



VON TRAPP BREWING
IDENTITY
BRAND STANDARDS

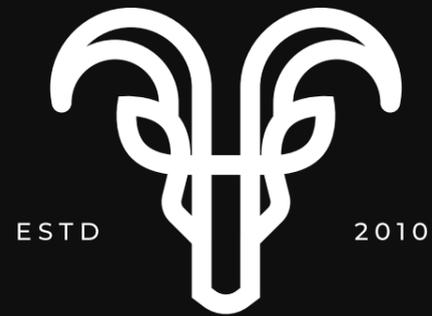
12.19.23

Prepared by

Ryan Thibault

Principal Designer

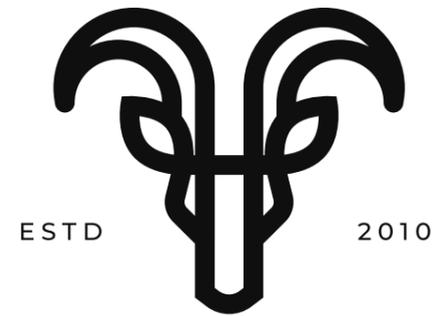
MASTER BRAND



VON TRAPP®

BREWING

STOWE, VT



VON TRAPP®

BREWING

STOWE, VT

MASTER BRAND MARKS



SPOT PRINT



7483



872

4 COLOR PRINT



40683c



8c734b

WEB



*The VTB icon is to be used as a supporting logo only when a primary wordmark is present

MONTERRAT

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.

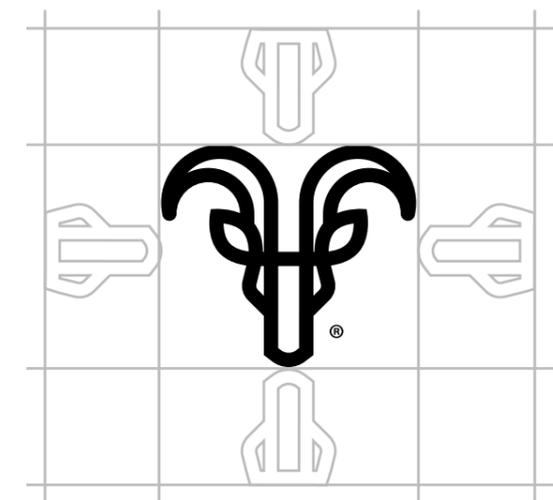
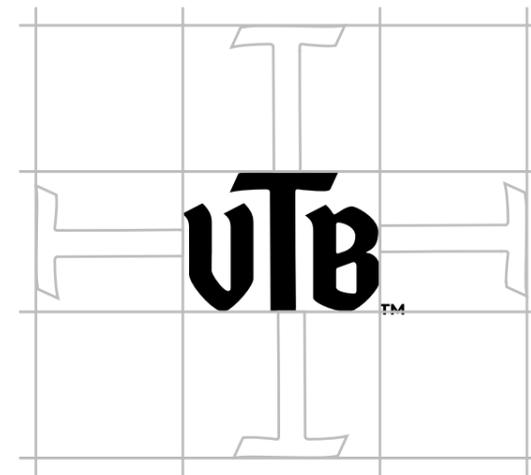
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

SAFE ZONES

Please assure that this standardized margin is maintained around the periphery of von Trapp wordmarks and icons



The "T" in Trapp can be used to determine the safe zone required



The bottom of the ibex head can be used to determine the safe zone required

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

VONTRAPPBREWING.COM

Prost!