



Maine Beer Company

Do what's right.

LOGO USAGE QUICK GUIDE

for nonprofit partners



Logotype

PRIMARY LOGOTYPE WITH 2-ROW BARLEY



The Primary Logotype with 2-Row Barley should be used by default, unless the space allowed for the logo could be better served by considering the secondary logotype.

SECONDARY LOGOTYPE WITH 2-ROW BARLEY



The Secondary Logotype with 2-Row Barley may be used at any size, provided *Do what's right.* is legible and a determination has been made that it is a more appropriate choice than the primary logo. The secondary logo is often a better choice for square spaces, especially when reproduced at a large size.

Logo Kit

The online [Brand Assets](#) include the following for download:

WEB/LOW RESOLUTION for online content

- Black over transparent background **PNG**
- White over transparent background **PNG**

VECTOR/HIGH RESOLUTION for printed content

- Vector Black **SVG**
- Vector White **SVG**

Logo Usage

Size

The Primary Logotype with 2-Row Barley should be used at widths no smaller than 3" wide to preserve the detail of the 2-Row Barley marque whenever possible. If the intended usage size is undefined, defer to the Secondary Logo.

Improper Usage

Do not compress, color, stretch, rotate or edit the logotype.

Clear Space

The clear space around the logo should equal the height of the M in Maine.



Knockout (KO)

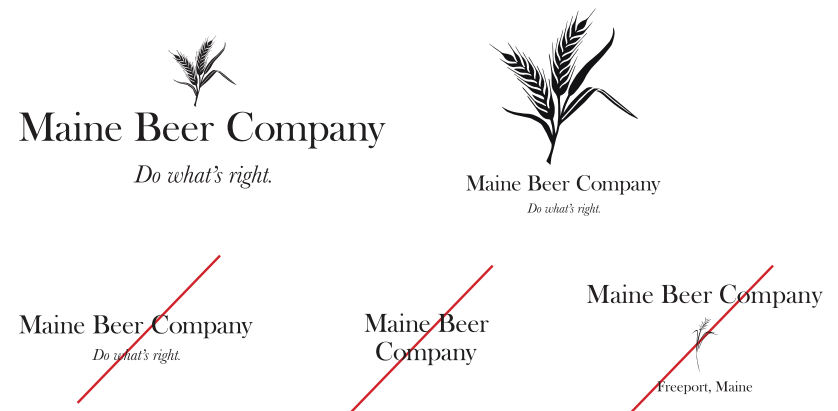
The logotype should be black on white or white on black. The logotype may overlay a photo if both legibility and space are more than sufficient.

Changing the color (other than black or KO) is not permitted.



Sponsor Boards

Be sure to use the correct, appropriate, and up-to-date logo.



The 2-Row Barley alone may not take the place of the logotype as a sponsorship logo.



In Writing

Refer to the company as Maine Beer Company, not MBC or Maine Beer Co.

Brand Assets

Brand assets are intended for use by wholesalers, accounts, and nonprofit partners. They can be found at mainebeercompany.com/brand-assets.