GHOST RIVER BREWING CO.
IDENTITY GUIDELINES

GHOST RIVER

BREWING CO.

THE BRAND

Ghost River Brewing Co. is the original craft brewery in Memphis. Independently owned and operated since 2007, our beers are classic, drinkable, and brewed with precision. But there's a deeper story than being the first modern brewery in town.

Like an artery through our city, the Wolf River not only provides scenic recreation, it also recharges the Memphis Sands Aquifer —— the source of the best water in the world, and the water we use for our beer. The Ghost River is a small, hidden portion of this waterway. We actively support the river's conservation, and it's why we built a brand that invokes this invaluable local resource.

We strive for our beer and our brand to encourage community, accessibility, and appreciation for our surroundings, all with a touch of mystery that keeps us true to the Ghost River.

THE GUIDELINES

Refer to this guide for any representation of the Ghost River Brewing Co. identity. Consistency of use, placement, color, orientation, and context are crucial to building and maintaining an identifiable and memorable brand. Contact suzanne@ghostriverbrewing.com with questions.

The lantern is the core identifying mark for Ghost River Brewing Co. It connects the beer and the brand to its roots in the outdoors and the Wolf River. The lantern represents adventure, exploration, curiosity, and craft. It's timeless, utilitarian, and always leads you the right way. That's why it's on every Ghost River bottle, box, keg, and tap handle.

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PRIMARY IDENTITY

To ensure legibility of the logomark, type and title, do not display any smaller than .85 inches wide in print or 100px wide on screen. When the logo is configured horizontally, do not display any smaller than 1.5 inches wide in print or 144px wide on screen. In special circumstances, the lantern may be used alone without the complete logo signature. These cases are restricted to specific production techniques, like embroidery, where type becomes illegible or distorted at small sizes, or in instances where the surrounding brand context is extremely clear, like using it as a visual element on packaging.

Primary / Vertical

Horizontal Variation

0.85 inch
100 px

1.5 inch
144 px

CLEAR SPACE

Care should be given to the space surrounding the signature. this gives the signature room to 'breathe' and space to separate it from the surrounding elements, creating maximum impact. In this case the clear space is measured using the cap height of the logotype, represented here by the "G" character.

Vertical clear space
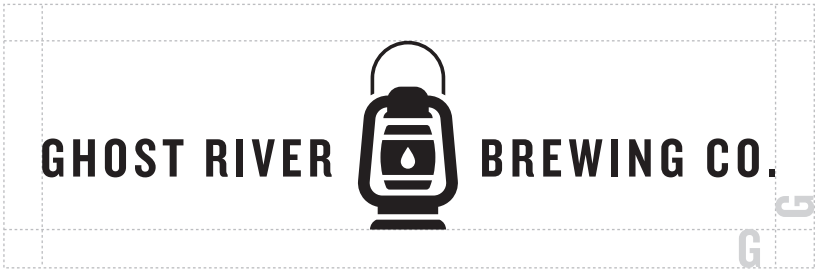
Horizontal clear space

THIRD PARTY APPLICATIONS

There may also be instances when the logo will be used on third-party applications such as promotions and advertisements. In these cases, the logo should be only used in black and white, dependent on the ground on which it is placed. Maximum contrast is top priority.
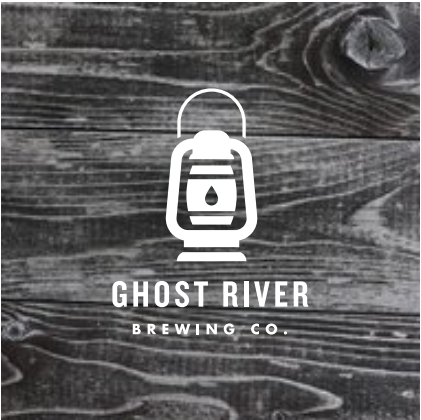
Logo on light background

Logo on dark background

Logo on light imagery

Logo on dark imagery

DO'S AND DON'TS

Each Ghost River Brewing Co. illustration is a custom-designed piece of artwork and should never be altered, distorted or redrawn beyond the standards stated in this guide. All attempts should be made to make sure any designer or vendor using brand graphics complies with these standards. Use only approved artwork.

Do not violate logo with other shapes

Do not rotate

Do not stretch or distort

Do not move or alter elements within the approved logo

Do not use in unauthorized colors

Do not apply a drop shadow, gradients or other effects

Do not contain within a shape

Do not outline

BRAND COLORS & VALUES

The use of the Pantone Matching System will retain color consistency throughout all applications. The Ghost River Brewing Co. brand colors are Black and PMs 877. When the use of spot color reproduction is not allowed, please use the process CMYK, RGB and HTML color conversion below. Variation of hue or tint is unacceptable.

GHOST RIVER
BREWING CO.

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BLACK	HEX:	398
	RGB:	35 / 31 / 32
	CMYK:	0 / 0 / 0 / 100

877	HEX:	#00A5DB
	RGB:	0 / 165 / 219
	CMYK:	80 / 12 / 1 / 0

TYPOGRAPHY

Consistent use of typography ensures clear message hierarchy across all brand communication.
Avoid italics unless required by style conventions such as names, titles, or quotes.

INDUSTRY

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Use for headlines and
product names.

HISTORICAL

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

Use for body copy.

KNOCKOUT (VARIOUS WEIGHTS MAY BE USED)

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

Use throughout brand materials
outside of headlines and body copy.