# STYLE GUIDE



**BAHNBRËCKER**
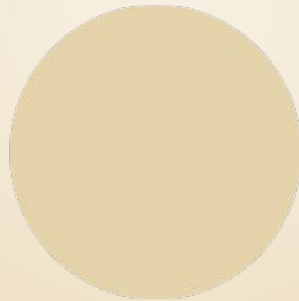
THE SPIRIT OF NEW BRAUNFELS

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THIS DOCUMENT PRESENTS BASIC GUIDELINES FOR THE CORRECT USAGE OF THE GRAPHIC ELEMENTS OF BAHNBRECKER'S IDENTITY IN ORDER TO CREATE HIGH QUALITY COMMUNICATION MATERIALS.

# COLOR

COLOUR IS A STRONG, COMMUNICATIVE ELEMENT OF ANY BRAND IDENTITY. IT UNIFIES AN IDENTITY, ENHANCES BRAND ASSOCIATION AND ACCELERATES DIFFERENTIATION. THE COLOR PALLETE USED BY BAHNBRECKER WAS CHOSEN AS A DELIBERATE CONTRAST OF RUSTIC AND REGAL TO REFLECT THE JOURNEY OF THE EARLY GERMAN PIONEERS WHO RESETTLED IN THE NEW BRAUNFELS AREA AND FLOURISHED.

# PANTONES & color guide

**282 U**

C:79
M:72
Y:37
K:23

R:68
G:72
B:103

HEXI:444867

**7500 U**

C:9
M:14
Y:36
K:0

R:232
G:212
B:170

HEXI:e8d4aa

**10117 C**

C:29
M:31
Y:100
K:2

R:188
G:162
B:29

HEXI:bca21d

LOGO MARKS

# Brandmark & Logo Design & Tagline

# One Color Brandmarks

**OPTIMAL USAGE**

**ACCEPTABLE USAGE**



Use 7500 U on 282 U
When at all possible

Use 282 U on 7500 U
When at all possible

Use 7500 U on black or
dark colored background

Use 282 U on white or
light colored background

# Full Color Brandmark



Use FULL COLOR brandmark on any backgrounds.

# Logo Text & Empty Spacing

THE Bahnbrëcker TEXT LOGO IS A STRONG AND CLEAN ELEMENT AND SHOULD ALWAYS BE TREATED WITH RESPECT IN ITS USAGE. ISOLATING THE LOGO IN THIS WAY PROTECTS IT FROM BEING DISTORTED BY OTHER IMAGERY, GRAPHICS AND PAGE TRIM.

THE HEIGHT OF THE EMPTY AREA AROUND THE SIGNATURE SHOULD BE EQUAL TO THE HEIGHT OF 2 "A" LETTERS IN THE LOGO. FOR INSTANCE, IF THE LOGO IS 5 CM TALL, THERE SHOULD BE AN EMPTY SPACE 1.2 CM THICK AROUND THE SIGNATURE, ISOLATING IT FROM ALL OTHER ELEMENTS

# Brandmark & Minimum Spacing

The brandmark can be used with or without the text logo and tagline beneath it. The minimum clear space around the logo is equal to one-half the height of the monogram circle brandmark. To create the greatest impact, allow even more space around your logo. Do not allow photos, typography, or other graphic elements to enter the minimum clear space area.



THE HEIGHT OF THE EMPTY AREA AROUND THE MONOGRAM SHOULD BE EQUAL TO THE HEIGHT OF 1/2 OF THE HEIGHT OF THE CIRCLE IN THE LOGO. FOR INSTANCE, IF THE MONOGRAM IS 8 CM TALL, THERE SHOULD BE AN EMPTY SPACE 4 CM THICK AROUND THE MONOGRAM, ISOLATING IT FROM ALL OTHER ELEMENTS OR TEXT.

# Minimum Sizing



The standard horizontal version of the brand text must never be used at a width of less than 2.08 inches or 150 pixels. The brand text should be sized for clear legibility, taking into account the minimum amount of empty space required around it.

The minimum signature size should be used only when layout space is extremely limited. Use the brand text at a larger size whenever possible.

# Primary Typeface

The Bahnbrëcker corporate font is **BRANDON PRINTED (ONE)**. Brandon Printed is **a distressed, uppercase-only version of Hannes von Döhren's mega-popular typeface**, Brandon Grotesque. It was chosen to communicate a rustic sense of traditionalism, reflecting the old-World aesthetic brought over by the original German pioneers of New Braunfels.

Tracked amply at **192**, it should be used only in marketing materials and presentations provided to you by Bahnbrëcker. Do not imitate Bahnbrëcker typography by using other fonts in your communications.

*Font = BRANDON PRINTED (ONE) (192 tracking)*

BAHNBRËCKER

BAHNBRECKER

PROPER TYPEFACE USED                                    INCORRECT TYPEFACE USED

# Secondary Typeface

The tagline employs the secondary typeface of **KRONA ONE**, tracked at **174** and should be used only in marketing materials and presentations provided to you by Bahnbrëcker. Do not imitate Bahnbrëcker typography by using other fonts in your communications.

*Font = KRONA ONE (174 tracking)*

THE SPIRIT OF NEW BRAUNFELS

THE SPIRIT OF NEW BRAUNFELS

PROPER TYPEFACE USED
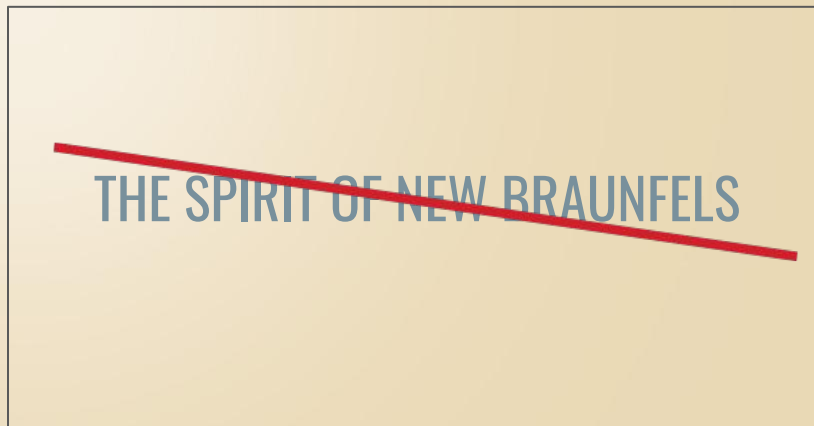
INCORRECT TYPEFACE USED

# Fonts At A Glance

HEADLINE FONT

# BRANDON PRINTED

ABCDEFGHIJKLMNOPQRSTUVWXYZ   1234567890

TAGLINE FONT

# KRONA ONE

ABCDEFGHIJKLMNOPQRSTUVWXYZ   1234567890

Fonts should be used in their original form. NO horizontal scaling. NO Lower Case.

# Typography DON'Ts

**DON'T** TRACK TYPE TOO CLOSE.
CORRECT TRACKING SHOULD BE 192 FOR AMPLE BREATHING ROOM & EASY LEGIBILITY.

**DON'T** STRETCH OR DISTORT.
LOREM IPSUM DOLOR SIT AMET, CONSECTETUER ADIPISCING ELIT.
PHASELLUS A QUAM EGET WISI FAUCIBUS CONSEQUAT.

**DON'T** USE BRANDON PRINTED FOR SENTENCES OR COPY LONGER THAN 5 WORDS
USE FOR HEADLINES ONLY.

# Additional Brand Elements



Lineart drawing of New Braunfels