

A close-up, high-contrast photograph of a rotating metal grinding wheel. The wheel is dark and textured, with bright sparks and light reflecting off its surface as it spins. The background is blurred, showing more of the industrial environment.

Köstritzer

GLOBAL BRAND MANUAL

Updated: August 2019

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These guidelines set out Köstritzer's corporate design with a view to keeping the brand identity consistent and raising brand awareness.

Some of the image-based materials can be found in the Bitburger Media Database:
www.bitburger-international.com/en/media-database

Basic layouts and changes need to be approved by lead agency MACKAT before going to print.

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BRAND

BRAND LOGO

The text in the Köstritzer logo appears in white on a black or dark background with a red underline.

It can only be placed on a white/light background if a strictly defined black field is used (see page 05).

The logo text may not appear in black directly on a white background (the exception to this rule is when the logo text appears with the name of the type of beer on a menu; see page 07).



BRAND LOGO

TEXT ON A WHITE BACKGROUND

When placing the logo text on a white background, a black backing field must be used as per the formal specifications as follows: the width of the letter 'i' determines the amount of black space around the logo text ①. The radius of the rounded corners is $0.25x$. These proportions must be followed when the logo text appears against a white background and must not be changed in any way.



BRAND LOGO UNAUTHORISED USE

The logo text is fixed and may not be changed in its composition.

On the right are examples that are inadmissible.



Logo text without red underline



Old logo text with golden shadow








Positive logo text on a light background

BRAND LOGO TEXT FOR TYPES OF BEER

APPLICABLE ONLY TO USE ON MENUS:

In this case, the logo text can appear in black on a white background (only when combined with name of the type of beer). There should be no underline here.

Name of type of beer in gold/white (on black/dark-coloured backgrounds)	Name of type of beer in gold/black (on white/light-coloured backgrounds)	Name of type of beer (1 C design for white/light-coloured backgrounds)	Name of type of beer (1 C design for black/dark-coloured backgrounds)
			
			

BRAND FONTS

BODY TEXT

Helvetica Neue LT Std 57 Condensed is the font used in all body text.

HEADINGS

There are two options for headings:
Helvetica Neue LT Std 67 Medium Condensed is the main font used here.

Helvetica Neue LT Std 97 Black Condensed can also be used when a heading needs to be even more eye-catching than normal.

The fonts specified above require a licence, meaning that every user needs to purchase them separately.

Body text.

Helvetica Neue LT Std
57 Condensed
Spacing: 10

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789'!*+ #-.,\$&%\$/()=-><

Headings.

Helvetica Neue LT Std
67 Medium Condensed
Spacing: 20

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789'!*+ #-.,\$&%\$/()=-><

Helvetica Neue LT Std
97 Black Condensed
Spacing: 20

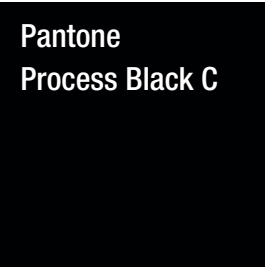
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789'!*+ #-.,\$&%\$/()=-><

BRAND COLOURS

The Köstritzer brand colours of black, red and gold are matched to defined Pantone colours and corresponding CMYK specifications.

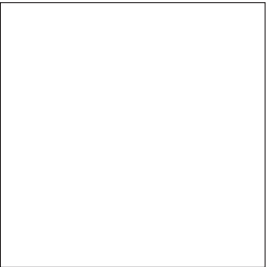
Solid colours should ideally be used in line with the CMYK specifications to ensure that the end result is as accurate as possible.

Black.
(Areas)



C 50
M 30
Y 30
K 100

White.
(Text)



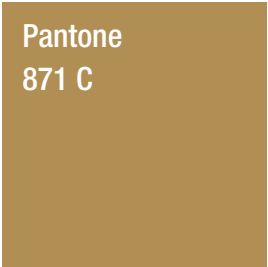
C 0
M 0
Y 0
K 0

Red.
(Elements used for emphasis and logo text)



C 0 R 237
M 100 G 28
Y 100 B 28
K 5

Gold.
(Names of types of beer and text)



C 0
M 23
Y 62
K 35



IMAGES

IMAGES BACKGROUND SCENES

The images shown on the right can be used in communications abroad.

Before you make use of any images, please get in touch using the contact details below to check the usage rights:

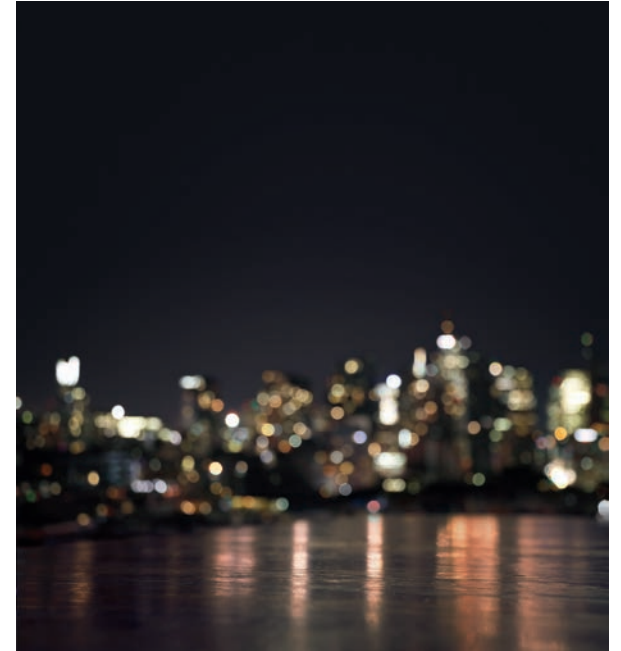
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Bar with table



Skyline

IMAGES FOOD SEQUENCES

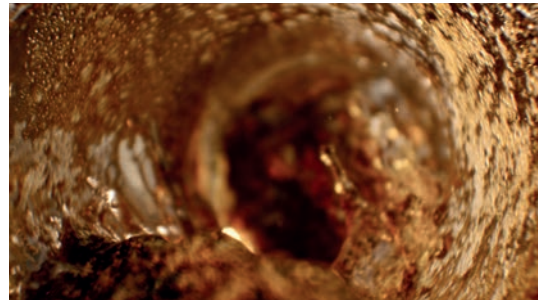
It is possible to take the moving image food sequences and render individual frames that are primarily used as footage material, e.g. in flyers.

If you would like to use these images, please submit your request using the contact details below:

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LAYOUT

LAYOUT LANDSCAPE AND PORTRAIT LAYOUT

The products are depicted consistently in the 'Bar with table' image.

In the portrait layout, the heading is centre-aligned, with the text appearing above the image in the middle.

In the landscape layout, the heading is centre-aligned, appearing to the left of the product.

The little red flag inserted behind the bottle draws in more attention.

Refer to the next page for further details on this.



LAYOUT ELEMENTS USED FOR EMPHASIS

The elements used for emphasis have the same diagonal slant as the little flag on the bottle's label ①.

They appear in the form of a little flag positioned behind the Köstritzer product, with the option of the width and length being altered. The distance between the text and the edge of the bottle must be the same as the width of the 'ri' in the Köstritzer logo ②.

Where possible, the text in elements used for emphasis should be in line with the logo on the glass or bottle ③.

The text in elements used for emphasis appears in sentence case in Helvetica Neue – 67 Medium Condensed.

These elements should appear in the standard Köstritzer Red brand colour as per the following specifications:

PANTONE 186 C

C=0 | M=100 | Y=100 | K=5

R=237 | G=28 | B=28



A close-up, high-contrast photograph of a fish's head and scales. The fish is positioned diagonally, with its head in the upper left and its body extending towards the bottom right. The scales are highly detailed, showing a mix of dark brown, reddish-brown, and golden-brown hues. The background is blurred, showing horizontal lines of light and dark, suggesting a body of water or a similar environment. In the bottom left corner, there is a black rectangular box containing the word "PACKSHOTS" in white, bold, sans-serif capital letters.

PACKSHOTS

PACKSHOTS PRODUCT DESCRIPTIONS



KÖSTRITZER SCHWARZBIER

GERMANY'S NUMBER ONE
BLACK LAGER BEER

Köstritzer Schwarzbier brings you a unique flavour sensation. Barley is processed as part of a special roasting process to produce lightly roasted malt that gives this speciality beer its exquisite malty flavour and distinctive deep-black colour.

Bottom-fermented
4.8% ABV
11.4% original gravity



KÖSTRITZER EDEL PILS

PILS MADE WITH DELICIOUSLY
AROMATIC HOPS

Köstritzer Edel Pils is brewed using the traditional Pilsner method. The beer is hopped for a second time, with the deliciously aromatic hops giving it that special refined taste.

Bottom-fermented
4.8% ABV
11.3 % original gravity



KÖSTRITZER MEISTERWERKE PALE ALE

MASTER BREWING
BASED ON TRADITION

The master brewers at Köstritzer have studied English ale recipes at length and interpreted them in line with their own methods for brewing speciality beers. The unique combination of bitter and aromatic hops provides intense notes of citrus and berries, giving Köstritzer Pale Ale its punchy acidity.

Top-fermented
7.0% ABV
15.2 % original gravity

PACKSHOTS BOTTLES



Köstritzer
Schwarzbier
0.5 litre



Köstritzer
Schwarzbier
0.33 litre



Köstritzer
Meisterwerke Pale Ale
0.5 litre

PACKSHOTS BOTTLE WITH GLASS



PACKSHOTS CANS



Köstritzer
Schwarzbier
0.5 l can



Köstritzer
Schwarzbier
0.33 l can



Köstritzer
Schwarzbier
4 x 0.5l cans



Köstritzer
Schwarzbier
24 x 0.5l cans

PACKSHOTS SIX PACKS AND BOTTLEMASTER



Köstritzer
Schwarzbier
6x0.5l six pack



Köstritzer
Schwarzbier
6x0.33l six pack



Köstritzer
Schwarzbier
6x0.33l bottlemaster

PACKSHOTS CASES



Köstritzer
Schwarzbier
24 x 0.33l bottles



Köstritzer
Meisterwerke Pale Ale
8 x 0.5l bottles



EXAMPLES

EXAMPLES



Card for tables



Roller banner



Bar with display stand
for trade fairs and
exhibitions