



BRAND STANDARDS

Revised February 2024

WHO WE ARE

Highland Brewing Company is the largest independent, family-owned brewery native to the Southeast. With a portfolio of beers that honor tradition and blaze new trails, we are proud to be Asheville's pioneer in craft and a leader in southern beer.

SHORT VERSION:

Asheville's Original Craft Brewery. Immigrant founded & woman led. Proudly independent & family owned since 1994.

OUR VALUES:

SMALL COMPANY, BIG IMPACT

We tap into small business ingenuity to create big business impact.

HONOR TRADITION, INNOVATE WITH INTENTION

We blend deep roots with forward-thinking development.

ABSURDLY PEOPLE-FOCUSED

We obsess over our staff, customers, retailers and wholesalers.



HIGHLAND BREWING

PRIMARY LOGO

The Highland Brewing Company logo is the primary expression of our brand.

The logo consists of the words “Highland Brewing”, “Asheville, NC”, and “1994” in a ring around the mark. This mark should be used in the primary red/white colors as often as possible.

The “classic” logo should be used for signage and with the “classic” beer family. The “simple” logo should be used for all other applications.

Classic



Simple



ONE COLOR

The one color variation of the primary logo is provided for use in applications where colors may be limited. These variations should only be used if necessary (ie. when production limitations prohibit the use of more colors).



SECONDARY LOGO

The stacked logo is provided as an option in secondary applications once the primary logo has been established. This logo may be used in conjunction to the Highland Brewing Company name and/or primary logo.

Full Color

HIGHLAND
ASHEVILLE ✦ SINCE 1994
BREWING

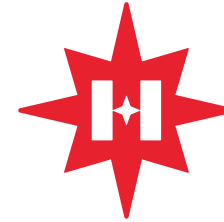
One Color

HIGHLAND
ASHEVILLE ✦ SINCE 1994
BREWING

HIGHLAND BREWING

ADDITIONAL LOGOS

The H star and logotypes are provided as an option in secondary applications once the primary logo has been established. These iterations are reserved for applications where the primary logo will not work because of size constraints.



H Star*

**Should only be used once the primary logo has been established*



Long Logo

HIGHLAND BREWING

Long Logotype

**HIGHLAND
BREWING**

Stacked Logotype

MERCH APPLICATION

The “H” within the compass should always be the lightest color. There are two different compass designs: one for when the ink is darker than the shirt and one for when the ink is lighter than the shirt.



Light Ink --> Dark Shirt



Dark Ink --> Light Shirt

BEER SPECIFIC LOGO

Each beer has a specific logo that complements its mountainscape. Shown here (L to R): Gaelic Ale, AVL & Daycation. When promoting a specific beer, only use the compass that corresponds with it.

The Classic compass is reserved for the “classic” series and the Simple compass appears only on the “hop journey” series.

The logo must appear only in the color variations approved by Highland Brewing.



MISUSE

To ensure the identity's strongest impact, do not modify or distort the Highland Brewing logos.

The uses shown are all unacceptable treatments. Most questions about the logo usage will be answered by reviewing the improper examples.



Do not stretch or distort



Do not rotate



Do not invert colors.
The center 'H'
should always be the
lightest color



Do not use
unapproved color
combinations

TYPOGRAPHY

Do not modify, deconstruct, skew, or stretch the approved Highland Brewing Company typefaces in any way. Any additional visual effects must be approved by the Highland Brewing Company team.

Quadraat Head **bold** is used for headlines.

LULO CLEAN ONE IS USED FOR SUB-HEADLINES.

Highway Gothic is used for blocks of body copy or small captions. Lorem ipsum dolor sit amet, conse coetur adipiscing elit. Mauris maximus id risus effict sem eget ex eleifend tur auctor.

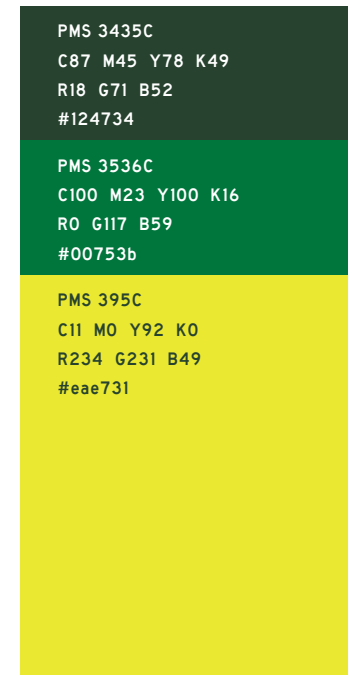
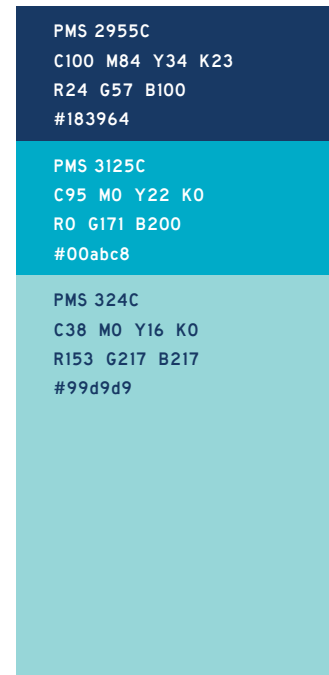
COLOR PALETTE

When designing for Highland Brewing Company, red takes priority. The primary and core brand colors may be used in packaging, website, or any consumer-facing applications. Consistent use of this color palette reinforces brand recognition and builds equity in the Highland Brewing Company brand.

PRIMARY COLORS



BEER COLORWAYS



BRAND VOICE

A successful brand voice should be consistent, authentic, relevant, engaging and memorable. Please use these standards when talking about Highland Brewing.

COMPANY NAME

- Highland Brewing Company, Highland Brewing, or Highland
- MISUSE: Highland Brewery, Highland Brewing Co., or HBC

KEY PEOPLE NAMES AND TITLES

- Leah Wong Ashburn, President/CEO and Second-Generation Family Owner
- Oscar Wong, Founder and Family Owner

TONE

- Our tone is friendly, informative, and inclusive
- Use regional and genderless colloquialisms (y'all and folks). Avoid using contractions (don't, haven't, isn't) or adverbs (freshly, smartly, really)

VIEWPOINT

Varies by platform

- Social Media (most casual) First Person - contractions and abbreviations used
- Newsletters (familiar) First Person - follow standard brand tone
- Media Releases (formal) – Third Person - AP Style

LTD RELEASE/ SEASONAL PATTERNS

The seasonal logo (SE1) consists of the Highland Brewing Company compass logo within the color palette of the approved seasonal pattern. The limited release logo (LR1) consists of the Highland Brewing compass logo within the color palette of the approved limited release pattern.



PACKAGING MESSAGING



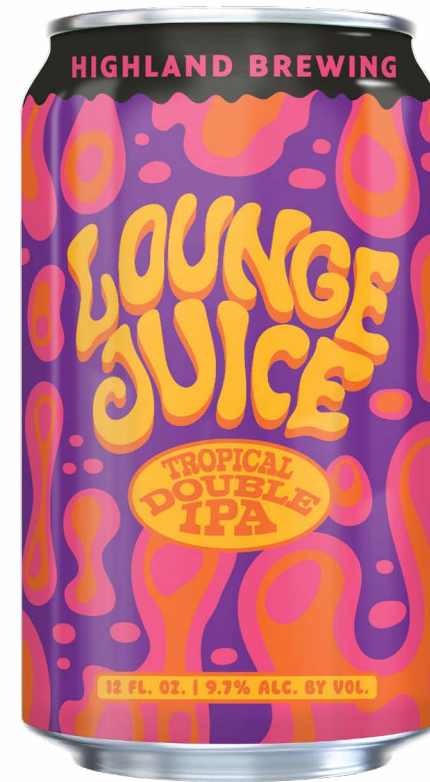
HOP JOURNEY

ENERGETIC
BOLD & BRIGHT
MODERN
INNOVATIVE



CLASSICS

ESTABLISHED
TRUSTWORTHY
LEGACY
FAMILIAR



LOUNGE JUICE

MAXIMUM FLAVOR
FUN & FUNKY
YOUTHFUL
NOSTALGIC

HIGHLAND BREWING

QUESTIONS

The goal is to be as consistent as possible with the Highland Brewing brand. If there are any questions or concerns regarding the use of the Highland Brewing logo, please reach out to the Marketing Department.

EMAIL: marketing@highlandbrewing.com