PURE CIDER

ROCHDALE
NEW ZEALAND'S OLDEST CIDERY

BRAND GUIDELINES

CONTENTS

STAY TRUE

It's time to demonstrate to people that there is strength in being of real substance.

Following that Kiwi attitude of "if it ain't broke – don't fix it", we're a family of craft brewing pioneers that are authentic to the core, sticking true to our roots of creating pure cider. Sure some may say the McCashin Family are traditionalists, or just plain mad at times, but that's because whatever we put our minds to we're damn good at it and damn proud of how we do it.

When it comes to pure cider, Rochdale is the real deal – made from glacial water with the finest New Zealand fruit and yeast. Nothing more. Nothing less. Make a stand and stay true.

If you have any questions or require approval for production of
marketing materials, please contact: Scott McCashin, In-Market Representative
T: +64 3 547 5357 • M: +64 27 5475357 • E: scott@mccashins.co.nz

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MASTER BRAND

PRIMARY LOGO
LOCK-UP

This primary logo lock-up is preferred for most applications. It may be used on the light cardboard texture (shown here), white or reversed out of black.

CLEAR SPACE, MINIMUM SIZE, LEGIBILITY AND SIMPLIFIED VERSION

To ensure visual strength and legibility, please follow the logo clear space and minimum size rules shown here.

The Rochdale logo lock-up must always feature a minimum amount of clear space as indicated by the 'R' in the logo.

The minimum width for the logo is 30mm for print and 110px for screen use.

In the rare situation where the logo must be required and go below the 30mm minimum then the simplified version shown far right can be used.

Care should be taken to ensure that the logo always stands out with sufficient clarity, particularly over busy imagery. If this can't be achieved then the logo holder shown can be used.

Minimum size:
30mm

Simplified version maximum size:
30mm

Use this logo holder when logo must be placed on illegible backgrounds.

Example

INCORRECT USAGE

To ensure visual strength and legibility please follow the following rules.

Do not separate elements. ✕

Do not separate elements. ✕

Do not rotate. ✕

Do not stretch. ✕

Do not alter proportions. ✕

Do not use colour. ✕

Do not place on imagery. ✕

Do not use on low contrast backgrounds. ✕

Do not use on coloured backgrounds. ✕

COLOURS
– PRIMARY

The following are colour specifications for a range of applications, including print, screen and external signage. Always use the colours as specified here.

WHITE

0c, 0m, 0y, 0k,
255r, 255g, 255b
#FFFFFF

BLACK

0c, 0m, 0y, 100k,
0r, 0g, 0b
#000000

CLASSIC APPLE

The Classic Apple green may be used as a primary colour across collateral. (Colour specifications are on the following page.)

COLOURS
– ROCHDALE RANGE

The following are colour specifications for the range of Rochdale ciders.

CLASSIC APPLE

45c, 0m, 100y, 0k,
154r, 202g, 60b
#99CA3C

CLOUDY APPLE

91c, 0m, 100y, 0k,
0r, 171g, 78b
#00AA4E

CLASSIC PEAR

0c, 31m, 100y, 0k,
253r, 183g, 20b
#FCB614

BACKGROUND TEXTURE

The light cardboard texture background should be used whenever possible.

The original high resolution texture file should always be used and scaled down to size.

Light cardboard texture.
Cardboard_Background.psd

TYPEFACES

BRANDON TEXT

This geometric-style sans serif typeface has a functional look with a warm touch. The family of five weights, plus matching italics, allows for diversity in how it is set.

MICROSOFT OFFICE DOCUMENTS

Arial should be used for internally generated Microsoft Office documents or shared screen applications (such as Powerpoint). Arial is a standard operating system font that comes pre-installed on Windows and Mac systems.

Brandon Text

Light, Light Italic,
Regular, Regular Italic
Medium, Medium Italic
Bold, Bold Italic
Black, Black Italic

AaBbCc

ADDITIONAL ELEMENTS

The following graphic devices may be used in support of the Rochdale brand.

McCASHIN'S
BREWERY

FIRST IN CRAFT

/RochdaleCider

GLACIAL WATER — CRUSHED APPLES

EXAMPLES

When bringing all these elements together it is important to ensure your design is clean, allows text to breathe and keeps images and type styles in line with the brand guidelines.

MARKETING COMMUNICATIONS

MARKETING COMMUNICATIONS
LOGO LOCK-UP

This logo lock-up is to be used
for marketing communications.
Whenever possible it should
be used on the light cardboard
texture (shown here).

CLEAR SPACE, MINIMUM SIZE, LEGIBILITY AND SIMPLIFIED VERSION

With the Rochdale marketing comms lock-up the same rules as the original Rochdale lock-up apply except the minimum width for the logo is 34mm for print and 120px for screen use.

ROCHDALE
PURE CIDER
MADE FROM GLACIAL WATER

Minimum size:
34mm

ROCHDALE

Simplified version maximum size:
34mm

Logo holder

Example

MARKETING COMMUNICATIONS
CALL TO ACTION

Please note that the hashtag colour may change to match the specific variant when they are being individually showcased except for hero family product whereas Classic Apple colour is appropriate.

They are set on Blending Mode MULTIPLY on top of the Light cardboard texture.

The angle of the hashtag may vary to suit layout but should not be skewed more that +6° and -6°.
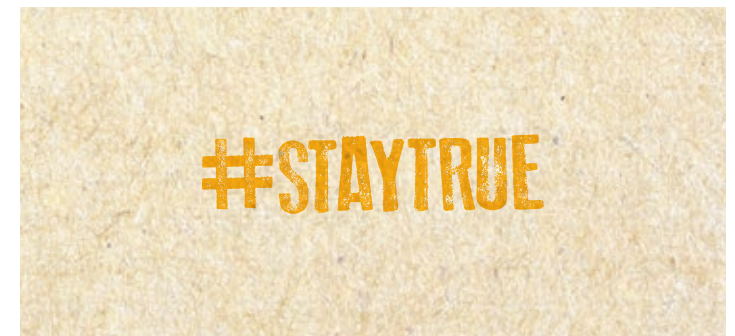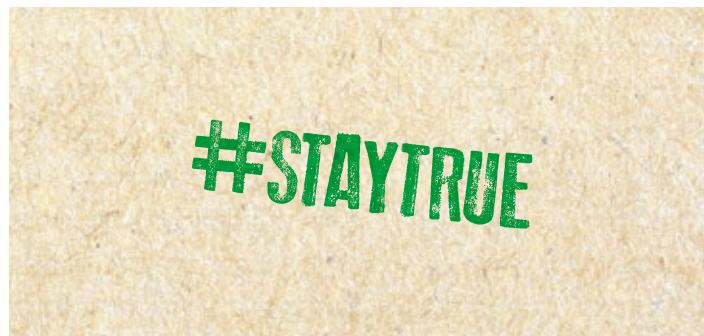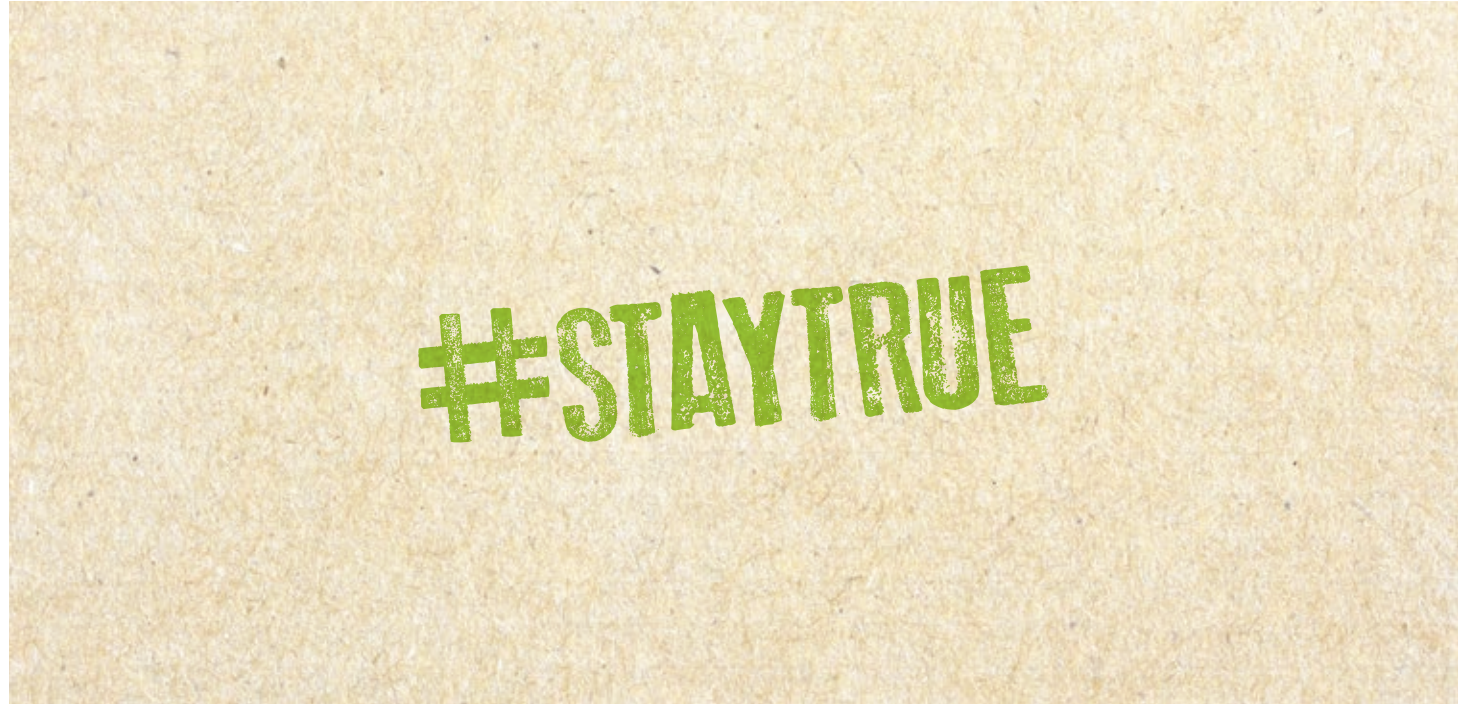
MESSAGING
– TONE OF VOICE

SIMPLE.
GROUNDED.
HONEST.

MESSAGING
– HEADLINES

**STEP UP TO PURE CIDER
MADE FROM GLACIAL WATER.**

**CRUSHED APPLES. GLACIAL WATER.
SIMPLE AS THAT.**

**CRUSHED PEARS. GLACIAL WATER.
SIMPLE AS THAT.**

MARKETING COMMUNICATIONS TYPEFACE

PRESS STYLE

This san serif typeface is simple, grounded and honest. It should always be used for marketing communication headlines and set in uppercase (as shown here).

Press Style

ABCDEFGHI
JKLMNOPQR
STUVWXYZ

HERO PRODUCT

Hero products should always be used with the rough cut paper edge (as shown here).

The sticky tape (mentioned on page 22) should never be used on these hero products.

Drop shadow settings

Colour: Black
Blending Mode: Multiply
Opacity: 50%
X Offset: 0.5 mm
Y Offset: 1 mm
Size: 1 mm
Noise: 10%

A. Product Hero_Classic Apple.psd
B. Product Hero_Cloudy Apple.psd
C. Product Hero_Classic Pear.psd
D. Product Hero_Family.psd
(For portrait key visual use
'Product Hero_Family_Portrait.psd')

A   B   C   D

HERO PRODUCT
– POINT OF SALE USE

When hero products are
used outside of marketing
communications context they can
be placed without the rough cut
paper edge (as shown here).

A. Product Hero_Classic Apple.psd
B. Product Hero_Cloudy Apple.psd
C. Product Hero_Classic Pear.psd
D. Product Hero_Family.psd
   (For portrait key visual use
   'Product Hero_Family_Portrait.psd')

A   B   C   D

PHOTOGRAPHY TREATMENT

Photography should be in full colour but desaturated. The halftone effect should be added to give a handcrafted, photocopied feel. The rough cut, white paper edge should always be included.

The sticky tape (mentioned on page 22) should be used over the edges of these photographic elements.

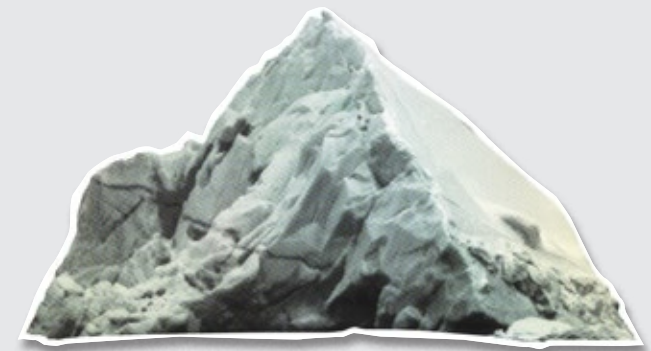These visuals may also be flipped horizontally to suit the desired layout.

Drop shadow settings

Colour: Black
Blending Mode: Multiply
Opacity: 50%
X Offset: 0.5 mm
Y Offset: 1 mm
Size: 1 mm
Noise: 10%

Apple.jpg

Pear.jpg

Apple and Pear.jpg

Glacial Ice.jpg

VISUAL DEVICES

These devices are used to give a hand made appearance.

BACKGROUND

The light cardboard texture background is utilised in all Rochdale Pure Cider communications.

The original high resolution texture file should always be used and scaled down to size.

TEXT HOLDERS

The dark card texture is used for holding headlines and main messaging in the layout.

They can be roughly shaped to fit the creative but must remain as basic cutout style square shapes.

STICKY TAPE

Sticky tape should be used over the edges of the dark card texture and photographic elements.

Do not place sticky tape over the hero product bottles.

Light cardboard texture.
Cardboard_Background.psd
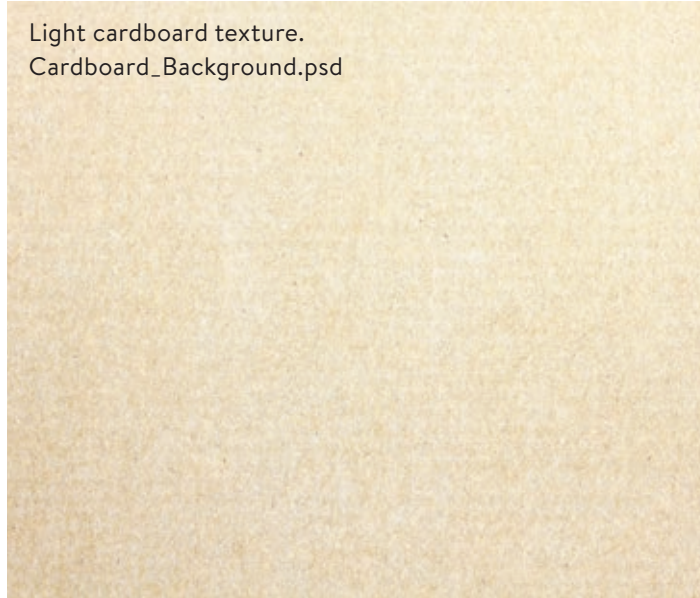
Dark card texture.
Card_Text_Holder.psd

Drop shadow settings

Colour: Black
Blending Mode: Multiply
Opacity: 50%
X Offset: 0.5 mm
Y Offset: 1 mm
Size: 1 mm
Noise: 10%

Sticky tape.
Sticky Tape.psd

EXAMPLES
– LANDSCAPE FORMAT

When bringing all these elements together it is important to ensure your design is clean, allows text to breathe and keeps images and type styles in line with the brand guidelines.

EXAMPLES
– PORTRAIT FORMAT

When bringing all these elements together it is important to ensure your design is clean, allows text to breathe and keeps images and type styles in line with the brand guidelines.

Please note: the bottle hero for the family portrait key visual (top left) uses 'Product Hero_Family_Portrait.psd' (See page 21).

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production of marketing materials, please contact:

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