Paulaner Brand Design Guidelines

- International -

Contents

Introduction

The Paulaner Brand Design Guidelines are the basic guidelines for the uniform design of the various Paulaner advertising materials. They serve as a clear quick-reference guide and are designed to guarantee a consistent brand design among partners and suppliers around the world.

You will find templates in the media database at **www.paulaner.com**.

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01 Logo

The Standard Logo

The Paulaner logo consists of the Paulaner emblem and the Paulaner lettering.
The logo appears against the defined Paulaner Blue as standard, but a neutral white background is permitted as an exception – for example, in the case of business stationery. The colors stipulated in chapter 02 are binding and the logo must always be printed in these colors.

The proportions of the Paulaner emblem and its position in relation to the subhead “Feinste Münchner Braukunst” and the claim “Seit 1634” are fixed and may not be altered.

01 Logo

Application and Variations

The logo as a whole may only be reduced in size until the Paulaner emblem measures 12 mm in diameter. Smaller diameters are not permitted. If the logo needs to be smaller, the Paulaner emblem is removed and the lettering is used on its own, without the subhead or the year.

The Paulaner logo may be used in the following versions.

1. Paulaner emblem without lettering

2. Paulaner emblem and lettering in portrait format

3. Paulaner emblem and lettering in landscape format

The capital “M” in the word “München” serves as the unit of measure for positioning the Paulaner emblem within the blue bar and for various instances of spacing. This is equal to 1/14 of the height of the emblem.

1/14 emblem = M

01 Logo

Black-and-White Logo

The Paulaner logo is printed in black and white as shown here.

The logo as a whole may only be reduced in size until the Paulaner emblem measures 12 mm in diameter. Smaller diameters are not permitted. If the logo needs to be smaller, the Paulaner emblem is removed and the lettering is used on its own, without the subhead, or the year.

The proportions of the emblem, the year, the lettering, and the subhead in relation to one another are fixed and may not be altered.

1. Paulaner emblem without lettering

2. Paulaner emblem and lettering in portrait format

3. Paulaner emblem and lettering in landscape format

Minimum size 12 mm

01 Logo

Banderole

The font Clearface Heavy is used for the slogan on the banderole. The banderole's proportions are fixed and may not be altered. The banderole is used as a payoff line – for example, on posters.

URL

The URL font is Ceo Regular. The letter spacing is increased by 40, and optical kerning is used.

If the URL appears together with the Facebook logo – for example, in poster motifs – the height of the Facebook logo is two times the height of x. The space between the logo and the URL is half the Facebook logo width. The Paulaner URL is always on the right, next to the Facebook logo.

If a poster motif features a blue bar at the bottom, the URL is placed above. For the sake of optimum legibility, no busy visual elements should be placed in the direct vicinity of the URL.
The URL can be black or white depending on the background.

01 Logo

Logo and Slogan

If the Paulaner slogan is used without the banderole (e.g. in small print ads), the following typography is used. Rather than being a proper typeface, this was specially developed for this slogan on the basis of the Paulaner lettering.

GUT, BESSER, PAULANER.

GUT, BESSER, PAULANER.

Four-color version

GUT, BESSER, PAULANER.

GUT, BESSER, PAULANER.

One-color version

The logo may feature alongside the slogan. It is placed to the left of the slogan. This version is also available in black and white.

GUT, BESSER, PAULANER.

GUT, BESSER, PAULANER.

Four-color version

01 Logo

Variety Lettering

The various beverage varieties with a centrally positioned logo (in line with the labels) are available in color or in black and white.

01 Logo

Menu Prints

Menu prints with the logo on one side are available in color or in black and white.

02 Color Scheme

Paulaner Corporate Colors

Paulaner Red	
C 0% M 91% Y 76% K 6%	R 211 G 36 B 46
Pantone 186 C	
HKS 15 K	
RAL 3002	

Paulaner Blue	
C 100% M 72% Y 0% K 56%	R 0 G 30 B 60
Pantone 282 C	
HKS 41 K	
RAL 5013	

Paulaner Gold	
C 5% M 20% Y 76% K 16%	R 197 G 144 B 61
Pantone 871 C	
Rich pale gold 2210	
RAL metallic-gold, two-layer coat	

03 Typography

Corporate Font

The Paulaner corporate font is Ceo. It is used in the regular and bold typefaces. Optical kerning is used and the letter spacing is set at +10.

Lorem ipsum dolor sit amet.

Ceo Regular

Lorem ipsum dolor sit amet.

Ceo Bold

The period at the end of the headline is an integral part of every headline. It may alternatively be replaced by an exclamation mark or a question mark. The headline may be on one or two lines, but a single-line headline is preferred.

Body text always appears in Ceo Regular in Paulaner corporate design. Optical kerning is used and the letter spacing is set at +10. The line spacing is 1.2 times the point size. For example, if the glyphs are 10 pt., the line spacing is 12 pt.

The Ceo font is only used to design print ads, brochures, and other communication documents. Unless stipulated otherwise for the Paulaner brand image, the font to be used in business correspondence is as stipulated in the guidelines of the Schörghuber Corporate Group and Schörghuber Stiftung & Co. Holding KG.

Ein erfrischender Gedanke.

Evelliae sit, ut fuga. Ferum nihit, cus prae venitio. Modignia es aped et quam qui sit eatio blabori atiore simil moluptae ped eiusciaAceati doluptis volupta tecupti ut eost quosandem iundis reptatiis aciis as sinti iliquia nobiti idit pre suntotaeptat omnitaque num qui consene molland erferuptat utem quam, cumqui utates magnatium fugit aliquia vendendam dolorehendi omni consequae. Nam quunt plabore pernati ipidenis explam est, con nullab il ipsa velignis et qui apellib ustotatem autemolupta doluptiunt rendis dolo eum dolorepta arum recus experum sinctum aut offictendi aut ea arciae num re quam id molor aut quo duciis dit eic to maioresti nemporp orerspidunt laborepel invelictem volentem.

03 Typography

Headline Options

Single-line headline

Poster headlines are laid out such that, if possible, they match the full width of the text field without disturbing the logo. All the different headline options are centered vertically within the text field. All headlines and subheads are flush left, ragged right. Headlines always appear in Ceo Bold.

Two-line headline

The line spacing in a two-line headline is 100% of the point size. In the case of 20 pt., the line spacing is likewise 20 pt.
The space between the edge and the headline may not be smaller than the space between the edge and the logo.

Headline with subhead

The ratio of the point sizes of the headline and subhead is 8:5. If the point size of the headline is 40, the subhead's size is 25 pt. The line spacing of the subhead is the subhead's point size times 1.2. As such, if a subhead's point size is 25, its line spacing is 30 pt. The space between the edge and the headline/subhead may not be smaller than the space between the edge and the logo.

04 Layout

Basics

Paulaner layouts essentially consist of three basic elements:

- The blue bar, which usually occupies the top seventh part of the format.
- The Paulaner emblem, which is positioned on the right of the blue bar at the top.
- The banderole in the bottom right corner, which rounds off the layout with the slogan.

These three elements serve as the basis for the majority of Paulaner communication materials.

There are also various print ad formats available in the media database, so these do not need to be created from scratch.

04 Layout

Portrait Format

The capital “M” in the word “München” serves as the unit of measure for positioning the Paulaner emblem within the blue bar and for various instances of spacing. This is equal to 1/14 of the height of the emblem.

1/14 emblem = M

In A4 format, M equals 2.6 mm.

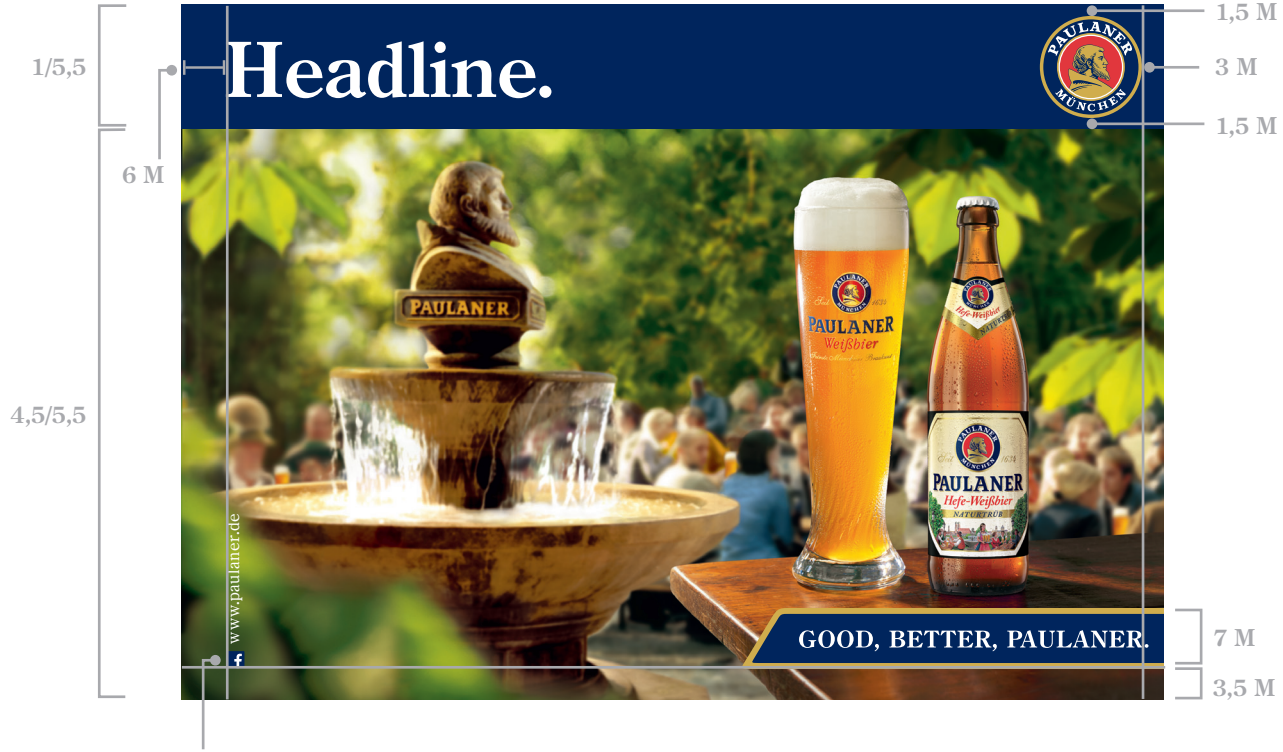
04 Layout

Landscape Format

There are only marginal differences between the landscape and portrait formats with regard to spacing.

1/14 emblem = M

In A4 format, M equals 2.6 mm.



For a definition of the Facebook logo and URL, see chapter 03 Typography: URL

04 Layout

Special Version: With Client Logos

If client logos or a longer piece of body text need to be incorporated into a poster design, a second blue bar is added below the visual. In this case, the Facebook logo is rotated and is placed at the edge of the visual.

The slogan baseline serves as a reference point for the bar. If more space is needed, the bar is extended upward.

If there is text without any logos, the text may also occupy the space otherwise set aside for logos.

1/14 emblem = M

In A4 format, M equals 2.6 mm.

04 Layout

Special Version: With Promotion Description

A promotion description may not take up more than 50% of the print ad space. The unit “M” already defined serves as the unit of measure for positioning the Paulaner emblem the blue bar, and for other space requirements.

In this case, the Facebook logo is rotated and is placed at the edge of the visual.

1/14 emblem = M

In A4 format, M equals 2.6 mm.

1,5 M

2 M

1,5 M

Maximum of 50%

7 M

3,5 M

04 Layout

Extreme Formats

There are two options in the case of very tall formats. For formats with a ratio of 2:1 in terms of height, the two-line slogan may be used, depending on the format in question. If the format is too narrow to accommodate a headline, the Paulaner emblem is centered and the layout changes as shown here. In this case, the Facebook logo features horizontally at the bottom of the format as a negative image in white on the blue bar.

1/14 emblem = M

In A4 format, M equals 2.6 mm.

05 Eye-Catchers

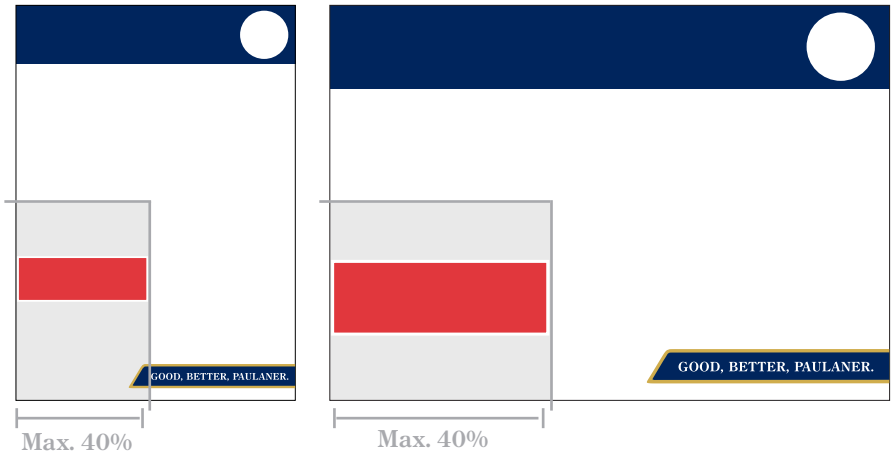
Basic Definitions

If an eye-catcher is used for the poster design, it is always in Paulaner Red with a white outline and a drop shadow.

The height of the eye-catcher depends on its content. The more text or visuals that need to be incorporated, the taller the eye-catcher becomes.

There is fixed spacing all around the field designated for the text and visuals of the eye-catcher. The height of the eye-catcher is adjusted accordingly to always observe the stipulated spacing around this field, no matter how much needs to be incorporated.

The text in an eye-catcher ends with a punctuation mark.

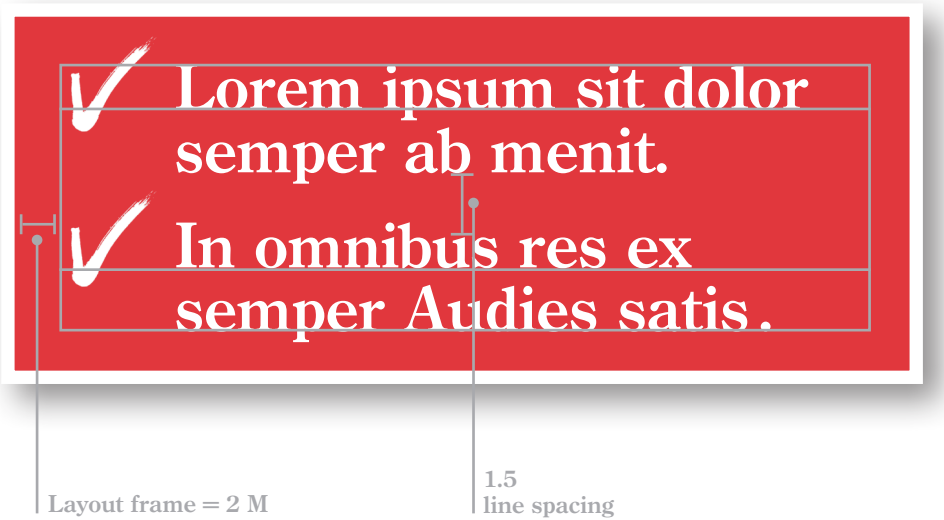


05 Eye-Catchers

Lists and Images in an Eye-Catcher

Lists and images can also feature in an eye-catcher's layout frame. If check marks are used for lists, these should always look handwritten.

List check marks are flush with the baseline of the first line of each section. There is line spacing of 1.5 between each list item. In keeping with the layout frame, the space left between text and images/check marks is equal to 1/13 of the width of the eye-catcher.



05 Eye-Catchers

Positioning in a Layout

In a layout, the eye-catcher is always placed close to the product and may overlap the product slightly, if necessary. Make sure the eye-catcher itself is not cut off and does not overlap the Paulaner lettering on the fountain.
The eye-catcher is always placed at an angle of 5°.

06 Salesfolder Paulaner

Legend

This is a detailed instruction how to layout a salesfolder.
For a two page folder just leave the inside pages out.

1/14 emblem = M

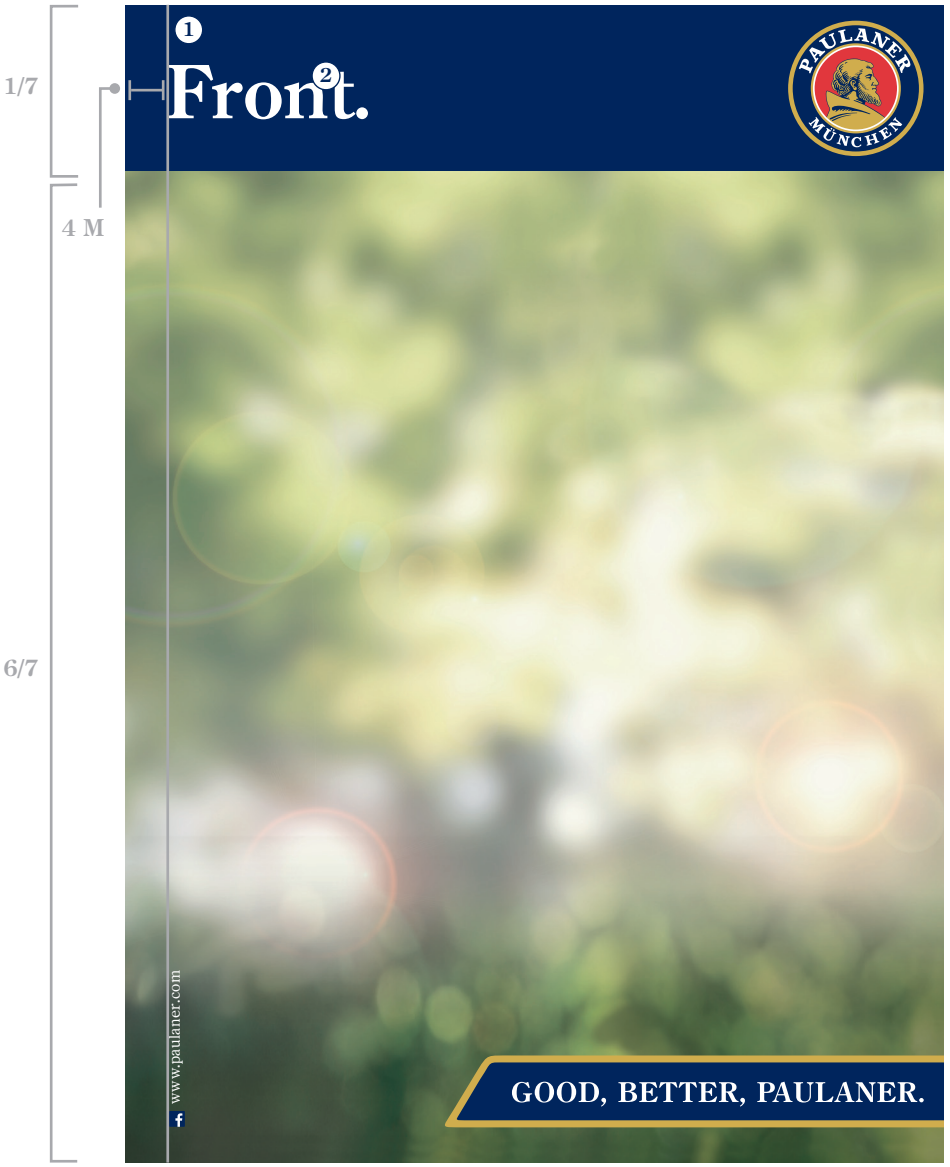
In Letter format, M equals 0.92 inches.

① **Bar**

1.1 Height: 1/7 of the format height
1.2 Color: 100/72/0/56

② **Headline**

2.1 Font: Ceo Bold
2.2 Width: should, if possible, match the full width of the text field without disturbing the logo
2.3 Position: centered with the blue bar
2.4 Space from edge: 4 M
2.5 Two-line headline: line spacing is 100% of the point size; in the case of 20 pt, the line spacing is likewise 20 pt



06 Salesfolder Paulaner

③ **Paulaner logo**

3.1 Space from edge = 2 M
3.2 Space above and below = 1.5 M
3.3 Centered with the blue bar

④ **Slogan banderole**

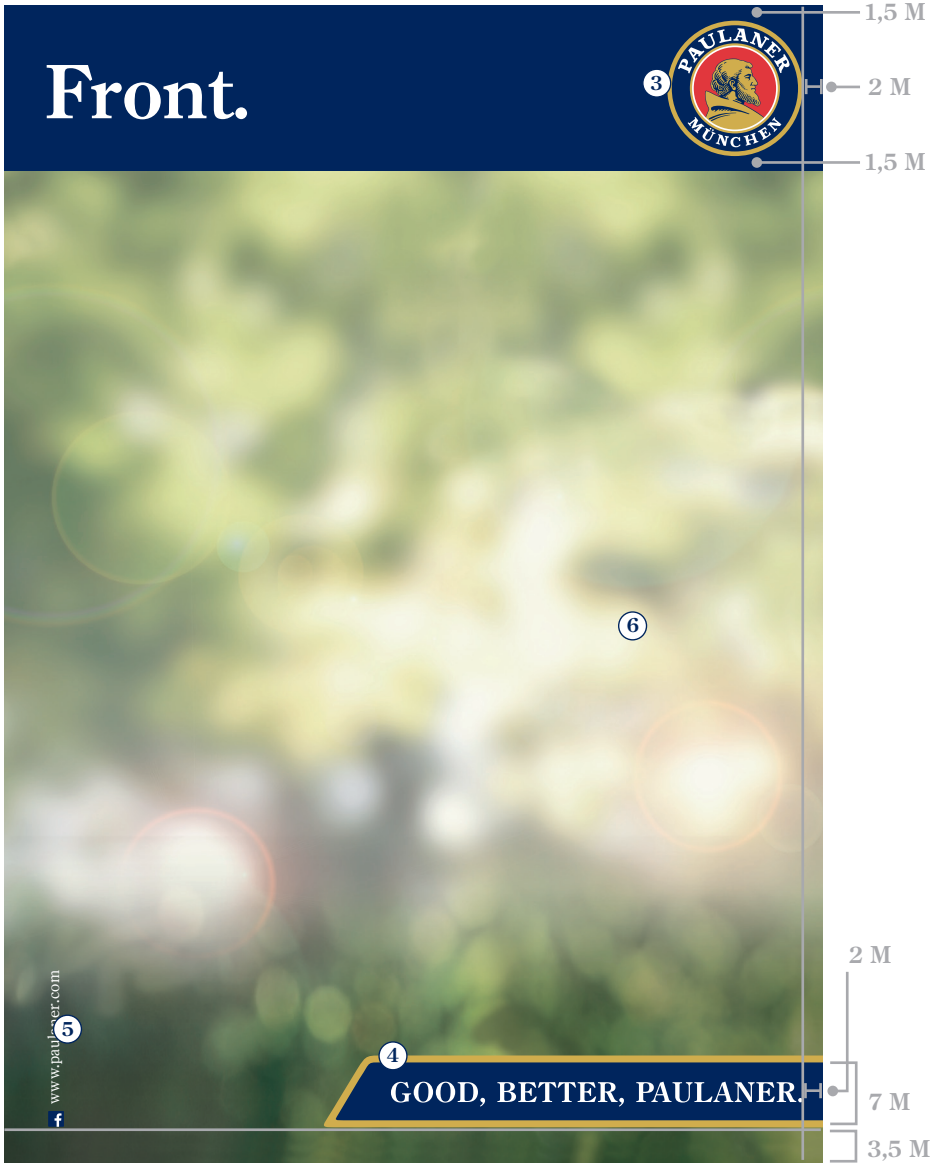
4.1 Width: 7M
4.2 Space below: 3.5 M
4.3 Space to the right: 2 M

⑤ **Socialmedia and Website**

5.1 Space below: 3.5 M
5.2 Space from edge: 4 M
5.3 Space between Facebook logo and Website address: half the width of the Facebook logo
5.4 Font: Ceo Reg
5.5 Letter spacing: 40
5.6 National ending: .de
5.7 International ending: .com

⑥ **Background image**

Can be varied according to the theme



06 Salesfolder Paulaner

Legend

① **Bar**
- **1.1** Height: 1/7 of the format height
- **1.2** Color: 100/72/0/56

② **Headline**
- **2.1** Font: Ceo Bold
- **2.2** Width: should, if possible, match the full width of the text field without disturbing the logo
- **2.3** Position: centered with the blue bar
- **2.4** Space from edge: 4 M
- **2.5** Two-line headline: line spacing is 100% of the point size; in the case of 20 pt, the line spacing is likewise 20 pt

③ **Paulaner Logo**
- **3.1** Space from edge = 2 M
- **3.2** Space above and below = 1.5 M

④ **Shading**
- **4.1** Composition (large square): 40% opacity
- **4.1** Composition (small square): 50% opacity
- **4.2** Space from edge (large square): 4 M
- **4.3** Space from edge (small square): 5 M
- **4.4** Variable box height with 2 M spacing

06 Salesfolder Paulaner

⑤ **Text**
- **5.1** Space from shading: 2 M
- **5.2** Headline font: Ceo Bold
- **5.3** Body text font: Ceo Reg
- **5.4** Font color: 100/72/0/56

⑥ **Graphics**
- **6.1** Space from shading: at least 2 M
- **6.2** Shadow:
  Opacity: 40%
  Space: 2 mm
  Size: 1.3 mm

⑦ **Notes**
- **7.1** Font: Ceo Reg
- **7.2** Font size: 8 pt
- **7.3** Space from shading: 2 M
- **7.4** Font color: 100/72/0/56

⑧ **Background image**
Can be varied according to the theme

06 Salesfolder Paulaner

Legend

① **Bar**
- **1.1** Height: 1/7 of the format height
- **1.2** Color: 100/72/0/56

② **Headline**
- **2.1** Font: Ceo Bold
- **2.2** Width: should, if possible, match the full width of the text field without disturbing the logo
- **2.3.** Position: centered with the blue bar
- **2.4.** Space from edge: 4 M
- **2.5.** Two-line headline: line spacing is 100% of the point size; in the case of 20 pt, the line spacing is likewise 20 pt

③ **Paulaner logo**
- **3.1** Space from edge = 2 M
- **3.2** Space above and below = 1.5 M

④ **Shading**
- **4.1** Composition (large square): 40% opacity
- **4.1** Composition (small square): 50% opacity
- **4.2** Space from edge (large square): 4 M
- **4.3** Space from edge (small square): 5 M
- **4.4** Variable box height with 2 M spacing

06 Salesfolder Paulaner

⑤ **Text**
- **5.1** Space from shading: 2 M
- **5.2** Headline font: Ceo Bold
- **5.3** Body text font: Ceo Reg
- **5.4** Font color: 100/72/0/56

⑥ **Graphics**
- **6.1** Space from shading: at least 2 M
- **6.2** Shadow:
  Opacity: 40%
  Space: 2 mm
  Size: 1.3 mm

⑦ **Notes**
- **7.1** Font: Ceo Reg
- **7.2** Font size: 8 pt
- **7.3** Font color: 100/72/0/56
- **7.4** Space from shading: 2 M

⑧ **Article ID**
Composed from the bottom

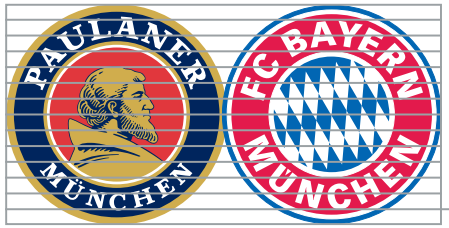
⑨ **Address line**
- **9.1** Space below: 2 M
- **9.2** Space from article ID: 2 M

⑩ **Background image**
Can be varied according to the theme

06 Salesfolder Paulaner – FC Bayern München

Legend

This is a detailed instruction how to layout a Paulaner salesfolder in partnership with FC Bayern München. For a two page folder, just leave the inside pages out.



1/14 emblem = M

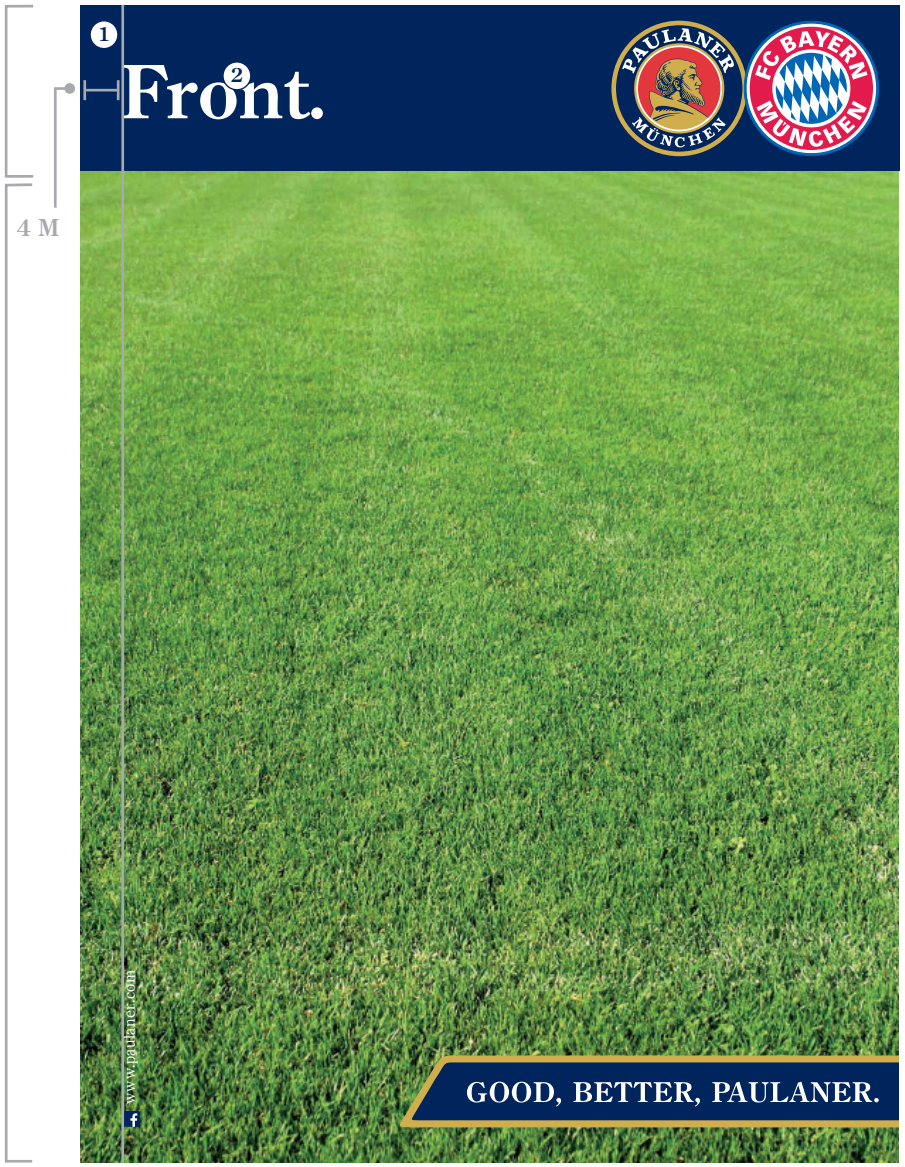
In Letter format, M equals 0.92 inches.

① **Bar**

- **1.1** Height: 1/7 of the format height
- **1.2** Color: 100/72/0/56

② **Headline**

- **2.1** Font: Ceo Bold
- **2.2** Width: should, if possible, match the full width of the text field without disturbing the logo
- **2.3** Position: centered with the blue bar
- **2.4** Space from edge: 4 M
- **2.5** Two-line headline: line spacing is 100% of the point size; in the case of 20 pt, the line spacing is likewise 20 pt



06 Salesfolder Paulaner – FC Bayern München

③ **Paulaner and Bayern Munich logos**

3.1 Space from edge = 2 M
3.2 Space above and below = 1.5 M
3.3 Centered with the blue bar
3.4 As long as the double logo is clearly visible in the main motif, the Paulaner logo can be used on its own if required for space reasons

④ **Slogan banderole**

4.1 Width: 7 M
4.2 Space below: 3.5 M
4.3 Space to the right: 2 M

⑤ **Social media and Website**

5.1 Space below: 3.5 M
5.2 Space from edge: 4 M
5.3 Space between Facebook logo and Website address: half the width of the Facebook logo
5.4 Font: Ceo Reg
5.5 Letter spacing: 40
5.6 National ending: .de
5.7 International ending: .com

⑥ **Background image**

Can be varied according to the theme

06 Salesfolder Paulaner – FC Bayern München

Legend

① **Bar**
- **1.1** Height: 1/7 of the format height
- **1.2** Color: 100/72/0/56

② **Headline**
- **2.1** Font: Ceo Bold
- **2.2** Width: should, if possible, match the full width of the text field without disturbing the logo
- **2.3** Position: centered with the blue bar
- **2.4** Space from edge: 4 M
- **2.5** Two-line headline: line spacing is 100% of the point size; in the case of 20 pt, the line spacing is likewise 20 pt

③ **Paulaner and Bayern Munich logos**
- **3.1** Space from edge = 2 M
- **3.2** Space above and below = 1.5 M
- **3.3** Centered with the blue bar
- **3.4** As long as the double logo is clearly visible in the main motif, the Paulaner logo can be used on its own if required for space reasons

06 Salesfolder Paulaner – FC Bayern München

④ **Shading**
- **4.1** Composition (large square): 40% opacity
- **4.1** Composition (small square): 50% opacity
- **4.2** Space from edge (large square): 4 M
- **4.3** Space from edge (small square): 5 M
- **4.4** Variable box height with 2 M spacing

⑤ **Text**
- **5.1** Space from shading: 2 M
- **5.2** Headline font: Ceo Bold
- **5.3** Body text font: Ceo Reg
- **5.4** Font color: 100/72/0/56

⑥ **Graphics**
- **6.1** Space from shading: at least 2 M
- **6.2** Shadow:
  Opacity: 40%
  Space: 2 mm
  Size: 1.3 mm

⑦ **Notes**
- **7.1** Font: Ceo Reg
- **7.2** Font size: 8 pt
- **7.3** Space from shading: 2 M
- **7.4** Font color: 100/72/0/56

⑧ **Background image**
Can be varied according to the theme

06 Salesfolder Paulaner – FC Bayern München

Legend

①

Bar

1.1 Height: 1/7 of the format height
1.2 Color: 100/72/0/56

②

Headline

2.1 Font: Ceo Bold
2.2 Width: should, if possible, match the full width of the text field without disturbing the logo
2.3 Position: centered with the blue bar
2.4 Space from edge: 4 M
2.5 Two-line headline: line spacing is 100% of the point size; in the case of 20 pt, the line spacing is likewise 20 pt

③

Paulaner and Bayern Munich logos

3.1 Space from edge = 2 M
3.2 Space above and below = 1.5 M
3.3 Centered with the blue bar
3.4 As long as the double logo is clearly visible in the main motif, the Paulaner logo can be used on its own if required for space reasons

④

Shading

4.1 Composition (large square): 40% opacity
4.1 Composition (small square): 50% opacity
4.2 Space from edge (large square): 4 M
4.3 Space from edge (small square): 5 M
4.4 Variable box height with 2 M spacing

06 Salesfolder Paulaner – FC Bayern München

⑤

Text

5.1 Space from shading: 2 M
5.2 Headline font: Ceo Bold
5.3 Body text font: Ceo Reg
5.4 Font color: 100/72/0/56

⑥

Graphics

6.1 Space from shading: at least 2 M
6.2 Shadow:
Opacity: 40%
Space: 2 mm
Size: 1.3 mm

⑦

Notes

7.1 Font: Ceo Reg
7.2 Font size: 8 pt
7.3 Font color: 100/72/0/56
7.4 Space from shading: 2 M

⑧

Article ID

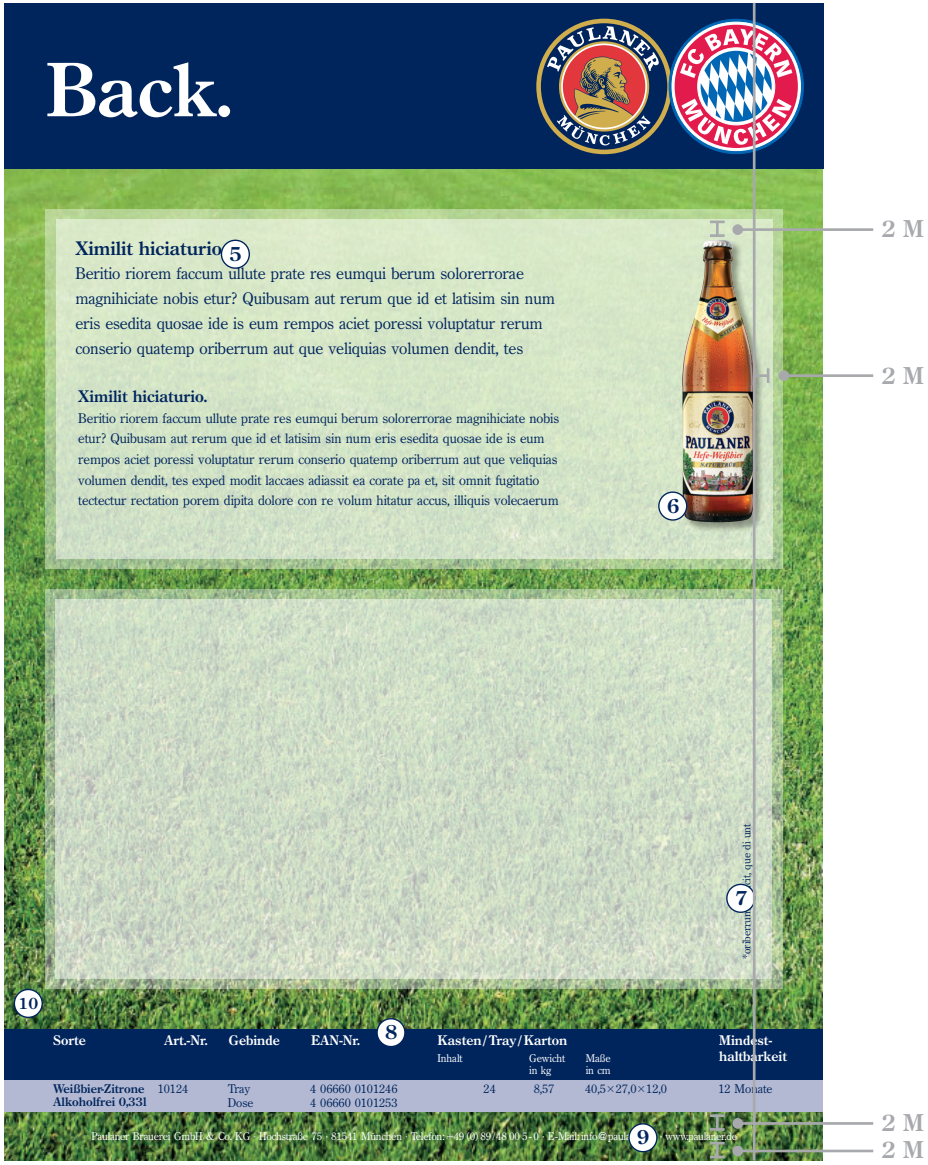
Composed from the bottom

⑨

Address line

9.1 Space below: 2 M
9.2 Space from article ID: 2 M

⑩

Background image

Can be varied according to the theme