SPENCER
TRAPPIST ALE
PAIR WITH
FAMILY AND FRIENDS
MARKETING GUIDELINES
www.spencerbrewery.com/marketing

FIRST EDITION, FEB. 2015
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## Color Specifications

<table>
<thead>
<tr>
<th>PANTONES</th>
<th>CMYK</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>SPENCER BLUE: 289 U</td>
<td>CMYK: 84, 78, 42, 35</td>
<td>HEX: 353754</td>
</tr>
<tr>
<td>SPENCER GOLD: 7550 U</td>
<td>CMYK: 21, 43, 87, 2</td>
<td>HEX: C89241</td>
</tr>
<tr>
<td>ACCENT GOLD: 7555 U</td>
<td>CMYK: 8, 16, 44, 0</td>
<td>HEX: EAD09A</td>
</tr>
<tr>
<td>IVORY: 7499 U</td>
<td>CMYK: 3, 4, 17, 0</td>
<td>HEX: F6EED5</td>
</tr>
<tr>
<td>NEUTRAL: 7529 U</td>
<td>CMYK: 22, 20, 24, 0</td>
<td>HEX: C8C1B9</td>
</tr>
</tbody>
</table>
The 3-part logo must appear on all advertising exactly as above.

Centering of the logo should be based on the oval tower medallion — not the “SPENCER” — because of the protruding leg of the “R”.

Minimum size of logo, regardless of the application, is 2 inches from the left edge of the “S” to the right edge of the “R”.

2 INCHES
LOGO USES & ABUSES

1. No altering of element proportions.

2. No altering of element arrangements.

3. Pantone (or CMYK) colors (Page 1) should be used unless printed in black and white, in which case the outline form of the logo (Page 4) should be used.
1. Where full-color is not possible, logo outline may be used, in black or Spencer blue.

2. When space is limited, “Spencer Trappist Ale” may be used without the upper tower medallion (with or without drop shadow). However, “Trappist Ale” must always appear under the Spencer logotype.

3. The “Authentic Trappist Product” logo must appear on all advertising. “American Trappist” ring is optional. Any other alterations are prohibited.
PAIR WITH FAMILY AND FRIENDS

2.

PAIR WITH FAMILY AND FRIENDS

AMERICAN TRAPPIST

OTHER ELEMENTS

1. “Pair with Family and Friends” tagline should be used in normal logo lockup where possible. If used separately, it should be sufficiently far from “SPENCER” (sans tagline) to avoid confusion. (The tagline should never appear twice in the same piece; use either in the main Spencer logo, or alone—never both.)

2. The bell logo can be used with or without the “American Trappist” tag.

3. Ribbon may be used as a background accent—in the same proportions as used on the label—where appropriate. It should never be used in cases where the text becomes illegible.
1. Hoefler Titling Roman Small Caps
   ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789
   Example:
   Trapist Ale; 11.2 Fl. Oz.
   Visit us at www.spencerbrewery.com

2. Hoefler Titling Swash Light
   AsBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
   Example:
   Brewed by the Monks of St. Joseph's Abbey

3. Hoefler Titling Roman Light
   AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
   Example:
   Brewed by the monks of St. Joseph's Abbey in Spencer, MA
   Visit us at www.spencerbrewery.com

4. Hoefler Titling Italic
   AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
   Example:
   Please enjoy responsibly

5. Englische Bold
   abcdEFGHIJKLMNOPQRSTUVWXYZ 0123456789
   Example:
   6.5% ; American Trappist

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Fonts

1. For logos, numbers, and footers. (This is an all caps font; use lower case only.)
2. For titles and headlines.
3. For body and footers.
4. For disclaimers.
5. Alternate option for numbers.
Advertising

1. Depictions of monks and religious iconography for marketing purposes are strictly forbidden. Simplicity, humility and minimalism are desirable.

2. The Trappist logo must appear, legibly, somewhere on the ad, preferably the lower right corner.

3. The disclaimer “Paid for by...” MUST appear on all advertising. The brewery itself does not pay to advertise and wants make clear who has on their behalf.

4. Bottle and glass should always appear together when possible.
The ads above are approved for use. Spencer Brewery Distribution approval is required for any alterations and/or new content.

All graphics, including ads, can be downloaded at www.spencerbrewery.com/marketing
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