König Pilsener

Brand Guideline

**APPROVAL OF LAYOUTS/
CHANGES BEFORE PRINT**

These guidelines set out the corporate design of König Pilsener.
The aim is to keep the brand identity consistent and to increase brand awareness.

Some of the image-based materials can be found in the Bitburger Media Database: www.bitburger-international.com/en/media-database

Basic layouts and changes need to be approved by the König Pilsener Marketing Department.

**König Pilsener
Marketing Department**

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CONTENT OVERVIEW

BRAND LOGO

BRAND LOGO: COMPONENTS

The logo is the main element of the brand world of König Pilsener.
It consists of the signet and the brand lettering.
The logo displays an inseparable unit and may not be modified or copied. The original template must be inserted for every application.

The original template can be downloaded at the media database of bitburger-international.com:

www.bitburger-international.com/en/media-database

Brand signet

Brand lettering

BRAND LOGO: COMPOSITION

1. Standard version
Both components of the logo -
brand signet and lettering - must be
aligned centrally to each other. The
standard logo is the preferred
version of the brand logo and
should be used on all applications, if
at all possible.

2. Compact version
The compact version is used when it
is not guaranteed that the standard
version will have the ideal effect.
This may be the case with extreme
landscape formats.

**The brand lettering may not be
displayed on its own or
without the signet.**

1. Standard version

2. Compact version

Only the original templates of the brand logo may be used for any type of application.
→ www.bitburger-international.com/en/media-database

BRAND LOGO:
PROTECTED AREA

A minimum amount of distance must be maintained on all sides to make sure that the logo can have the desired creative impact and signal effect.

Proceeding from the reference size X (red circle of the signet), a protected area of 1/4 X has been determined for both versions.

The height of X defines both the distance between the elements of the logo and the minimum distance around it.
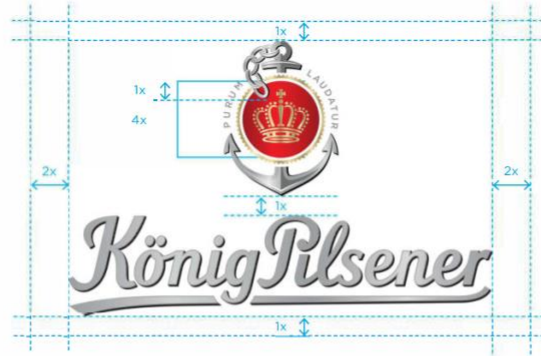
BRAND LOGO: SIZE

Minimum size:
The logo may not be any smaller
than the defined minimum width
of 20 mm (0.8 in).

Enlargement:
The logo has been developed in a
way that allows for it to be
enlarged to any size.

20 mm

20 mm

BRAND LOGO:
BACKGROUNDS

In order to ensure a uniform
brand image, the brand logo
generally only appears on a white
background. If a white
background is not available, a
white area may be placed behind
it in the size of the minimum
distance.
If the logo is placed on a
transparent background (e.g. a
beer glass), a white ring must be
maintained around the red circle.

Standard use: Logo on white background

Logo on transparent background

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BRAND LOGO: UNAUTHORISED USE

The brand logo is the central element of the König Pilsener brand. Therefore, the brand logo must be presented correctly and the original version must be respected in all types of use.

The distance between signet and lettering and the proportion to each other may not be modified.

The elements may not be positioned in a different way.

The lettering may not be used without the signet.

The signet may not be mirrored or stand alone.

The proportions of the logo may neither be changed, nor be deformed.

The colours may not be changed.

The background must consist of one single colour (white or transparent).

Black and white versions of the logo are also available. These can be used in defined colour arrangements.

BRAND LOGO:
COLOUR
RENDERING

BRAND LOGO: COLOUR RENDERING
FOR PRINTING (SPECIAL COLOURS)

Preferred logo colours

There are various types of colours available for the brand logo based on the composition of labels on our bottles. In terms of maintaining a consistent appearance, the aim should be to use the standard colours of the brand logo. Whenever the standard colours of the brand logo cannot be used for printing purposes, adaptions may be requested from the König Pilsener Marketing Department.

Basic composition: Label placed on front

Anchor, lettering: silver

Pantone 877 C

Crown, decorative edge: gold

Pantone 871 C

Crown circle: red

Pantone 485 C

Black gradient on red

Text and outline: grey

Pantone cool grey 8 C

Shadow: black

Pantone black C

Lights and crown ring: white

Printing white

40% black 0%

40%

40% black 100%

Pantone 485 100%

BRAND LOGO: COLOUR RENDERING FOR PRINTING (CMYK)

Depending on the type of use, you can select from a CMYK, RGB, black and white or inverse colour rendering.
In terms of maintaining a consistent appearance, the aim should be to use the four-colour rendering of the brand logo.

Only the original templates of the brand logo may be used for any type of application.
→ www.bitburger-international.com/en/media-database
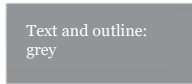

Lettering: silver
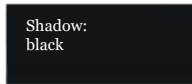4C colour gradient

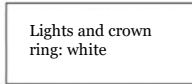**Anchor: silver**
4C colour gradient

Crown, decorative edge: gold
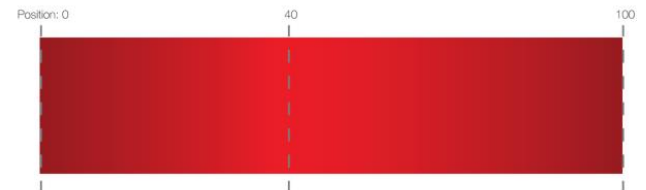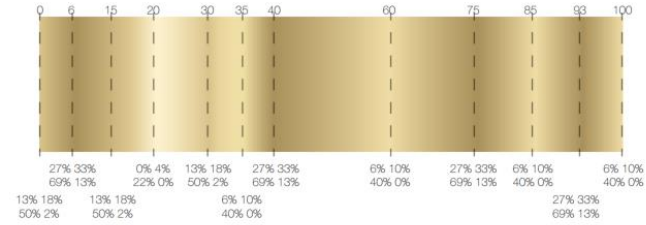4C colour gradient

Crown circle: red
4C colour gradient

Text and outline: grey
60% black

Shadow: black
100% black

Lights and crown ring: white
Gaps, when on white background

Position: 0   25   35   55   80   100

30% schwarz   10% schwarz   10% schwarz   30% schwarz   5% schwarz   30% schwarz

Position: 0   25   40   50   75   90   100

30% schwarz   45% schwarz   10% schwarz   45% schwarz   40% schwarz   15% schwarz   40% schwarz

0   6   15   20   30   35   40   60   75   85   93   100

27% 33% 69% 13%   0% 4% 22% 0%   13% 18% 50% 2%   27% 33% 69% 13%   6% 10% 40% 0%   27% 33% 69% 13%   6% 10% 40% 0%   6% 10% 40% 0%

13% 18% 50% 2%   13% 18% 50% 2%   6% 10% 40% 0%   27% 33% 69% 13%

Position: 0   40   100

25% Cyan / 100% magenta / 100% Yellow / 25% Schwarz   100% magenta / 100% Yellow   25% Cyan / 100% magenta / 100% Yellow / 25% Schwarz

BRAND LOGO: COLOUR RENDERING FOR PROJECTION (RGB)

Only the original templates of the brand logo may be used for any type of application.

Lettering: silver
RGB colour gradient

Anchor: silver
RGB colour gradient

Crown, decorative edge: gold
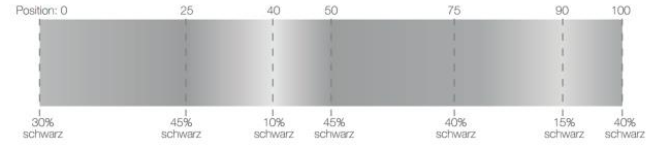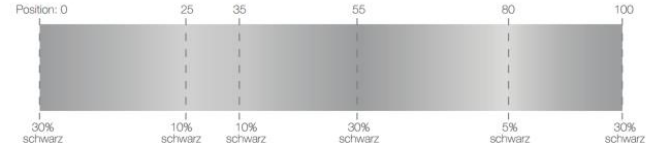RGB colour gradient
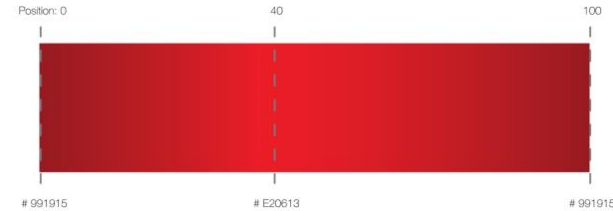
Crown circle: red
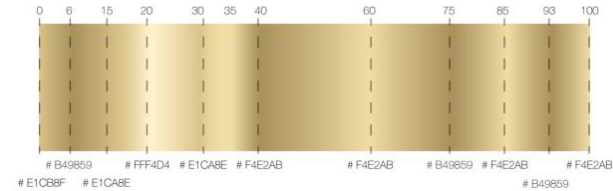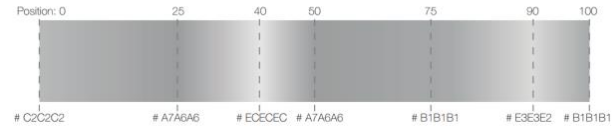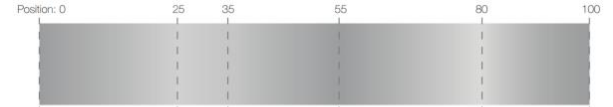RGB colour gradient

Text and outline: grey
868686

Shadow: black
100% black

Lights and ring of the crown: white
FFFFFF

Position: 0   25   35   55   80   100
A7A7A7   # E3E3E3 # D0D0CF   # A7A7A7   # E3E3E3   # A7A7A7

Position: 0   25   40   50   75   90   100
C2C2C2   # A7A6A6   # ECECEC # A7A6A6   # B1B1B1   # E3E3E2 # B1B1B1

0 6 15 20 30 35 40   60   75 85 93 100
B49859   # FFF4D4   # E1CA8E # F4E2AB   # F4E2AB   # B49859 # F4E2AB   # F4E2AB
E1CB8F   # E1CA8E   # B49859

Position: 0   40   100
991915   # E20613   # 991915

BRAND LOGO:
COLOUR RENDERING
(ONE-COLOUR)

If use of the four-coloured version of the brand logo is not possible for reasons relating to production, the single-colour rendering may be used after approval of the König Pilsener Marketing Department.

These versions were developed to ensure that the crown maintains a certain glow in both versions of the logo.

100% black

100% white

the crown has to glow

SHADOWPRINT

SHADOWPRINT

The shadowprint may be used as an additional brand element of König Pilsener.

It gives depth to a layout and has to be applied with deliberation: there should be no optical disturbance through adding of the shadowprint. **In case of doubt, the König Pilsener Marketing Department may be consulted.**

Shadowprint in combination with brand logo

Lettering

A defined space between shadowprint and logo helps to avoid an optical disturbance. The distance is defined by ½ of X (see illustration 01).

Signet

To avoid complexity, there is no gap between the shadowprint and the signet (see illustration 02).

Example of use

Preferred Application:
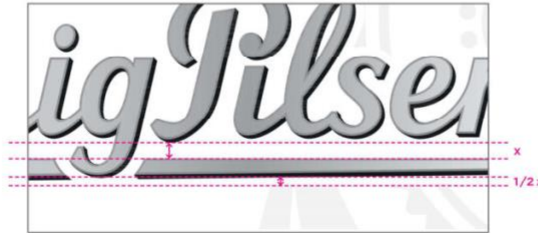Example of label placed on front

Illustration 01

Illustration 02

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SHADOWPRINT
UNAUTHORISED USE

Missing cut-out of the
lettering.

Cut-out of the
lettering is too big.

The colour intensity of
the shadowprint may
not be changed.

The positive version of the
signet may not be used as
a shadowprint.

BRAND CLAIM

BRAND CLAIM

The claim "Heute ein König" ("Today a König") may be used as a separate brand element. In this case, it must be ensured that the claim is situated in a defined brand environment which ensures a link to König Pilsener. The preferred version of the brand claim is Pantone Cool Grey 8c.
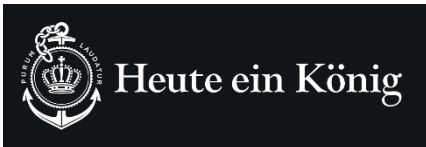
Version 1

Pantone cool grey 8C

For dark backgrounds, a white version of the claim is possible with higher tracking to maximise readability.

Version 2 – negative application

TYPOGRAPHY

TYPOGRAPHY

Gotham Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 (.,;?!€&-*)

Area of application: Headlines

Gotham Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 (.,;?!€&-*)

Area of application: Continuous texts

EXAMPLES OF USE

EXAMPLES OF USE

Advertising material

Fridge

Reservation book

Wall lamp

Packshot

CONTACT

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