

**BRAND GUIDE**

*Grand Teton*  
**BREWING**





Since holding brewery license #1 in Wyoming, Grand Teton Brewing, now in Idaho, strives for quality in beer and quality in life. As we celebrate 30 years of brewing, our family owned business is reinventing itself in the modern age of beer. With a new brand, a young core team and new beer portfolio, we are taking Grand Teton Brewing to the next 30 years.

Included in this Grand Teton Brewing brand guide are examples of all logos, fonts and textures. This is meant to be used as a guideline for application, use of color and logo placement.

All logo files are provided in multiple formats, specifics can be found detailed in the logo library, as well as an index of file names.

Please contact Blindtiger Design with any questions!

# BRAND GUIDE

---

03 LOGO SYSTEM

04 BRAND COLORS

06 TYPOGRAPHY & COLOR USAGE

07 TEXTURES & MATERIALS

08 BRAND APPLICATION

09 LOGO LIBRARY

# LOGO SYSTEM



MASTER LOGO



SECONDARY LOGOS

CIRCLE LOGO MARKS



TERTIARY LOGOS

MONOGRAM MARKS

ILLUSTRATION

BRAND COLORS



208  
GRAND  
TETON  
BREWING  
MADE



# POLLER ONE REGULAR

USE FOR HEADERS  
ALL CAPS

# AVENIR NEXT CONDENSED BOLD

USE FOR SUB HEADERS & CAPTIONS  
ALL CAPS

# Avenir Next Condensed Medium

USE FOR PARAGRAPHS & CAPTIONS  
LOWER CASE

**PMS  
3035 C**

CMYK  
100, 67, 48, 38

RGB  
0, 62, 82

HEX#  
003e52

**PMS  
3275 C**

CMYK  
100, 0, 54, 0

RGB  
0, 175, 154

HEX#  
00af9a

**PMS  
7744 C**

CMYK  
32, 15, 100, 0

RGB  
185, 187, 23

HEX#  
b9bb17

**PMS  
1375 C**

CMYK  
0, 45, 96, 0

RGB  
255, 158, 24

HEX#  
ff9e18

**PMS  
614 C**

CMYK  
15, 10, 47, 0

RGB  
219, 212, 153

HEX#  
dbd499



NOW ON SALE AT  
YELLOWSTONE  
NATIONAL PARK

GRANDTETONBREWING.COM



# BRAND APPLICATION



# FILE GUIDE



GTB\_CIRCLE1-B&W.pdf



GTB\_CIRCLE1-TAN.pdf



GTB\_CIRCLE1-BLACK.pdf



GTB\_CIRCLE1-GREEN.pdf



GTB\_CIRCLE1-MULTI1.pdf



GTB\_CIRCLE1-WHITE.pdf



GTB\_CIRCLE1-NAVY.pdf



GTB\_CIRCLE2-B&W.pdf



GTB\_CIRCLE1-ORANGE.pdf



GTB\_CIRCLE2-BLACK.pdf



GTB\_CIRCLE2-GREEN.pdf



GTB\_CIRCLE2-MULTI1.pdf



GTB\_CIRCLE2-MULTI2.pdf



GTB\_CIRCLE2-NAVY.pdf



GTB\_CIRCLE2-ORANGE.pdf



GTB\_CIRCLE2-TAN.pdf



GTB\_CIRCLE2-TEAL.pdf



GTB\_CIRCLE2-WHITE.pdf



GTB\_ILLUSTRATION-BLACK.pdf



GTB\_ILLUSTRATION-NAVY.pdf



GTB\_MASTER-B&W.pdf



GTB\_MASTER-BLACK.pdf



GTB\_MASTER-GREEN.pdf



GTB\_MASTER-MULTI1.pdf



GTB\_MASTER-NAVY.pdf



GTB\_MASTER-ORANGE.pdf



GTB\_MASTER-TAN.pdf



GTB\_MASTER-TEAL.pdf



GTB\_MONOGRAM1-B&W.pdf



GTB\_MONOGRAM1-ORANGE.pdf



GTB\_MONOGRAM2-ORANGE.pdf



GTB\_SECONDARY1-MULTI.pdf



GTB\_SECONDARY2-BLACK.pdf



GTB\_MONOGRAM1-BLACK.pdf



GTB\_MONOGRAM1-TAN.pdf



GTB\_MONOGRAM2-TAN.pdf



GTB\_SECONDARY1-NAVY.pdf



GTB\_SECONDARY2-GREEN.pdf



GTB\_MONOGRAM1-GREEN.pdf



GTB\_MONOGRAM1-TEAL.pdf



GTB\_MONOGRAM2-TEAL.pdf



GTB\_SECONDARY1-ORANGE.pdf



GTB\_SECONDARY2-NAVY.pdf



GTB\_MONOGRAM1-MULTI1.pdf



GTB\_MONOGRAM2-BLACK.pdf



GTB\_MONOGRAM2-WHITE.pdf



GTB\_SECONDARY1-TAN.pdf



GTB\_SECONDARY2-ORANGE.pdf



GTB\_MONOGRAM1-MULTI2.pdf



GTB\_MONOGRAM2-GREEN.pdf



GTB\_SECONDARY1-BLACK.pdf



GTB\_SECONDARY1-TEAL.pdf



GTB\_SECONDARY2-TAN.pdf



GTB\_MONOGRAM1-NAVY.pdf



GTB\_MONOGRAM2-NAVY.pdf



GTB\_SECONDARY1-GREEN.pdf



GTB\_SECONDARY1-WHITE.pdf



GTB\_SECONDARY2-TEAL.pdf





GTB\_SECONDARY2-WHITE.pdf



GTB\_TERTIARY1-ORANGE.pdf



GTB\_TERTIARY2-NAVY.pdf



GTB\_TERTIARY1-B&W.pdf



GTB\_TERTIARY1-TAN.pdf



GTB\_TERTIARY2-ORANGE.pdf



GTB\_TERTIARY1-BLACK.pdf



GTB\_TERTIARY1-TEAL.pdf



GTB\_TERTIARY2-TAN.pdf



GTB\_TERTIARY1-GREEN.pdf



GTB\_TERTIARY2-BLACK.pdf



GTB\_TERTIARY2-TEAL.pdf



GTB\_TERTIARY1-MULTI1.pdf



GTB\_TERTIARY2-GREEN.pdf



GTB\_TERTIARY2-WHITE.pdf



GTB\_TERTIARY1-NAVY.pdf



GTB\_TERTIARY2-MULTI.pdf