



EXAMPLE BRAND ASSET KIT

CBC 2026 | Navigating the Now While Evolving for Your Brand's Future

Oceania Eagan, Blindtiger Design | blindtigerdesign.com



BREWED IN RIVER TOWNS

Highlander[®]

MISSOULA BEER SALMON

BRAND GUIDE



TABLE OF CONTENTS

Version 25.7.25

3	Logo System	10	Logo Library Overview
4	Color & Typography	11	Logo Library
5	Color Usage		
6	Logo Clearance & Sizing		
7	Using Illustration Assets		
8	Improper Use		
9	Application		

Included in this brand guide are examples of all logos, fonts and assets for Highlander Beer. This is meant to be used as a guideline for application, use of color, and logo placement.

All logo files are provided in multiple formats, specifics can be found detailed in the logo library, as well as an index of file names.

For more information, please contact Blindtiger Design with any questions:

hello@blindtigerdesign.com

LOGO SYSTEM

PRIMARY LOGOS

These logos are your principal choice for representing the Highlander brand on all sorts of applications.



Primary Logo



Primary Logotype

SECONDARY LOGOS

For general brand usage in more unique applications that may be size-restrictive or require a container.



Rectangle Badge Illustration



Rectangle Badge



Circle Illustration



Circle Monogram



Type Logo



Type Logo Wide

ICON MARKS

For general usage as accent marks to offer more brand storytelling in applications.



Monogram Badge



Monogram



River Town Stamp

COLOR & TYPOGRAPHY

COLOR PALETTE

These are the Highlander brand colors. Color swatches are shown here scaled in proportion to their appropriate brand usage. Using these as a guide will help maintain consistent brand colors in all situations.

For Print, use Pantone or CMYK.

For Web, use RGB or HEX.

BLACK

Pantone

Black 6 C

CMYK

100 / 79 / 44 / 93

RGB

16 / 24 / 32

HEX

101820

INDIGO

Pantone

7694 C

CMYK

100 / 57 / 9 / 52

RGB

1 / 66 / 106

HEX

01426a

RED

Pantone

7625 C

CMYK

0 / 82 / 80 / 0

RGB

229 / 82 / 63

HEX

e5523f

KHAKI

Pantone

7508 C

CMYK

2 / 19 / 46 / 4

RGB

225 / 184 / 127

HEX

e1b87f

WHITE

CMYK

0 / 0 / 0 / 0

RGB

255 / 255 / 255

HEX

ffffff

TYPOGRAPHY

The Typography system shown here should be used as a guide in creating successful Highlander brand, web, and packaging materials.

All fonts are available through Adobe Creative Cloud.

HEADLINES

ERBAUM

BOLD / BLACK

All Caps

SUBHEADERS

AGENDA ONE EXTRA CONDENSED

BOLD / BOLD ITALIC

All Caps, Tracking + 50

BODY COPY

Henriette

Regular / Regular Italic / Bold / Bold Italic

CONDENSED BODY COPY

Henriette Compressed

Regular / Regular Italic / Bold / Bold Italic

CAPTIONS & SMALL USE

Agenda One Extra Condensed

Regular / Italic / Semi Bold / Semi Bold Italic / Bold / Bold Italic

SAMPLE USAGE

MISSOULA IS CALLING

ALL YOUR SUMMER FAVORITES AVAILABLE NOW!

Ecatumqui arcia apicto tes ex et
rehendam fugit faccus moluptiam
quamenis sunt facestis pori consequi
unto bla earit, nobita sumquas
erferuptat odi dolum niatistio. Et et
pre pra veni dolum quae accusam
cumquidus eos ipis exerferitium

fugia dent vernate volupta tiossitibus
dernatus dus eaquia nectus nem
nones aut recae la plabo. Pid mo
moluptatio eosam que omnis re ium,
sequam quam hit quunturitiam que
sedis ma il ium que sum eum licatios
quatem.

Visit Our Taproom

"Daeped que senihit aspitibus expero etur si cus restemp orerum consequi laerum elibusa pissum si as et quam debis eiunt fugiaes ulparum issunt plis cum quunt, simpore voluptaepta vent officate consequiae eos aut odipsus."

— Bit Vollam Faceperum, Adi Velit Archit

COLOR USAGE

Here are some successful examples of brand color usage with Highlander assets.



LOGO CLEARANCE & SIZING

CLEARANCE

There isn't a set amount of space to maintain, just an average based on the size of the logo being used.

Your logos are saved out with clearance space built in, just be mindful to maintain that space.



MINIMUM SIZE

To maintain legibility and graphic fidelity, these are the smallest sizes recommended for logo assets.



USING ILLUSTRATION ASSETS

AVOID X-RAYS

As part of this logo system, assets that include the mountain illustration have two versions: one for Light Color Backgrounds, and one for Dark Color Backgrounds.

This helps avoid inverting the illustration, which creates an "X-Ray" effect where the image appears in reverse.

See the examples here of Correct vs. Incorrect usage.

DARK COLOR BACKGROUNDS

✓

CORRECT ASSETS USED



✗

INCORRECT ASSETS USED



LIGHT COLOR BACKGROUNDS

✓

CORRECT ASSETS USED



✗

INCORRECT ASSETS USED



IMPROPER USE

Shown here are a few, but definitely not all, examples of what **NOT** to do with your logo.

- When using your artwork, here are a few things to always keep in mind:
- Using consistent branding increases brand recognition.
- If a material or application feels off-brand, it probably is.
- Give this brand book to any vendor who uses your artwork. It saves you from having to dig around for color, sizing, or placement information, and gives them a good sense of the overall brand aesthetic.



Do not scale the logo disproportionately.



Do not rearrange the logo.



Do not replace any parts of the logo.



Do not color the logos in any way except as permitted by these guidelines.



Do not put the logo on a low contrast color.



Do not place the logo on top of graphic elements.



Do not rotate the logo, except for circle graphics.



Do not put the logos on an overwhelming pattern, texture, or image.



Do not use old logo and brand assets.

APPLICATION

FOR STAFF, ON-PREMISE & EVENT MATERIALS

Reinforce the brand by staying close-to-home with the provided Highlander color palette, and prominently utilizing the logo assets. This visual consistency will communicate the brand look and story effectively to customers and other industry folks.

FOR CUSTOMER MERCHANDISE

Feel free to explore neutral color "lifestyle" apparel that is adjacent to the Highlander color palette, and create the items that you would want to wear in your day-to-day experience. Take advantage of different material textures and finishes.

Make smart decisions and be sure to use logo assets successfully. These applications and merchandise should "feel" like Highlander — if it feels off or abrasive, it's probably not the right choice.



LOGO LIBRARY OVERVIEW

Every application and project is unique, so included in this Logo Library are a variety of assets for easy use.

SAMPLE BRAND ASSET



All Asset Files have a Transparent Background.

HOW IT APPEARS IN THIS LOGO LIBRARY



Background Colors are for reference only, and meant to be a guide for creating successful brand color combinations. They are NOT the ONLY color option for that particular brand asset.

LOGO LIBRARY

ALL LOGO FILES HAVE
A TRANSPARENT BACKGROUND

Background Colors are for reference only, and meant to be a guide for creating successful brand color combinations. They are NOT the ONLY color option for that particular brand asset.



Highlander_PrimaryLogo_Black



Highlander_PrimaryLogo_Indigo



Highlander_PrimaryLogo_Red



Highlander_PrimaryLogo_Khaki



Highlander_PrimaryLogo_White



Highlander_PrimaryLogo_Multi01



Highlander_PrimaryLogo_Multi02



Highlander_PrimaryLogotype_Black



Highlander_PrimaryLogotype_Indigo



Highlander_PrimaryLogotype_Red



Highlander_PrimaryLogotype_Khaki



Highlander_PrimaryLogotype_White



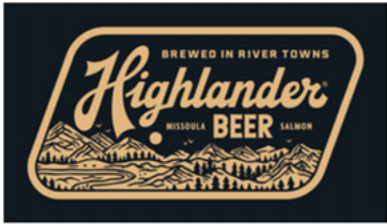
Highlander_RectangleBadgellustration_Black



Highlander_RectangleBadgellustration_Indigo



Highlander_RectangleBadgellustration_Red



Highlander_RectangleBadgellustration_Khaki



Highlander_RectangleBadgellustration_White



Highlander_RectangleBadgellustration_Multi01

LOGO LIBRARY

ALL LOGO FILES HAVE
A TRANSPARENT BACKGROUND

Background Colors are for reference only, and meant to be a guide for creating successful brand color combinations. They are NOT the ONLY color option for that particular brand asset.



Highlander_RectangleBadgeIllustration_Multi02



Highlander_RectangleBadge_Black



Highlander_RectangleBadge_Indigo



Highlander_RectangleBadge_Red



Highlander_RectangleBadge_Khaki



Highlander_RectangleBadge_White



Highlander_RectangleBadge_Multi01



Highlander_RectangleBadge_Multi02



Highlander_CircleIllustration_Black



Highlander_CircleIllustration_Indigo



Highlander_CircleIllustration_Red



Highlander_CircleIllustration_Khaki



Highlander_CircleIllustration_White



Highlander_CircleIllustration_Multi01



Highlander_CircleIllustration_Multi02



Highlander_CircleMonogram_Black



Highlander_CircleMonogram_Indigo



Highlander_CircleMonogram_Red

LOGO LIBRARY

ALL LOGO FILES HAVE
A TRANSPARENT BACKGROUND

Background Colors are for reference only, and meant to be a guide for creating successful brand color combinations. They are NOT the ONLY color option for that particular brand asset.



Highlander_CircleMonogram_Khaki



Highlander_CircleMonogram_White



Highlander_CircleMonogram_Multi01



Highlander_CircleMonogram_Multi02



Highlander_TypeLogo_Black



Highlander_TypeLogo_Indigo



Highlander_TypeLogo_Red



Highlander_TypeLogo_Khaki



Highlander_TypeLogo_White



Highlander_TypeLogo_Multi01



Highlander_TypeLogo_Multi02



Highlander_TypeLogoWide_Black



Highlander_TypeLogoWide_Indigo



Highlander_TypeLogoWide_Red



Highlander_TypeLogoWide_Khaki



Highlander_TypeLogoWide_White



Highlander_MonogramBadge_Black



Highlander_MonogramBadge_Indigo

LOGO LIBRARY

ALL LOGO FILES HAVE
A TRANSPARENT BACKGROUND

Background Colors are for reference only, and meant to be a guide for creating successful brand color combinations. They are NOT the ONLY color option for that particular brand asset.



Highlander_MonogramBadge_Red



Highlander_MonogramBadge_Khaki



Highlander_MonogramBadge_White



Highlander_MonogramBadge_Multi01



Highlander_MonogramBadge_Multi02



Highlander_Monogram_Black



Highlander_Monogram_Indigo



Highlander_Monogram_Red



Highlander_Monogram_Khaki



Highlander_Monogram_White



Highlander_RiverTownStamp_Black



Highlander_RiverTownStamp_Indigo



Highlander_RiverTownStamp_Red



Highlander_RiverTownStamp_Khaki



Highlander_RiverTownStamp_White