



Köstritzer

GLOBAL BRAND MANUAL

Updated: January 2023

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These guidelines set out Köstritzer's corporate design with a view to keeping the brand identity consistent and raising brand awareness.

Some of the image-based materials can be found in the Bitburger Media Database:

www.bitburger-international.com/en/media-database

Basic layouts and changes need to be approved by **lead agency deepblue networks AG** before going to print.

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BRAND

BRAND LOGO

The text in the Köstritzer logo appears in white on a black or dark background with a red underline.

The logo text may not appear in black directly on a white background (the exception to this rule is when the logo text appears with the name of the type of beer on a menu; see page 08).

Note:

The 1C version is only intended for single-color printing. As soon as it is 4C/special color, the upper logo is to be used.



4C implementation



1C positiv



1C negativ

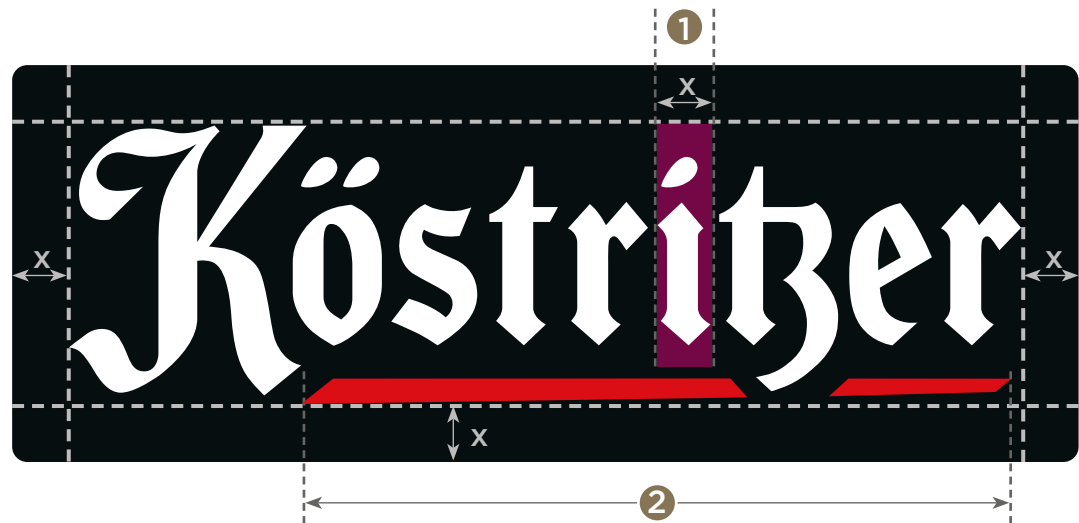
BRAND LOGO SAFE AREA

DIMENSIONS

The protective space is defined as follows: The width of the „i“ determines the protective space around the logo text ①. The length of the red underline ② is 74% of the logo text.

The logo can be found in our Bitburger Media Database and doesn't need to be created by yourself.

<https://www.bitburger-international.com/en/media-database?fid=386409>



BRAND LOGO UNAUTHORIZED USE

The logo text is fixed and may not be changed in its composition.

On the right are examples that are inadmissible.



Logo text without red underline



Old logo text with golden shadow



Positive logo text on a light background

BRAND LOGO TEXT FOR TYPES OF BEER

APPLICABLE ONLY TO USE ON MENUS:

In this case, the logo text can appear in black on a white background (only when combined with name of the type of beer). There should be no underline here.

Note:

The 1C Version should only be used, if the realization in 2C/special colours isn't possible. (e.g. black & white printing)

Name of type of beer in gold/white (on black/dark-coloured backgrounds)	Name of type of beer in gold/black (on white/light-coloured backgrounds)	Name of type of beer (1 C design for white/light-coloured backgrounds)	Name of type of beer (1 C design for black/dark-coloured backgrounds)
			
			



TYPOGRAPHY

BRAND FONTS

HEADINGS

Gotham Black is always used for headings.

BODY TEXT

Gotham Medium is always used for body text.

Headings.

Gotham Black
Spacing: 20

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNPOQRSTUVWXYZ
0123456789'!*+ #-.,\$&%\$/()=-><

Body text.

Gotham Medium
Spacing: 0

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNPOQRSTUVWXYZ
0123456789'!*+ #-.,\$&%\$/()=-><

TYPOGRAPHY CLAIM

The claim is always written in white and positioned in the center of a black bar. The spacing of the font to the top, below and to the right/left corresponds the width of the letter „r“. The color tone of the black bar is defined as follows:

PANTONE BLACK C

C = 50 | M = 30 | Y = 30 | K = 100

EXCEPTION

If no bottle is used as a binder in the motif and/or the brand is not prominently recognizable in the motif, the brand name is placed to the left of the claim in the bar. This is written in the same typography as the claim.

Claim.

Gotham Medium

Spacing: 0



Refreshingly dark.



Köstritzer. Refreshingly dark.



COLOURS

BRAND COLOURS

The Köstritzer brand colours of black, red and gold are matched to defined Pantone colours and corresponding CMYK specifications.

Solid colours should ideally be used in line with the CMYK specifications to ensure that the end result is as accurate as possible.

Black.

(Areas)

**Pantone
Process Black C**

**HEX-Code:
#000000**

C 50 R 0
M 30 G 0
Y 30 B 0
K 100

Red.

(Elements used for emphasis and logo text)

Pantone 186 C

HEX-Code: #db0d15

C 0 R 219
M 100 G 13
Y 100 B 21
K 5

Gold.

(Names of types of beer and text)

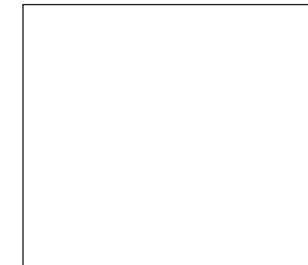
Pantone 871 C

HEX-Code: #b89757

C 0 R 184
M 23 G 151
Y 62 B 87
K 35

White.

(Text)



C 0 R 255
M 0 G 255
Y 0 B 255
K 0



IMAGES

IMAGES FOOD SEQUENCES

It is possible to take the moving image food sequences and render individual frames that are primarily used as footage material, e.g. in flyers.

If you would like to use these images, please submit your request using the contact details below:

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LAYOUT

LAYOUT LANDSCAPE AND PORTRAIT

The products are depicted consistently in the Bar with table image.

In the portrait layout, the heading is centrealigned, with the text appearing above the image in the middle.

in the landscape layout, the heading is centrealigned, appearing to the left of the product.

The little black flag inserted behind the bottle draws in more attention. Refer to the next page for further details on this.



<https://www.bitburger-international.com/en/media-database?fid=439152>



<https://www.bitburger-international.com/en/media-database?fid=439153>

LAYOUT ELEMENTS USED FOR EMPHASIS

The elements used for emphasis have the same diagonal slant as the little flag on the bottle's label ①.

They appear in the form of a little flag positioned behind the Köstritzer product, with the option of the width and length being altered.

The distance between the text and the edge of the bottle must be the same as the width of the 'ri' in the Köstritzer logo ②.

Where possible, the text in elements used for emphasis should be in line with the logo on the glass or bottle ③.

The text in elements used for emphasis appears in sentence case in **Gotham Medium** - Spacing 0.

These elements should appear in the standard Köstritzer Red brand colour as per the following specifications:

PANTONE 186 C

C = 0 | M = 100 | Y = 100 | K = 5

R = 219 | G = 13 | B = 21





PACKSHOTS

PACKSHOTS PRODUCT DESCRIPTIONS



KÖSTRITZER SCHWARZBIER

The most popular black lager beer in Germany, with incomparable character

Malt is the key ingredient in our Köstritzer Schwarzbier, as our barley undergoes an especially intensive roasting process to create quality roasted malt, ensuring the delicate malt flavor and characteristic dark color. The result is a bottom fermented black lager beer that boasts extraordinary malty aromas and wonderfully refreshing flavor.

Bottom-fermented
4.8% ABV 11.4% original gravity



KÖSTRITZER EDEL PILS

Enjoyable on so many levels: the combination makes it exquisite

Our Köstritzer Edel Pils undergoes a second step of enhancement with aromatic hops, ensuring an especially multifaceted flavor profile. The result is a shimmering golden beer with light, white foam. Its fresh and mildly hoppy flavor makes it an excellent choice and real treat for all beer connoisseurs.

Bottom-fermented
4.8% ABV 11.3% original gravity



KÖSTRITZER PALE ALE

British brewing meets Köstritzer character for a traditional specialty beer

When our brewmasters study English ale recipes and reinterpret them with the Köstritzer art of specialty brewing, one thing is clear: the result will be nothing short of extraordinary! The aromatic hops provide our Köstritzer Pale Ale with a stronger hint of bitterness and intensive notes of citrus and berry. A truly special flavor experience for everyone who loves intensive, aromatic beer.

Top-fermented
6.5% ABV 14.5 % original gravity

PACKSHOTS BOTTLES



Köstritzer Schwarzbier
0.5 litre



Köstritzer Schwarzbier
0.33 litre



Köstritzer Edel Pils
0.5 litre



**Köstritzer
Meisterwerke Pale Ale**
0.5 litre

PACKSHOTS BOTTLE WITH GLASS



PACKSHOTS CANS



Köstritzer Schwarzbier
0.5 l can



Köstritzer Schwarzbier
4 x 0.5 l can



Köstritzer Schwarzbier
24 x 0.5 l can tray



Köstritzer Schwarzbier
6 x 4x 0.33 l can



Köstritzer Schwarzbier
6 x 0.33 l can

PACKSHOTS CANS EDEL PILS | PALE ALE



Köstritzer Edel Pils
0.5 l can



Köstritzer Pale Ale
24 x 0.5 l can tray



Köstritzer Pale Ale
0.5 l can



Köstritzer Pale Ale
4 x 0.5 l can



Köstritzer Pale Ale
6 x 4 x 0.5 l can

PACKSHOTS SIX PACKS AND BOTTLEMASTER



Köstritzer Schwarzbier
6 x 0.33 l bottle



Köstritzer Schwarzbier
4 x 6 x 0.33 l bottle



Köstritzer Schwarzbier
6 x 0.33 l bottle

PACKSHOTS CASES



Köstritzer Schwarzbier
24 x 0.33 l bottle, carton