



Benediktiner

Weissbräu

CONTENTS

Introduction _____	03	Photographic design _____	26
Brand _____	04-16	Vehicle branding _____	27-30
Company colours _____	17-18	Events equipment _____	31
Typography _____	19		
Background _____	20-25		

INTRODUCTION

This manual provides an overview of all of the fundamental design elements and the way in which they are used.

You will find a selection of existing promotional materials and defined communication materials.

If a redesign should become necessary, apply the rules described in the following. Redesigns should, in principle, be coordinated with the responsible persons in the Bitburger Braugruppe marketing department. It is mandatory for the respective layout to be approved so that a stringent, uniform corporate design can be maintained that does justice to the brand of our Benediktiner beers.



THE BENEDIKTINER WEISSBIER PICTURE MARK

The Benediktiner Weissbier picture mark is made up of the round logo with the Benediktiner monk, a stylised image of the brewing ingredients, the dark blue Benediktiner word mark, and the red Weissbier lettering.

It is used in all brand communication and should not be changed.

All rules in this manual will be demonstrated using this picture mark.



THE BENEDIKTINER WEISSBIER PICTURE MARK – PROPORTIONS

The proportions of the Benediktiner Weissbier picture mark are formally established and defined as follows:

The width of the “i” in the Benediktiner word mark (measured vertically without the gold shading), labelled “x” here, represents the base model for the dimensions of the other picture mark elements. 16x yields the diameter of the round logo.

The height of the “Weissbier” lettering results from 3.5x (measured against the “i” without the dot on the i). These proportions must be complied with absolutely and should not be changed.



Vertical brand



Horizontal brand

THE BENEDIKTINER WEISSBIER PICTURE MARK – BRAND MARKS

In the world of corporate design, you will always come across promotional materials which necessitate an alternative way of handling the brand based on format, such as is the case with bar trailers. The proportions of the Benediktiner to Weissbier lettering do not change here.

The examples shown above are designed to make it easier to deal with the brand.



Weissbier Naturtrüb

Weissbier Dunkel

Weissbier Alkoholfrei

THE BENEDIKTINER WEISSBIER PICTURE MARK – WEISSBIER LETTERING IN GOLD

There are some exceptions whereby the Weissbier lettering of the Benediktiner Weissbier picture mark is printed in gold, such as on the glass decoration. This is a result of the improved legibility against a coloured background.



Hell

THE BENEDIKTINER HELL PICTURE MARK – HELL-LETTERING IN GOLD

There are some exceptions whereby the Hell lettering of the Benediktiner Hell picture mark is printed in gold, such as on the glass decoration. This is a result of the improved legibility against a coloured background.



Sign

THE BENEDIKTINER PICTURE MARK “WEISSBRÄU”

The “Benediktiner Weissbräu” picture mark is used when an overriding reference to the company Benediktiner Weissbräu GmbH is to be made, and not to the individual products (Weissbier, Hell), for example in the case of the catering sign shown above.

The proportions of the “Benediktiner Weissbräu” picture mark are identical to those of the picture mark “Benediktiner Weissbier”.



Mug



20 x 0.5 l crate

THE BENEDIKTINER WEISSBRÄU PICTURE MARK - WEISSBRÄU - LETTERING IN GOLD

There are also exceptions in the case of the “Benediktiner Weissbräu” picture mark whereby the Weissbräu lettering is printed in gold for reasons of presentation or by virtue of its significance, for example in glass decoration or printing on crates.



THE BENEDIKTINER WEISSBIER PICTURE MARK IN BLACK AND WHITE

If printing is done in black and white only, the picture mark is applied either in shades of grey or a pure black and white version. If it is possible to apply the brand in shades of grey, this must always have priority.

THE BENEDIKTINER WEISSBRÄU BRAND LOGOS IN 4C

Benediktiner Weissbräu
Company brand/Umbrella brand



Benediktiner
Weissbier range



Benediktiner
Hell range



THE BENEDIKTINER WEISSBRÄU BRAND LOGOS IN GREY

Benediktiner Weissbräu
Company brand/Umbrella brand



Benediktiner
Weissbier range



Benediktiner
Hell range



THE BENEDIKTINER WEISSBRÄU BRAND LOGOS BLACK/WHITE

Benediktiner Weissbräu
Company brand/Umbrella brand



Benediktiner
Weissbier range



Benediktiner
Hell range



Benediktiner Weissbier

Benediktiner Weissbräu

Benediktiner Weissbier
NATURTRÜB

Benediktiner Weissbier
DUNKEL

Benediktiner Weissbier
ALKOHOLFREI

Benediktiner Hell
HELLES LAGERBIER

Benediktiner Weissbier

Benediktiner Weissbräu

Benediktiner Weissbier
NATURTRÜB

Benediktiner Weissbier
DUNKEL

Benediktiner Weissbier
ALKOHOLFREI

Benediktiner Hell
HELLES LAGERBIER



Logo colours

Pantone
282 C

C 100
M 72
Y 0
K 73

Pantone
200 C

C 0
M 100
Y 76
K 13

Pantone
871 C

C 20
M 35
Y 80
K 20

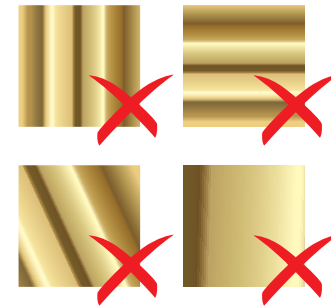
Background colour

Pantone
9140 C

C 0
M 0
Y 13
K 0

THE BENEDIKTINER WEISSBIER COLOURS

The Benediktiner Weissbier picture mark is printed in 4C Euroscale in order to achieve a natural presentation of the gradient of the golden hue. If the printing process requires it, the 4C colours are replaced with special colours. This is especially the case in the printing of labels and other projects with a large printing run. A mixture of both printing processes (4C + special colours) is also possible. This is used when the natural gold gradient and colourfast, full-tone colours are to be achieved.



THE BENEDIKTINER WEISSBRÄU GOLD GRADIENT

The structure and colour values of the gold gradient should not be changed. It should always be aligned horizontally and never vertically or at an angle.



Times New Roman - Regular

Copperplate - Bold



Altona - Bold

Times New Roman - Regular

Created manually

Created manually

Created manually

Copperplate - Regular

Domestic

Myriad Pro Bold

Myriad Pro Condensed

Myriad Pro Condensed

Myriad Pro Condensed





BENEDIKTINER WEISSBIER BACKGROUNDS

The Benediktiner Weissbier picture mark is generally placed against a beige background. If the material and budget allow it, the logo is placed against the light droplet background in support of freshness and appetite. In all other cases, the logo is on a beige colour field. In exceptional cases, a white background may also be permitted.



Crate

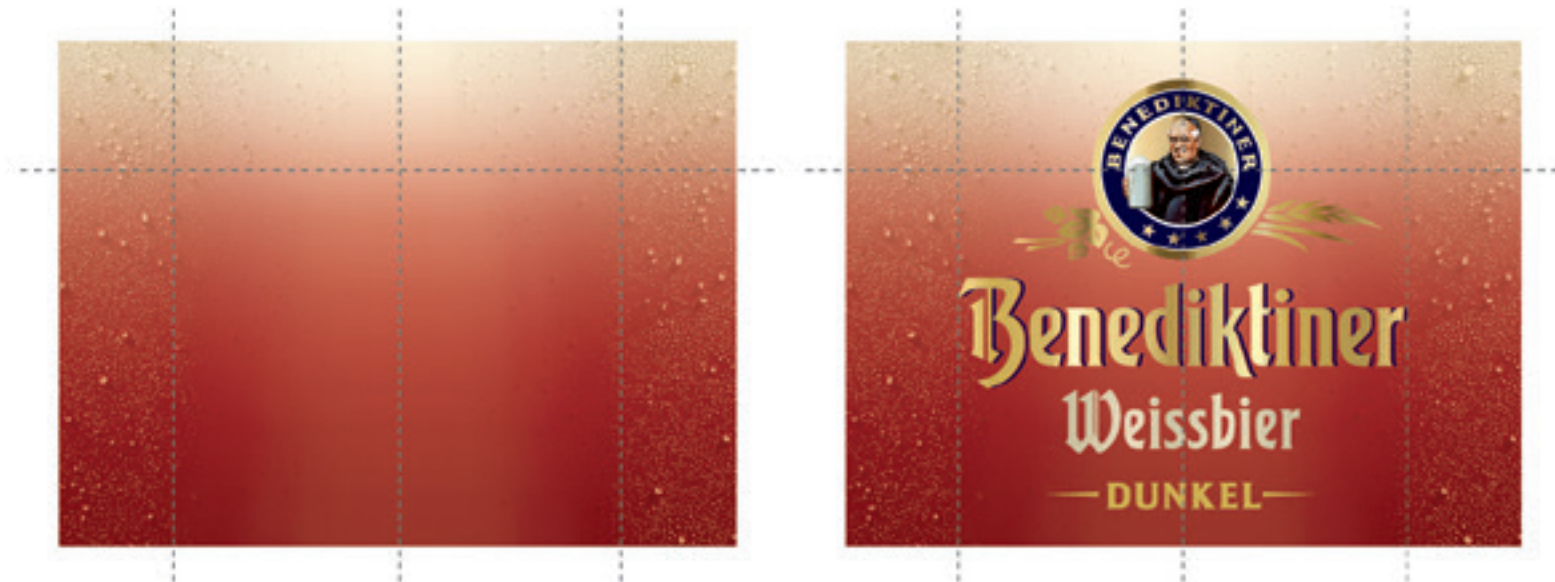
BENEDIKTINER WEISSBRÄU BACKGROUNDS

The Benediktiner Weissbräu picture mark is generally placed against a blue background.



THE BENEDIKTINER WEISSBIER DROPLET BACKGROUND

The placement of the pale Benediktiner Weissbier droplet background in proportion to the word mark is subject to the specifications shown above. It is geared towards the width of the Benediktiner lettering in relation to the pale, predominantly droplet-free background space. This positioning may not be changed.



THE BENEDIKTINER WEISSBIER DUNKEL DROPLET BACKGROUND

The placement of the dark Benediktiner Dunkel droplet background in proportion to the dark picture mark is subject to the specifications shown above. It is geared towards the width of the Benediktiner lettering in relation to the droplet-free background space. Vertically, the round logo is central in the gradient transition from red to beige.

This positioning may not be changed.



THE BENEDIKTINER WEISSBIER ALKOHOLFREI DROPLET BACKGROUND

The placement of the blue Benediktiner Alkoholfrei droplet background in proportion to the Alkoholfrei picture mark is subject to the specifications shown above. It is geared towards the width of the Benediktiner lettering in relation to the predominantly droplet-free background space. Vertically, the logo is central in the gradient transition from blue to light blue.

This positioning may not be changed.



Wimpel



6Pack

THE BENEDIKTINER WEISSBIER SKY BACKGROUND

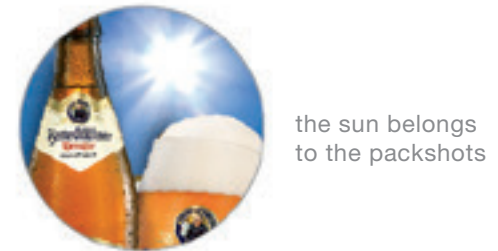
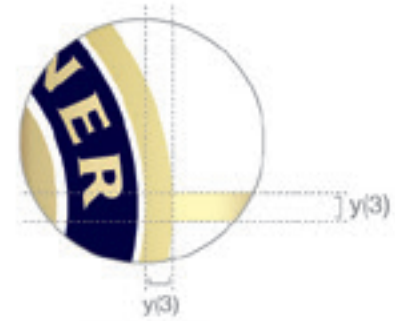
Even when the sky background retreats in favor of a packshot which is as distinctive and large as possible, it must still be clearly noticeable with its glowing sun.

The sky background is meant to convey freshness.



BENEDIKTINER WEISSBIER PHOTOGRAPHIC DESIGN

The Benediktiner Weissbier packshots should be displayed in the combination glass/bottle, where possible with this cropping and at each of the angles defined. The glass therefore has an angle inclination of 70° and the bottle an angle inclination of 90°.



Surrounding



Closed side





Opened side





