

BEEQ

Brand Identity Guidelines



The BEEQ Brand

BEEQ's logo and branding are the graphic representation of a brand with a unique concept and it is essential that its representation be respected with a coherent application/use in all digital and physical presences.

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BEER

BEER

Important

The BEEQ logo is a legally protected symbol. It cannot be altered in part or as a whole and its use must follow the norms written in this manual. It should not be used in circumstances that may be considered abusive to its right's holder.

Variations

The brand may be represented in 2 versions

For each of these versions there are files for the different types of impressions and applications.

It's a vector image which allows a great range of uses.

Logo

BEEQ

Symbol



Variations

Each version has a solution for application and printing/fixing.

CMYK/RGB

BEEQ

BEEQ

Flat Colours/Direct (2 or 1)

BEEQ

BEEQ

1 Direct colour

BEEQ

BEEQ

Protection area

The symbol must be applied with a free protection area that matches its height.



BEEQ



BEEQ



BEEQ



Backgrounds

The logo must be chosen accordingly.

Preferably it should be imprinted in four-colour or direct colour in the following values:

Pantone Black U

or

0% C

0% M

0% M

100% B



BEEQ



BEEQ



BEEQ



BEEQ

Chromatic Universe

BEEQs logo is a strong symbol, which allows for it to have variations in colour. Applied as needed, maintaining however the integrity of its identity.

Preferably it should use these colours:



CMYK

0% C / 0% M / 0% Y / 100% B

Direct colour

Pantone Black U

RGB

35 R 31 G 32 B



CMYK

0% C / 100% M / 100% Y / 10% B

Direct colour

Pantone Red

RGB

ED R 1C G 24 B

Scale

BEEQs logo is presented on a vector file, allowing it to be amplified infinitely. However, there are a few rules for its application in small dimensions.

Logo



BEEQ

BEEQ

BEEQ

The logo should not be applied with less than 8mm width.

BEEQ

| |
8 mm

BEER

