



BRAND GUIDELINES

HANDCRAFTED BEER. IRRESISTIBLE CHARACTER.®

Siren Rock Logos White Background

1_Primary



2_Primary_Plus_Rockwall



3_Typography



4_Crest



5_Crest_Type



6_Crest_Cross



Siren Rock Logos Black Background

1_Primary



2_Primary_Plus_Rockwall



3_Typography



4_Crest



5_Crest_Type



6_Crest_Cross

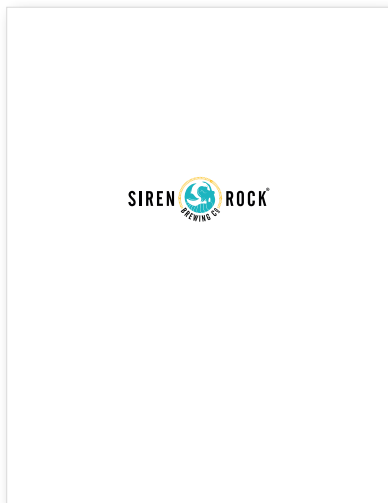


Siren Rock Logo Placement

Positioning & Placement

This page shows examples of multiple collateral items of where the Siren Rock logo should be placed and what logos are appropriate to use dependent on the collateral in question. Predominantly the logo should be placed slightly above the center, however, **note** it depends on what medium the logo is being used as positioning will then be altered accordingly. But the logo should remain centrally aligned at the top of items when possible. As illustrated below.

Printed Cover Letter



Web Ad 728 x 90px



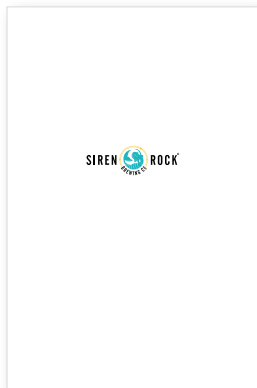
Print Ad 1/3



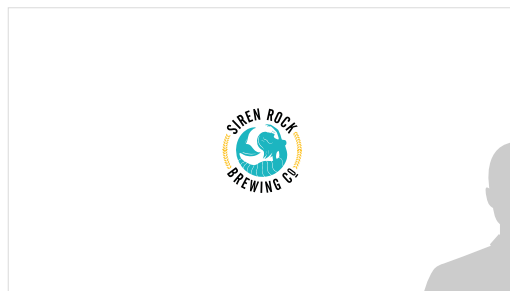
Website



Flyer



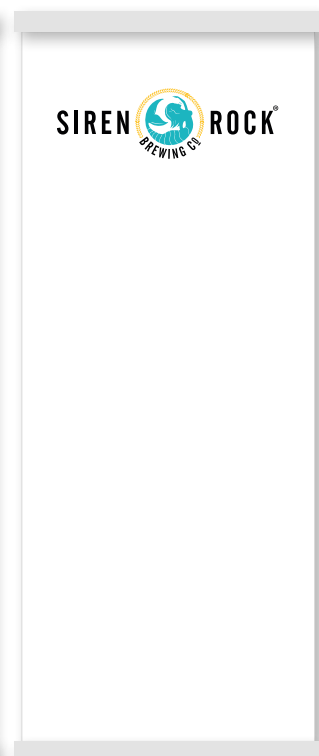
Video 1280 x 720px



Roller Banner 33 x 80inch



Roller Banner 33 x 80inch



Different Logos work better with different collateral. Below is a list of what logos can be used with which items. **Please note** you will need to reference page 2-3 as the logo numbers correspond with numbering on these pages.

The following logo number can be used with these items.

- Letterhead: Logos **1**
- Web Ad: Logos **1, 2, 3, 5**
- Website: Logos **1, 5**
- Flyer: Logos **1, 2, 3, 5**
- Print Ad: Logos **1, 2, 5**
- Video: Logos **1, 2, 4, 5, 6**
- Roller Banner: Logos **1, 2, 5**

Siren Rock Taglines

Tag Lines

Our Fixed Slogans

HANDCRAFTED BEER. IRRESISTIBLE CHARACTER.

Slogan

BEER WITH CHARACTER.

Short Slogan

What Do We Write For New Tag Lines?

Headlines like our slogans need to convey strong character & attitude. Speak simply. No-nonsense. You need to remember to have fun with your headlines. Don't be too serious, we're not conservative. Take the approach of being heard and having something worthwhile to shout about. Careful, there's a thin line to tread, we don't want to sound arrogant or obnoxious.

Examples Of New Tag Lines?

OPENING SOON! YOU IN?

BIG BEER COMES WITH BIG CHARACTER!

MORE BEER. LESS BULLS*.**

NOT ALL MIND EXPANDING SUBSTANCES ARE ILLEGAL.

NOTE: This headline is on the border of what we can say.

ANNOUNCING YOUR WEEKEND PLANS: SIREN ROCK BEER TASTING.

Siren Rock Colors






Color Palette

Colors can be separated into two categories; Primary & Character. Primary colors are to be used for anything directly associated with Siren Rock as a brand. Primary color-scheme should always be used on all company-branded documents and anything showing all core-beers together at the same time. Dark-grey should be used sparingly

Character Colors are the colors used for when Siren Rock's range of specific beers and characters are on display. This color-scheme should only be used when making collateral targeted at (1) specific beer brand, then the collateral can be used in that color

Note please turn to page 9 to see an example of these in use.

Primary Colors

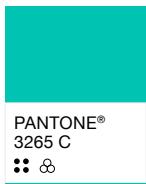
Brand Color	Secondary Color			
				
PANTONE® 2220 C ⦿ ⦿	PANTONE® 143 C ⦿ ⦿	BLACK 94% Tint ⦿ ⦿	GREY 90% Tint ⦿ ⦿	GREY 50% Tint ⦿ ⦿
Siren Rock Primary Teal	Siren Rock Secondary Yellow	Siren Rock Black	Siren Rock Dark Grey	Siren Rock Light Grey
CMYK 72 / 0 / 28 / 0 RGB 71 / 151 / 168 #4797a8	CMYK 0 / 32 / 87 / 0 RGB 241 / 180 / 72 #f7ba3f	CMYK 0 / 0 / 0 / 94 RGB 47 / 47 / 45 #2f2f2d	CMYK 0 / 0 / 0 / 88 RGB 66 / 66 / 66 #424241	CMYK 40 / 31 / 32 / 10 RGB 157 / 157 / 156 #9d9d9c

Siren Rock Colors

Character Colors

The Prima Diva

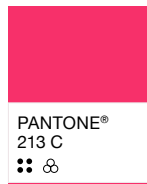
Main Color
⋮



Siren Rock
The Prima Diva

CMYK 66 / 0 / 39 / 0
RGB 0 / 199 / 177
#00c7b1

Accent Color
⋮



Siren Rock
The Prima Diva

CMYK 0 / 92 / 18 / 0
RGB 250 / 49 / 106
#fa316a

The Fiery Rebel

Main Color
⋮



Siren Rock
The Fiery Rebel

CMYK 0 / 45 / 100 / 0
RGB 239 / 150 / 0
#ef9600

Accent Color
⋮



Siren Rock
The Fiery Rebel

CMYK 76 / 76 / 0 / 0
RGB 124 / 0 / 255
#7c00ff

The Noble Crusader

Main Color
⋮



Siren Rock
The Noble Crusader

CMYK 45 / 49 / 0 / 0
RGB 104 / 91 / 199
#685bc7

Accent Color
⋮



Siren Rock
The Noble Crusader

CMYK 12 / 0 / 80 / 0
RGB 219 / 251 / 52
#dbfb34

The Tender Troubadour

Main Color
⋮



Siren Rock
The Tender Troubadour

CMYK 40 / 71 / 0 / 0
RGB 177 / 78 / 181
#b14eb5

Accent Color
⋮



Siren Rock
The Tender Troubadour

CMYK 40 / 0 / 50 / 0
RGB 13 / 255 / 116
#00fd74

Please note: A pantone for this colour may have to be revisited when printing the cans as its a specialist neon colour.

The Divine Monk

Main Color
⋮



Siren Rock
The Divine Monk

CMYK 0 / 61 / 97 / 0
RGB 255 / 106 / 19
#ff7a13

Accent Color
⋮



Siren Rock
The Divine Monk

CMYK 95 / 26 / 0 / 0
RGB 29 / 29 / 255
#1d1dff

The Magnetic Muse

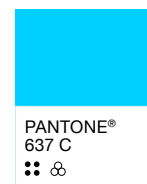
Main Color
⋮



Siren Rock
The Magnetic Muse

CMYK 0 / 87 / 85 / 0
RGB 224 / 60 / 49
#e03c31

Accent Color
⋮

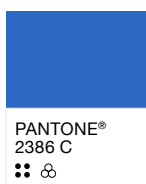


Siren Rock
The Magnetic Muse

CMYK 62 / 0 / 8 / 0
RGB 0 / 207 / 255
#00cfff

The Lone Castaway

Main Color
⋮



Siren Rock
The Lone Castaway

CMYK 83 / 54 / 0 / 0
RGB 45 / 104 / 196
#2d68c4

Accent Color
⋮



Siren Rock
The Lone Castaway

CMYK 0 / 59 / 50 / 0
RGB 255 / 115 / 94
#ff735e

Siren Rock Fonts

Typefaces To Use

The two different fonts listed below were chosen for different uses. **Alternate Gothic No 2** was chosen for its semi bold, high & eye catching dominance for titles & headers. **Note** this font is also used in the Siren Rock logs.

DIN was selected has for its contrast in appearance being a lighter, softer and more rounded for body text.

Titles & Headers

ALTERNATE GOTHIC NO 2 BT

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789 ?!.,; ”() * &

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG.

Alternative Gothic No 2 BT is used for a lot of front cover printed collateral and as main title for web. This font is always shown in CAPITALS and tracking is done by what looks visually appealing. This font only comes in one weight option.

Color This font when presented on a white background is displayed in Siren Rock Teal, light grey or Siren Rock yellow.

This font when presented on a dark background can be displayed in the same colors as listed above and in white.

Main Body Text

DIN

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789 ?!.,; ”() * &

The quick brown fox jumps over the lazy dog.

DIN is the typeface that a 90% of Siren Rock material will use for the main content of text. Tracking for this type should be set to -20 however this will be affected by sentence construction. The typeface come in many different weights, the ones used by Siren Rock are:

- Regular
- Medium
- Bold

Color This font when presented on a white background is displayed in Siren Rock Teal, Light Grey (50% Black), Black or in Siren Rock Yellow as a highlight color.

This font when presented on a dark background is displayed in white or in a light grey (50% Black). Siren Rock yellow can also be used as a highlight color.

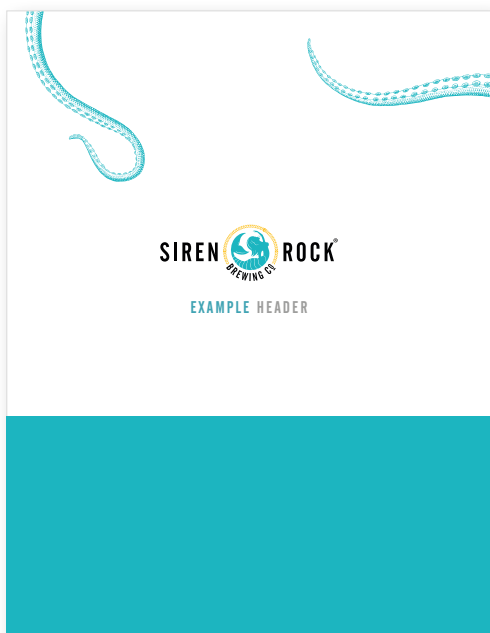
Siren Rock Headers

How Headers Are Treated In Collateral

For all company branded collateral headers should be placed slightly below the Siren Rock logo. **Note** again it depends on what medium the logo is being used as positioning will then be altered accordingly. But the logo should remain centrally aligned at the top of items when possible.

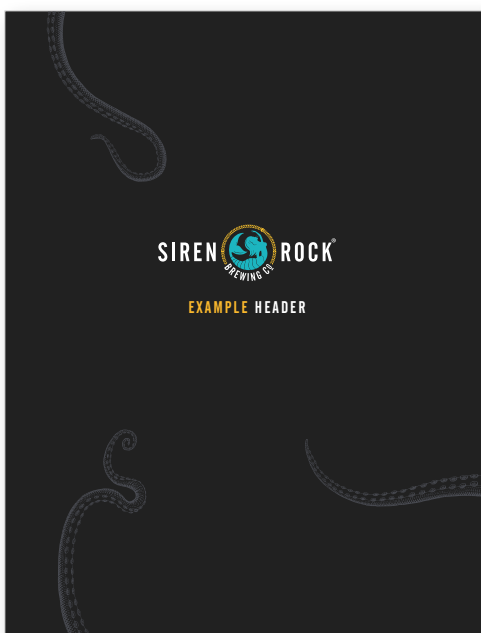
Depending on what background color is used will inform the colors of headers for print and web as explained below.

Print White Background



Colors for headers can be all **Teal** or **Yellow** (legibility maybe tricky if entire header is yellow) **OR** a mixture of both. Discretion is advised.

Print Black Background



Colors for headers can be all **White** **OR Yellow** or **Teal** or a mixture of the two. Discretion is advised.

Website White Background



Website Black Background



Again for web discretion is advised.

Siren Rock Product Branding

Our Core Characters

Siren Rock is a destination brewery located just outside of Dallas, Texas in the beautiful city of Rockwall. We are seeking a full-time head brewer to help lead our brand in creating exceptional beer. Although we are a new, mid-size microbrewery, we're very cautious with our hiring, investing only in smart people who embody our core values, who are passionate about our mission and dedication to quality, and who are generally fun to be around.

THE PRIMA DIVA - AMERICAN BLOND ALE

ABV: 4.5% | IBU: 22 | Cans: 12oz - 6pack | Kegs: 1/6 BBL & 1/2 BBL

DELICIOUSLY SEDUCTIVE

Character - From the word divine, the Prima Diva behaves as a goddess or queen, always chooses the best of the best, and knows how to get what she wants.

Beer - The Prima Diva is an easy-drinking American Blond Ale with no dominating malt or hop characteristics, but packed full of honey, spices, and fruit tones for a crisp and refreshing beer for the casual enthusiast.

Highlight Graphic - The main highlight feature for this character would be the lips.



THE FIERY REBEL - SCOTTISH ALE

ABV: 6.8% | IBU: 24 | Cans: 12oz - 6pack | Kegs: 1/6 BBL & 1/2 BBL

OUTLANDISHLY MALTY

Character - Compelled to resist or go against the grain, the Fiery Rebel is a little bit of heaven with a wild side carving their own path against the norm.

Beer - The Fiery Rebel is put through a longer boil in the kettle, resulting in caramelization and a deep, copper brown color with smoky hints throughout. With a rich mouthfeel and malty flavors, this is the perfect beer for the discerning drinker.

Highlight Graphic - The main highlight feature for this character would be the bandanna.



THE NOBLE CRUSADER - AMERICAN IPA

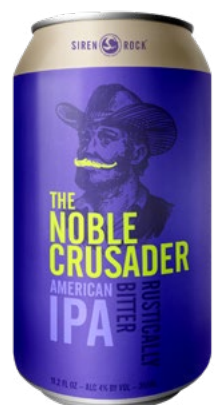
ABV: 7.2% | IBU: 65 | Cans: 12oz - 6pack | Kegs: 1/6 BBL & 1/2 BBL

RUSTICALLY BITTER

Character - Driven by a lonely heartbeat and drawn to the road, the Noble Crusader wanders from place-to-place, without reason, and often nowhere bound.

Beer - Our American IPA is a different soul from the typical IPA. We use a heavy dose of American Cascade hops, giving it a big herbal and citric character and high bitterness, which balances well with its medium-bodied, malty backbone.

Highlight Graphic - The main highlight feature for this character would be the moustache.



THE TENDER TROUBADOUR - HAZY IPA

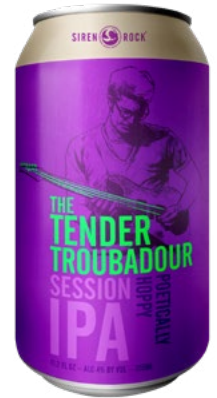
ABV: 7.6% | IBU: 75 | Cans: 12oz - 6pack | Kegs: 1/6 BBL & 1/2 BBL

POETICALLY HOPPY

Character - A musical genius, the Tender Troubadour stirs emotions, soothes the soul and provides remedy through extremely expressive music and lyrics.

Beer -Join the haze craze with this extremely hop forward, unfiltered IPA. A juicy flavor brought about by dry hopping multiple types of hops leads to much less bitterness than a typical "West Coast" style IPA.

Highlight Graphic - The main highlight feature for this character would be the guitar strings.



THE MAGNETIC MUSE - FARMHOUSE SAISON

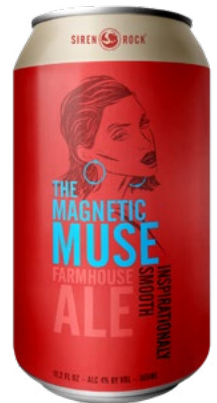
ABV: 7.3% | IBU: 36 | Cans: 12oz - 6pack | Kegs: 1/6 BBL & 1/2 BBL

INSPIRATIONALLY SMOOTH

Character - Graced by divine beauty, the Magnetic Muse offers inspiration and creative influence on those fortunate enough to cross paths.

Beer -The Muse is spiced with locally grown herbs and botanicals, and is an easy-drinking light Saison that is highly carbonated with a blend of floral notes and citrus.

Highlight Graphic - The main highlight feature for this character would be the ear rings.



THE DIVINE MONK - BELGIAN DARK

ABV: 5.3% | IBU: 35 | Cans: 12oz - 6pack | Kegs: 1/6 BBL & 1/2 BBL

DIVINELY CRISP

Character -Vowed to divine beliefs, the Divine Monk lives a simple life of obedience and meditation but will strike when called upon to support the cause.

Beer -Our Belgian Dark has complex characteristics with low hops, bold malty tones and mild yet spicy flavors at the end. The beer color is accented by light brown/garnet tones and features a deep head with great retention.

Highlight Graphic - The main highlight feature for this character would be the ear rings.



THE LONE CASTAWAY - OATMEAL STOUT

ABV: 6.0% | IBU: 30 | Cans: 12oz - 6pack | Kegs: 1/6 BBL & 1/2 BBL

DARKLY HOPEFUL

Character - Pushed out by society and left without resources, the Lone Castaway finds himself on an island or crossroad and begins a journey of self-reflection and hope.

Beer -An Oatmeal Stout that is full bodied and has an unreal smoothness created by adding local oats to the mash process, also resulting in roasted notes yet with a touch of sweetness.

Highlight Graphic - The main highlight feature for this character would be the tie.



Siren Rock Footers

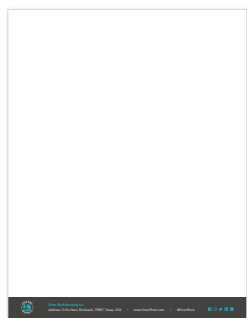
Range Of Footers Used

For all company branded collateral footers should be present. Dependent on what the collateral item is will inform where the footer is placed. This could be at the back of a large paged booklet or at the front of a flyer. Below shows the different footers and where they can be used.

All public-facing print collateral needs to have a footer that includes (at minimum): company name, location, website, hashtag, social media.

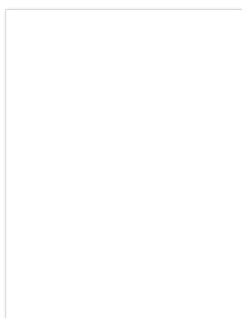
Single Sided - can either be set up with the footer on or without

Front

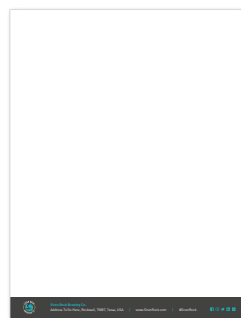


Double Sided

Front

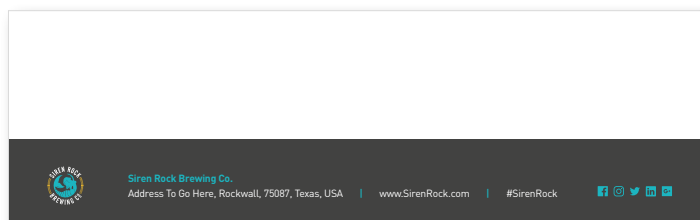


Back



Footer 1 Standard

Grey box with white text (used on most print collateral like the beer calendar, sku sheets, reseller posters, etc) This footer is used when there is a lot of free space available.



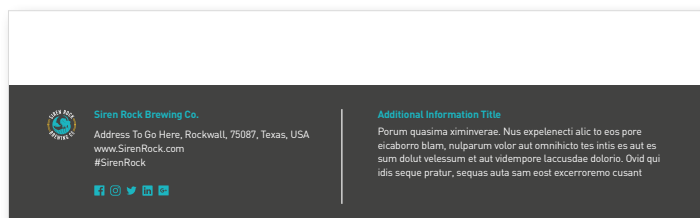
Footer 2 Thin

Thin grey box with white text (used on most print collateral like the beer calendar, sku sheets, reseller posters, etc) This footer is used when there is a less free space available.



Footer 3 Added Info

Thicker grey box with footer info to the left and a text box to the right (used when more information is needed like the individual beer product-branded sales sheets)



Footer 4 Vertical

Should be used when the content takes up too much vertical space, but footer info is still required.



Siren Rock Collateral

How The Siren Rock Cans Affect Collateral

The Siren Rock cans when displayed on any Siren Rock branded collateral will always still maintain the Primary Color scheme. However if the collateral is specifically about one of our beers then the color scheme will be heavily influenced by that specific characters main color scheme.



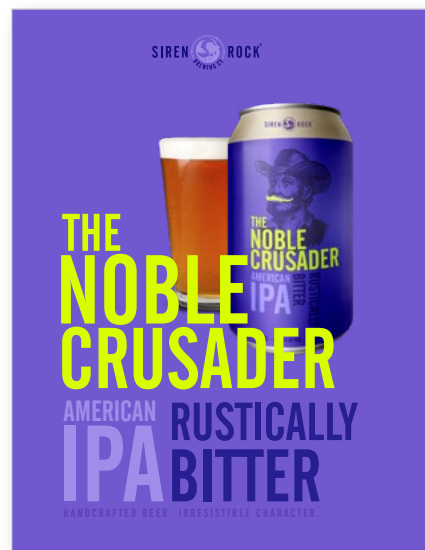
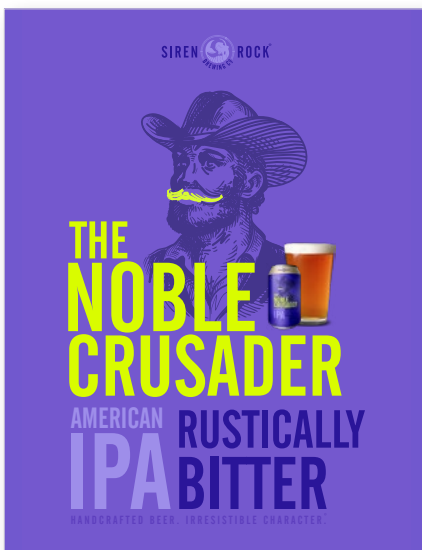
Examples Siren Rock Branded Collateral

These examples here are to demonstrate that although this material shows the range of Siren Rock character cans it still maintains a strong connection back to the Siren Rock brand itself.

Anything company/brand related in primary color-scheme, if the beers are shown, then all 7-core beers should always be shown together.

Having a minimum amount of tentacles for both dark & white background items is suggested. The key is not to overkill the design with tentacles.

NOTE It is also down to the discretion of the design whether it requires tentacles as it may in some instances not be appropriate.



Example Siren Rock Character Collateral

Demonstrated here is how the character color scheme & layout is changed dramatically. This is in order to hit home the personality, variety & individuality of Siren Rocks characters, so it owns its place in the Siren Rock brand umbrella.

If the document is targeted at 1 beer brand, then it can show the single beer by itself but must be in that beer's color-scheme

Siren Rock Tone Of Voice

The Basics

Who Are We?

Siren Rock is based on “Irresistible Character”, which reflects perfectly our beers who all have strong personalities. That’s who Siren Rock is, packed with uncompromising, fully loaded charisma with a good-time attitude.

What’s The Plan?

Siren Rock is bringing beer with character to everyone, everywhere.



HANDCRAFTED BEER. IRRESISTIBLE CHARACTER.®



What Makes Siren Rock, Siren Rock?

Siren Rock would be described as:

- Having an attitude
- We like to be loud
- We like to have fun
- Community focused
- Easy going and engaged
- We’re non-conformist
- Don’t take ourselves too seriously
- Confident and bold

Siren Rock is NOT:

- Too loud it can’t hear others
- Always trying be center of attention
- Blissful to how we affect our community & the world around us
- A company that takes nothing seriously
- Too shy to stand up for what feels right
- Arrogant & obnoxious or rude

Give Me The Key Selling Points?

We’re based in Rockwall, Texas and proud of it, that’s where the “Rock” in “Siren Rock” is from. We already have a range of 7 beers ready to go, each of which is distinctively different from the other. You won’t miss them, they’re bold, brave and full of character.

We Feel A Disclaimer Coming On?

The Siren Rock logo shows a mythological **female** creature & graphics used for the brand are primarily **nautical** based. However this does not mean the copy includes a feminine or sea voyage vocabulary.

The copy is all about showing Siren Rock’s personality traits, which are mentioned above. Our personality is what makes us us. Not gender or ocean based iconography. Personality revolves around people and we’re all about bringing **everyone** into the Siren Rock community through our undeniable charm.

Siren Rock Tone Of Voice

Tone

What Do We Write For Wordy Stuff?

Tone of voice is important as much as headlines. Copy needs to get across a straight talking, assertive attitude. We want to also have a conversational style in how we write so we come across as a casual friend.

Example Copy?

Boring Bob At Bland Time Brewery	Fun Time Fred At Siren Rock
<p>✗ I went to the store today. Saw a lot of cars parked. Many cars were parked at the store. Maybe its a busy day. Some of the cars were blue. Some were tan. Think there was some old muscle car there, don't remember too well.</p>	<p>✓ I'm heading to the store downtown and there's loads of sweet cars parked up; but there was one that stood out; a thunderbolt blue 1967 GT Mustang.... What a car, best kind of V8 purity that can grace the tarmac.</p>
<p>✗ I think trees are maybe one of the most important resources. Think they're made of wood, wood can make a few products. Things like furniture, houses, and toothpicks. Wood I guess makes paper. When I first heard this I was young and sceptical. Paper is pretty important to our society.</p>	<p>✓ Trees are awesome aren't they? They make chairs to kick back on, that sleepy Netflix cave you call bed , toothpicks to get that annoying bit of candy out ect ect. Paper though is right up there, Artists, Poets, Writers, Philosophisers, Historians, Scientists, Mathematicians have done some (I'll say it again) awesome stuff with this white wonder.</p>
<p>✗ Thanksgiving is a boring tradition of preparing large amounts of food for a large gathering of people, mainly people you may know. This meal usually has a turkey or ham as the main course. The meal usually also consists of dressing and a wide assortment of vegetables, nothing special.</p>	<p>✓ Thanksgiving is a great excuse to have tones of food & get fat with all your friends and folks. Complimented with a freshly crisp cold one, and the main event. A golden cooked Turkey or some cured salted Ham. No to mention Grandma's stuffing.... So bueno. Topped off with the Veg fest..... What's there not to like.</p>

Things To Consider When Writing For Web

The points explained on the previous pages apply when writing copy for web. Just a few bullet points listed to consider.

1. Less is **more**
2. Use **relevant** keywords
3. Headings & titles are **essential** to brand and SEO
4. **Keep it short**
5. Use descriptive words and **easy-to-scan** writing style

Siren Rock Bringing It All Together

Let's Put Everything We Know To The Test – Primary usage = Light version

Below is a demonstration of putting everything Siren Rock as a brand stands for. Below is one of Siren Rocks styles that Siren Rock has available. **Note** as mentioned previously dependent on what medium the collateral positioning & content can be altered accordingly, with the below as close reference to follow.

Normally have a minimum of amount of tentacles (2-3) but not to overkill the design with them. Design may at times benefit from not having tentacles, discretion is advised.

Slogan for Siren Rock placed below copy. This can be placed lower however this is affected by the imagery / graphic.

Logo is aligned centrally and in an elevated position.

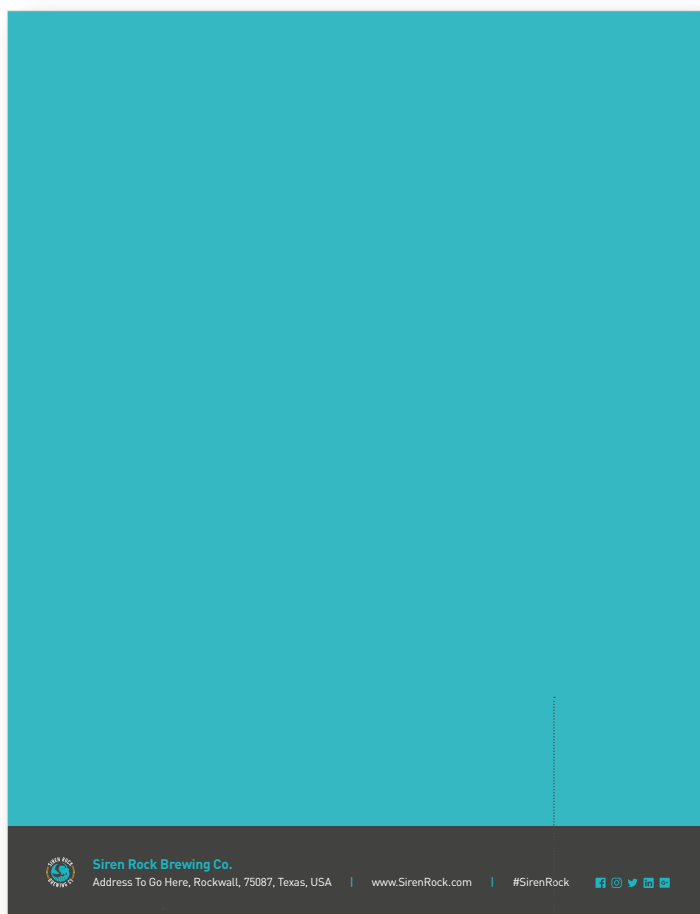
Light Background

Header is placed below the logo again centrally aligned as well as copy being treated in a similar way below



Cans are used however because this is a Siren Rock branded collateral it maintains the primary colors and rules

Copy should be in teal and any highlighted text should be yellow.



Footer Standard is used at the bottom of the page. **Note** dependent on the size of the collateral and what is required will inform which footer should be used.

Dependent on what is required on the back content will help inform layout.

Siren Rock Bringing It All Together

Let's Put Everything We Know To The Test – Secondary usage = Dark version

Below is a demonstration of putting everything Siren Rock as a brand stands for. Below is one of Siren Rocks styles that Siren Rock has available. **Note** as mentioned previously dependent on what medium the collateral positioning & content can be altered accordingly, with the below as close reference to follow.

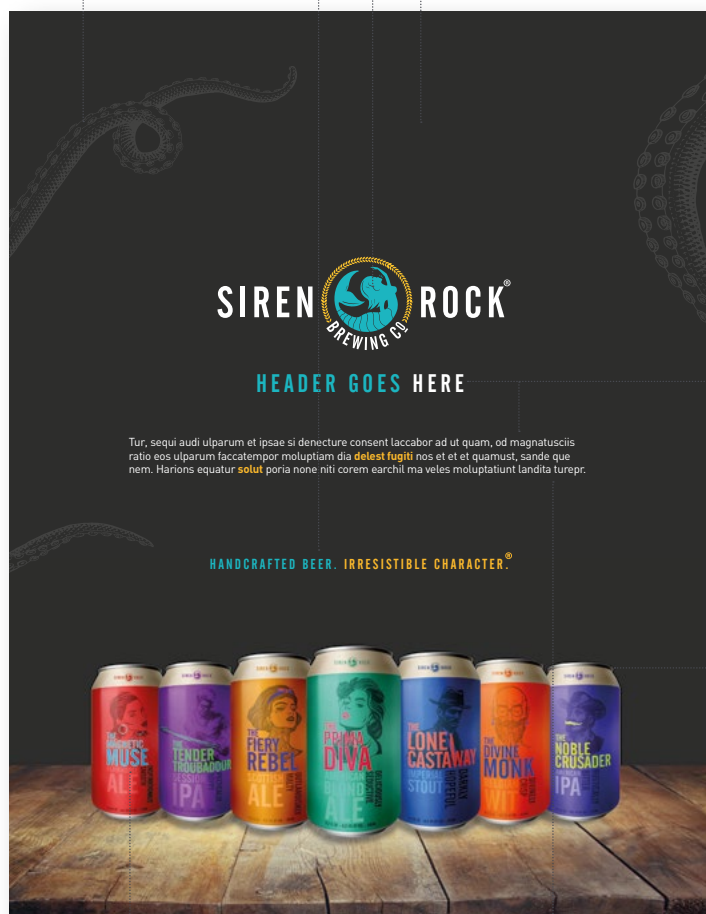
Normally have a minimum of amount of tentacles (2-3) but not to overkill the design with them. Design may at times benefit from not having tentacles, discretion is advised.

Slogan for Siren Rock placed below copy. This can be placed lower however this is affected by the imagery / graphic.

Logo is aligned centrally and in an elevated position.

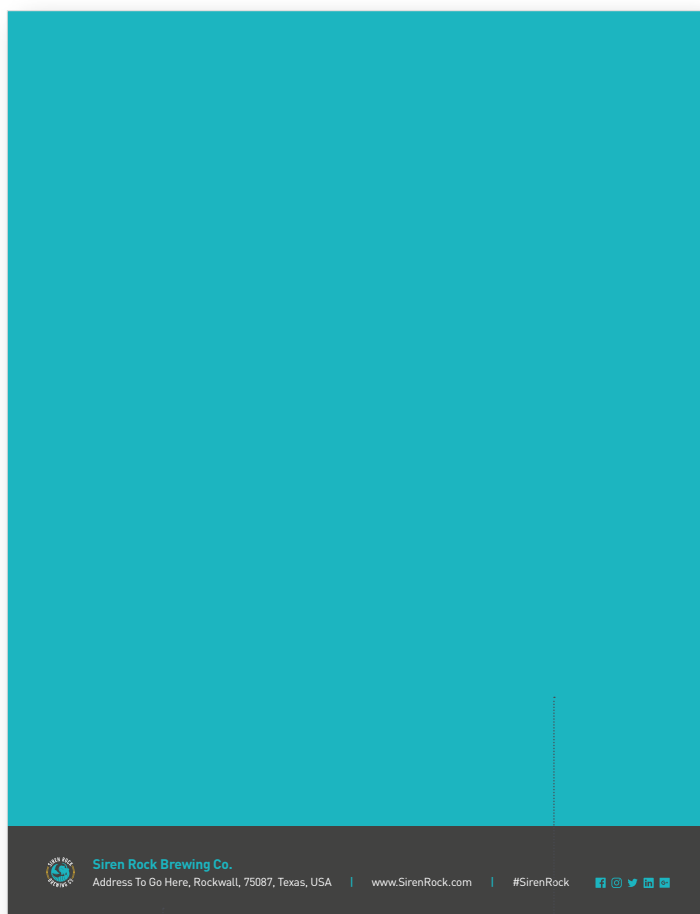
94% Black Background

Header is placed below the logo again centrally aligned as well as copy being treated in a similar way below



Cans are used however because this is a Siren Rock branded collateral it maintains the primary colors and rules

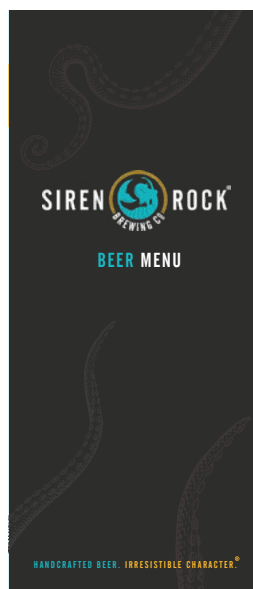
Copy should be in white and any highlighted text should be yellow.



Footer Standard is used at the bottom of the page. **Note** dependent on the size of the collateral and what is required will inform which footer should be used.

Dependent on what is required on the back content will help inform layout.

Here's Some Examples



Siren Rock Overview Examples

Here's Some Examples

HANDCRAFTED BEER. IRRESISTIBLE CHARACTER.



Siren Rock Brewing Co.

Address To Go Here, Rockwall, Texas, TX 75201 USA

| www.SirenRock.com

| #SirenRock

