

EST.



2019

BEARBROTHERS

Johnson City, Tennessee



BRAND GUIDE

Developed by ARO Creative Inc.

RENEWAL STRENGTH INTEGRITY

The Bear Brothers brand is strong, masculine, and iconic. By utilizing a textured headline font, we reinforce the idea of accepting the old. The contrasting clean and modern font tie in the new, communicating the transition of the trucks and individuals who become part of this community Bear Brothers is striving to create.

The grayscale colors achieve a timeless and professional look. Bold photography and minimalistic graphics should be used to emphasize the high quality products created by Bear Brothers.

*Restoring trucks
and sharing stories
of renewal.*

LOGO

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LOGO GUIDELINES



The Bear Brothers logo should always have space on each side that is at least equal to the height of the “R” and “O” in “Brothers”. In this example, that is half an inch.

Do not stretch or squash the logo.



Do not skew or curve the logo.



Do not use unapproved colors.



Do not change the proportions..



Do not place on unapproved backgrounds.



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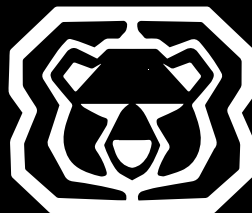
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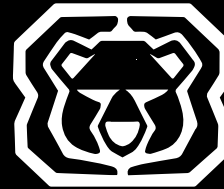
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FONTS

HEADLINES - CHARCUTERIE BLOCK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Get it here: <https://www.myfonts.com/fonts/laura-worthington/charcuterie/block/#index>

Sub Headlines - Fira Sans Bold

Body Copy - Fira Sans Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Get it here: <https://fonts.google.com/specimen/Fira+Sans>

Specialty - Emily Austin
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Get it here: <https://www.myfonts.com/fonts/3ip/emily-austin/>

EXAMPLE

NEW TRUCKS

THIS FRIDAY

Check out our blog to see our newest project. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud

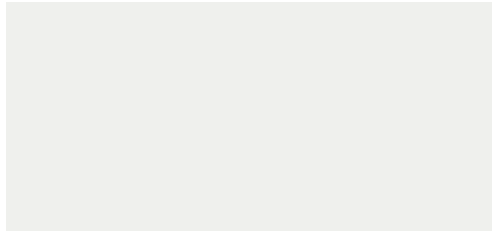
Alternative Font - Helvetica

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

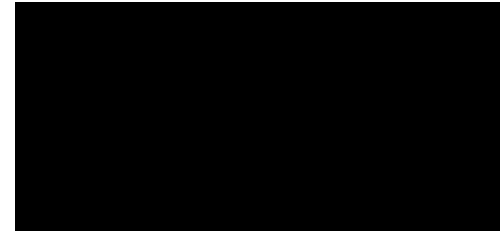
COLORS



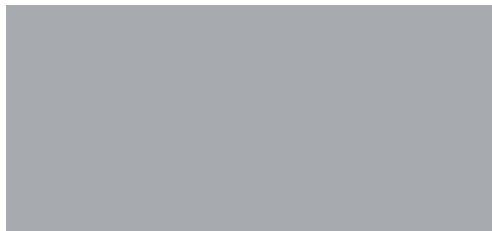
CMYK: 5, 4, 5, 0
RGB: 241, 241, 239
Hex: f1f1ef
Pantone: Cool Gray 1U



CMYK: 50, 40, 35, 10
RGB: 127, 131, 139
Hex: 7f838b
Pantone: Cool Gray 10U



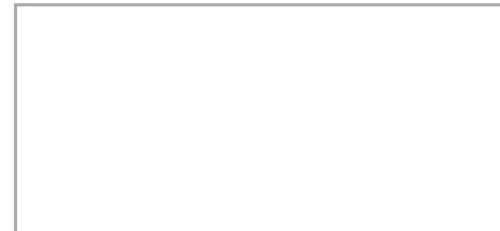
CMYK: 100, 100, 100, 100
RGB: 0, 0, 0
Hex: 000000
Pantone: Black C



CMYK: 36, 27, 26, 0
RGB: 167, 172, 175
Hex: a7acaf
Pantone: Cool Gray 5U



CMYK: 70, 61, 55, 41
RGB: 66, 69, 74
Hex: 42454a
Pantone: Black 6U



CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
Hex: fffffff
Pantone: Opaque White

PHOTOGRAPHY

Photography should be well lit, have plenty of contrast, and sharp resolution. When people are shown, they should have genuine expressions and natural stances.

