



CREATIVE GUIDELINES

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Welcome to our Creative Guidelines. This is your roadmap, or trail guide, to everything you need to know about designing with the Athletic brand. Use this guide to craft consistent experiences for all who come across the brand.

TRADEMARKS

Our trademarks are the most recognizable elements of the Athletic brand. Consistently applied placements ensure they remain iconic in any context.



The Vertical Lockup is our preferred mark and consists of two elements: the Athletic A and Wordmark.

This asset is available to partners to ensure both the Athletic A and Wordmark are visible within a composition.

Clearspace

When placing other elements near the Vertical Lockup, use the X as a metric for determining space allowance. X is equal to double the height of the A in Athletic.

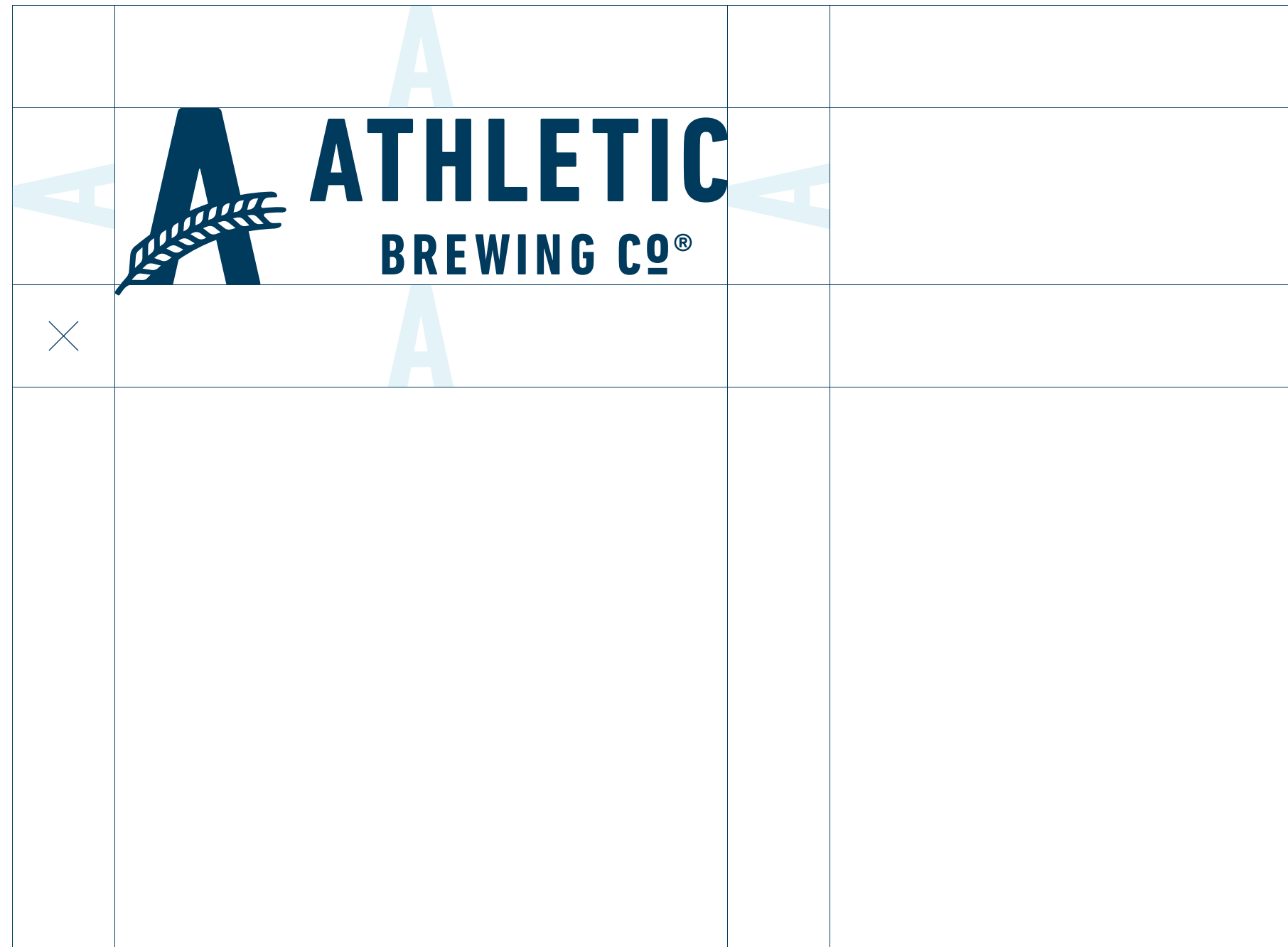




The Horizontal Lockup consists of two elements: the Athletic A and Wordmark. This mark is used to maximize brand visibility in cases where there are restrictions in using the Vertical Lockup.

Clearspace

When placing other elements near the Horizontal Lockup, use the X as a metric for determining space allowance. X is equal to the height of the A in Athletic.

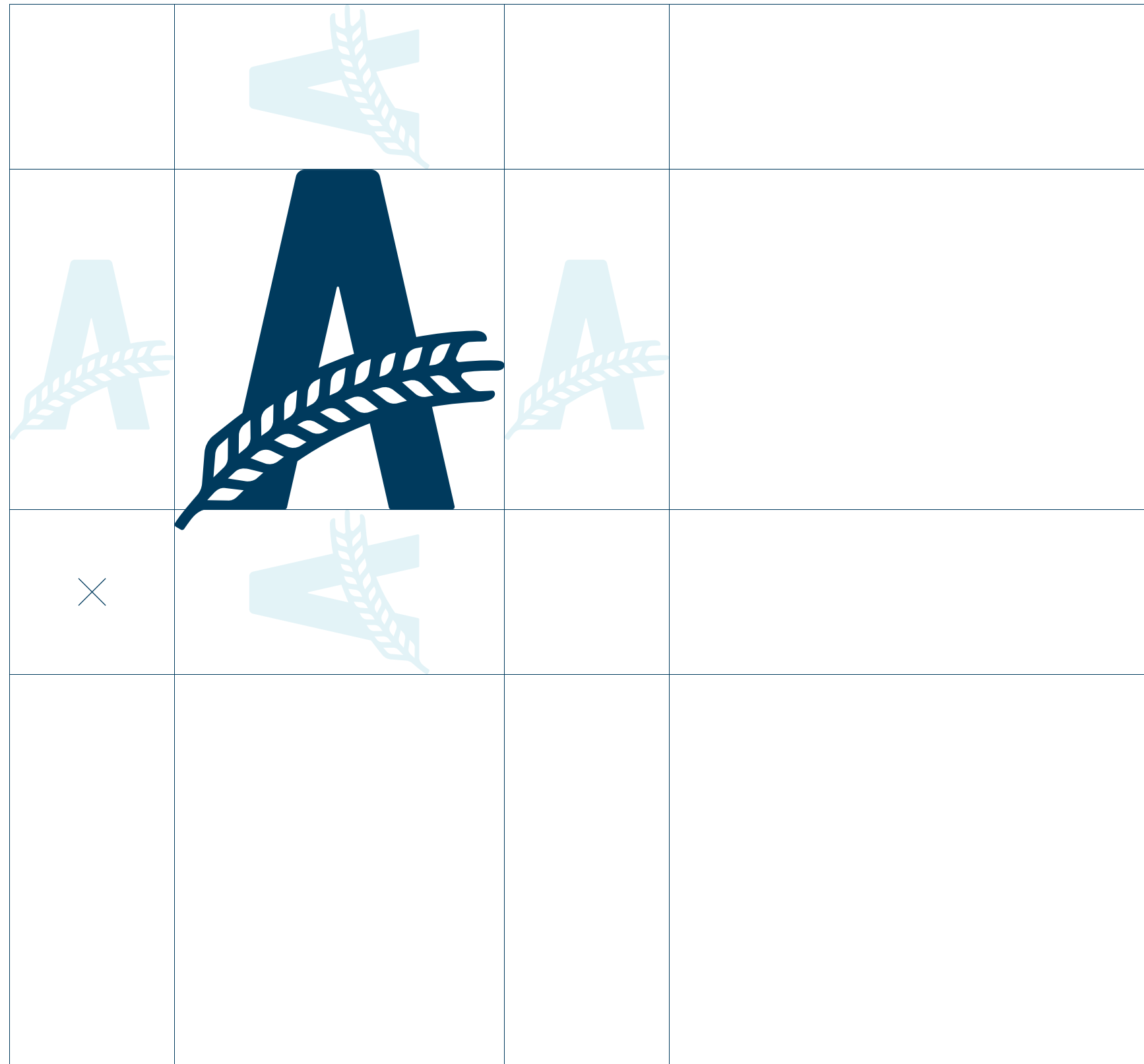




The Athletic A is the quickest way of saying Athletic without spelling it out.

Clearspace

When placing other elements near the Athletic A, use the X as a metric for determining space allowance. X is equal to 50% the width of the Athletic A.



ATHLETIC
BREWING CO[®]

Our Wordmark is an essential identifier of the Athletic brand.

Clearspace

When placing other elements near the Wordmark, use the X as a metric for determining space allowance. X is equal to the height of the A in Athletic.



ATHLETIC
BREWING CO[®]

SUPER
COFFEE[®]

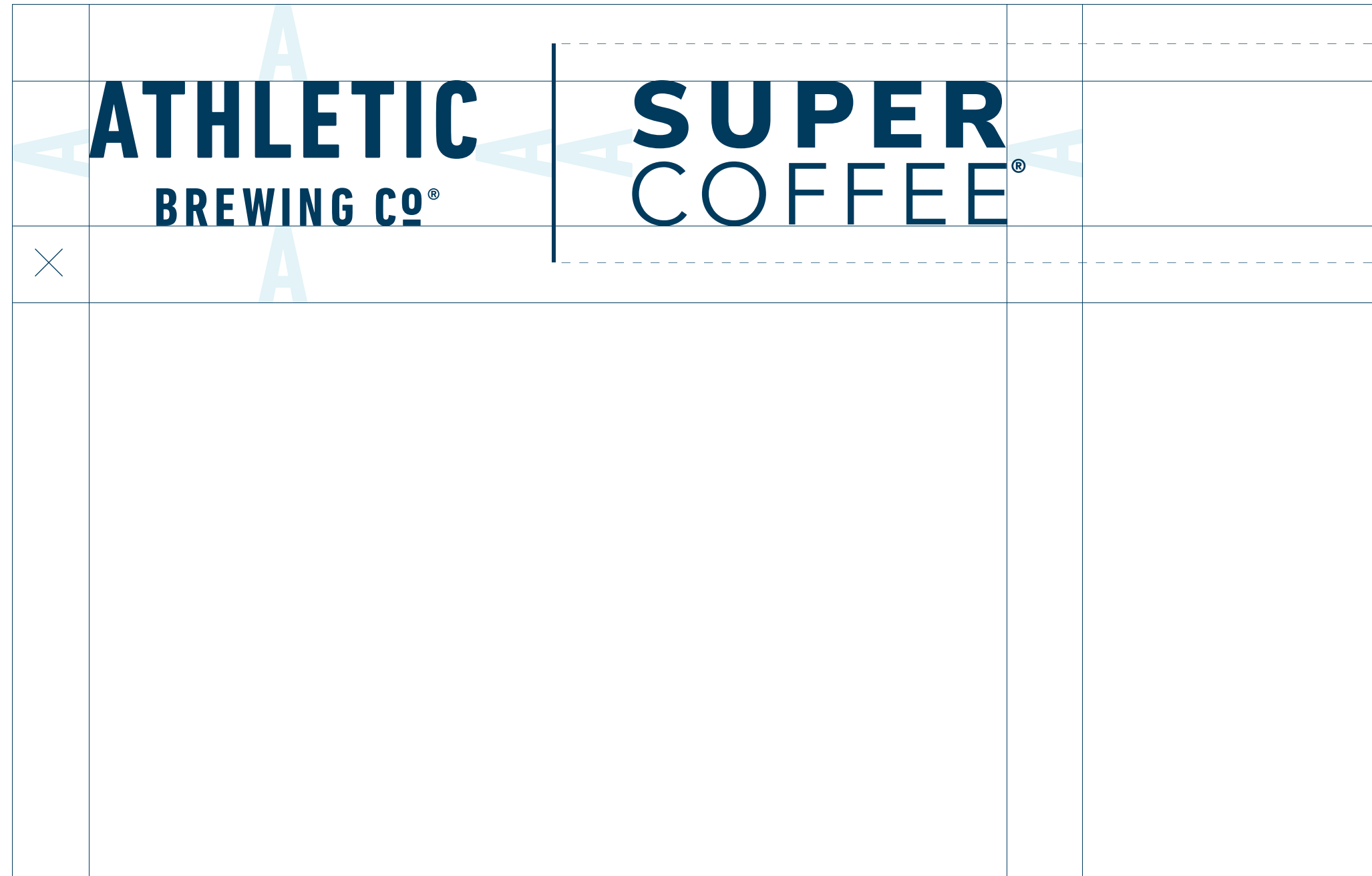
Partnership lockups are used for communication around approved Athletic partnerships.

Anatomy

Use a vertical line at 150% the height of the Athletic wordmark. Marks on both sides of the vertical line should always have equal visual weight.

Clearspace

When placing other elements near the Partnership Lockup, use the X as a metric for determining space allowance. X is equal to the height of the A in Athletic.



Misuse

In order to maintain a strong and consistent brand, our marks should not be misrepresented or modified.

They are our most sacred assets so please treat them with the utmost respect.

These are a few of the common misuses that should be avoided across all Athletic trademarks.

× **Do not —**
Use old versions of the Athletic Brewing Company logo.

× **Do not —**
Attempt to recreate. Always use the logo files provided.



× Do not —
Contain within a shape



× Do not —
Add gradients



× Do not —
Fill with multiple colors



× Do not —
Change orientation



× Do not —
Apply strokes



× Do not —
Rotate or rearrange elements



× Do not —
Stretch or distort



× Do not —
Change transparency



× Do not —
Use drop shadows or other effects



× Do not —
Add elements



× Do not —
Remove trademarks in trademarked territories



× Do not —
Alter proportions of lockups

COLOR

Our colors express how we visually communicate in the most direct, Athletic way possible.

Our core palette leans towards blues to leverage brand recognition, while expressive colors support and complement a diverse range of initiatives.

Core Palette

Our core palette leans towards blues to leverage brand recognition.

Run Wild Blue

HEX **41C3D6**

RGB **64,195,214**

CMYK **64,0,16,0**

PMS **2226 C**

Run Wild Blue represents our most awarded brew, and is prominently used across most touchpoints.

Athletic Navy

HEX **003A5D**

RGB **0,58,93**

CMYK **100,74,40,33**

PMS **302 C**

Athletic Navy is cool and confident. It is versatile, allowing it to pair wonderfully with a wide range of colors. Athletic Navy is always preferred over black and its presence in all environments should be considered.

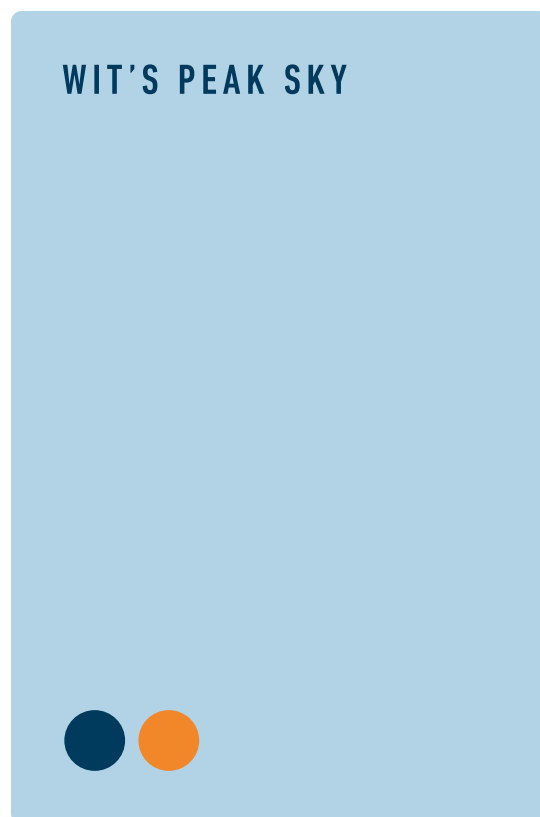
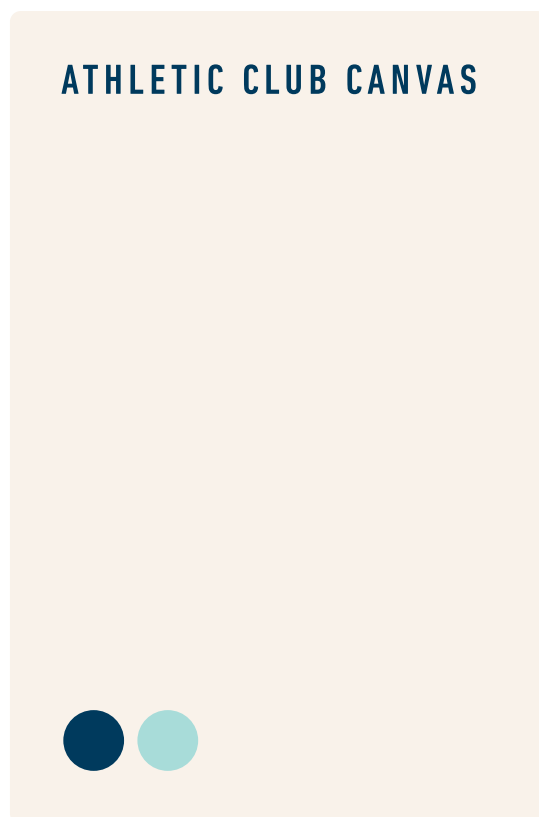
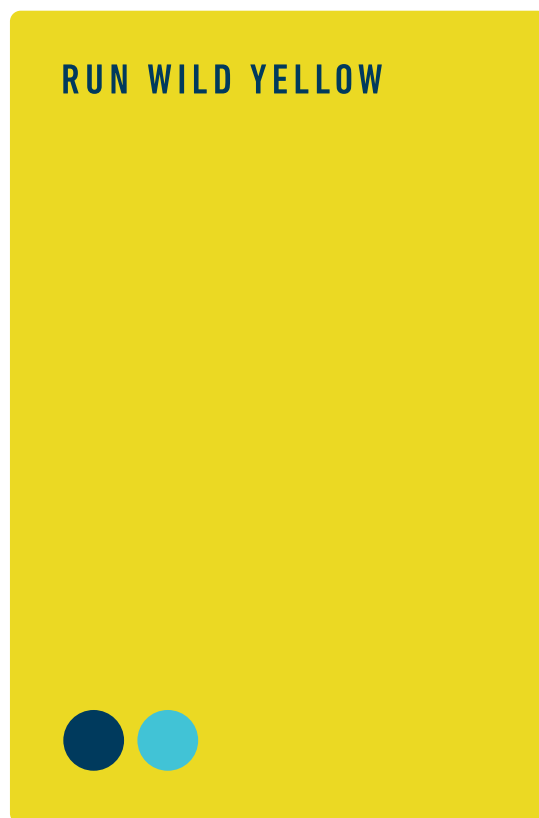
Expressive Palette

There's more than just our blues.

We use expressive colors to support and compliment our eclectic range of brews and initiatives. These colors are informed by and evolve with packaging, marketing initiatives, seasonal trends, and beyond.

These are a few of the many colors you may find across Athletic creative, along with suggested color pairings.

As always, the presence of Athletic Navy in all environments should be considered.



TYPOGRAPHY

Typography is our visual voice and vital to how we communicate as a brand. It's capable of bringing depth, and personality to our words.

Typeface

We use the DIN Next type family across all applications.

Google Slides

When using Google Slides, use Barlow Condensed Bold for headlines and Mulish Normal for body copy.



Hierarchy

DIN Next Condensed Heavy is used in all caps at large scale for primary headlines.

DISPLAY

Weight	Tracking	Leading
Condensed Heavy	10	-6%

DIN Next Condensed Bold is used in titlecase for conversational headlines, secondary titles, or subheads.

Subhead

Weight	Tracking	Leading
Bold Condensed	0	0

DIN Next Medium Condensed is used for supporting text like selling points, category modifiers, section titles, etc.

SUPPORTING TEXT

Weight	Tracking	Leading
Medium Condensed	125	23%

DIN Next Regular is used for body copy, captions, legal lines and/or other detailed uses.

Body Text

Weight	Tracking	Leading
Regular	0	30%

Expressive Type

These are a few examples of how we've deviated from our typeface in an expressive way.

While expressive type is used for LTO names and marketing initiatives, the DIN font family must be present within the composition.

SUPED UP

IRISH RED

**SUNSET
STOKE**

**TROPICAL
RESET**

**GERALT'S
GOLD**

**SOUL
SOUR**

**JAIRO'S
JAIZY**

TRAILBLAZER

Tucker's



Take Two

The image features the words "Take Two" in a white, highly expressive, cursive script. The lettering is thick and fluid, with a prominent loop at the top of the 'T' and 'W'. The word "Two" is written in a similar style but with a more compact, rounded form. A central graphic element is a hand holding a football, rendered in a dark brown color. The hand is positioned between the words "Take" and "Two", with the fingers gripping the laces of the football. The entire composition is set against a solid, vibrant yellow background.

Expressive type developed for
the identity of our 'Take Two'
YouTube video series.



ICONOGRAPHY

Our iconography is an essential part of our design language. It lives across various brand touchpoints to quickly and efficiently educate customers about all things Athletic.



Iconography

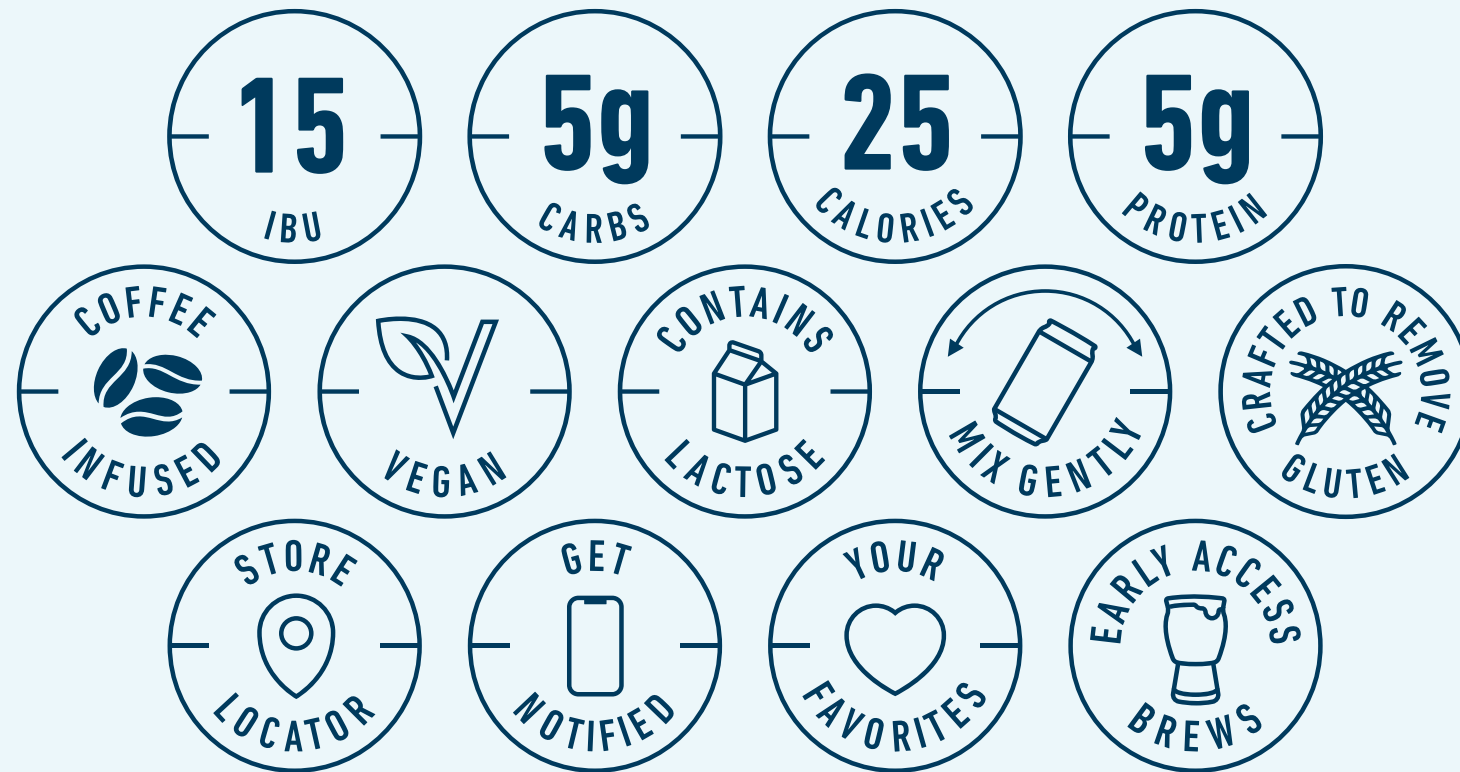
Our core icons reflect the brand's key selling points: **Award-Winning Taste**, **Low Calorie** and **Non-Alcoholic**. They are primarily used on evergreen creative to educate the customer on the brand as a whole.

Supportive icons provide supplemental information about our brews and initiatives. For example, nutrition or allergens relating to a specific brew or the benefits/perks of the Athletic Club.

CORE



SUPPORTIVE





AWARD-WINNING
TASTE

LOW CALORIE

NON-ALCOHOLIC

35
IBU

ILLUSTRATION

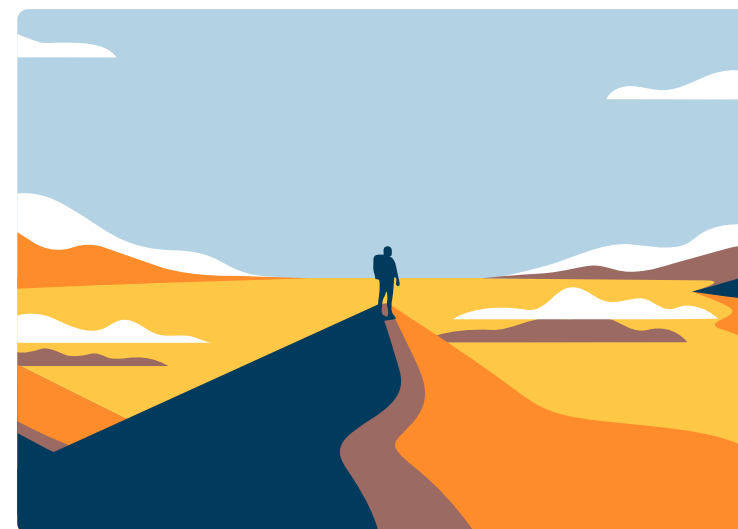
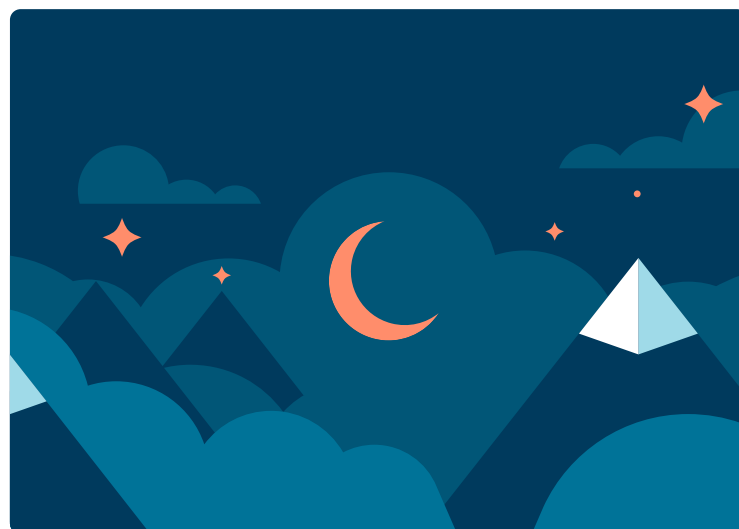
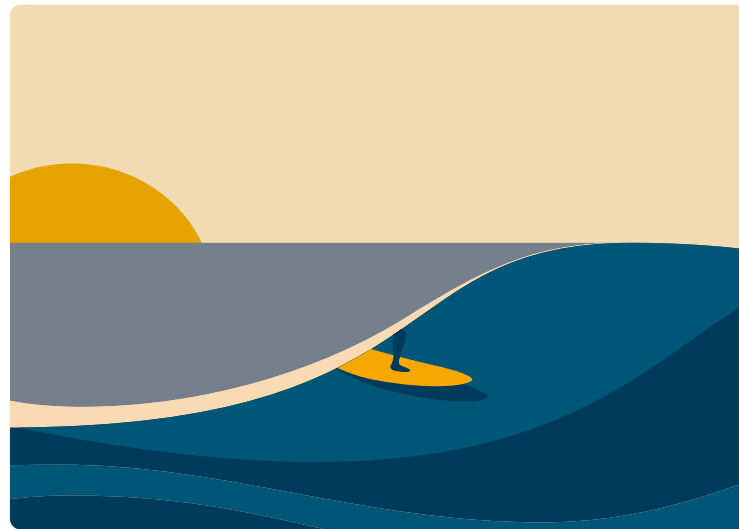
Our flat-style illustrations bring our brews and initiatives to life. They are bold, vibrant, and intentional in simplicity in an effort to transport the consumer to an Athletic environment.

Illustration

Collaborations and charitable initiatives aside, our illustrations don't lean heavily into textures or gradients.

The use of our primary color, Athletic Navy, is often considered within illustration or end-use.

These are a few of the many illustrations we have developed.









PHOTOGRAPHY

Our photography is honest, relatable, and aspirational. Whether it's studio, environmental, or brewery photography, every photo is identifiably Athletic.

Studio Photography

Studio photography should feel editorial and intentional. Props and styling should complement our brews, not overshadow them.

Lighting should tell a story — bright light and harsh shadows place us at the backyard BBQ, the outline of a tropical leaf takes us on vacation, and shadows from the sun streaming through blinds make us feel at home.



Execution

These are a few examples of photography captured in studio.



Environmental Photography

Environmental photography displays our brews in a natural setting. It celebrates the joy of living in the moment and savoring life's simple pleasures.

Each photo portrays Athletic as essential for the occasion and should connect with our audience, inviting the viewer to grab a brew and join in.



Execution

These are a few examples of environmental photography.



Brewery Photography

Brewery content offers a “behind the scenes” look into the production of our brews, and the amazing team that crafts them.

This content is rugged, with an editing style that reflects an environment of production and machinery.



Execution

These are a few examples of brewery photography.



Capture Guidelines

Occasionally, external partners may capture content across studio, environmental, and brewery categories.

These are a few guidelines and best practices to follow when capturing photography and videography on behalf of the Athletic brand.

Studio

- Style product and props in a compelling way.
- Can(s) and glassware must look refreshing with condensation and/or precipitation.
- Brew head, or foam, must be no more or less than two fingers in height.
- Liquid hue must be true to color.
- If capturing product on its side, product must be captured as an overhead flatlay.
- Cans must be in mint condition — no dents, imperfections, or discoloration.
- Names, logos, and notable elements pertaining to other brands must be excluded or hidden from capture. Permission to include marks relating to approved Athletic partnerships must be granted by Athletic Brewing Co.

Environmental

- Refrain from capturing photos that may appear staged — moments captured should be relatable and viewed as authentic to the consumer.
- Can(s) must look refreshing with condensation and/or precipitation.
- Three SKUs max within a composition preferred.
- Do not capture product on its side. Our brews should always remain triumphant and never appear as if they have fallen on the ground in an environmental setting.
- In conjunction with brand values, please keep diversity in mind when sourcing talent.
- Names, logos, and notable elements pertaining to other brands must be excluded or hidden from capture. Permission to include marks relating to approved Athletic partnerships must be granted by Athletic Brewing Co.

Brewery

- Approval to capture the production floor must be granted by Athletic Brewing Co. prior to production.
- Do not capture product that is expected to release after content publication date.
- All photography must be approved by Athletic Brewing Company prior to publication.

BRAND VOICE

Every team knows communication is the key to success. Here at Athletic, it all starts with our voice.

It is the written and oral extension of our personality, the talk to our walk and the words behind our beliefs. It can hype, encourage, support, even inspire, but perhaps most importantly, it should always strive to feel the same — no matter the medium or touchpoint.

Our voice is the nature of who we are.
Our tone is how we express it.

How It Sounds

AMBITIOUS
HUMBLE
ACTIVE
TEAM-ORIENTED

How It Sounds

Ambitious

A GO-GETTER SPIRIT WITH EYES ON THE HORIZON

Athletic was founded on a visionary idea, so tireless ambition is in our DNA. We openly share this ideal and excitedly encourage it in others, but we never let it stop us from celebrating small achievements along the way.

Humble

GROUNDLED. RESPECTFUL. COACHABLE.

To us, humility is a sign of immense strength, so we don't brag, flaunt our laurels, bash competitors, or showboat. We listen, learn, show quiet confidence, and strive to grow. We stay open-minded and approachable, and keep our self-focus low.

Active

AS ENERGETIC AS WE ARE

We write in the active voice, and aim to keep things lively – adding elements of oomph, vigor, and moxie to just about everything we say. We prefer things short, strong, and quick, but once in a while we let our storytelling run wild and free.

Team-Oriented

HERE FOR ALL

We are all about our team: our partners, communities, employees, and friends. We champion, highlight, and share their successes, using our voice and channels to uplift them – with pride, sincerity, passion, and joy.

How It's Expressed

While the pillars of our voice should never change, the tone in which it's expressed will shift based on circumstance. The following pages outline how and when our tone can flex based on the context in which our voice is being displayed.

FREE-AND-EASY

ACCESSIBLE

CORDIALLY CONFIDENT

ROUSING

UPLIFTING

COMPASSIONATE

How It's Expressed

Free and Easy

Casual, sociable, nonchalant, and warm. This is our baseline – speaking to make you smile with approachable language and familiar phrases (colloquialisms, metaphors, slang, etc.).

E.g. Social media posts, emails, tasting events, web comms, most brand marketing, etc.

Accessible

To put it simply: we put things simply, so they're always easy to understand. Oftentimes, that means keeping things short and clear, but that never comes across as blunt, curt, or frank.

E.g. Product copy, POS, social media posts, emails, instructions (grant or ambassador applications), CTAs, etc.

Cordially Confident

When circumstances call for conviction, we are respectfully resolute. We'll kill you with kindness before we ever throw a stone.

E.g. Cause-based initiatives/communications, community efforts, industry issues, hiring policies, HR comms, etc.

Rousing

We frequently turn this dial on many different occasions to boost our audience's confidence, encourage their passions, invite participation, and unite our community.

E.g. Social campaigns, community events, brew releases, ambassador endeavors, TFFT programs, customer outreach, etc.

Uplifting

This is where we amp up our celebratory language leaning into optimism, reverence, enthusiasm, and pride. Putting our community on a pedestal to toast with sincere admiration.

E.g. Partnerships, social media posts, emails, milestones, ambassadors, spotlights, employees, brewery openings, etc.

Compassionate

We lean into this tone to empathize with our audience—to validate choices, provide solutions, substantiate lifestyles, and to show our commitment. This is where “we” takes charge in everything we write to reassure and radiate with unity and positivity.

E.g. Customer service, cause-based initiatives, activations (Athletic Bar), events, etc.

General Rules

Use Active Voice

Active: The brew team hit another home run with this recipe.

Passive: The recipe was another home run hit by the brew team.

Lead with CTAs

Whenever possible, lead with a CTA in social copy (it's not only best-practice, it's helpful for our audience). Use interesting verbs and clever turns of phrases to avoid sounding sales-heavy.

E.g. Bring the party to your cooler with a case of Oktoberfest from athleticbrewing.com VS. Order fresh 6-packs of Oktoberfest from athleticbrewing.com.

Non-Alcoholic Beer VS. NA Beer

Whenever possible, we type out "non-alcoholic" (always with a hyphen, never without). "NA" as an abbreviation may be used under the following circumstances, if:

- "Non-alcoholic" has already appeared within the same communication
- The audience is familiar with the acronym (e.g. partners, distributors, a returning customer, etc.)
- Copy length is a design issue (only on a case-by-case basis)

The Athletic Name

An additional consideration within our brand voice is the way in which we refer to ourselves and our partners. The following outlines the correct and incorrect uses of the Athletic brand name and our approach for mentioning partners, collaborators, and athletes.

Referring to Ourselves

The following variations of the Athletic brand name are approved for use across platforms:

- **Athletic Brewing Company**
- **Athletic Brewing Co.**
- **Athletic Brewing**
- **Athletic**

The first mention of the brand name in any communication should always be Athletic Brewing Company. After that, you can use any of the approved abbreviations. The following variations are not approved and should never be used:

- × **ABC**
- × **Athletic Brew**
- × **Athletic Brew Co.**
- × **Athletic Co.**

Referring to Partners

When referring to brands we partner with, athletes on our roster, Athletic ambassadors, and other collaborators, the use of conversational, relational modifiers is encouraged (though not mandatory).

For example:

- **Our friends at** _____
- **Our partners,** _____
- **Our collaborators,** _____
- **Our team/teammates,** _____
- **athlete** (lowercase “a”)
- **Athletic ambassador** (lowercase “a” in ambassador)

Never:

- × **Colleagues**
- × **Employees**
- × **Associates**
- × **Peers**

When referencing partners in social, we use their handle at the first mention of their name, followed by their formal name thereafter.

E.g. “Working with @kanefootwear was such a pleasure. Shoutout to the entire Kane Footwear team for an incredible collaboration.”



CHEERS!