Nhữ

BIA TƯƠI TIỆP

TABLE OF CONTENT

Nhựỷ

B I A   T Ư Ơ I   T I Ệ P

◆ **TRADITION**
The main idea of the logo is to awake positive reaction to tradition and heritage coming of the Czech breweries. Therefore for the main title, the customized Gothic face font is used in heavy and classic dark tone of brown(1).

◆ **PRESTIGE**
To support the consumer's feeling, that with every bottle, he gets a prestigious value, the logo typography is completed with symbol consisting of the hop crown, decorated with barley spikes, reminding the visual form of award laurels graphic (2).

◆ **STABILITY**
To enhance the subconscious idea of tradition and stability of the company, the crown and subtitle are shaping perfect equiangular triangle, firmly standing on it's base rising up to the crown, with the title coming in slant across (3).

◆ **TASTE**
The letter "Y" comes with the underlining tongue cutting out the "N" – referring to sharp beer taste and visually putting the logo altogether (4).

SAFE ZONE

LOGO SIZE

2x

2x

x

2x

2x

x

x/2 · B I A   T Ư Ơ I   T I Ệ P

2x

BIA TƯƠI TIỆP

TRACKING 740 pt

◆ **TRACKING**
Letter spacing (tracking) inside the logo subtitle in case of different languages changes based on the "pyramid", so the whole conception and visual language remains unchanged.

CZECH TRADITIONAL BEER
TRACKING 180 pt

PIVO S ČESKOU TRADICÍ
TRACKING 260 pt

4

◆ **MINIMAL SIZE & READABILITY**
Minimal size of the logo is set to 1 cm, yet it can vary due to technology of reproduction. Take in mind the logo main typography (Nhu'Y) should always be clear to read.
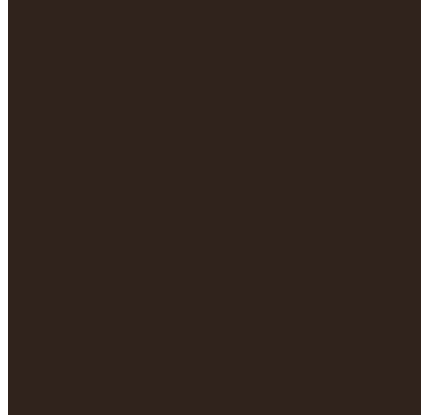
1 cm

MINIMAL

BLEED SUPER-SIZE

BIA TƯƠI TIỆP

OPTIMAL

COLORS
THE LANGUAGE

◆ **DEEP BROWN STANDS FOR TRADITION AND STABILITY**
This is the basic color of the logo. It is the heart of the entire corporate identity and should always be connected to the product of the brand if possible.

Use this color to create the contrast, which is very important part of the language. There should always be more of this color in it's 100 % tone.

◆ **ENRICHED VERSION**
If applied to the huge proportions, every dark color tends to look lighter. In that case, using enriched version is allowed.

◆ **CHAMPAGNE GOLD STANDS FOR PRESTIGE**
Secondary color. Used for everything, that is not in the main focus. It's not accenting color, it is the supportive color. Smoothing the whole expression, putting the brown into the context.

◆ **RED IS FOR TASTE**
Red is in all cultures connected to strong emotions and especially to taste. This is the accent of the corporate identity. There is no need to always use the color, yet it is highly recommended, to include a little bit of it in every design.
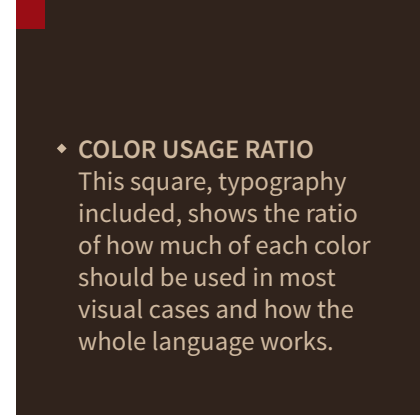
◆ **COLOR USAGE RATIO**
This square, typography included, shows the ratio of how much of each color should be used in most visual cases and how the whole language works.

◆ **OTHER COLORS**
In design, there are needs for many different approaches, depending on context. Try to always stick to this chart, yet it is allowed to use different levels of tints based on your actual needs (e.g. watermarks, shadows...).
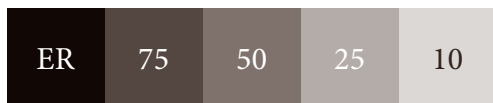
◆ **WHITE**
As neutral color and the color of paper, white can be used to enhance the contrast between the logo and brown background.

COLORS
DEFINITIONS

CMYK: 68 | 74 | 78 | 64
RGB: 55 | 39 | 29
HSB: 23 | 47 | 21
HEX: #36261C
PAN.: Black 4C

CMYK: 15 | 22 | 34 | 5
RGB: 213 | 193 | 168
HSB: 32 | 20 | 83
HEX: #D5C1A8
PAN.: 4685C !

CMYK: 8 | 100 | 97 | 36
RGB: 154 | 9 | 4
HSB: 1 | 97 | 60
HEX: #9A0904
PAN.: 7628C !

ER	75	50	25	10

75	50	25	10	PAN

ER	75	50	25	10

ENRICHED
CMYK: 68 | 74 | 78 | 85
RGB: 28 | 15 | 2

! PANTONE SOLID COATED
Use Pantone only in necessary cases. The color slightly differs - more saturated.
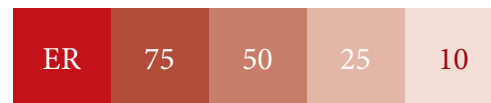
! PANTONE SOLID COATED
Use Pantone only in necessary cases. The color slightly differs - less saturated.

75 %
C: 51 | 56 | 58 | 48
R: 92 | 75 | 66

25 %
C: 14 | 15 | 16 | 13
R: 204 | 196 | 193

50 %
C: 34 | 37 | 39 | 32
R: 138 | 123 | 115

10 %
C: 7 | 7 | 8 | 6
R: 228 | 224 | 222

75 %
C: 11 | 16 | 25 | 4
R: 223 | 207 | 189

25 %
C: 4 | 6 | 8 | 11
R: 244 | 238 | 232

50 %
C: 8 | 11 | 17 | 3
R: 233 | 222 | 210

10 %
C: 2 | 2 | 3 | 1
R: 250 | 248 | 245

75 %
C: 6 | 75 | 73 | 27
R: 179 | 73 | 52

25 %
C: 2 | 25 | 24 | 9
R: 229 | 192 | 177

50 %
C: 4 | 50 | 49 | 18
R: 204 | 130 | 108

10 %
C: 1 | 10 | 10 | 4
R: 244 | 228 | 222

COLORS
COMMON VARIANTS

◆ Full color

Nhu'x

B I A   T U' O' I   T I Ệ P

◆ 100% black

Nhu'x

B I A   T U' O' I   T I Ệ P

◆ Grayscale
90% black

Nhu'x

B I A   T U' O' I   T I Ệ P

◆ Negative

Nhu'x

B I A   T U' O' I   T I Ệ P

◆ In all cases, try to use full color or negative version of the logo on "DEEP BROWN" background. Colors are very important part of the visual identity and image of the brand.

Do not change colors of the logo and always be wary about materials the logo is applied to. Different materials can have different outcome of specified colors. If so, adjust your design to fit the logo intentions.

Always pay attention to the readability and contrast of the logo and use appropriate version.

For more rules and policy scroll at the end of this manual.

BIA TƯƠI TIỆP

Minion Pro
ABCDEFGHIJKLMNOPQRSTU
VWXYZ abcdefghijklmnopqrstu
vwxyz 1234567890

Minion Pro Bold
ABCDEFGHIJKLMNOPQRSTU
VWXYZ abcdefghijklmnopqrstu
vwxyz 1234567890

Minion Pro
ABCDEFGHIJKLMNOPQRSTU
VWXYZ abcdefghijklmnopqrstu
vwxyz 1234567890

Minion Pro Bold
ABCDEFGHIJKLMNOPQRSTU
VWXYZ abcdefghijklmnopqrstu
vwxyz 1234567890

BIA TƯƠI TIỆP

◆ **SECONDARY FONT-FACE**
When needed (digital block text, supportive text...), use secondary font face, sans-serif "Source Sans Pro". This font is under Open Font License, which means it can be used for free.

Source Sans Pro
ABCDEFGHIJKLMNOPQRSTU
VWXYZ abcdefghijklmnopqrstu
vwxyz 1234567890

Source Sans Pro Italic
ABCDEFGHIJKLMNOPQRSTU
VWXYZ abcdefghijklmnopqrstu
vwxyz 1234567890

Source Sans Pro Bold
ABCDEFGHIJKLMNOPQRSTU
VWXYZ abcdefghijklmnopqrstu
vwxyz 1234567890

Source Sans Pro Bold Italic
ABCDEFGHIJKLMNOPQRSTU
VWXYZ abcdefghijklmnopqrstu
vwxyz 1234567890

◆ MODERN STYLE
Because the logo has inner geometrical meaning and is designed to be mostly flat, it greatly benefits from all geometrical shapes. As we can see here, on diamond bullet points, squares, rectangles and diamonds supports the logo the best.

Therefor it is perfectly usable for posters, banners and other commonly printed products and we recommend support this by using rectangular shapes.

OPENED ON TOP

LOGO BOX

◆ DYNAMIC CONTRAST
Different approach lets us create dynamic contrast using ellipses.

18°

APPROX.

◆ **THE SLANT**
The tradition of beer branding world-wide comes with slanted logos. As Nhu'Y communicates through the tradition, the slant here comes under approx. 18 ° angle. Use this slant in your graphics if needed.
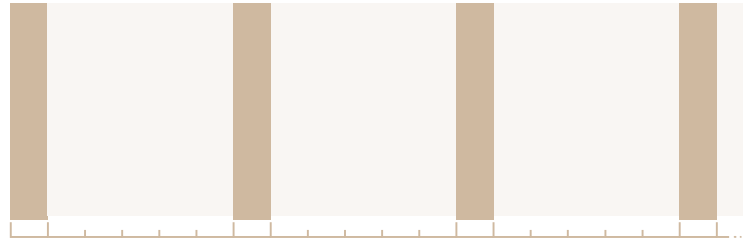
PATTERNS
SUPPORTIVE LANGUAGE

◆ LIGHT STRIPES
Beer labels very often uses stripes, giving the bottle traditional look.

In our pattern, we use very light 1:6 stripe pattern under 18 degrees angle. The color should always be decent, giving the background light and mild feel.

DETAIL - PATTERN SPACING 1:6

◆ SLANT TYPOGRAPHY
You can support many design by using slant.
(illustration font: Jane/Emily Austen)

◆ OTHER PATTERNS
Using different patterns is not forbidden, yet have always on mind the whole visual language of the brand.

◆ **BEER BADGE**
Beer badge is usually small sign supporting the corporate graphic design and logo on narrower places such as bottle-neck. It's accenting graphic, therefore it uses accenting red color.

◆ **LOGO WATERMARK**
If necessary, logo can be used in background as watermark with "DEEP BROWN" set from 5 to 10 % tint depending on output technology. Be aware of contrast in that case, so the narrative text part is always readable. Don't be afraid to show the crown in viewer's focus

◆ **THE TONGUE**
The tongue is tertiary identifying graphic element. In case of use, be always sure it is sticking out of the top of its overlap-ping layer.

!*wrong use of tongue can change everything to road sign or popsicle. USE THE TONGUE PROPERLY!*

BIA TƯƠI

14
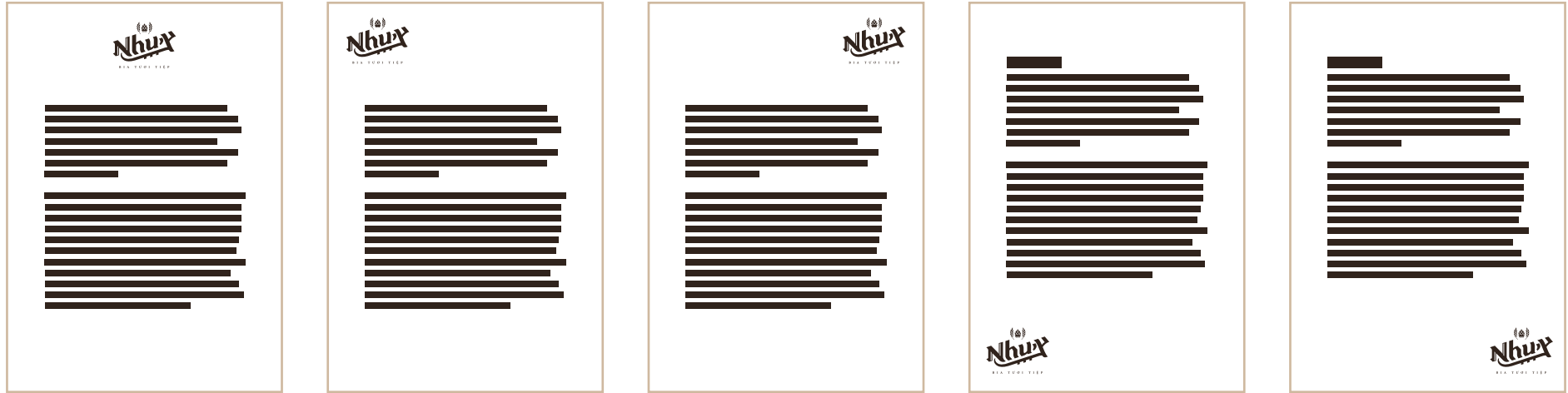
◆ **VARIABILITY**
You can use any composition on the page. Logo should always be easily readable on the first sight when looking from the distance.

Be always concern about printable borders and safe-zone of the logo.

◆ minimal distance from page borders, based on logo safe-zone

John Dougles
executive manager

T: +420 604 710 606
F: +420 377 604 710
E: JohnDougles@nhuy.com

W: www.nhuy.com

A: Nhu'Y - Czech beer brewery
     Artificial Street 153/7
     984 46 City Row
     Vietnam

◆ **THE BEER LOOK**
  Follow the template. Business cards are meant
  to be printed on coarse paper with pronounced
  fibers to remind the feel of an old tradition.

Artificial Street 153/7
984 46 City Row
Vietnam

T: +420 604 710 606
F: +420 377 604 710

E: info@nhuy.com
W: www.nhuy.com

[DATE]
To: Mr. Richard Ford
BUSINESS CORP.
Artificial Street 153/7
Definite location
984 46 CITY ROW
Czech Republic

Dear Mr. Ford

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec euismod aliquam diam, a lacinia ligula pharetra non. Sed vulputate ante in lacus malesuada, eget semper lectus bibendum. Praesent luctus sodales lectus eget venenatis. Vestibulum volutpat pharetra libero, non elementum lectus scelerisque quis. Maecenas scelerisque, ipsum a dapibus aliquam, erat augue ullamcorper odio, eu eleifend est sapien id quam. Nam non pellentesque felis, non efficitur massa. Morbi placerat mi nulla, in tincidunt odio aliquam ac. Vestibulum ut risus suscipit, accumsan neque ac, congue quam. Etiam accumsan odio at auctor iaculis. Sed imperdiet purus purus, ut sodales justo blandit eu. Etiam blandit metus et augue iaculis pharetra. Fusce sit amet quam in nunc cursus bibendum ut vel nulla. Mauris sodales magna faucibus est faucibus, et varius arcu blandit. Interdum et malesuada fames ac ante ipsum primis in faucibus.

Proin sit amet placerat turpis, et ultrices augue. Quisque in ante turpis. Maecenas hendrerit odio tempor dolor elementum ornare id ac sem. Aenean non dolor sit amet odio mollis iaculis et eu erat. Phasellus a urna consequat, faucibus leo in, gravida magna. Sed arcu ligula, ornare non tincidunt sed, hendrerit at justo. Cras vitae tincidunt erat. Donec sit amet tempor orci. Praesent accumsan blandit sem. Mauris egestas, lectus nec porttitor auctor, ante enim pulvinar nisi, at tincidunt felis magna quis magna.

Phasellus blandit eget leo sed ultricies. Donec eros massa, lobortis eu velit eu, iaculis condimentum leo. Etiam sit amet purus a purus lobortis consequat eu sed lectus. Donec iaculis at augue nec tempor. In a elit non est aliquam mattis at consectetur sem. Morbi ultrices, nulla ut facilisis condimentum, lacus id elementum leo,

---

Artificial Street 153/7
984 46 City Row
Vietnam

T: +420 604 710 606
E: invoice@nhuy.com
W: www.huy.com

◆ **LETTER TEMPLATES**
For composing letters, you can use corporate templates for Microsoft Word included on digital media with this manual or request them.

Templates are prepared for standard desktop printers and will guarantee you the corporate identity visual.

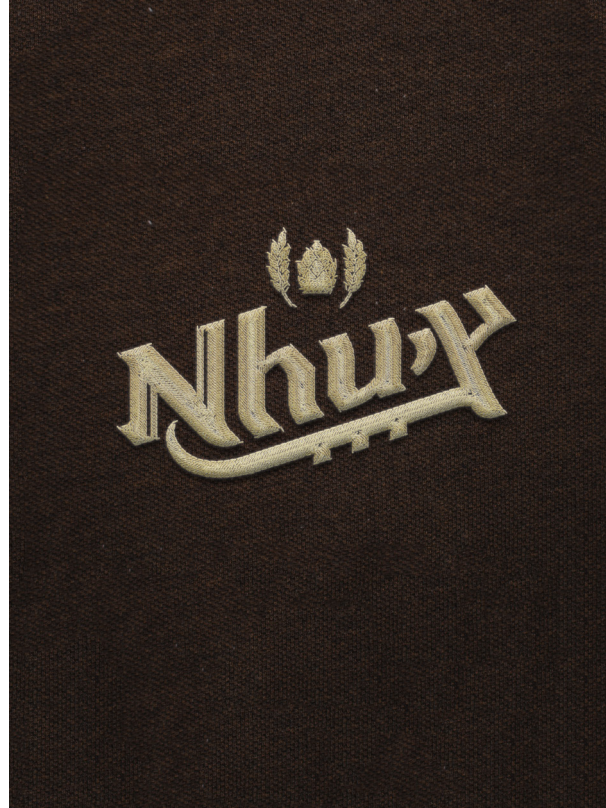Please, don't forget to input your credentials instead of placeholders.

INVOICE

When setting your tax and invoicing software, please, follow these templates, rules of corporate identity and the image of the brand.

CLOTHES EMBROIDERY
BASICS IN CORPORATE UNIFORM

◆ **COLOR RATIO CHANGES**
Because of a cloth's and fashion nature and overall corporate identity visual, in clothing, CHAMPAGNE GOLD becomes the accent. RED color turns into the secondary color.

When applying embroidery or screen-print, try to use real champagne gold, if possible, to enhance the feel of brand colors.

Use DEEP BROWN as the background for CHAMPAGNE GOLD and within the context to RED color.

CLOTHES EMBROIDERY
POSITION STYLE

BREWER

BUSINESS
MANAGER

SECURITY
GUARD

2 n

n BIA TƯƠI TIỆP

5 n

BREWER

◆ **FONT FACE PROPERTIES**
Use Minion Pro.

Distance from subtitle: 5 n
Font Size: 5x Subtitle font size
Leading: 1x
Color: Champagne Gold

◆ **EMBROIDERY PLACEMENT**
Place on visible part, traditional for logo embroidery: chest, sleeves...

You can use Super-Size Bleed versions on different parts of clothing if necessary.

◆ **TABLE CLOTH**
  In case of square table clothes be aware of diagonal table placement. Put elements in corners which hangs over the table sides, giving great opportunity for logo presentation.

◆ **PAPER PLACEMENTS**
  Use paper placements for ads on products and public relation texts.

BEER COASTERS
IMPORTANT PART OF THE BEER CULTURE

◆ TRADITION
Beer coasters leads again to the traditional Czech beer culture. They are very important for beer drinking ceremony and for many beer fans became the object of personal collections.

◆ ADVERTISEMENT
Again, use beer coasters to promote the brand, products and maintain positive public relations.

Rear side provides great opportunity for stories about beer culture.

BEER LABELS
TRADITIONAL PILSNER

- ◆ **BOTTLE**
  Because of light yet full golden color of pilsner beer type, we recommend to use lighter tone of brown on bottles.

- ◆ **CAP**
  Use color corresponding to the design of the label and bottle.

- ◆ **LABEL**
  Always be aware of the image and identity of the brand. Traditional pilsner is full golden color lager and so the label should provide full and very characteristic, yet lighter to dark lager, visual experience.

  If there is space for bottleneck label, support the design with beer badge.

BEER LABELS
DARK ALE / LAGER

◆ **BOTTLE**
Dark lager should differ from it's lighter product on first sight by dark brown bottle.

Bottle can be embossed with logo.

◆ **CAP**
Use color corresponding to the design of the label and bottle - darker tones.

◆ **LABEL**
Always be aware of the image and identity of the brand. Traditional dark ales / lagers are dark brown beers with creamy beer head. The label should provide heavy dark and charismatic visual experience. The design can be connected with logo's Gothic character.

STRONG
TASTE

TRADITIONAL CZECH BEER
ORIGINAL PILSNER RECIPE

DARK LAGER

TRADITIONAL CZECH BEER
ORIGINAL PILSNER RECIPE

◆ SINGLE PRODUCT
Posters and ads should always promote the brand under the intentions of corporate identity and use the visual language of the brand.

The announcement of the advertisement should be simple, easy to read, straightforward and should as much as possible introduce the new brand to public.

The advertisement should promote new product as the new brand on the market and bring attractiveness of the product to the customer.

Always follow 4 pillars of the logo and brand:
* *TRADITION*
* *PRESTIGE*
* *STABILITY*
* *TASTE*

With emphasis on emotion = taste.

VINYL CAR WRAPS
PRINT & CUT GRAPHIC

◆ **PRINT ON VINYL WRAP**
   Promote golden beer and attractiveness of the taste.

◆ **CUT VINYL APPLICATION**
   Promote the attractiveness of the brand and logo.

1

4

7

10

2

5

8

3

6

9

1. DON'T STRETCH THE LOGO
2. DON'T FLIP ANY ELEMENT OF THE LOGO
3. DON'T ROTATE ANY ELEMENT OF THE LOGO
4. DON'T CHANGE COLOR OF THE LOGO
5. DON'T CHANGE COLOR OF ANY PART OF THE LOGO
   LOGO IS MONOCHROMATIC
6. DON'T CHANGE FONT FACE OF THE LOGO
7. DON'T REMOVE ANY ELEMENT OF THE LOGO
8. DON'T USE STROKE AROUND LOGO
9. USE ENOUGH CONTRAST FOR THE BACKGROUND
10. DON'T MOVE ANY PART INSIDE THE LOGO
11. DON'T USE EFFECTS ON LOGO
12. STAY OUTSIDE THE SAFE-ZONE
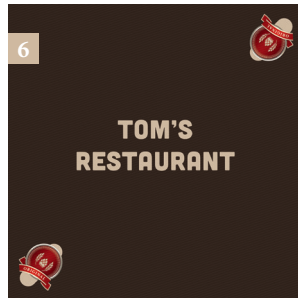
1. DON'T CHANGE COLOR OF ANY PART OF C. I. ELEMENTS
2. DON'T REPLACE, REDESIGN OR CHANGE ANY PART OF C. I. ELEMENTS
3. DON'T CHANGE COLOR CONTEXT FOR C. I. PRODUCTS
4. DON'T PUT C. I. IN DIFFERENT MEANING
5. DON'T USE FONTS WHICH ARE NOT FOLLOWING THE C. I.
6. DON'T USE C. I. FOR DIFFERENT LOGOS THAN NHU'Y
7. DON'T USE PHOTOGRAPHY AND IMAGES IN OTHER CONTEXT THAN C. I.
8. DON'T USE PATTERNS WHICH ARE NOT FOLLOWING THE C. I.

(9.)

PLEASE,
BE ALWAYS TRUE
TO THE CORPORATE IDENTITY
AND BRAND STYLE.

THANK YOU