



**MCCASHIN'S**  
**BREWERY**

BRAND GUIDELINES

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# OUR BRAND GUIDELINES

**This document has been prepared to assist all employees,  
partners and suppliers in taking responsibility for the correct  
use and application of the McCashin's brand.**

If you require any further information about the contents of this document and its use,  
please contact our brand guardians: Supply Ltd – [info@supply.net.nz](mailto:info@supply.net.nz)

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# McCASHIN'S LOGO GENERAL RULES

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### McCashin's Lockup:

The McCashin's logo is the central element of the McCashin's brand. It has been carefully crafted and customised from our brand typeface Neutraface to create a strong and unmistakable identity. Do not attempt to redraw, rearrange or modify these components in any way.





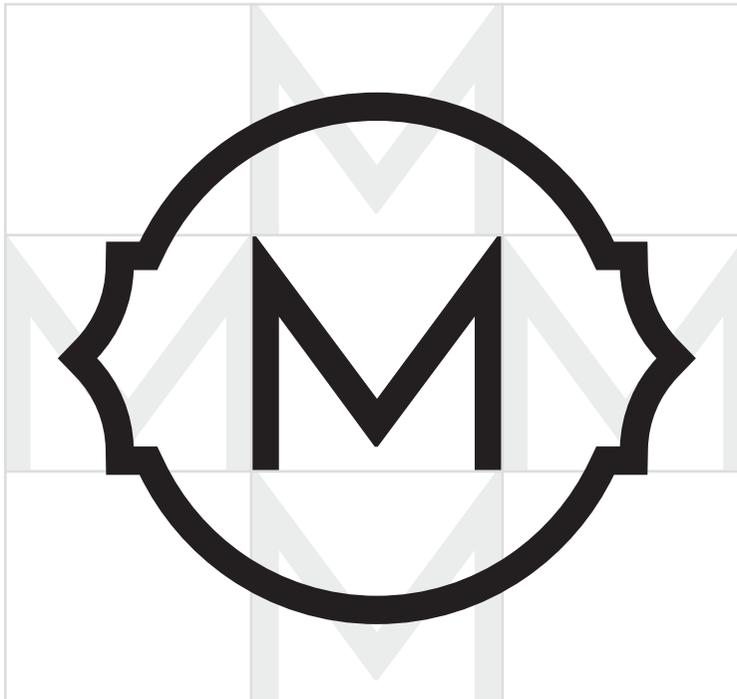
## McCASHIN'S Wordmark:

### Clear Spacing Rules

In order to ensure its prominence and stand out value, it is important to position the Wordmark within an adequate area of clear space between it and any other graphic elements or page parameters.

The bordering clear space is derived from the size of the McCASHIN'S 'M' as illustrated here. Type and other graphics should not encroach on this clear space area.

This is particularly useful when the McCASHIN'S Wordmark is to coexist with other brand logos, images and graphics.



### **McCashin's M Icon:**

#### **Clear Spacing Rules**

In order to ensure its prominence and stand out value, it is important to position the M Icon within an adequate area of clear space between it and any other graphic elements or page parameters.

The bordering clear space is derived from the size of the McCashin's 'M' as illustrated here. Type and other graphics should not encroach on this clear space area.

This is particularly useful when the McCashin's M Icon is to coexist with other brand logos, images and graphics.



### Logo Do's:



✓ The McCashin's Lockup Logo should be used in preference.

✓ The McCashin's Lockup Logo should always appear in one colour and maintain correct proportions

✓ In cases where the Wordmark is too small to be read the M icon can be used by itself.

✓ In some circumstances where space or size is limited the McCashin's Wordmark can be used in isolation.

✓ The McCashin's Lockup Logo can be reversed out on dark backgrounds to provide contrast.

### Logo Don't's:



✗ Don't stretch or squash the Lockup. Always scale proportionally.

✗ Don't mix multiple colours within elements of the Lockup Logo.

✗ Don't place the McCashin's Lockup Logo on angles.

✗ Don't place the McCashin's Lockup Logo on colours that clash or provide insufficient contrast.

✗ Don't use patterns underneath or within the McCashin's Lockup



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# COLOUR PALETTE

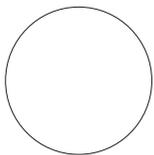
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### Black

C	0	R	0
M	0	G	0
Y	0	B	0
K	100		

The McCashin's Logo primary colour is black. This allows our logo to be strong and consistent.



### White

C	0	R	255
M	0	G	255
Y	0	B	255
K	0		

White can be used to reverse out the logo against dark backgrounds, or where print processes and placements determine reversed out logos only.



## Logo Colour Rules

The McCashin's Logo is designed to be versatile and suit its situation, whilst these colours should be used as a preference, in some circumstances these may not work or another colour could suit its context better. Any colour change outside of the examples shown must be approved before production. These colour rules apply to the lockup, wordmark and M Icon.



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# TYPEFACE

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Brand Typeface:

**NEUTRAFACE**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&\*()

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General Rules:

- Clear and highly legible at all sizes
- Varying weights can be used to suit its placement and legibility.
- Neutraface can be used in ALL CAPS for titles to create emphasis.
- It's also ideal for subheadings and body copy.



# NEUTRAFACE, OUR HERO FONT

Neutraface can also be used for subheadings,  
as well as body copy at smaller sizes:

This is an example of how body copy will look alongside the heading and subheading fonts.  
Neutraface is the ideal font to be used for long paragraphs or large amounts of information.

## Brand Typeface

### Typeset Example

Our brand typefaces should always be used in the hierarchy demonstrated.

Neutraface Demi is our hero font, used in all caps, followed by Neutraface Book as a subheadings and body copy.

Other weights of Neutraface can be used for stylistic effect and emphasis in some situations, but this must be approved before any production.



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# THANKS

For any queries please contact  
Scott McCashin

P. +64 3 547 5357 F. +64 3 547 6876  
E. [scott@mccashins.co.nz](mailto:scott@mccashins.co.nz)

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