

BRAND GUIDE

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INTRODUCTION

WHY A BRAND GUIDE?

Michigan Crafted is committed to letting the world in on a secret that Michiganders have known for years — that The Mitten is home to an unparalleled and diverse craft beverage experience.

The Michigan Craft Beverage Council is tasked with the mission of advancing a well-connected craft beverage industry through research, promotion and agricultural business development. To do this, they've created the "Michigan Crafted" brand identity, which aims to drive the brand narrative through stakeholders to increase Michigan craft beverage sales and set the stage for making Michigan a craft beverage destination nationally. Regular and consistent usage of logos, color palettes, visual elements and messaging will convey and reinforce this goal.

This document establishes the official guidelines for communication and visual branding for Michigan Crafted. It is important that we present a unified brand. Many people will touch this brand, and while we urge them to use their creativity to showcase our organization to their various audiences, doing so within the brand guidelines will ensure organizational recognition and unity.

All users of the brand play an important role in bringing this cohesive identity to life and in maintaining its integrity by applying it consistently.

OUR BRAND STORY

From selecting the best ingredients to taking the first sip, this brand depicts how Michigan's people, products, places, resources and experiences combine to make a truly unique craft beverage product and culture. It starts with the life cycle of each beverage — highlighting the convergence of statewide offerings and local character to create an outstanding product.

From our fresh water and agriculture to our innovative entrepreneurs, expert crafters and unique destination hot spots, every detail contributes to Michigan craft beverages' allure. When you pop a cork or crack a bottle, you're tapping into Michigan.





LOGO

LOGOMARK

The logomark can be used in three color variations: blue, black or white. Blue is the primary color and should be used in most applications. The black version is intended for use in contexts where color reproduction is limited or unavailable. The white version may be used on a dark-colored background or on a photographic background. User discretion should be considered when utilizing the white logomark format.

Coloration behind the white logomark should be sufficiently dark to allow for clear and unhindered reading of the logomark. A light- or medium-toned background may work more effectively with one of the other options. If in doubt, it may be necessary to adjust your design in order to allow the logomark to read clearly.

blue (primary)



black



white



CLEAR SPACE REQUIREMENTS

Maintain a minimum distance between any part of the logo and any other elements appearing on the page.

The minimum distance is outlined here. These minimum and preferred distances also apply to the spaces allowable between the edge of the page and any part of the logo.

No other elements — copy, photos, artwork, etc. — should be placed within the space indicated or behind the logo (unless a photographic background is being used on the majority of the page).

Clear space requirements should be adhered to in all applications of logo usage, including stationery, business cards, advertising, web usages, etc.



For all logo variations, clear space should be no less than the height of the Michigan in the logomark.

MINIMUM SIZE GUIDELINES

Minimum size guidelines have been established to ensure legibility of the logo and recognition of the brand.

The application in which the logo is being used should guide the usage size — using your discretion and the standards provided here. Logo proportions should never be altered.

3/4"



**For all logo variations,
minimum size should be
no less than 3/4 inch.**

EXAMPLES OF IMPROPER USE

Brand and usage guidelines have been carefully crafted to guarantee standards and audience recognition. Logo files provided should not be altered. Certain usage rules should always be adhered to, while others may be carefully considered by graphic design professionals.

Below are examples of improper use that require careful consideration.



never use improper color



never crop the logo



never stretch, warp or rotate the logo



never scale below the threshold of readability



never use shadows or other graphic effects

EXAMPLES OF IMPROPER USE

(CONTINUED)



never alter logo fonts



never overlap images



never use scanned or photographed
copies (use original files)



carefully consider placing the logo
over busy photographs or patterns

LOGO FILE TYPES PROVIDED

FILE TYPES FOR PRINT USE:

Print files must be in CMYK, Pantone, black or white iterations.

EPS

Equally usable for professionally and internally printed materials, EPS files are vector files. As such, they can be proportionally sized (larger or smaller) without losing detail, and without a background. EPS files can be opened only with Adobe Illustrator. EPS files are a solid choice for all printed materials – ads, brochures, T-shirts, signage, tchotchkes, etc.

TIFF

TIFF files should be used only when requested by a vendor. They are a lossless compression file type, but not nearly as flexible and scalable as EPS formats.

FILE TYPES FOR DIGITAL USE:

Digital files must be in RGB, black or white iterations.

JPEG

These images are made up of small pixels (squares) and can be sized only smaller. Increasing the size of a JPEG will result in distortion of the image. JPEG files are used in Microsoft applications and in digital spaces (websites, social media platforms, etc.). JPEG files should NOT be used in print materials. JPEGs do not support transparent backgrounds.

PNG

Your PNG files have a transparent background, which allows you to place your mark on top of another image without an outlining white box. Increasing the size of a PNG will result in distortion of the image. PNG files can be sized only down (smaller). PNG files are used in digital spaces (websites, social media platforms, etc.) when a JPEG file is not an option because you need a transparent background. PNG files should NOT be used in print materials.

LOGO COLOR TYPES PROVIDED

COLOR TYPES

The Michigan Crafted logo is provided in the following color types: CMYK, Pantone, black, white and RGB.

- CMYK and Pantone files should be used only for print.
- RGB files should be used only digitally.
- Black, white and grayscale files may be used in both print and digital instances, but the correct file type must be used.



COLOR

PRIMARY COLOR PALETTE

Michigan Crafted's primary brand colors should be the dominant colors in any Michigan Crafted materials. The color formulation used (Pantone, CMYK, RGB or HEX) is dependent on the medium being used for output.

Pantone and CMYK formulations are for print use, while RGB and HEX formulations should be used only for digital/on-screen applications.

When printing professionally (on a professional press, via silk screen or to a medium with limited color), Pantone is preferred. Pantone formulations are the only way to guarantee a color match across mediums. All other color formulations will display slightly differently across mediums (matte paper, glossy paper, fabric, on-screen, etc.) and will also vary depending on the output device (e.g., colors will vary from one digital printer to the next).

When a Pantone match is not feasible for professional press situations, CMYK should be used. Digitally printed files should use CMYK formulations.



Superior Blue

PANTONE

654 C

RGB

30, 58, 114

CMYK

100, 87, 27, 14

HEX

#1E3A72



Mitten Sky

PANTONE

644 C

RGB

161, 190, 222

CMYK

36, 17, 3, 0

HEX

#A1BEDE



Crimson Cabernet

PANTONE

1815 C

RGB

112, 28, 28

CMYK

32, 94, 88, 45

HEX

#701C1C



Coral Cider

PANTONE

1635 C

RGB

255, 128, 82

CMYK

0, 62, 71, 0

HEX

#FF8052



Spruce Spirits

PANTONE

5747 C

RGB

45, 69, 22

CMYK

74, 47, 100, 51

HEX

#2D4516



Spring Sprouts

PANTONE

367 C

RGB

151, 183, 72

CMYK

46, 11, 94, 0

HEX

#97B748



Stout Night

PANTONE

532 C

RGB

36, 23, 33

CMYK

70, 76, 58, 74

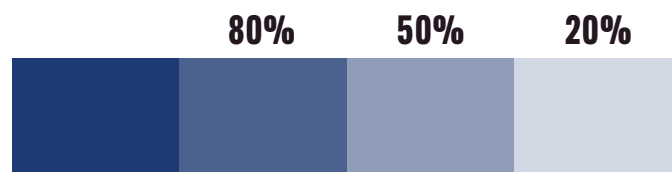
HEX

#241721

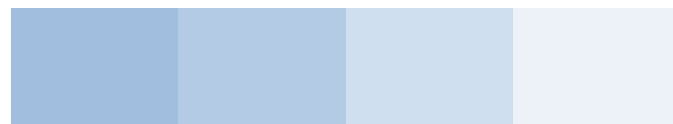
PRIMARY COLOR PALETTE

(CONTINUED)

When needed, tints of the primary color palette can be used. The full-opacity color is always the preferred option and should be used as the default, but tints can be utilized as needed.



Superior Blue



Mitten Sky



Crimson Cabernet



Coral Cider



Spruce Spirits



Spring Sprouts



Stout Night

SEASONAL PALETTE

Seasonal palettes can be created from the main Michigan Crafted color palette to capture the specific moods and colors of spring, summer, autumn and winter. Below are suggested color palettes for each season, offering a fresh and seasonal approach to the Michigan Crafted identity.

SPRING



Superior Blue



Spruce Spirits



Spring Sprouts

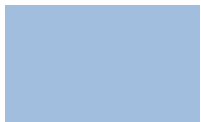


Coral Cider

SUMMER



Superior Blue



Mitten Sky



Coral Cider



Spring Sprouts

AUTUMN



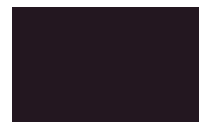
Superior Blue



Crimson Cabernet



Coral Cider



Stout Night

WINTER



Superior Blue



Mitten Sky



Crimson Cabernet



Stout Night

CONTRAST & ACCESSIBILITY

Inclusive design practices help ensure brand messaging is accessible to people of all abilities. Pairing text and graphic elements in colors that have a low contrast ratio can make it difficult for people with visual impairments to read.

A contrast ratio of **4.5:1 or greater** is recommended for all text and graphic components that are essential to the understanding of a message, design or user interface. A free resource for checking color contrast ratios is available at webaim.org/resources/contrastchecker/.





ACCESSIBLE (Contrast ratio of 4.5:1 or greater)

| | |
|---------------------------------------|--|
| Pale Ale Blue Text 8.96:1 contrast | Coral Cider Text 4.52:1 contrast |
| Coral Cider Text 6.93:1 contrast | Crimson Cabernet Text 4.52:1 contrast |
| Spring Hops Text 7.52:1 contrast | Spring Hops Text 4.65:1 contrast |
| Pale Ale Blue Text 5.74:1 contrast | Spruce Spirits Text 4.65:1 contrast |
| Midnight Brew Text 5.74:1 contrast | |

CONTRAST & ACCESSIBILITY

(CONTINUED)

NOT ACCESSIBLE (Contrast ratio less than 4.5:1)

| | |
|-----------------------|---|
| Midnight Brew Text |  |
| 1.56:1 contrast | |
| Crimson Cabernet Text |  |
| 1.53:1 contrast | |
| Spruce Spirits Text |  |
| 1.61:1 contrast | |
| White Text |  |
| 1.92:1 contrast | |
| White Text |  |
| 2.48:1 contrast | |
| White Text |  |
| 2.28:1 contrast | |



TYPOGRAPHY

TYPEFACES

HEADLINE GOTHIC ATF ROUND

● DISPLAY/HEADLINE TYPEFACE

The display/headline typeface should be used in limited quantities — not for paragraphs of text, even in instances with headlines (publications, brochures, website, etc.).

Trebuchet MS

● BODY COPY TYPEFACE

The body copy typeface should be used for all paragraphs of text. Can also be used for secondary subheadings.

TYPE HIERARCHY

Headline Gothic ATF Round

H1 HEADLINE

Trebuchet MS Bold

H2 TITLE SUBHEAD

Headline Gothic ATF Round

H3 HEADER

Trebuchet MS Bold

H4 SUBHEAD

Trebuchet MS Regular

Body ulparum eveniam eumquam non conse
et omnis ullicil maximil is doluptatur mi,
consequias apiduci psaepra mporesto quo
expel ius ea volupti velestrum as a sundi
incima derum et aliatibus et unt eatestior.

FONT ACCESSIBILITY

Inclusive design practices help ensure brand messaging is accessible to people of all abilities. It's important to consider headline structure and minimum text sizes to ensure readability for people with visual impairments.

It is best practice that text should not be force justified — it should be left-, right- or center-aligned.

Line spacing (leading) is recommended to be at least a space and a half within paragraphs (e.g., 12-pt text has 18-pt line spacing) and paragraph spacing set at least 1.5 times larger than the line spacing.

Note: This Brand Guide follows minimum guidelines for text size and spacing.

RECOMMENDED TEXT SIZE MINIMUMS:

DIGITAL/WEB:

| | |
|--------------------|------|
| HEADLINES | 20pt |
| SUBHEADINGS | 14pt |
| Body | 12pt |

PRINT:

| | |
|--------------------|------|
| HEADLINES | 18pt |
| SUBHEADINGS | 12pt |
| Body | 10pt |



PHOTOGRAPHY

PHOTOGRAPHY

Photography for Michigan Crafted should include a broad spectrum of imagery, including individuals enjoying craft beverages, the producers behind them, the ingredients, the production process and Michigan’s unique destinations. Additionally, textures inspired by key elements – such as ingredients, production equipment (e.g., copper stills and wooden barrels) and Michigan’s natural resources (e.g., sand and water) – can be integrated as well. All photography should reflect diversity in people, locations, processes and beverages to authentically represent Michigan’s vibrant craft culture.



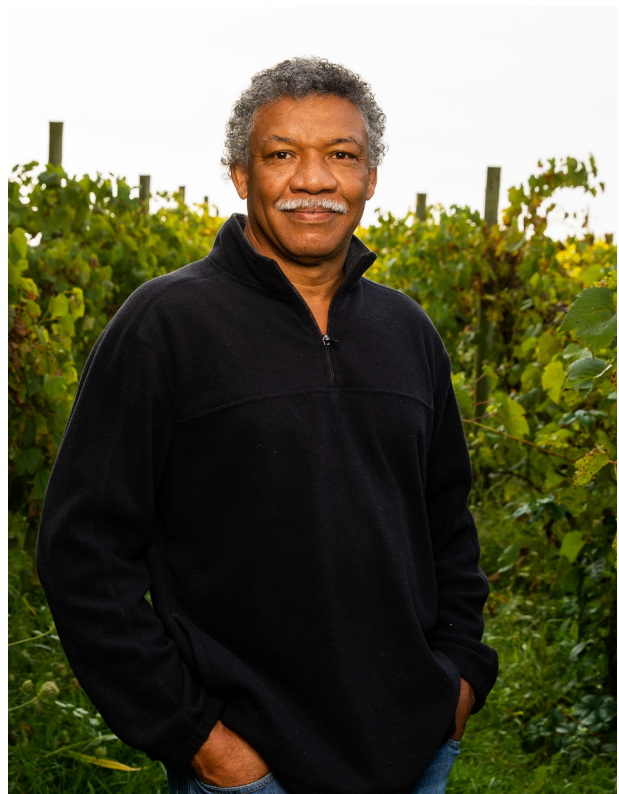


BRAND VOICE & MESSAGING

INTRODUCTION

The brand story provides foundational messaging for all brand materials.

This next section provides guidance for speaking to the variety of aspects that make Michigan's craft beverage industry uniquely positioned to provide a superior product and experience.



OUR BRAND VOICE

tone:

Boastful, Intriguing, Enticing, Celebratory

voice:

This brand invokes a cool, friendly and confident voice well versed in the intricacies of Michigan craft beverage culture. It is dedicated to creating, sharing and celebrating the unique elements that make enjoying Michigan craft beverages an experience unlike anything else.

MESSAGING

ABOUT OUR PRODUCERS

Michigan has a rich and vibrant history with craft beverage production, thanks to its one-of-a-kind entrepreneurial spirit. This authentic spirit drives crafters to constantly innovate in a growing industry — producing high-quality products and lively environments. Buying Michigan craft beverage establishments means supporting independent business owners.

TALKING POINTS:

- Entrepreneurial spirit
 - Independent business owners
 - Innovation
 - Behind-the-scenes stories (process and people)
-

CONNECTION TO CULTURE & SENSE OF PLACE

From Detroit, Kalamazoo, Lansing and Grand Rapids to Traverse City, Mackinaw City and Marquette, Michigan is full of charming locations that each have a strong sense of place. The craft beverage industry recognizes and celebrates each community's unique and complex identities — connecting with local culture to provide tailored opportunities, making sure there's a little something for everyone to enjoy.

TALKING POINTS:

- Unique local cultures
- Connection to community
- Something for everyone

MESSAGING

(CONTINUED)

CONSUMER EXPERIENCE

When it comes to Michigan craft beverages, the more immersive the experience, the better! From trips to local brewpubs filled with the smell of hops and sound of laughter, to stunning views of vineyards and orchards, through Michigan craft beverages, you can savor rich and unparalleled experiences that delight the mind, body and soul.

TALKING POINTS:

- Immersive experiences
 - Delighting of senses — taste, touch, sound and smell
 - Unique and individualized experiences
 - Personal traditions
-

BUYING LOCAL

Want to support local businesses and experience incredible products? Buy Michigan craft beverages! Supporting independent Michigan craft beverage producers helps keep money in the local community and allows businesses to grow and tailor their operations to the consumer (with their own dollars). Spending local supports and shapes the lives and landscapes of Michigan neighborhoods, towns and cities.

TALKING POINTS:

- Support local business owners
- Experience and enjoy local flavors and unique venues
- Strengthen Michigan's economy

MESSAGING

(CONTINUED)

AWARD-WINNING QUALITY & TASTE

Turns out the combination of hardworking industry owners and a cultivated, well-loved product is the perfect formula to grab headlines and outstanding recognition at regional, national and international competitions. Michigan has award-winning clout and the flavor to back up these accomplishments — with their makers prioritizing consumer experience and continually striving to produce superior beverages.

TALKING POINTS:

- Award-winning flavor
 - National and international recognition
 - Creativity and responsiveness to consumer demands
 - Quality ingredients and processes
-

ABOUT OUR AGRICULTURE & WATER

With Michigan being the second most agriculturally diverse state in the nation, and with access to 20% of the planet's fresh water, our craft beverage industry is inextricably linked to the landscape. Plus, resting along the 45th parallel, Michigan has optimal growing conditions, boasting more than 3,050 acres devoted to vineyards, 1,000 acres to hops and 34,500 acres to apple trees on 775 family-owned farms. Many independent craft beverage owners can tout close ties to fresh produce and partnerships with local growers that help sustain Michigan's agriculture future.

TALKING POINTS:

- Agricultural diversity
- Unique access to fresh water
- Partnerships with local growers
- Farm-to-bottle products

MESSAGING

(CONTINUED)

DESTINATION & TOURISM

Michigan — come for the craft beverages, stay for countless opportunities to have fun! It's no secret that exploring Michigan goes hand in hand with enjoying craft beverage culture — as opportunities to vibe and imbibe crisscross the state. Property tours, tasting sessions, private rentals, day trips and vacations are just the tip of the iceberg when it comes to adventuring at craft beverage locales. There's even fun for the whole family to be found at craft destinations — a great way for everyone to experience Michigan.

TALKING POINTS:

- Explore Michigan through craft beverages
- Tours, tastings and event spaces
- Unique day trips and vacation adventures
- Destinations for everyone, including families



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