



VON TRAPP BREWING
IDENTITY
BRAND STANDARDS

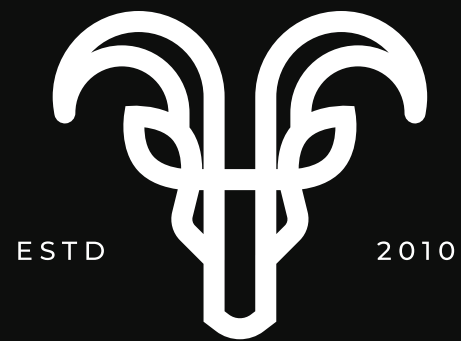
12.19.23

Prepared by

Ryan Thibault

Principal Designer

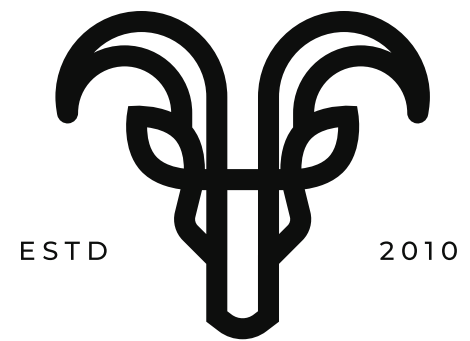
MASTER BRAND



VON TRAPP™

BREWING

STOWE, VT



VON TRAPP™

BREWING

STOWE, VT

MASTER BRAND MARKS



SPOT PRINT



7483



872

4 COLOR PRINT



40683c



8c734b

WEB



MONTSERRAT

Used for the sub brand primary wordmarks (bold weight), e.g. “**HELLES**” and is for titles on documents. All weights are acceptable for standard use.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Din Pro / Din OT

Used for body copy when a sanserif face is required. All weights are acceptable for standard use

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Times New Roman

Used for body copy in print applications

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Terital United

Script face used on packaging as the beer description (e.g. “*Austrian Style lager*”) and is to be reserved for headers or sub headers on media. Do not use all caps with this type face. Do not use this face for copy blocks. Do not add kerning to this type face.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0



POSITIONING STATEMENT | *The brand and its pillars defined*

In order to effectively reach our expanding demographic with consistent messaging and an evolved identity, we've updated the von Trapp Brewing positioning statement and fortified its brand pillars. This will help reinforce the brand's rich backstory while helping to promote von Trapp Brewing as a living brand that writes its own noteworthy story in real time (making history!). It's our assertion that von Trapp Brewing has three primary core brand attributes, or pillars:

- 1) Von Trapp Family Legacy
- 2) Quality Craft Lagers & the European Tradition i.e. "A little of Austria, a lot of Vermont"
- 3) Vermont Outdoor Adventure & Après



VON TRAPP FAMILY LEGACY

The von Trapp family name and the heritage it represents is the backbone of the von Trapp Brewing brand. The von Trapp family presents a unique brand story replete with authenticity and a legacy that defines the brand to this day.

We tell this story through rich visual and verbal storytelling, bringing meaning, life and emotion to every business initiative and communication. By retelling the family stories of old and frequently featuring the newer generations of von Trapps, we humanize the brand and established a strong traditional core, approachable to the masses.



QUALITY CRAFT LAGERS & THE EUROPEAN TRADITION

“A little of Austria, a lot of Vermont”

The biggest question on the fence consumers will be asking is what makes our beers different? First, we are not brewing IPAs, which is one of the biggest differentiators. We brew light and crisp lagers that provide a breath of fresh air in a very hazy market. Second, the quality of our brewing is unparalleled, thanks to a blend of traditional European brewing laws and best practices and modern techniques. We even pull resources directly from our land, using mountain spring water in each brew. It's these special touches and attention to detail that propel us into "best in class" status in the craft brewing world.



VERMONT OUTDOOR ADVENTURE & APRÈS

Many companies hitch their proverbial wagon to the Vermont après theme. Few bring wholly owned recreational opportunities to the table. Given von Trapp Brewing's unique campus and immersion in outdoor rec' (and agriculture), this presents a primary point of leverage for branding and marketing. It's a reason for customers to believe in the brand's credibility. It also von Trapps as an experiential brand and allows us to tie drinking to meaningful mind, body, and spirit fulfilling activities

"Von Trapp, that's the Vermont brewery with skiing, biking and a lodge."

Vermont also presents a hallmark for quality, craftsmanship, perceived smallness and is an aspirational location for consumers looking for an escape both abstract or literal.

Direct questions to Emily Provost, Marketing Manager: eprovo@trappfamily.com

VONTRAPPBREWING.COM

Prost!