS POSSIBLE. THE FOLLOWING PAGES PROVIDE GUIDANCE ON THE DIFFERENT IDENTITY ELEMENTS

USE THE PROVIDED ARTWORK AS DIRECTED AND WITHOUT MODIFICATION.



PRIMARY IDENTITY LOCKUP

THE PRIMARY IDENTITY LOCKUP INCLUDES THE PRIMARY ICON AND IDENTIFYING TYPOGRAPHY. THIS SHOULD BE USED AS A HOLISTIC IDENTIFIER TO THE BRAND WHEN POSSIBLE. THE PRIMARY IDENTITY LOCKUP MAY BE USED IN ITS CONTAINING SHAPE (FIG. 01) OR WITHOUT A CONTAINER (FIG. 02). USE THE PROVIDED ARTWORK AS DIRECTED AND WITHOUT MODIFICATION.



“BOW TIE” LOCKUP

THE BOW-TIE LOCKUP MAY ALSO BE USED AS A PRIMARY IDENTIFIER OF THE BRAND. THESE LOCKUPS INTRODUCE THE SYSTEM OF SHAPES AND ANGLES THAT BUILD FAMILIARITY TO THE IDENTITY SYSTEM AS A WHOLE. IN MARKETING AND SALES EXPRESSIONS, FIG. 01 MAY BE USED. HOWEVER, ON PACKAGING, FIG. 02 SHOULD BE USED.

01



02



BRAND BADGE

A THIRD OPTION FOR THE PRIMARY IDENTIFIER OF THE BRAND WOULD BE A BADGE LOCKUP. THIS CAN BE USED WHEN SPACE IS LIMITED, OR TO EASILY TAKE THE PLACE OF THE PREVIOUS PRIMARY IDENTITY, AS THAT WAS IN A ROUND BADGE FORMAT AS WELL. IT CAN BE FORMATTED WITHIN A CONTAINING SHAPE (FIG. 01) OR STANDALONE (FIG. 02).

01



02



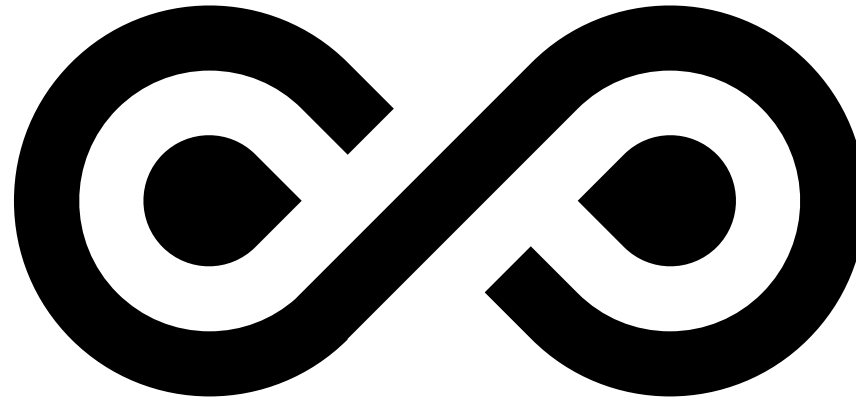
PACKAGING IDENTITY

A SHORTHAND FOR THE PRIMARY ICON AND IDENTITY IS RESERVED FOR PACKAGING EXPRESSIONS. WITH SIMILAR MEANING TO INFINITELY CONNECTING BEER AND PEOPLE, IT ALSO POINTS TO INFINITE BEER AS SECONDARY MEANING.

THE INFINITY MARK (FIG. 01) AND THE INFINITY MARK LOCKUP (FIG. 02) SHOULD BE USED IN PROXIMITY TO THE PRIMARY BRAND ICON OR LOCKUP WHENEVER POSSIBLE.

USE THE PROVIDED ARTWORK AS DIRECTED AND WITHOUT MODIFICATION.

01



02



PRIMARY BRAND PATTERN

IDENTITY ELEMENTS ARE COMBINED INTO A PATTERN WHICH CAN BE USED FOR TISSUE PAPER, ENVIRONMENTAL GRAPHICS, AND OTHER APPLICATIONS. THIS CAN BE USED IN A VARIETY OF COLORS, BUT SHOULD STICK TO THE SELECTED BRAND PALETTE WHEN POSSIBLE.



ADDITIONAL BRAND ELEMENTS

THERE IS A VARIETY OF OTHER ELEMENTS THAT MAY BE USED IN A SECONDARY FASHION TO THE PRIMARY IDENTITY SYSTEM. THESE DIFFERENT PIECES COMMUNICATE THE BRAND AT DIFFERENT LEVELS, PRIMARILY ON PACKAGING, MERCHANDISE, POS AND OTHER EXPRESSIONS. WHEN POSSIBLE, THEY SHOULD BE USED IN PROXIMITY TO THE PRIMARY IDENTITY.

FAIR STATE



**THE
PEOPLE'S
BEER**

**DRINK
FAIR STATE
BEER**



FAIR STATE WORKERS' UNION IDENTITY ASSETS

TO FEEL CONSISTENT WITH THE HOLISTIC IDENTITY SYSTEM, A NEW IDENTITY IS PROVIDED FOR THE FAIR STATE WORKERS' UNION. THE UNION BUG APPEARS IN A FULL SIZE (FIG. 01) AND A MORE COMPACT SIZE (FIG. 02). THESE MARKS ARE INCORPORATED ACROSS PACKAGING AND CAN BE USED IN ANY COMPOSITION CONCERNING THE UNION.

01



02



COLOR

THE FAIR STATE BRAND SYSTEM HAS BEEN DESIGNED TO SIT ABOVE AND ACCOMMODATE A WIDE RANGE OF COLOR. BECAUSE OF THIS, THE IDENTITY IS PRIMARILY ANCHORED IN BLACK AND WHITE.

SUPPORTING THOSE TWO PRIMARY BRAND COLORS ARE A VARIETY OF LIVELY, APPROACHABLE SUPPORTING COLORS. IN ADDITION TO FAIR STATE YELLOW, PINK AND BLUE, OTHER COLORS CAN BE DERIVED FROM FLAGSHIP BRANDS, PARTICULARLY FOAMERS RED, PILS GREEN AND FOAMERS BLUE.

IN ADDITION TO WHITE, FAIR STATE OFF-WHITE IS USED FOR A VARIETY OF SUPPORTING ELEMENTS THROUGHOUT THE SYSTEM.



FAIR STATE BREWING

FS BLACK

PMS BLACK 6 C
CMYK 000 000 000 100
RGB 000 000 000
HEX #000000

FS WHITE

PMS
CMYK 000 000 000 100
RGB 255 255 255
HEX #FFFFFF

FS OFF-WHITE

PMS BLACK 6 C AT 10% OPACITY
CMYK 000 000 000 010
RGB 230 231 232
HEX #E6E7E8

FS YELLOW

PMS 7548 C
CMYK 000 025 100 000
RGB 255 194 000
HEX #FFC200

FS PINK

PMS 211 C
CMYK 000 063 000 000
RGB 242 129 180
HEX #F281B4

FS BLUE

PMS 279 C
CMYK 060 035 000 000
RGB 085 154 255
HEX #559AFF

FOAMERS RED

PMS 2437 C
CMYK 000 099 100 000
RGB 255 000 000
HEX #FF0000

PILS GREEN

PMS 7739 C
CMYK 070 027 100 011
RGB 087 135 061
HEX #57873D

FOAMERS BLUE

PMS 3506 C
CMYK 078 053 000 100
RGB 000 121 255
HEX #0079FF

APPLYING BRAND IDENTITY ELEMENTS

WHENEVER POSSIBLE, USE BRAND IDENTITY ELEMENTS IN WHITE AND BLACK ON BACKGROUNDS OF THE SUPPORTING BRAND COLORS. KEEPING A NEUTRAL CORE WILL HELP SEPARATE WHILE STILL PROVIDING ENERGY AND APPROACHABILITY THROUGH COLOR.

SECONDARY BRAND ASSETS AND ICONOGRAPHY MAY BE PLACED AS A SINGLE COLOR ON A COLORED BACKGROUND, AND CAN ALSO ADOPT THE SUPPORTING BRAND COLORS.



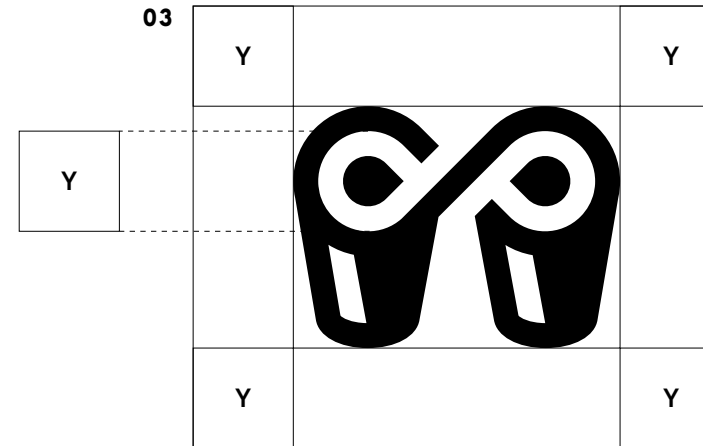
APPLYING BRAND IDENTITY ELEMENTS

IT'S IMPORTANT THAT THE BRAND IDENTITY BE APPLIED TO PRODUCT, PACKAGING AND COMMUNICATIONS IN WAYS THAT PROTECT ITS INTEGRITY.

IDENTITY ELEMENTS WITHOUT A BOUNDING CONTAINER SUCH AS THE PRIMARY IDENTITY LOCKUP AND THE BRAND BADGE REQUIRE A STAGING AREA OF THE HEIGHT OF THE INFINITY PINTS (X), AS SHOWN IN FIG. 01 & 02.

WHEN THE INFINITY PINTS ARE PLACED IN A COMPOSITION, A STAGING AREA THE SIZE OF THE DIAMETER OF THE INSIDE OF THE PINT GLASS (Y) IS REQUIRED. THIS IS DEMONSTRATED IN FIG. 03.

NO EXTRANEOUS ELEMENTS OR TYPE SHOULD BE PLACED WITHIN THE STAGING AREA.



TYPOGRAPHY

DAMN SANS (FIG. 01) IS THE PRIMARY BRAND TYPEFACE, USED FOR HIGH LEVEL BRAND LANGUAGE, AND THE MAJORITY OF HEADLINES. THE TYPEFACE HAS A DISTINCT HUMAN QUALITY WITH BUILT IN IMPERFECTIONS AND A BOLD PRESENCE.

SATOSHI BLACK IS USED FOR BODY COPY AND SOME SUB-HEADS. MORE REFINED AND GEOMETRIC, IT ADDS STRUCTURE AND EASE TO THE TYPOGRAPHIC SYSTEM.

CHAMPION IS A FAMILY DESIGNED FOR IMPACT AND PRESENCE. IT CAN BE USED FOR ALTERNATE HEADLINES WITHIN THE SYSTEM TO ADD MORE VISUAL DEPTH, AND TO HELP BRIDGE THE GAP WITH THE PREVIOUS BRAND AS NEEDED.

01 **DAMN**

02 **SATOSHI**

03 **CHAMPION**



FAIR STATE BRAND APPLICATIONS



PACKAGING SYSTEM



PACKAGING SYSTEM

THE PRODUCT PACKAGING IS THE CORE EXPRESSION OF THE FAIR STATE BRAND. THE PRODUCT ARCHITECTURE SHOULD BE MAINTAINED WITH RIGOR FOR A CONSISTENT VOICE OF THE BRAND ON SHELF.

THIS STRUCTURE AND THE INCORPORATED TOOLKIT OF ELEMENTS CARRY ACROSS CANS, CARTONS, TAP HANDLES AND MORE.



PACKAGING SYSTEM

FAIR STATE BEER COMES IN TWO FORMATS AT THIS POINT: 12 OZ AND 16 OZ CANS. THE FORMAT OF THE PRODUCT DEPENDS ON STYLE, RELEASE VOLUME, AND SALES STRATEGY.

CANS ARE PRODUCED IN ONE OF THREE WAYS: DIRECT PRINTED OFFSET CANS, LABELED CANS PRINTED ON METALIZED BOPP, AND DIRECT PRINTED DIGITAL CANS. OFFSET GENERALLY IS RESERVED ONLY FOR THE HIGHEST VOLUME SKUS, WHILE LABELS AND DIGITAL ARE LOWER VOLUME APPROACHES.

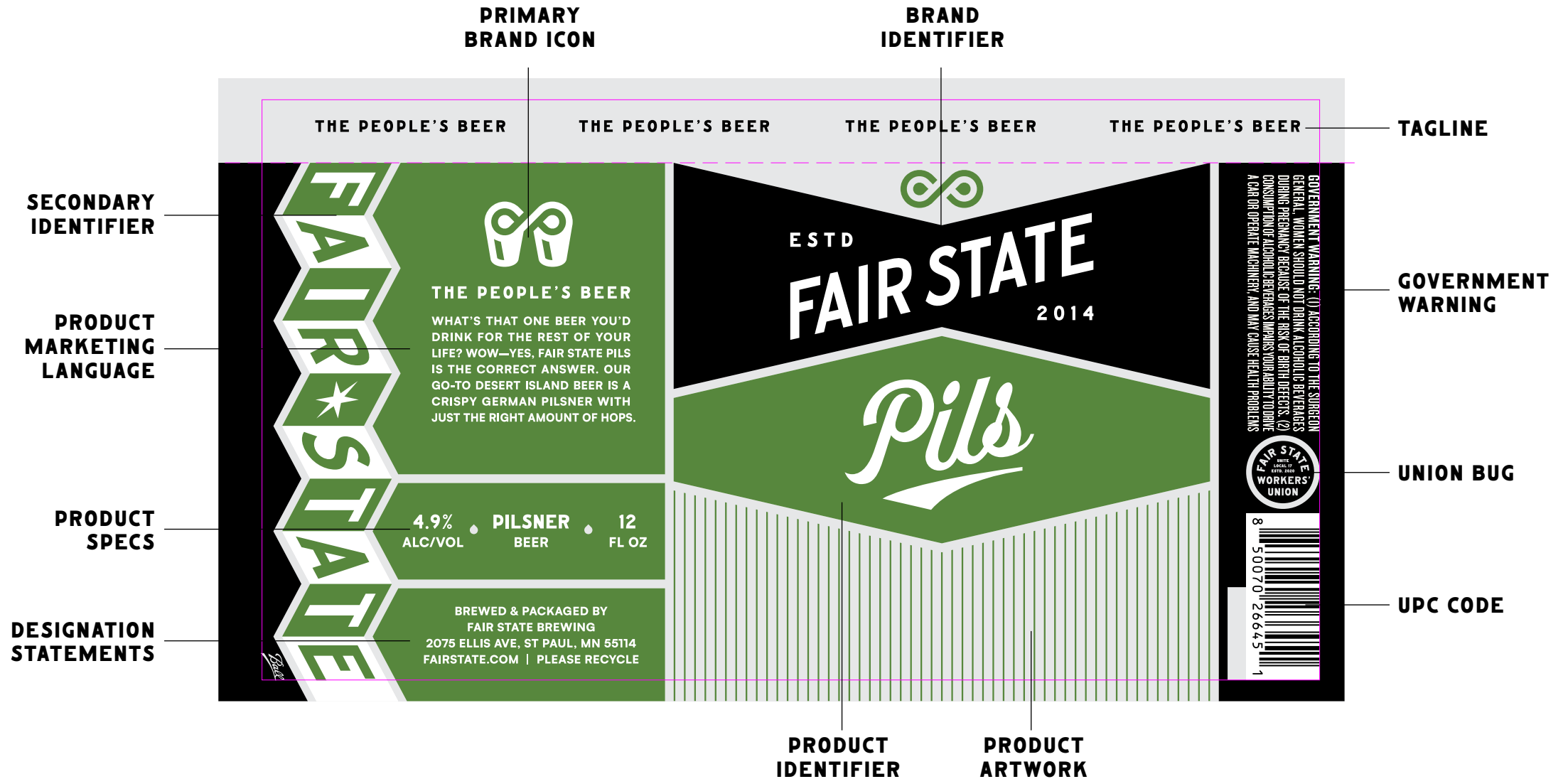
EACH PRODUCTION METHOD VARIES SLIGHTLY, BUT RETAINS A COMMON OVERALL STRUCTURE. LABELED CANS VARY THE MOST BY NOT INCLUDING THE TAGLINE ON THE CAN'S CHAMFER AREA.

CORE BEERS DIFFER SLIGHTLY FROM LIMITED RELEASE AND COLLABORATION PRODUCTS, PARTICULARLY IN THE PRODUCT IDENTIFIER AREA AND ON THE BACK PANEL.



PACKAGING SYSTEM

FULL CAN ARCHITECTURE (12 OZ DIRECT PRINTED OFFSET CAN)



PRODUCT IDENTIFIERS

INDIVIDUAL PRODUCTS HAVE THEIR OWN SUB BRANDS THAT CAN BE TRANSLATED TO POS, MERCH AND OTHER EXPRESSIONS. THE HEXAGONAL CONTAINER CREATES CONSISTENCY ACROSS PACKAGING AND BRANDED COMPOSITIONS.

NEUTRAL
UNIVERSE

HAZY IPA

Roseelle

ZIPPY PINK BEER

50

**PARTY
FORWARD**

HAZY IPA

Pils

TO HAVE & TO CRAVE
FOAMER

SLAMMIN' BEER

• MIRROR •
UNIVERSE

KÖLD

\$

FLAGSHIP 12 PACK CARTONS

12 PACK CARTONS ARE THE STRONGEST OPPORTUNITY TO CREATE A UNIQUE BRAND BLOCK ASIDE FROM CANS. FOR THIS POINT, EACH 12 PACK SHOULD BE TREATED CONSISTENTLY.

THE SIDE AND TOP PANELS CLEARLY IDENTIFY THE BRAND AND PRODUCT, WHILE THE FRONT AND BACK PANELS CREATE A BILLBOARD FOR THE BRAND AND CANS.



HOPPY DUO 12 PACK CARTONS

DUO PACKS RETAIN A FAMILIAR ARCHITECTURE TO FLAGSHIP 12 PACK CARTONS, BUT INCORPORATE TWO SKUS IN ONE PACKAGE. FOR THIS, EACH PRODUCT NEEDS TO BE COMMUNICATED CLEARLY. IDENTIFYING ELEMENTS RETAIN A COHESIVE COLOR HIERARCHY TO THEIR RESPECTIVE CANS.



TAP HANDLES

THE TAP HANDLES LEVERAGE THE VISUAL LANGUAGE OF THE PACKAGING AND PRODUCT IDENTITIES TO CREATE A COHESIVE PRESENCE ON AND OFF PREMISE.



BUSINESS CARDS

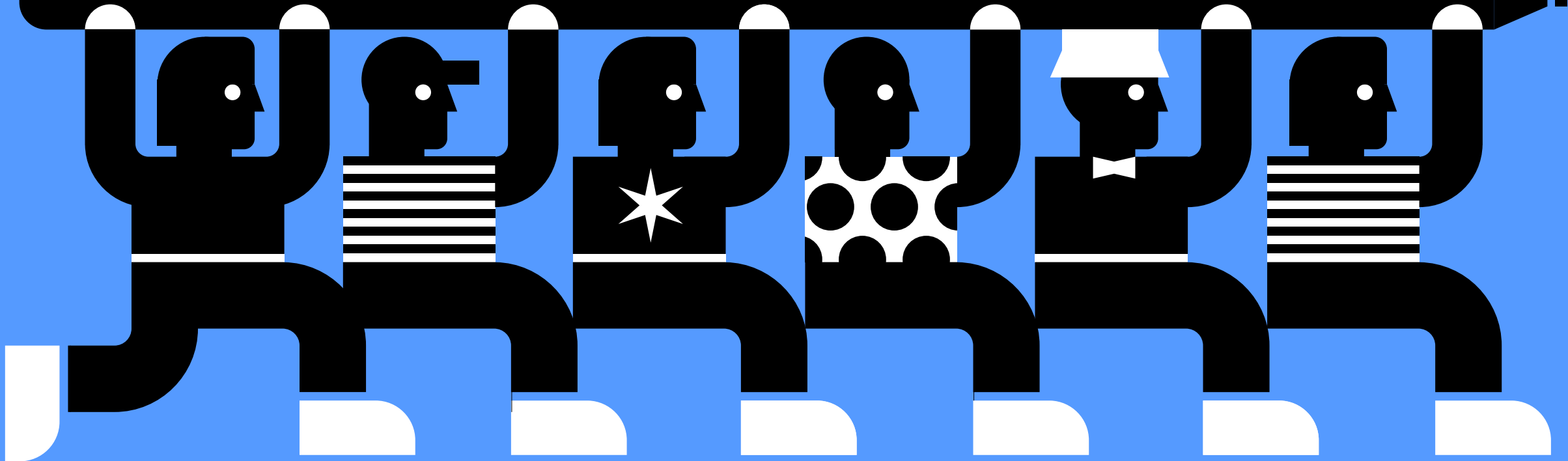


KEG COLLARS

KEG COLLARS CAN BE INTERCHANGEABLE WITH THE PRIMARY BRAND COLORS.



THE PEOPLE'S BEER



CONTACT

**MICHELLE BASTYR
MARKETING MANAGER**

**MICHELLE@RANCHER'SBEVERAGECO.COM
FAIRSTATE.COM**