



Mash & Lauter

Marketing. Redefined.

Brand Guidelines 2022

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Design



Logos

Mash & Lauter has vertical and horizontal logos. When using the logo, use your design judgement to determine which logo to use based on the project and space. Be consistent in the use of the logo in similar applications. For example, all sell sheets should have the same logo orientation to create consistency within those pieces of collateral.

Note: These logo lockups are not to be altered in any way. Do not adjust elements or change text size at any time. You may also not add anything into or onto the logos themselves.



Logo Usage

When using the Mash & Lauter logo, always give the logo space to breathe. When working with little content, provide as much space for the logo to sit in. On projects that require a lot of text, ensure there is at least .5" of space on all sides of the logo and the nearest text on the page. Where you see the dashed lines, no type or other elements should be within these areas.



Logo Dont's

The Mash & Lauter logo cannot be altered in any way. Please refer to the examples below of how to not alter the logo.



Skew



Remove Elements



Add Elements



Add Drop Shadow



Change Color

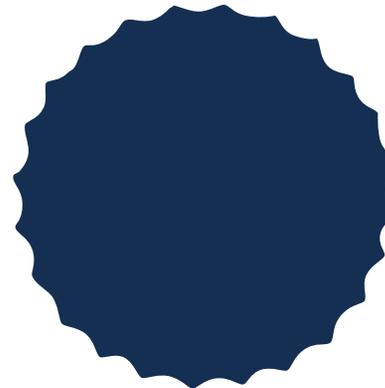


Distort

Color

The following is the approved color palette of the Mash & Lauter brand. Only these colors can be used in all materials (outside of imagery used). Opacities can only be utilized when creating photo imagery (see page x for more detail regarding color opacities).

Primary Colors



C:97, M:83, Y:41, K:36
R:25, G:49, B:83
HEX# 193153

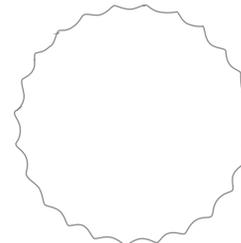


C:2, M:13, Y:63, K:0
R:251, G:217, B:121
HEX# fbd979

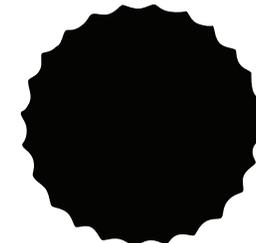
Secondary Colors



C:20, M:33, Y:96, K:1
R:206, G:165, B:50
HEX# cea532



C:0, M:0, Y:0, K:0
R:255, G:255, B:255
HEX# ffffff



C:75, M:68, Y:67, K:90
R:0, G:0, B:0
HEX# 000000

Logo Color

The Mash & Lauter logo should be used as is for all color printing.



For one color options, a white or black logo can be used. Use your design judgement to know which option to use.



When using a one-color logo, only use white or black.

For black and white printing, a Mash & Lauter grayscale logo should be used.



When using a logo for black and white advertisements, use the grayscale logo.

Typography

Bebas Neue Pro and Open Sans are the two fonts Mash & Lauter uses.

For headers and sub headers, Bebas Neue Pro is used. There are many Bebas Neue font options but Regular or Bold should be used for H1 headers. Bebas Neue Light can be used as an H2 option.

For tertiary headers Open Sans Light is used.

For body text, Open Sans Regular or Open Sans Light can be used. When the body text is on a back image, Open Sans Regular must be used.

Bebas Neue Pro Regular

A B C D E F G H I J K L M N
O P Q R S T U W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

Open Sans Regular

A B C D E F G H I J K L M N
O P Q R S T U W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

Open Sans Light

A B C D E F G H I J K L M N
O P Q R S T U W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

Open Sans Semi Regular

A B C D E F G H I J K L M N
O P Q R S T U W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

Icons

Communications that utilize one or more icons should be used as shown.

Mash & Lauter icons should adhere to a similar style. Use white icons for colored backgrounds and the Mash blue for white backgrounds. New icons created must be approved by the Marketing Team before common use.

Headers for icons adhere as tertiary headers and an Open Sans Light font should be used.

When using icons in imagery, make sure you adhere to Mash & Lauter guidelines and ensure the icons are located inside the Mash yellow bottle cap.



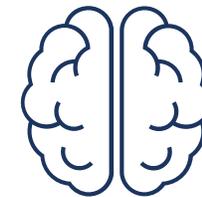
Real Estate



Real Estate



Psychiatry



Psychiatry



Icon

The Mash & Lauter barley and hop icon can be used as a design element when needed.

When the icon is placed over an image or colored background, use the white image.



When the icon is going to be used on a white background, use the image that has the yellow barley and the blue hop.



Photography

When using photography as a background for Mash & Lauter, make sure the photo hue/saturation is in the color scheme of:

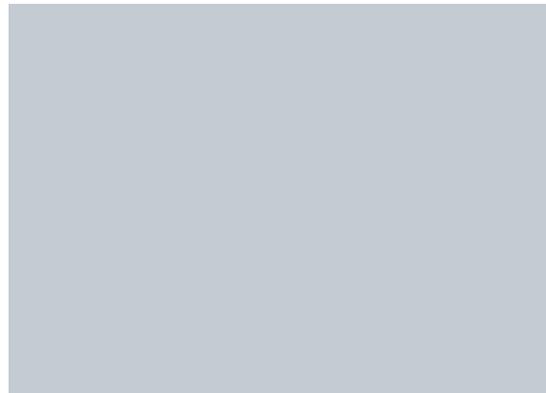
Option: Colorize

Hue: 220

Saturation: 40

Lightness: -40

When adding text over images, add a transparent rectangle between 25 - 35% using the Mash & Lauter navy blue as the color.



25%



35%



Style



Our Philosophy

We bring a lot of elements together and brew them for a final end product.

Making A Great Marketing Plan

Is Like Brewing A Great Beer.



Strategy

Our strategies are like roadmaps. Navigating through market research, product strategy, business planning, innovation and ideation.



Development

A brand's voice falls silent without carefully crafted content; We strategically design content and creative to meet growth goals.



Execution

Vision shapes the nature of what we craft. Through strategy, process and purpose, we execute relentlessly for our clients.

Our Personality

We're All About Passion

And We Love Helping
People's Businesses Grow.

As an agency dedicated to profitable growth, we can't be everything for everyone. That's why we work with clients where there is mutual synergy and a shared end-goal. With growth as a fundamental objective, using our proven process, we can market any product or service, regardless of vertical, in any field.

Our Approach

Because no two clients are alike, we draw unique business strategies for each of our clients. These strategies effectively work like roadmaps. Navigating through research, budget, your brand, and innovation, they illustrate the fastest course to your destination: long-term growth.



Voice

Our process works for our clients, and we know it can work well for you too. Along with our process, you should also know we're committed to three things:



Authenticity

We treat clients with respect and transparency to foster the best relationships.

Action

We deliver big results by using targeted strategies.

Accountability

We follow through when we say we'll do something—without exception.

