



Brand Guidelines

Bald Top Brewing Co.

Brand Guidelines

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Brand Identity

Bald Top Brewing Co.'s brand identity system pays homage to the land on which the brewery is built. The logomark depicts our iconic red barn nestled among the Blue Ridge Mountains. This visual design system is authentic to the experience and personality of Bald Top.

Logomarks



Logotypes



About Us

Our Story

Our story began with a familiar dream: to escape the hustle and bustle of the big city to find peace in the boundless beauty of the Blue Ridge Mountains. We created Bald Top Brewing Co. so that we could share that dream with our community. Adults and children can marvel, just as we do, at the surrounding nature and indulge in our carefully handcrafted brews while feeling completely at ease and at home.

Bald Top Brewing Co. is more than just a brewery. It's a place where great-tasting beer brings people together. Brewing beer is our art, but giving friends, family members, and loved ones the chance to enrich their connections with one another is our passion. Community is at the core of everything we do.

Brand Persona

The following brand archetypes capture Bald Top Brewing Co.'s persona, and should inform our brand strategy.

Everyman

Brands who identify with the Everyman archetype relate to people on a “real” level. They exist to connect people together.

Jester

This archetype is the very definition of an hedonist – Its only mission in life is to enjoy it. Jesters live in the moment and have fun doing it.

Explorer

Explorer brands are constantly searching for an authentic, more fulfilling life. This archetype aims to try new things and escape boredom.

Mission Statement

Brewing beer is our art, connecting people is our passion. Community is at the core of all that we do.

Color Guidelines

Bald Top Brewing Co. is known for its iconic landmarks and breathtaking views, not to mention the beer! The colors below were handpicked to represent a perfect day spent at the brewery, drinking beer and laughing with loved ones. Please adhere to the guidelines below to ensure that this vision is achieved.

Primary Colors



Barn Red - #701617

This is Bald Top's iconic color. Use it in the logo, headers, links, and call-to-actions.



Thrift Road - #000000

This black can be used to create visual balance and increase the legibility of body copy.



Shine White - #FFFFFF

Use Shine White to create a sense of airiness and freshness in Bald Top's visual brand.

Secondary Colors



Bald Top Blue - #304354

This color helps balance out harsher colors like Barn Red and Thrift Road. It should be used to create contrast.



Hoppy Green - #4F5C2F

Use Hoppy Green to bring warmth and vibrancy to Bald Top's visual identity system.



Golden Ale - #D3B06E

This golden hue brings a sense of earthiness to Bald Top's color palette.

Social Guidelines

Overview

Bald Top Brewing Co.'s social media accounts should reflect the overarching core values of the company: authenticity, simplicity, and community with a touch of southern charm. The objective of social campaigns is to engage with the community and encourage new customers to visit Bald Top Brewing Co.

Voice and Tone

The voice and tone of all posts shared on Bald Top's social accounts should reflect the companies core values. In addition to this, the voice used on social media platforms should be conversational and engaging.

Messaging

Bald Top Brewing Co. engages with customers/community on three platforms: Facebook, Instagram and Twitter. The following is how each channel should be used:

- Images: Instagram
- Video: Instagram Story
- Other: Facebook, Twitter

Additionally, posts should not be replicated across social media accounts. Each post should be unique to the platform to which it is shared. For example, the best use for Instagram would be to share photos from events, beer making process, band performances, etc., whereas Facebook should be the destination for event information, sharing interesting content (events happening in Madison, promotion of food trucks that will be at the brewery that weekend, etc.). Above all else, the content shared on these sites should invite conversation, and ENGAGE with Bald Top's followers.

Our Core Values



Authenticity

Bald Top Brewing Co. brews authentic beer for authentic people. We are humble in all of our endeavors, and strive to provide the best possible service and experience for our customers. At Bald Top, the people come first and the beer comes second.



Simplicity

At Bald Top Brewing Co., happiness is simple. A good beer enjoyed amongst friends in the scenic Blue Ridge Mountains is all you need. There are no frills here, and we like it that way.



Community

Bald Top Brewing Co. is much more than just a place to grab beer—it is a family. We have created a landmark in Madison County that brings people together and gives back to the local community. Dave and Julie have opened their doors and everyone is always welcome. The Bald Top brand should reflect this selfless dedication to the community.



Southern Hospitality

Bald Top Brewing Co. should feel like home to everyone, whether you are stopping by to enjoy a beer, listening to music, or just to spend time with family and friends. Drink if you want or enjoy the view if you want. All are welcome.

Typography Guidelines

In an effort to ensure simplicity and legibility, Bald Top Brewing Co. should use two font families: Montserrat and Crimson Text. The combination of these two typefaces create a modern-day feel that is grounded in the heritage of Madison County. Please refer to the following guidelines to make decisions about the use of text across all digital platforms and some print materials.

This is an example of H1

FONT: Montserrat Semi Bold

SIZE: 36pt, 3em

This is an example of H2

FONT: Montserrat Regular

SIZE: 24pt, 2.25em

This is an example of H3

FONT: Montserrat Semi Bold

SIZE: 18pt, 1.75em

This is an example of H4

FONT: Montserrat Regular

SIZE: 14pt, 1.125em

This an example of body copy. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean neque elit, maximus a lobortis et, posuere non sapien. Orci varius natoque penatibus.

FONT: Crimson Text Regular

SIZE: 12pt, 1em

This an example of a **link** located body copy. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean neque elit, maximus a lobortis et.

FONT: Crimson Text Bold

SIZE: 12pt, 1em

Frequency

Maintaining a robust presence on social media is key to building a large following. To achieve this, each site should be posted on daily. Please follow this schedule for posting:

Instagram: Daily

Instagram Story: Daily

Facebook: Daily

Twitter: 1-3x a Day

Tagging

Hashtags are an integral part of social media conversations, and should be used whenever applicable (especially on Instagram and Twitter). When using Bald Top Brewing Co.'s social media accounts always use the hashtag #BaldTopBrewingCo.

Additionally, if posting a photo that features another organization, band, food truck, etc. make sure to tag them in the post (i.e. tag North Cove's Instagram account when posting photos of their truck)

Photos

All photos shared to Bald Top Brewing Co.'s accounts should go hand in hand with the core values of the company. Keep in mind that a big draw for customers is the 'escape' that Bald Top offers them, and all imagery shared should reflect this.

Images of the barn, rolling pastures, bands strumming in the evening light, and friends sitting together beneath the mountains. That is Bald Top, and the images on social media should showcase that.

Additionally, all photos posted to Bald Top Brewing Co.'s accounts should be high quality. Please refrain from posting any images with poor lighting or blurriness.

Imagery Guidelines

Illustrations

Bald Top Brewing Co.'s logo features an illustration of the barn located on the property. In order to keep this hand-crafted look going, use these illustrations of Bald Top's iconic landmarks. Additional illustrations should be designed in this style.



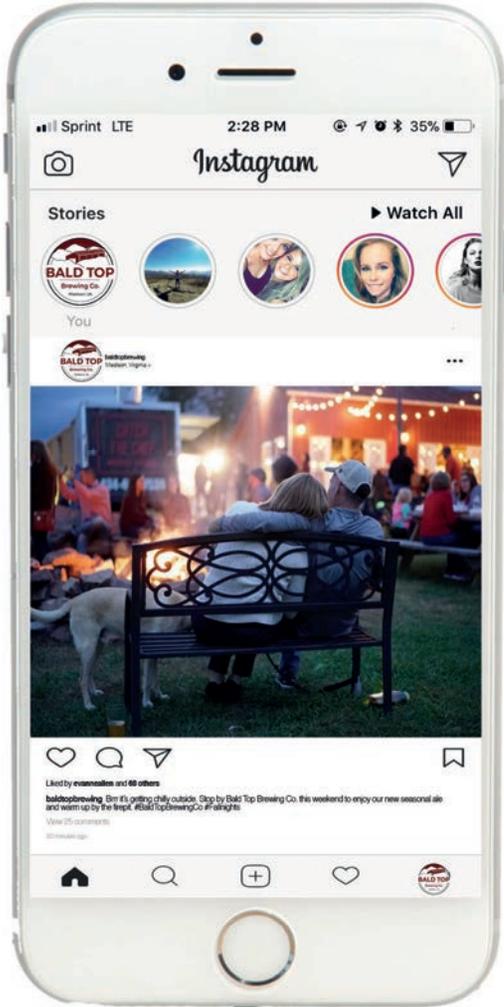
Photography

It is crucial that Bald Top Brewing Co. utilize high quality and intentional photography both online and in print materials. Photography should reflect the core values of the brewery and feature subjects that align with current business strategies. Please use the examples below as a benchmark for quality.

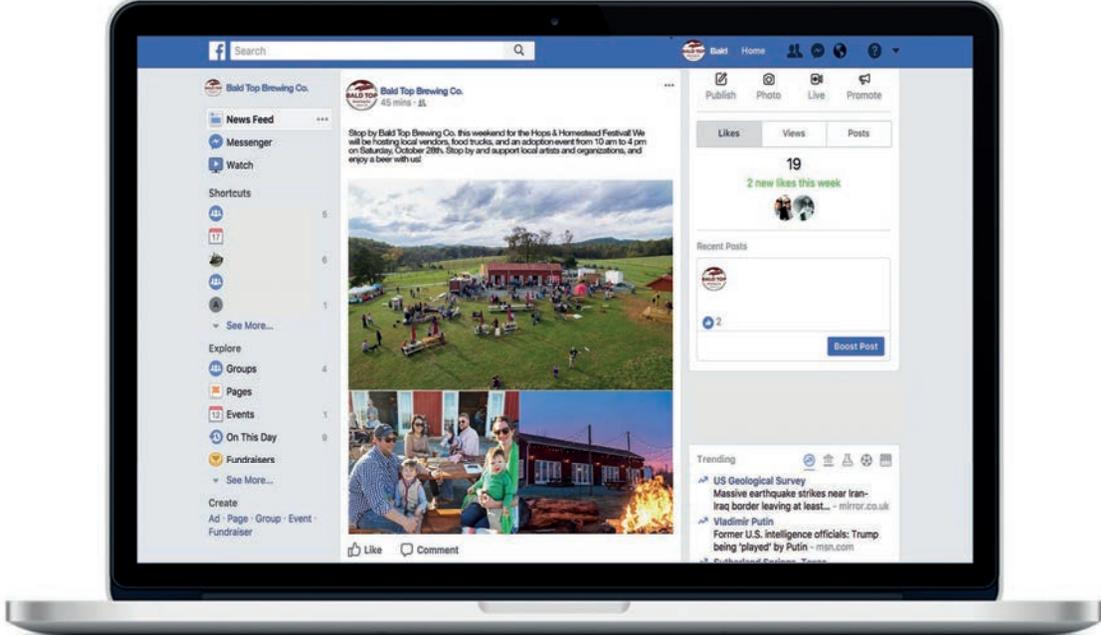


Example Posts

Instagram



Facebook



Twitter



Brew Crew Guidelines

We created the Brew Crew as a way to give back to loyal Bald Top customers. This membership program is designed to foster a feeling of community here at Bald Top.

Benefits

By paying \$150 annually, members of the Brew Crew enjoy the following benefits.

When you sign up:

- Special edition Brew Crew T-shirt and pint glass
- Bald Top growler
- One free growler fill

Throughout the year (annual renewal required):

- Brew Crew-only limited release crowlers
- 10% off all crowlers and 25% off all growler fills (restrictions may apply)
- 10% off all merchandise including Bald Top growlers
- Expanded members-only events including tastings of new releases, social events, the annual hops harvest events and pre and post barreling tastings.

At renewal:

- Additional free growler fill
- New Brew Crew T-shirt
- Select merchandise item



BREW CREW

Bald Top Brewing Co.

