



Bitte ein Bit

Bitburger

Style Guide

Brand Elements

Table of contents



BRAND ELEMENTS

- 4 Brand logo
- 5 Logo background and protected area
- 6 Colour rendering
- 7 Primary colours
- 8 Secondary colours
- 9 Unauthorised use
- 10 Slogan
- 11 Typography (emotional)
- 12 Typography (functional)
- 13 Type logos
- 15 Colours

BITBURGER BRAND LOGO

Brand Logo



The brand logo represents an inseparable unit and may not be modified or copied in any way. Only the original templates of the brand logo may be used for any type of application.

Standard version

The standard version is the preferred version of the brand logo and should appear as standard, if possible, on all applications.

Compact version

The compact version is used when it is not possible to guarantee that the effect of the standard version will be ideal. This can be the case with extreme landscape formats or small applications.

→ <http://www.bitburger-international.com/media-database>

Brand Logo | Logo Background and Protected Area



The brand logo generally appears on a white background.



Required protected area around standard version



Required protected area around the compact version.

Logo background

In order to ensure a high-quality and uniform brand image, the brand logo generally only appears on a white background. This regulation also represents a consistent implementation of the colour "white-gold".

Protected area

In order to ensure that the brand logo can always meet its design potential and function visibly as a message, a protected area has been defined for all versions of the brand logo. No other elements may appear in this free space.

Proceeding from the reference size X (height of identifier), X (height of identifier), a protected area of 0.3 X has been determined for the standard logo version. The same principle applies for the compact version with the exception that the protected area has been reduced to 0.1 X above and below.

Brand Logo | Colour rendering

	CMYK	Full tone	Black/white rendering
Brand logo Standard version			
Brand logo Compact version			

There are various types of colour rendering available for the brand logo. Depending on the type of use, you can select from a CMYK, full-tone or black and white colour rendering.

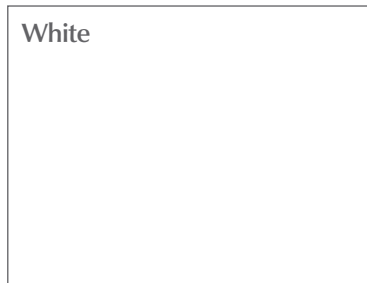
In terms of maintaining a consistent appearance, the aim should be to use either the four-colour or two-colour rendering of the brand logo.

If use of the four-colour and two-colour brand logo is not possible for reasons relating to production, the one-colour rendering may be used.

Only the original templates of the brand logo may be used for any type of application.

→ <http://www.bitburger-international.com/media-database>

Brand Logo | Primary Colours



CMYK 0 | 0 | 0 | 0

RGB 255 | 255 | 255

RAL 9016

Pantone C (2C print)

467 C

Pantone C (Football ribbon)

7556 C

Pantone C (Metallic/Product)

8383 C

Pantone U

467 U

Pantone Textile

14-1031

HEX

#DECA73

RGB

222 | 202 | 116

RAL

1002

HKS

5 K-50-30

Luxor

418 (Hot foil)

Simulation gold

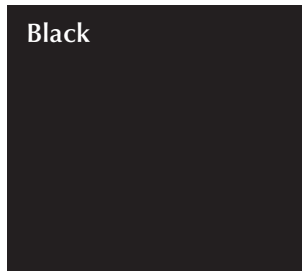


The primary colours white and gold define the superordinate colour code of the brand elements.

White generally serves as a brand background colour for all Bitburger applications. The primary colour gold is used in the components of the brand logo and other design elements.

Only the colour values specified here apply for the primary colours.

Brand Logo | Secondary Colours



CMYK	0 0 0 100
Pantone C	–
Pantone U	–
Pantone Textile	–
RGB	26 23 27
HEX	#1A171B
RAL	9017
HKS	88 K

CMYK	0 100 63 12
Pantone C	200 C
Pantone U	200 U
Pantone Textile	18-1663
RGB	207 0 61
HEX	#CF003D
RAL	3001
HKS	15 K

The secondary colours are only used with accentuation. Use of each of these colours is specified for certain areas:

Black should generally be used for typography (continuous text). The secondary colour black is also used for the brand logo (brand and product-related information).

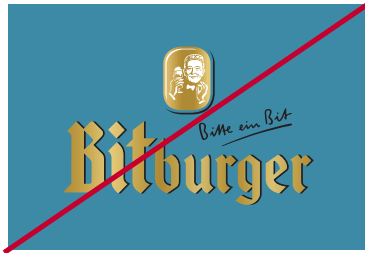
Red is used very sparingly indeed to emphasise individual text elements.

Only the colour values specified here apply for the secondary colours.

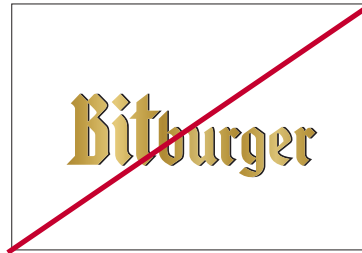
Brand Logo | Unauthorised Use



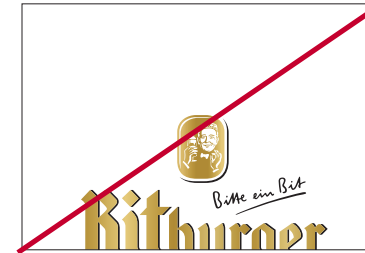
No use of undefined brand colours.



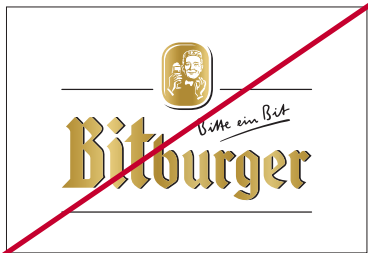
No unauthorised background colours for the brand logo.



No use of individual logo components.



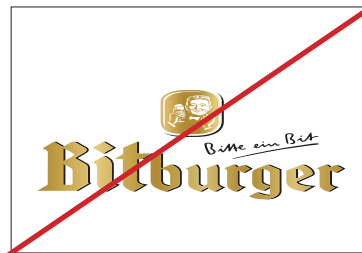
No placement in cut.



No additional elements for the brand logo.



No unauthorised arrangement of the logo elements.



No distortion of the brand logo.



No negative versions.

The brand logo is the central element of the Bitburger brand. Therefore, it is mandatory that the brand logo is presented correctly and to treat it with respect in all types of use.

The following points must be observed:
The colour, form and proportions of the brand logo may not be changed in any way.

The placement of the brand logo should only be carried out according to the specifications defined here.

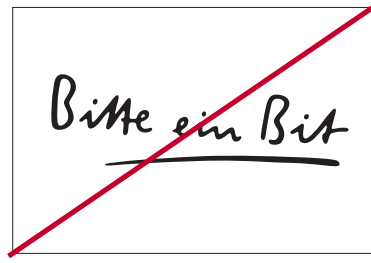
The protected zone of the brand logo, defined by protected area, may not be encroached upon or may not be encroached upon or breached by additional elements. The integrity of the sign must be preserved.

Incorrect use of our brand logo weakens our entire brand image.

Slogan



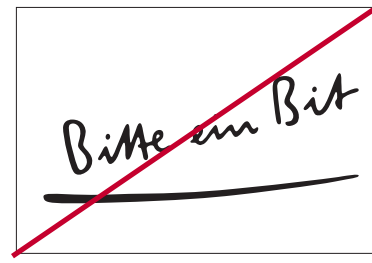
The slogan "Bitte ein Bit" must always have an angle of inclination of 14°.



No change to the angle.



No use of undefined colours.



No unauthorised layout of individual slogan elements.



No undefined links to other brand elements.

The slogan "Bitte ein Bit" may be used as a separate brand element. In this case, it must be ensured that the slogan is situated in a clear brand environment which ensures a link to Bitburger. The slogan "Bitte ein Bit" is positioned at an inclination angle of 14°.

Colour rendering

In general, only the colour version 1 (black) on a pale background is used for the slogan.

There is another colour version available for catering areas. This colour version represents a special case and may only be used in connection with catering applications.

Typography (Emotional)

ITC Garamond Std

ITC Garamond Std Light Narrow

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789(.,:;!\$& -*)

Area of application: Continuous texts

ITC Garamond Std Book Narrow

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789(.,:;!\$& -*)

Area of application: Headlines

ITC Garamond Std is Bitburger's preferred company font.

Applications with an emotional use of lettering are with ITC Garamond Std in the font variations presented here.

ITC Garamond Std is only intended for the emotional use of lettering.

Typography (Functional)

Optima

Optima Regular (Standard)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789(,;:?!\$& -*)

Optima Demi

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789(,;:?!\$& -*)

Optima Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789(,;:?!\$& -*)

Optima is Bitburger's secondary company font.

Applications with a functional use of lettering are with Optima in the font variations presented here.

Optima is only intended for the functional use of lettering.

For example, it is used for the following areas in product features:

- Labels and reverse-side design
- Sender information
- Info texts

BITBURGER TYPE LOGOS

Bitburger Type Logos



Standard version



Standard version – long



Compact version

Various versions are also defined for the type logos. The categories here are standard version, compact version – long and triad version – long. The areas of use for the respective logo versions are clearly specified.

Standard version

The standard version is the preferred version of the brand logo and should appear, if possible, on all applications, particularly in commerce and promotion of the different types.

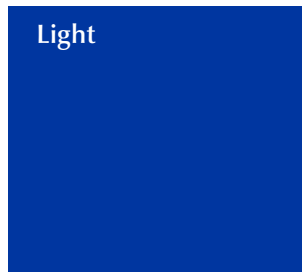
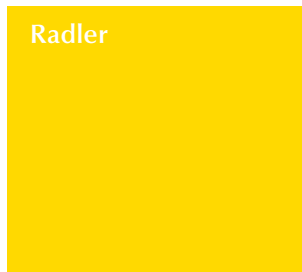
Standard version – long

The standard version – long is used on beverage menus in catering, as an example.

Compact version

The compact version is used in cases in which it is no longer ensured that the standard version of the brand logo is having the ideal effect. This may be the case with extreme landscape formats or small applications (e.g. trays or reverse-side labels).

Bitburger Type Logos | Colours



CMYK	0 6 95 0	100 66 0 2	28 100 94 33
Pantone C	108 C	286 C	7427 C
Pantone U	108 U	Reflex Blue U	7427 U
Pantone Textil	13-0758	19-3864	19-1543
RGB	255 288 0	0 85 159	128 0 35
HEX	#FFE400	#00559F	#800023
RAL	1023	5002	3011
HKS	3 K	42 K-100-30	28 K-100-30

The colour values listed here have been defined for all types under the Bitburger brand.

Only the colour values specified here apply for the type colours.