PACIFIC

Pilsner

BRAND GUIDE

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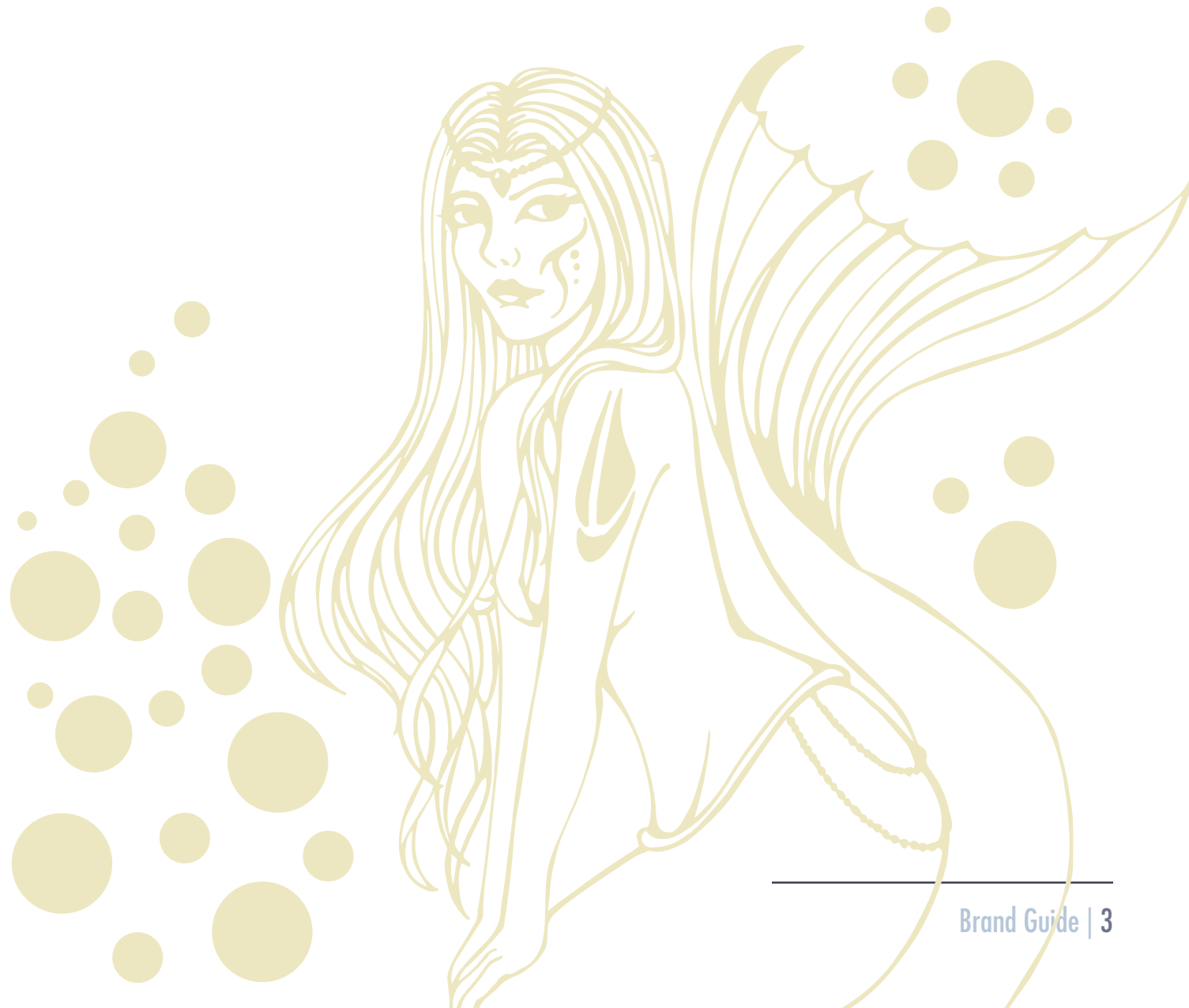
ABOUT THE DESIGN

The new Pacific header uses a clean, modern and slightly mysterious 'supernatural knight' font, which creates a sense of wonder and mystique which is exemplified by the mermaid glancing slightly over her shoulder and smiling ever so subtly, as if to invite the consumer in, to explore this new take on something they have loved for such a long time.
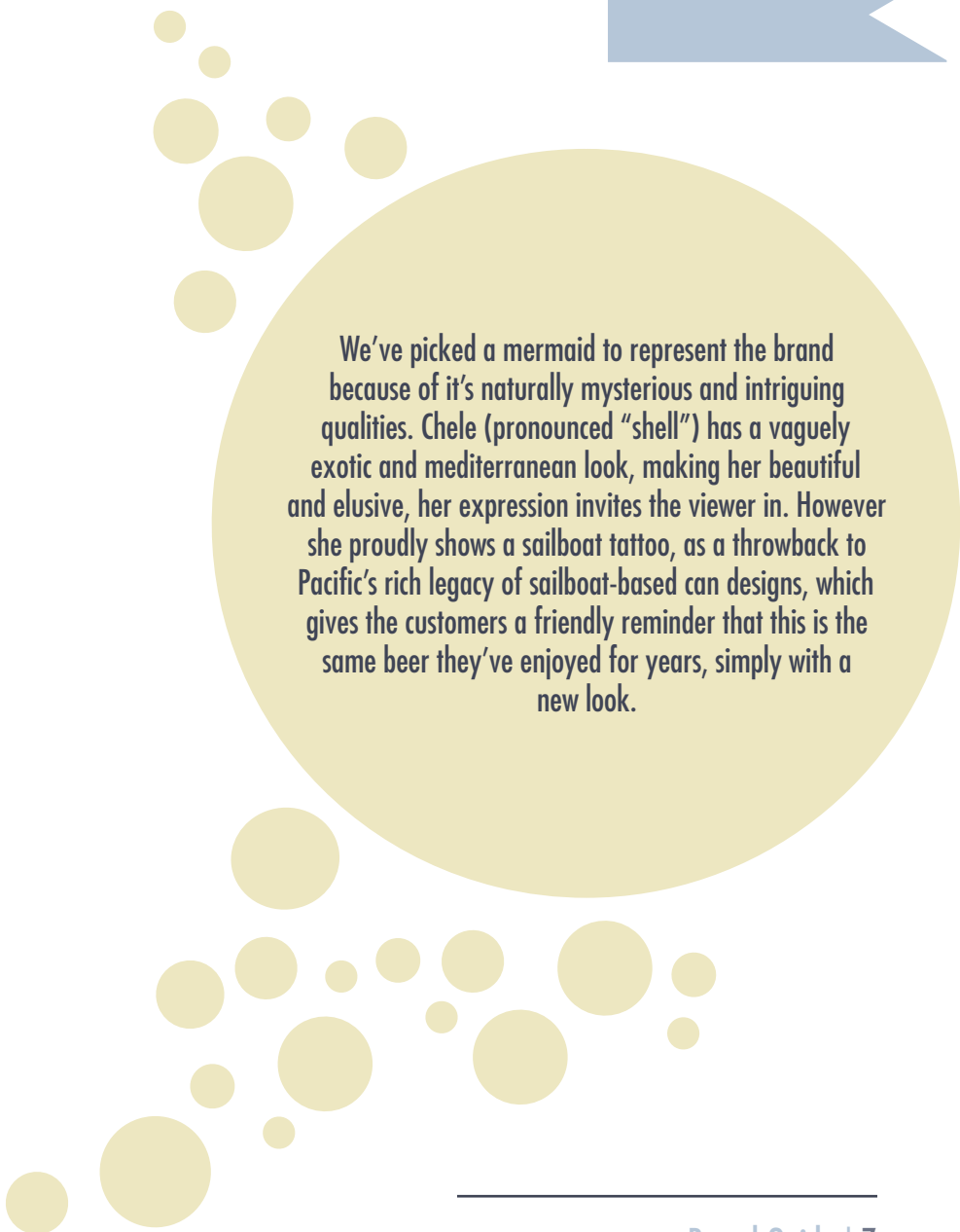
PHILOSOPHY

The Pacific Pilsner redesign is meant to appeal to the nostalgia of the long time drinkers but also appear fresh and new to draw in new customers. The image of the mermaid tells people there's something new, but the soft familiar colors and familiar name accompanied by the characteristic anchor denoting longevity give the returning customers that sense of comfortable familiarity. We strove to capture the serene sense of the west coast and combine it with something exciting, modern, and easily recognizable on the shelf.

THE MASCOT | CHELE
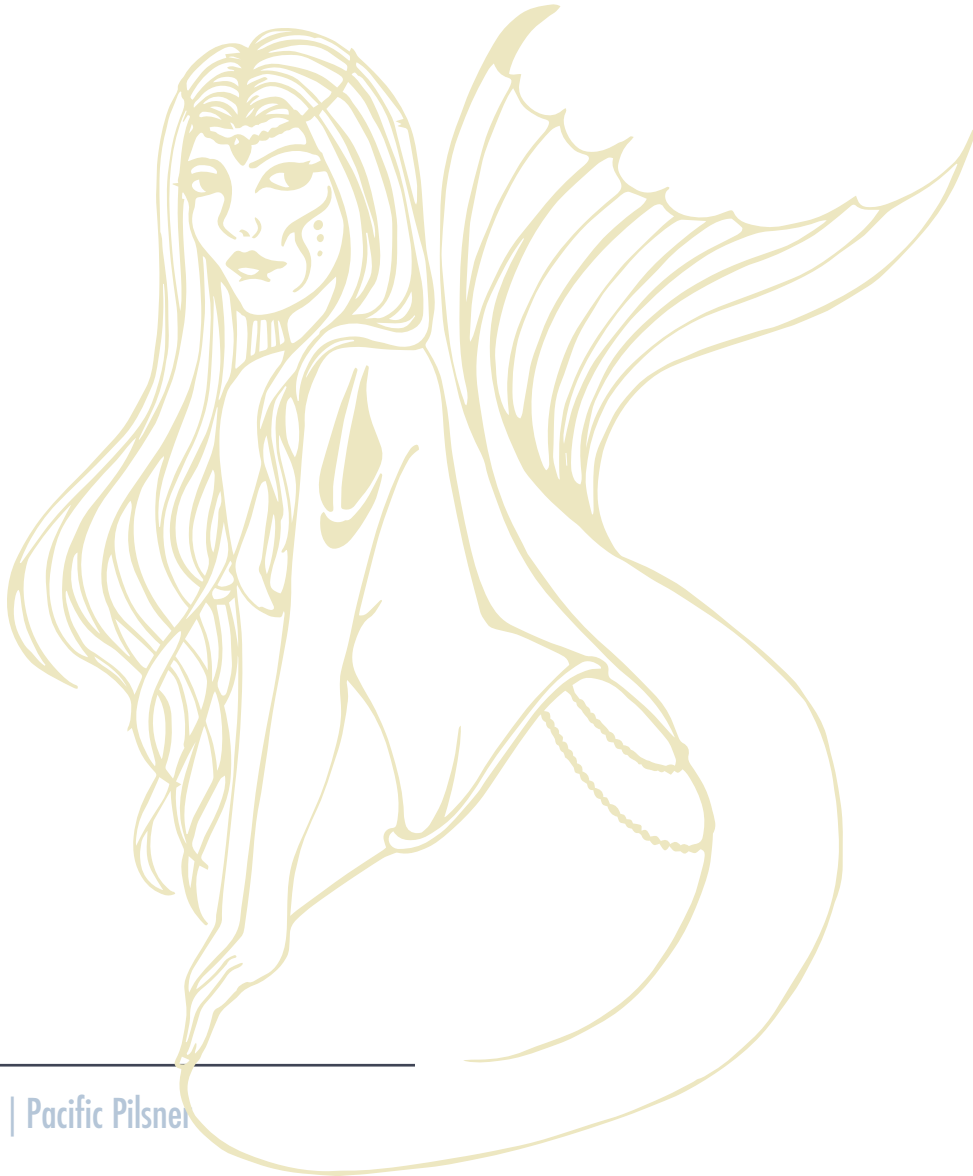
We've picked a mermaid to represent the brand because of it's naturally mysterious and intriguing qualities. Chele (pronounced "shell") has a vaguely exotic and mediterranean look, making her beautiful and elusive, her expression invites the viewer in. However she proudly shows a sailboat tattoo, as a throwback to Pacific's rich legacy of sailboat-based can designs, which gives the customers a friendly reminder that this is the same beer they've enjoyed for years, simply with a new look.

BRAND COLORS

The four colors featured in the Pacific Pilsner redesign are meant to evoke serene feelings of the open ocean, punctuated with a pale yellow, to evoke a sense of ominous wonder. We want to tell consumers that we're the same Pacific Pilsner you've known for years, but there's something mysterious and new lurking within this familiar brew.

PACIFIC
19 57
5% ALC./VOL. 473 ML BIÈRE BEER
Pilsner

OCEAN FOG
CMYK 28 15 8 0
RGB 182 198 215
PANTONE 5445U
HEX #B5C5D7

PEWTER
CMYK 76 68 46 34
RGB 64 68 86
PANTONE 5463U
HEX #404455

COBALT
CMYK 80 65 48 7
RGB 76 93 112
PANTONE 7694U
HEX #4B5D6F

XANTHOUS
CMYK 7 6 27 0
RGB 237 229 193
PANTONE 7506U
HEX #ECE5C1

BRAND COLORS

This sharp black and white logo is good for monochromatic printing it's bold & recognizable. In this format you should not have the word 'Pacific' over her head, it must be on the bottom or alongside her.

PACIFIC

MONOCHROMATIC

If you need to work in a one or two color environment the word 'Pacific' can either be left in white with the outline, as shown in the greyscale image, or it can be printed in either black or the secondary color.

Do not outline Chele in a darker color than the text that is around her.

EXCLUSION ZONE

Everyone has their personal bubble, and Chele is no exception. While the text 'Pacific' is allowed to roam freely in the exclusion zone, she requires the space to be devoid of other activity. This *exclusion zone* is the minimum unoccupied space that is required for the image to look good in it's environment. This area must be free from busy patterns, loud imagery or other text. I have used the 'c' in the logo to dictate the minimum required space.
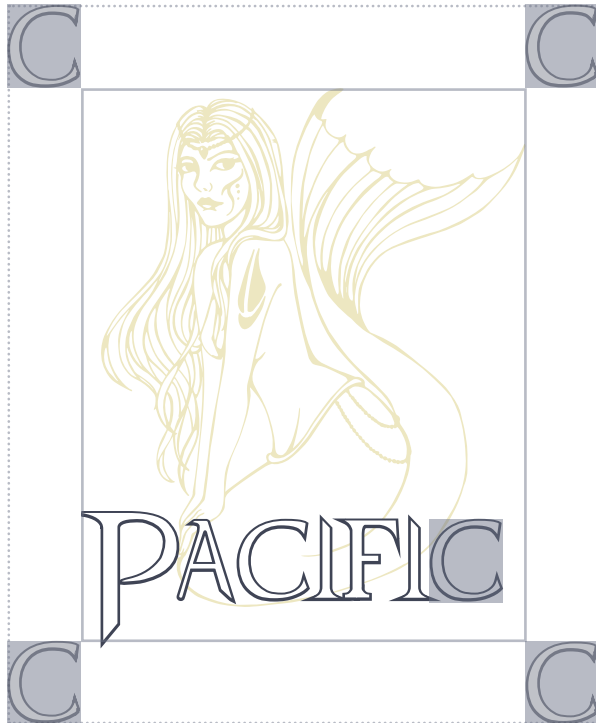
BACKGROUNDS

COOL COLORS
The logo goes very well with cool color schemes, this is acceptable.

PATTERNS
As patterns generally are a part of flat design, coupling Chele with a pattern is okay.

WARM COLORS
Do not use warm colors, as they enhance Chele's naturally central American aesthetic and lead us away from our theme.

PHOTOGRAPHS
Do not place Chele atop photographic images, as they fight the visual philosophy behind flat design.

TYPOGRAPHY

Pacific

SUPERNATURAL KNIGHT
This is the main font on the can, it's got an almost futuristic feel, but due to it's unique stroke contrast and curious diagonal stroke terminations it can't be tied to a specific genre.

Pilsner

ALBERTUS
Albertus is only used on the front of the can for the word 'Pilsner', as a psuedo-serif it doesn't compete with the font for Pacific but has enough character to draw the eye.

BREWED WITH

FUTURA MEDIUM CONDENSED
The remainder of the text on the can is in futura medium condensed. A fairly standard, easily recognizable and common font. one that doesn't compete with attention for the headliners and gives the whole can a modern and professional feel.

BRAND STORY

We have also rewritted the traditional text on the back of the can. it still tells the traditional Pacific Pilsner story, but in a new way.

A CLASSIC PILSNER TO HELP YOU RELAX AFTER A HARD DAY AT WORK, OR WHATEVER ELSE YOU WERE DOING THAT LEFT YOU THIRSTING FOR A COOL REFRESHING BREW. SO LEAN BACK, PUT UP YOUR FEET AND BE AT EASE. LET PACIFIC DELIVER THE GREAT FULL BODIED TASTE OF BAVARIAN HOPS COMBINED WITH A HINT OF SWEET MALT, YOU'VE ALWAYS REMEMBERED. ALL BREWED WITH PURE BRITISH COLUMBIAN SPRING WATER.

SECONDARY IMAGE ELEMENTS

BUBBLES
These are sparsely on the can, but are an important part of the new Pacific identity. Any color or size is acceptable.

DO NOT STRETCH
This looks like your six-year-old got into mspaint. This just looks so amateurish on many different levels.

CONSISTANCY IS BAD
These do not look like bubbles, they look like dice pips or baseballs or something. But not bubbles.

RIBBON
The ribbon motif is used on two places in the can design and is used to hold text. It gives a nice sense of class to the design.

STAY IN BOUNDARIES
Do not allow images or text to exeed the visual boundary of the ribbon, it takes away from the feel and establishes a dissonant precedent.

SQUARE IS OKAY
It's alright to have a square or straight ribbon in association with the design, as the artwork already features many strong edges.

BEVELED CORNERS
Much of the text on the new Pacific can is framed in a beveled box, this hints at prestige and quality while still retining a simple aesthetic.

ROUNDED BEVELS
We also use a slightly stylized bevel on the front of the can to create more of an emblem feel.

CONSISTANCY IS GOOD
Here it is very important that all the bevels are the same. Otherwise it looks like a mess.

TEXT OUTLINES
Many elements in the new Pacific design are outlined. the typeface itself and many of the borders.

THERE CAN BE ONLY ONE
None of the other text in the area should be outlined. it gives the word Pacific a unique identity. It shouldn't be competing with other words on the page.

CONSISTANCY IS GOOD
If you have shape outlines ensure that they're all the same width. Otherwise the design looks like a catastrophe.

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