

CORPORATE DESIGN MANUAL

M E T A B R E W S O C I E T Y

BORED
brands
studio



METABREWSOCIETY

CONTENT

03

Logo

24

Design
Elements

45

NFT
Design

11

Font

30

Values

48

Social
Media

17

Colors

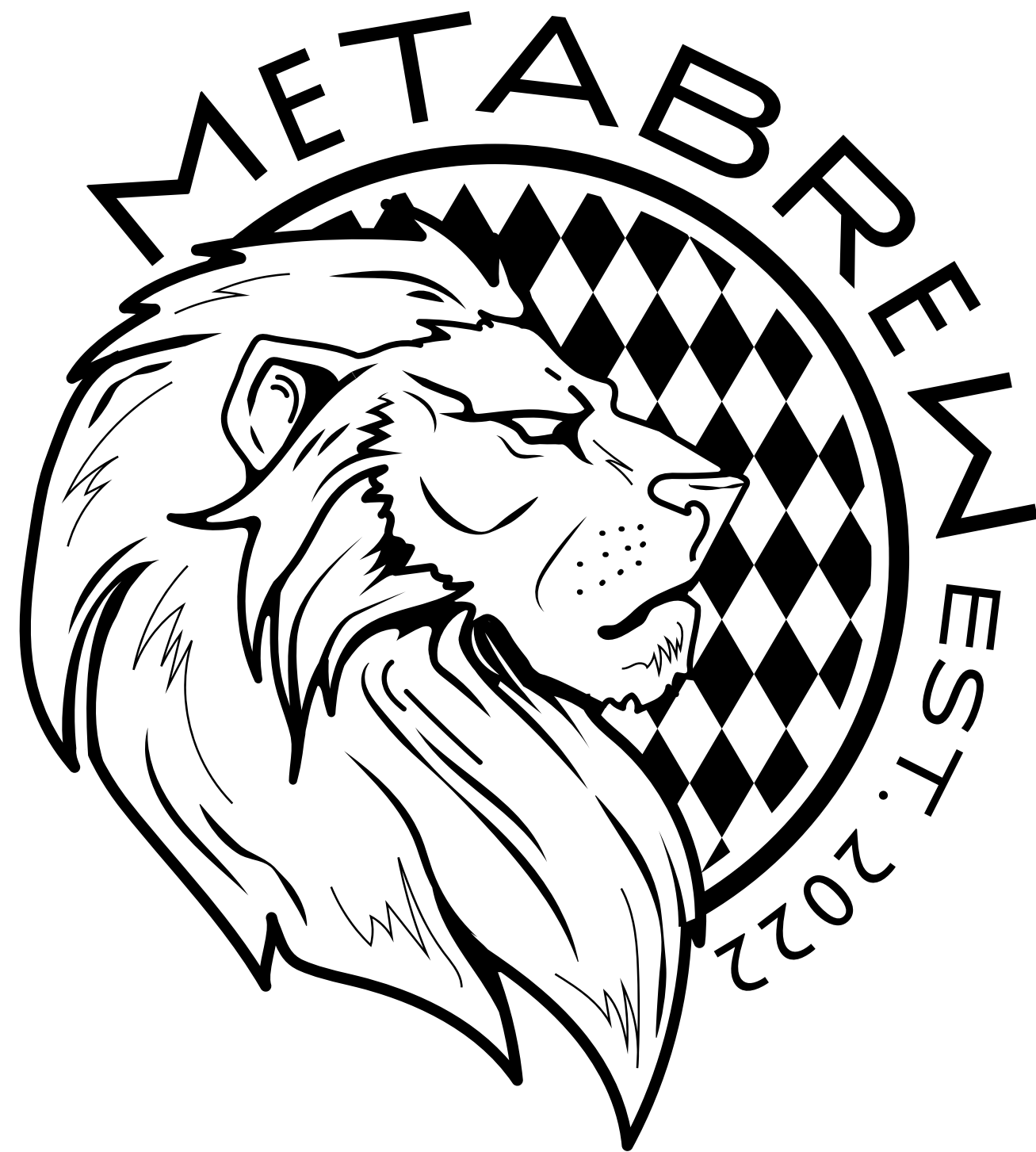
32

Can
Design

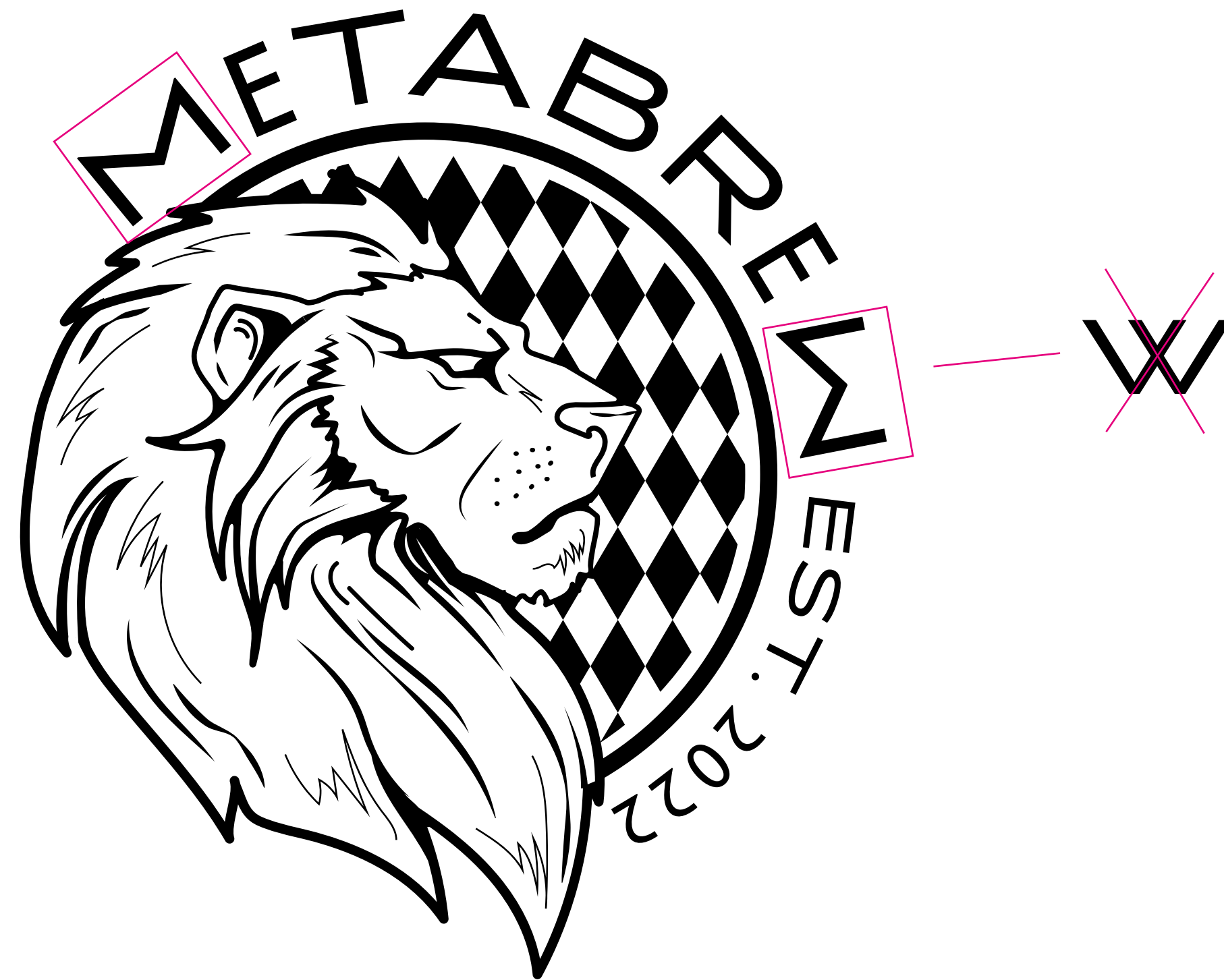
50

Merchandise

LOGO



#01 // Usage on light backgrounds



#01 // The letter «W» is actually an upside-down «M»



#01 // Usage on dark backgrounds



#01 // Logo without Font



**META
BREW
SOCIETY**

#02 Horizontal // Usage on light backgrounds

**META
BREW
SOCIETY**

#02 Horizontal // Usage on dark backgrounds

**META
BREW**

**META
BREW**

#02 Horizontal // Logo without Font

FONT

AA

ANISETTE STD

**LEVERAGE AGILE FRAMEWORKS TO PROVIDE A ROBUST SYNOPSIS FOR
HIGH LEVEL OVERVIEWS. ITERATIVE APPROACHES TO CORPORATE STRATEGY
FOSTER COLLABORATIVE THINKING TO FURTHER THE OVERALL VALUE
PROPOSITION. ORGANICALLY GROW THE HOLISTIC WORLD VIEW OF
DISRUPTIVE INNOVATION VIA WORKPLACE DIVERSITY AND EMPOWERMENT.**

BOLD

Aa

Montserrat

Leverage agile frameworks to provide a robust synopsis for high level overviews. Iterative approaches to corporate strategy foster collaborative thinking to further the overall value proposition. Organically grow the holistic world view of disruptive innovation via workplace diversity and empowerment.

Semibold

**LEVERAGE AGILE FRAMEWORKS TO PROVIDE A
ROBUST SYNOPSIS FOR HIGH LEVEL OVERVIEWS.
ITERATIVE APPROACHES TO CORPORATE STRATEGY
FOSTER COLLABORATIVE THINKING TO FURTHER
THE OVERALL VALUE HERVORHEBUNGEN IM
TEXT PROPOSITION.**

Anisette Std Bold
font size: 26 line spacing Auto

Leverage agile frameworks to provide a robust synopsis for high level overviews. Iterative approaches to corporate strategy foster collaborative thinking to further the overall value Hervorhebungen im Text proposition. Organically grow the holistic world view of disruptive innovation via workplace diversity and empowerment.

Montserrat Semibold
Font size: 16 line spacing 25

Montserrat Bold
Font size: 16 line spacing 25

METABREWSOCIETY

The brand name „MetaBrewSociety“ is written as a single word and always set in Anisette Std.

M B S
~~**M B S**~~

The letters M, B and S are always set in capital letters.

SEPTEMBERFEST

The Name „Septemberfest“ is written as a single word and always set in Anisette Std.

S B F
~~S~~ ~~B~~ ~~F~~

The letters S, B and F of „Septemberfest“ are always set in capital letters.

COLORS

GOLD

CMYK 7 - 10 - 40 - 0
RGB 242 - 225 - 172
HEX #f2e1ac



BEIGE

CMYK 16 - 24 - 51 - 3
RGB 217 - 189 - 137
HEX #d9bd89



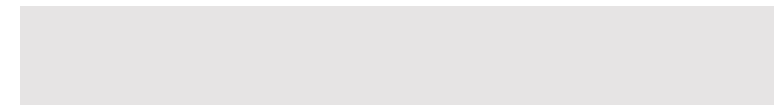
BROWN

CMYK 33 - 51 - 79 - 32
RGB 140 - 102 - 55
HEX #8c6637



LIGHT GRAY

CMYK 12 - 9 - 10 - 0
RGB 229 - 228 - 228
HEX #e5e4e4



DEEP BLUE

CMYK 88 - 73 - 60 - 85
RGB 13 - 19 - 22
HEX #0d1316



BLACK

CMYK 0 - 0 - 0 - 100
RGB 0 - 0 - 0
HEX #000000



MetaBrewSociety's color palette is first of all bold and confident.

Blueish Black and Gray tones form the basis of the color palette. Backgrounds should be colored in Deep Black, Deep Blue or white. The accents are mainly gold or beige, reminiscent of the golden color of a good beer.

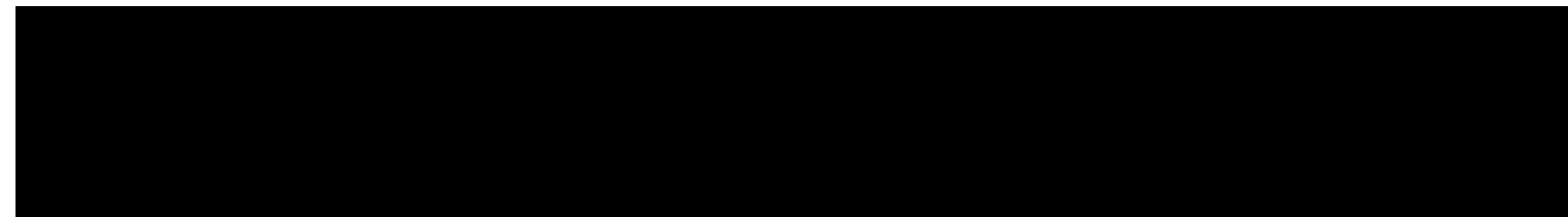
The focus of the brand is a masculine look.

BRAND COLORS

BACKGROUND
COLOR

HELLES VOLLBIER

#000000
CMYK 0 - 0 - 0 - 100



ELEMENT
COLOR

#4e4139 #71432d #be8b57 #e4d39f
CMYK 0 - 23 - 26 - 83 CMYK 37 - 67 - 76 - 47 CMYK 22 - 45 - 68 - 11 CMYK 13 - 15 - 44 - 1

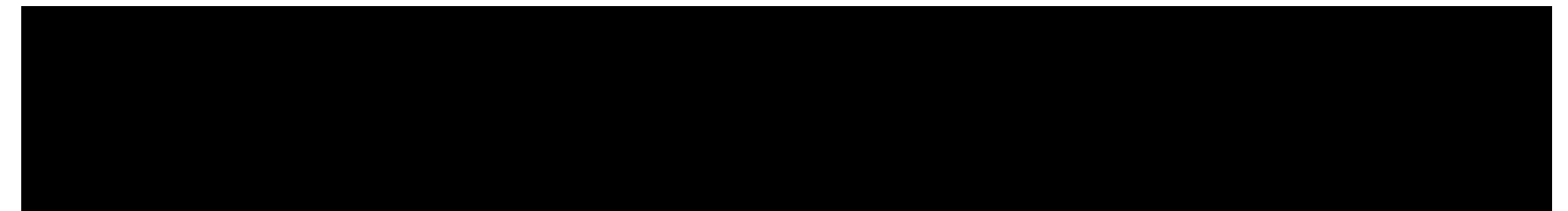


FESTBIER

#4e4139 #71432d #be8b57 #e4d39f
CMYK 0 - 23 - 26 - 83 CMYK 37 - 67 - 76 - 47 CMYK 22 - 45 - 68 - 11 CMYK 13 - 15 - 44 - 1



#000000
CMYK 0 - 0 - 0 - 100



BRAND COLORS - CANS

BACKGROUND
COLOR

BAVARIAN PALE ALE

#8c9f4c
CMYK 51 - 22 - 82 - 6

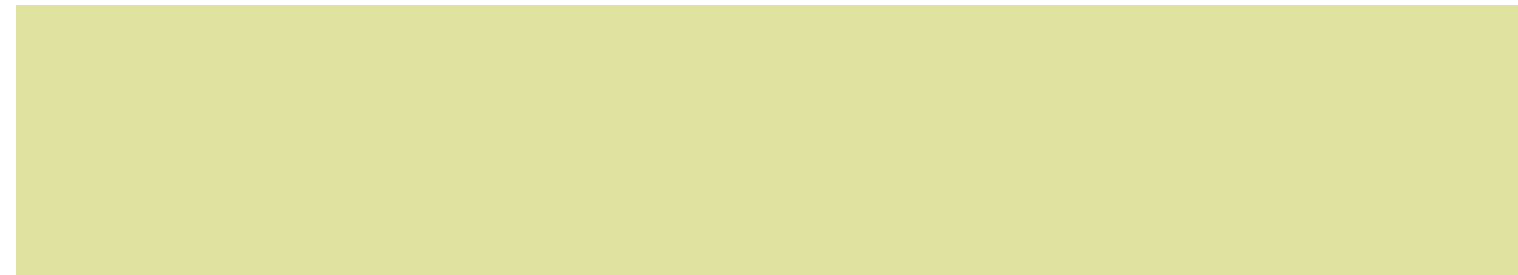
#b4cd70
CMYK 37 - 3 - 68 - 0

#e4ebb1
CMYK 15 - 0 - 40 - 0



ELEMENT
COLOR

#e0e3a0
CMYK 17 - 3 - 47 - 0



BAVARIAN DARK ALE

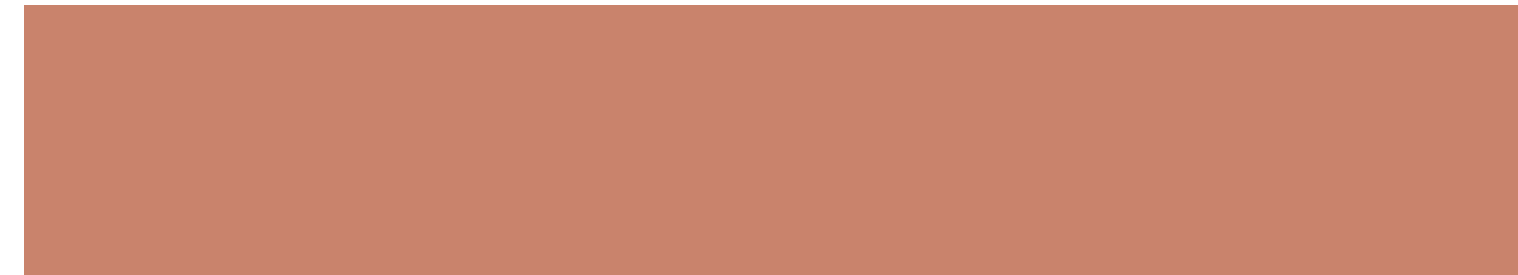
#3b1c22
CMYK 51 - 79 - 53 - 75

#5b2328
CMYK 38 - 85 - 61 - 61

#a1494f
CMYK 27 - 77 - 55 - 22



#c9836c
CMYK 0 - 49 - 47 - 23



BRAND COLORS - CANS

BACKGROUND
COLOR

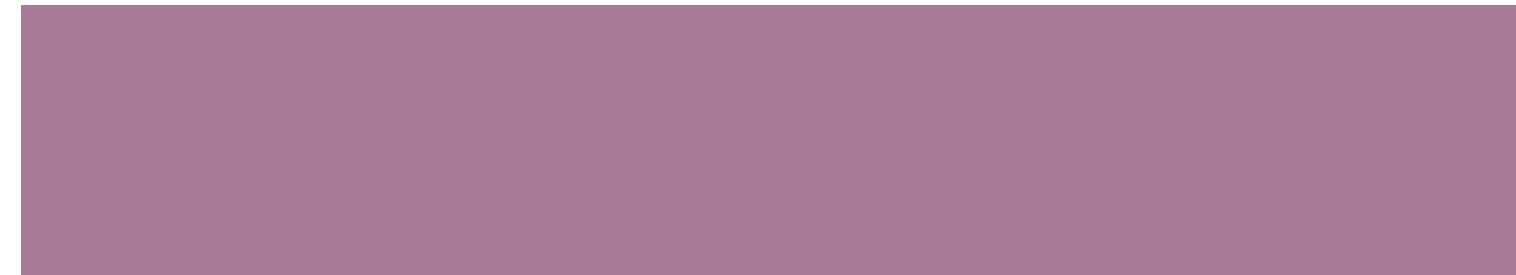
BAVARIAN WHEAT ALE

#2f1332 #5c2b48 #a46391
CMYK 83 - 100 - 40 - 61 CMYK 57 - 85 - 39 - 44 CMYK 41 - 69 - 18 - 2



ELEMENT
COLOR

#a97b97
CMYK 40 - 57 - 26 - 0



BAVARIAN SOUR ALE

#d38636 #f6a118 #f8c41c
CMYK 15 - 52 - 85 - 4 CMYK 0 - 43 - 93 - 0 CMYK 3 - 24 - 91 - 0



#ffe6a8
CMYK 0 - 10 - 42 - 0



BRAND COLORS - CANS

BACKGROUND
COLOR

METABREW 0,0%

#255275 #3d80b8
CMYK 90 - 62 - 32 - 18 CMYK 77 - 42 - 9 - 0



ELEMENT
COLOR

#8fb5c7
CMYK 49 - 19 - 18 - 0



INDIA PALE ALE

#b04626 #c6502c #e57042
CMYK 19 - 79 - 88 - 18 CMYK 14 - 77 - 86 - 9 CMYK 5 - 66 - 76 - 1



#f6a66b
CMYK 0 - 43 - 61 - 0



BRAND COLORS - CANS

BACKGROUND
COLOR

METABREW GLUTENFREE

#004d4a

CMYK 91 - 38 - 57 - 49

#105352

CMYK 87 - 40 - 55 - 43

#196d68

CMYK 82 - 28 - 52 - 30



ELEMENT
COLOR

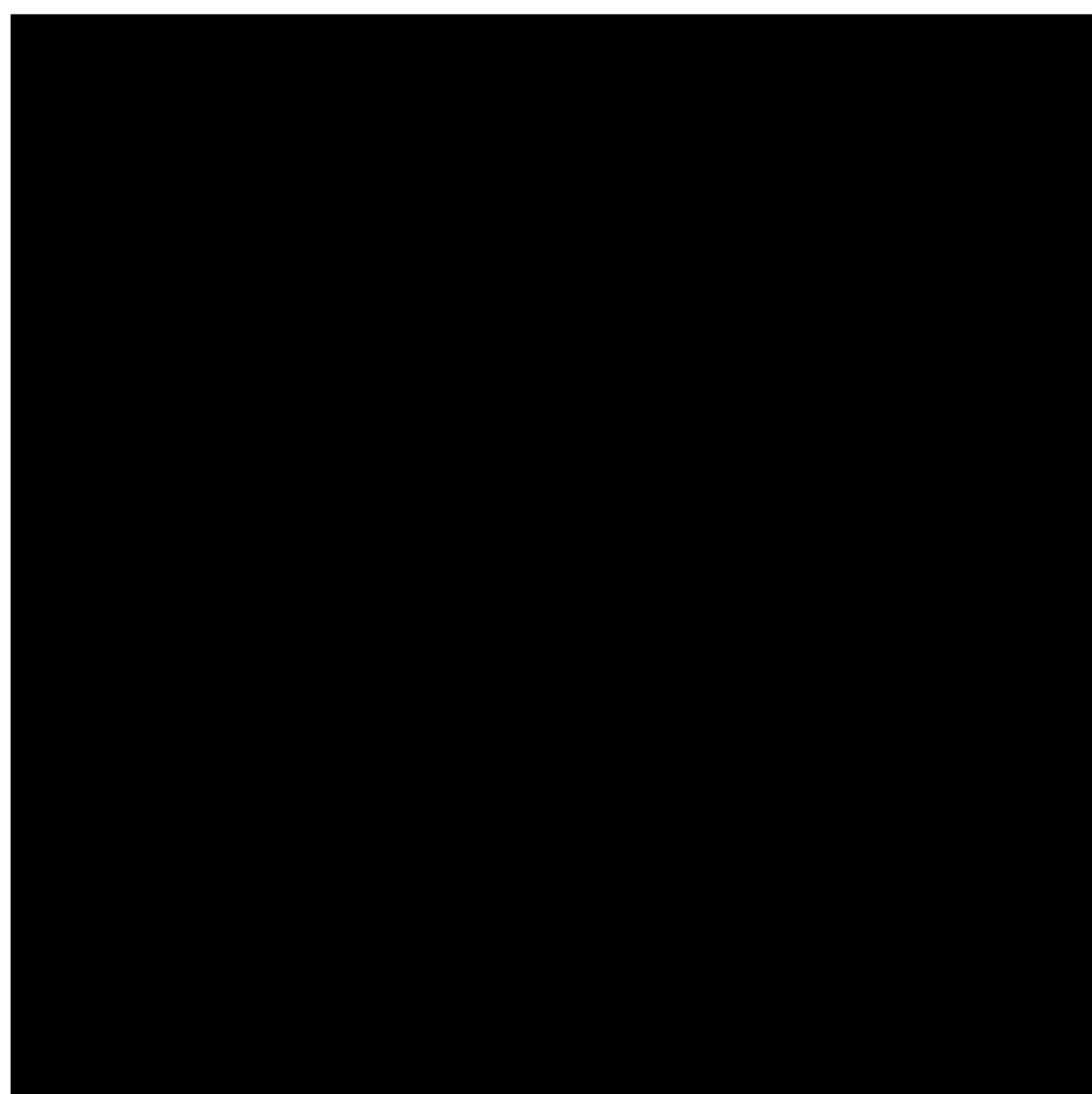
#81a399

CMYK 50 - 17 - 36 - 14



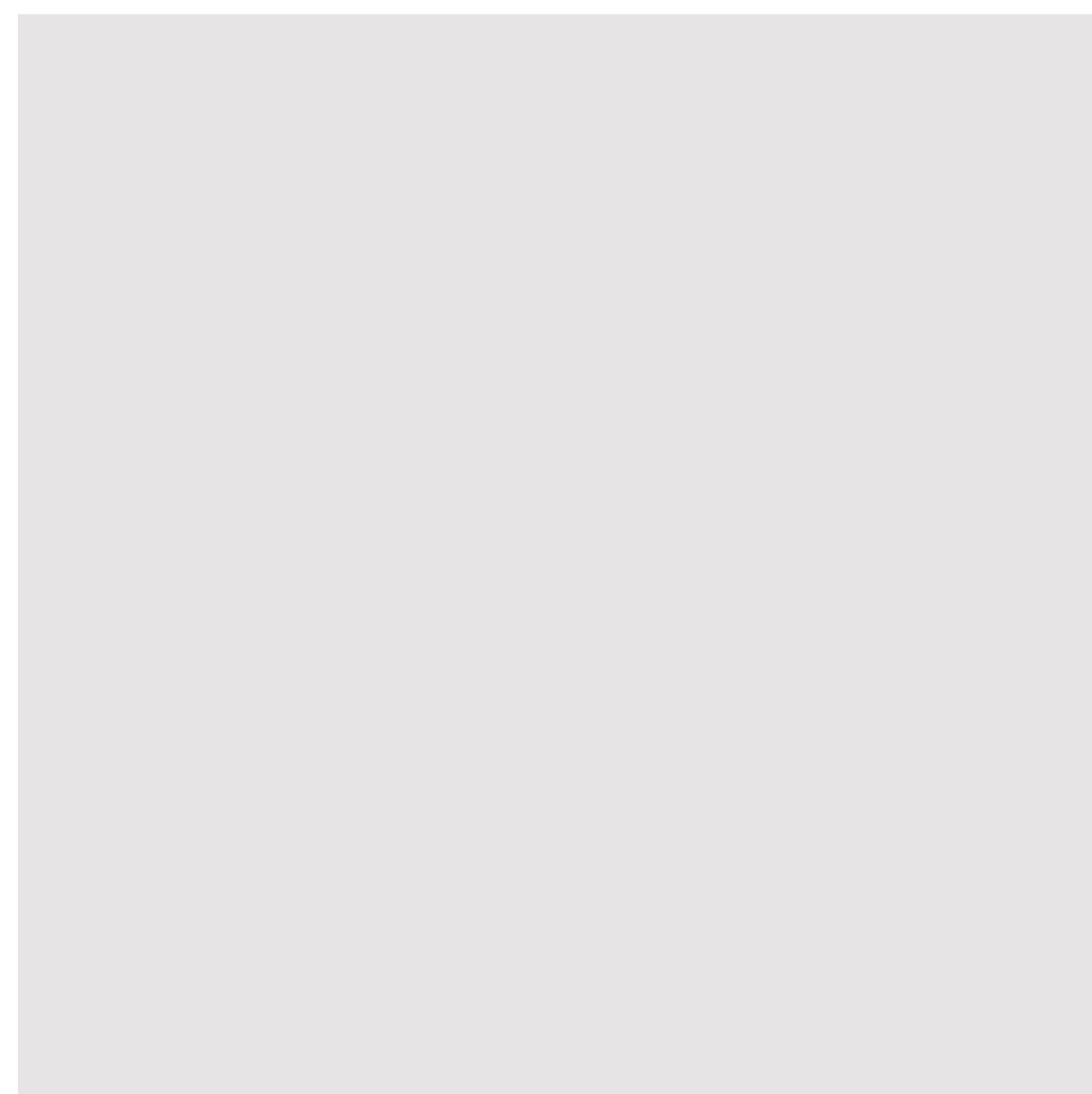
BRAND COLORS - CANS

DESIGN ELEMENTS



Deep Black

CMYK 50 - 20 - 20 - 100



Light Gray

CMYK 12 - 9 - 10 - 0



Gradient with Ornaments

-



Deep Blue

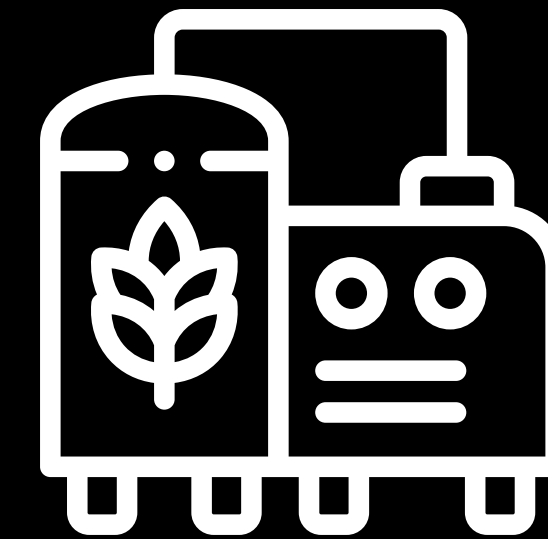
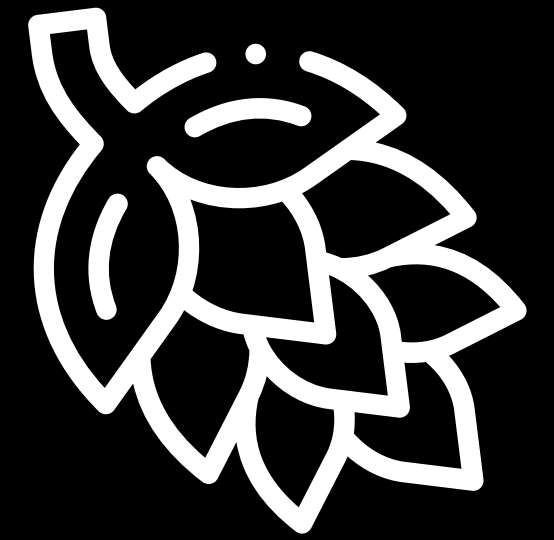
CMYK 88 - 73 - 60 - 85

BACKGROUNDS

For icons, a monochrome outline style is used. The lines should be created with small interruptions. Shapes and corners are primarily rounded. The thickness of the lines should be medium, so that the icons look strong, but still detailed.

The icons are to be set exclusively in White, Deep Black or Beige.

In individual cases, Traits can also be used as icons.



ICONS

The NFT traits may be placed in the background or foreground of social media posts. They express the mood of the brand and the look of the NFT Art.

Another possible use is as a replacement for icons. However, icons must not be mixed with illustrations, so either only traits or only icons may be used in a design to convey content.

If traits are placed in the background, make sure that they are placed as large as possible so that the design does not become too unstable. The opacity of the traits must always be 100%. They are not allowed to be used in any other color.

NFT TRAITS



Beer-Glass-and
Bottle
[Link](#)



Crossed-Bottle-Opener-
MBS
[Link](#)



3-Beer-Bottles-Logo
[Link](#)



6er-Beer-Basket-Lion
[Link](#)



12er-Beer-Basket
[Link](#)



0,5-L-Beer-Can-
Ornament
[Link](#)



Cold-Beer-Lion-Roar
[Link](#)



1-Hop
[Link](#)



2-Hop
[Link](#)



Two-Beer-Glasses
[Link](#)



Beer-Mugs-Prost
[Link](#)



Stone-Mug-Ornament-1
[Link](#)

NFT TRAITS

The MetaBrew lions appear repeatedly in the communication. Only the lions that can be seen on the right should be used here.

They can be placed in the background of designs with an opacity of 50% (70% for print products), or in the foreground with 100% opacity.

When placing them, make sure that a solid area in the color of the background is placed behind the lions, so that no patterns are visible through the illustrations. It is also important to make sure that the face (especially the eye and nose area) is not covered and that the lions are placed facing the center.

LIONS



Lion roar
[Link](#)



Lion with can
[Link](#)



MB Logo white without Font
[Link](#)

VALUES

MetaBrewSociety is about to become the leading Web3 beer brand and community. Created by a group of 8 friends and entrepreneurs who love crypto, tech, beer, delicious food and festivals.

At MetaBrewSociety, trust, fun and revolution play an overriding role and characterize everything that MetaBrew lives outwardly.



VALUES

CAN DESIGN



CAN DESIGN - CLASSIC LINE



Special Edition

CAN DESIGN - CLASSIC LINE



Classic Line Can labels are always designed after the same scheme. Lion, logo/name, declarations and the lines at the top and bottom placement should always stay the same.

Each label is designed with a unique Ornament pattern. Ornaments should never interfere with the Lion Illustration but can be placed on top of the lines at the top and bottom.

The beer name and Logo may be put at the same position on every classic Line Can.

There always has to be a white space between the MBS logo/beer name and the Ornaments surrounding it.

Labels are supposed to be colored in the prescribed colors on [Page 17 and following](#).

CAN DESIGN - CLASSIC LINE



Beers with an alcohol content of 0.0 % have a bar instead of the upper lines in which the unique feature of the beer is emphasized. For example, „alcohol-free“ or „gluten-free“.

CAN DESIGN - CLASSIC LINE - 0,0 %



The Innovation Line is a collection of special beer innovations. The labels of this line differ from the Classic Line both in color and layout. However, the MetaBrewSociety Logo should always be placed in the same position as in the Classic Line.

CAN DESIGN - INNOVATION LINE



The color of the background shall be chosen in such a way that it harmonizes with both the Classic Line and the Innovation Line.

The placement of the information is identical for all Innovation Line cans. Here, only the name of the beer, alcohol level and ingredients need to be adjusted.

The Logo must always be placed at the same height horizontally.

If the beer name is placed under the Logo, it should always be placed at the same height as „Focus Brew“.

Innovation Line Cans do not have to feature a lion illustration.

CAN DESIGN - INNOVATION LINE

Collaboration Cans are released for specific NFT projects, such as Moonbirds, Azuki, etc. These Cans get sold to the Holders of the Collaboration Partners.

The layout of the Cans is the same as the Golden Membership Cans, except that the illustration shown on the NFTs is always featured.

The Cans are designed according to these guidelines [How To: Collab Can anlegen](#)



CAN DESIGN COLLABS



The Name of the project is put here. The lines on each side are editable as well which allows for necessary optical adjustments.

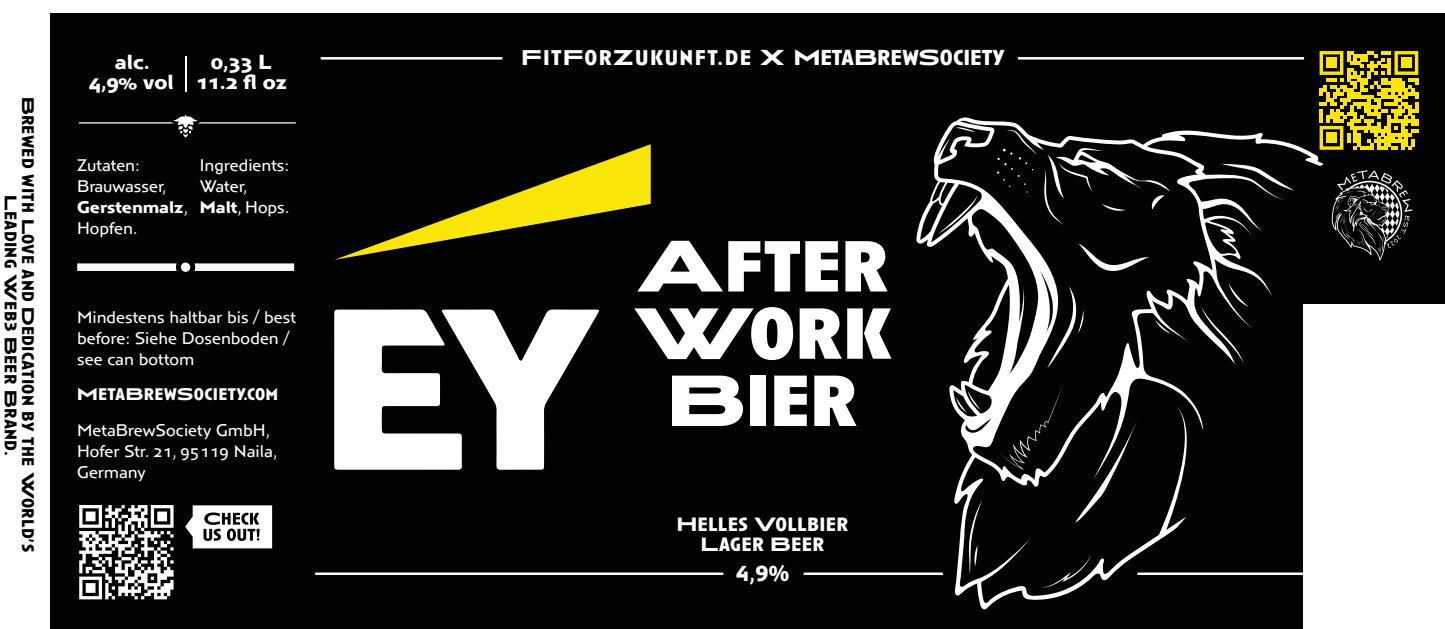
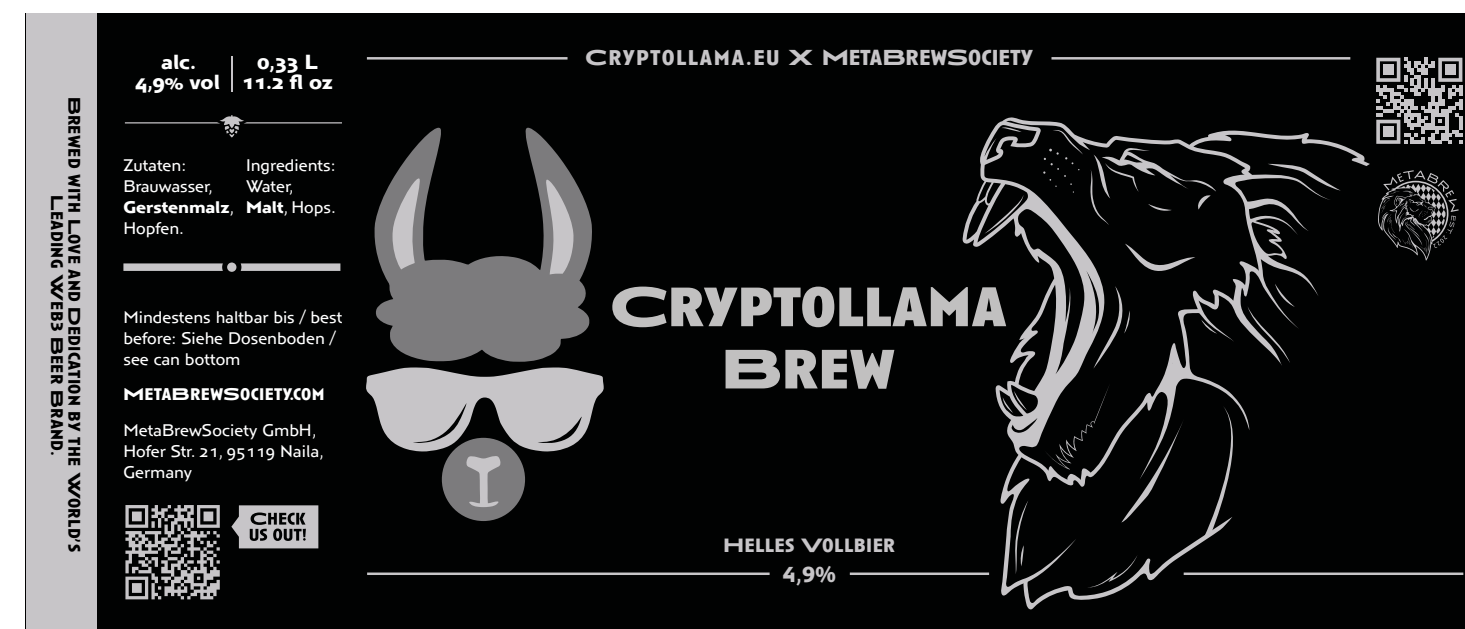
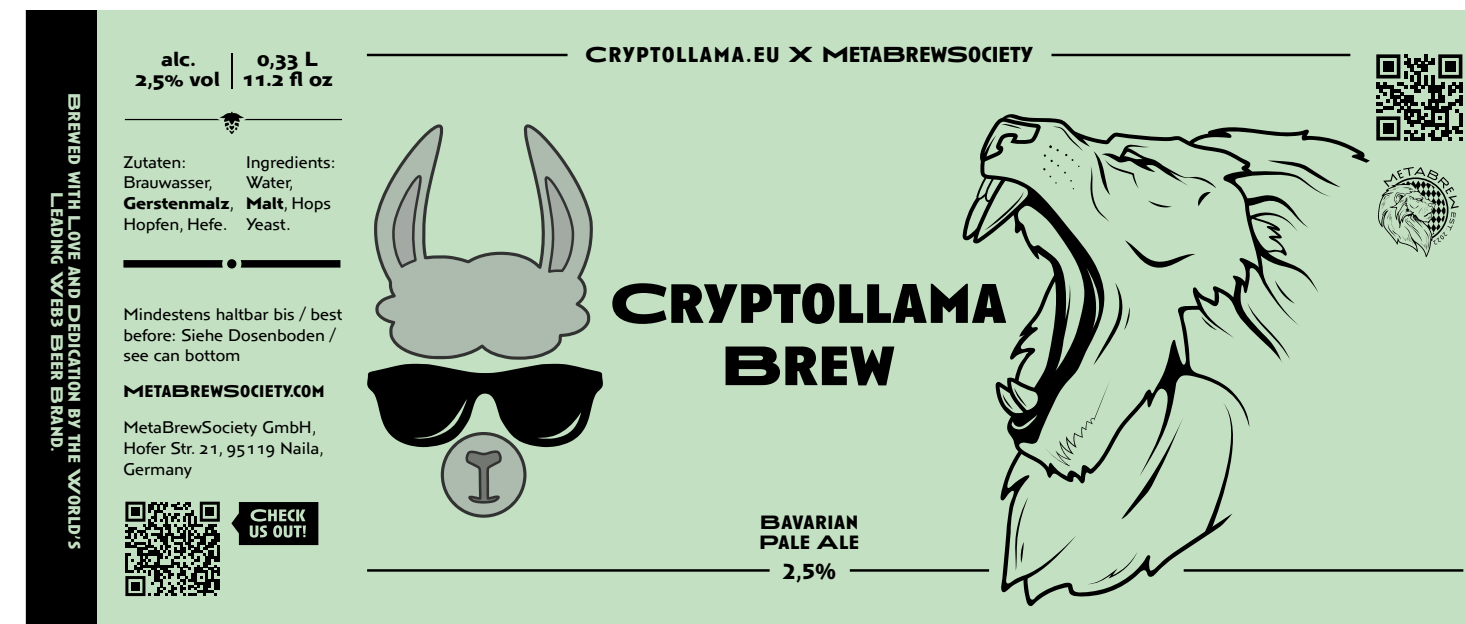
Your logo design may be put here, ideally either as a vector file or alternatively as a PNG without background.

Put the name of your beer in this area. Make sure that every first letter of any word is written in capital letter.

Place your PFP (without background) here.

CAN DESIGN COLLABS

With 10+ MBS Genesis NFTs, Holders have the right to get their beer delivery with an own label. Holders get to design their «Helles Vollbier» and/or «Bavarian Pale Ale» label according to our guidelines as seen on the next page or in our [Custom label Guide](#).



CAN DESIGN GOLD MEMBERSHIP



The Name of the project/person/company is put here. The lines on each side are editable as well which allows for necessary optical adjustments.

Your logo design or QR-Code may be put here, ideally as either a vector file or alternatively as a PNG without background.

For each label («Helles Vollbier», «Bavarian Pale Ale Light») you can choose two colors. The Background and Font/Lion color. Font and Lion color should always be the same.

Put the name of your beer in this area.

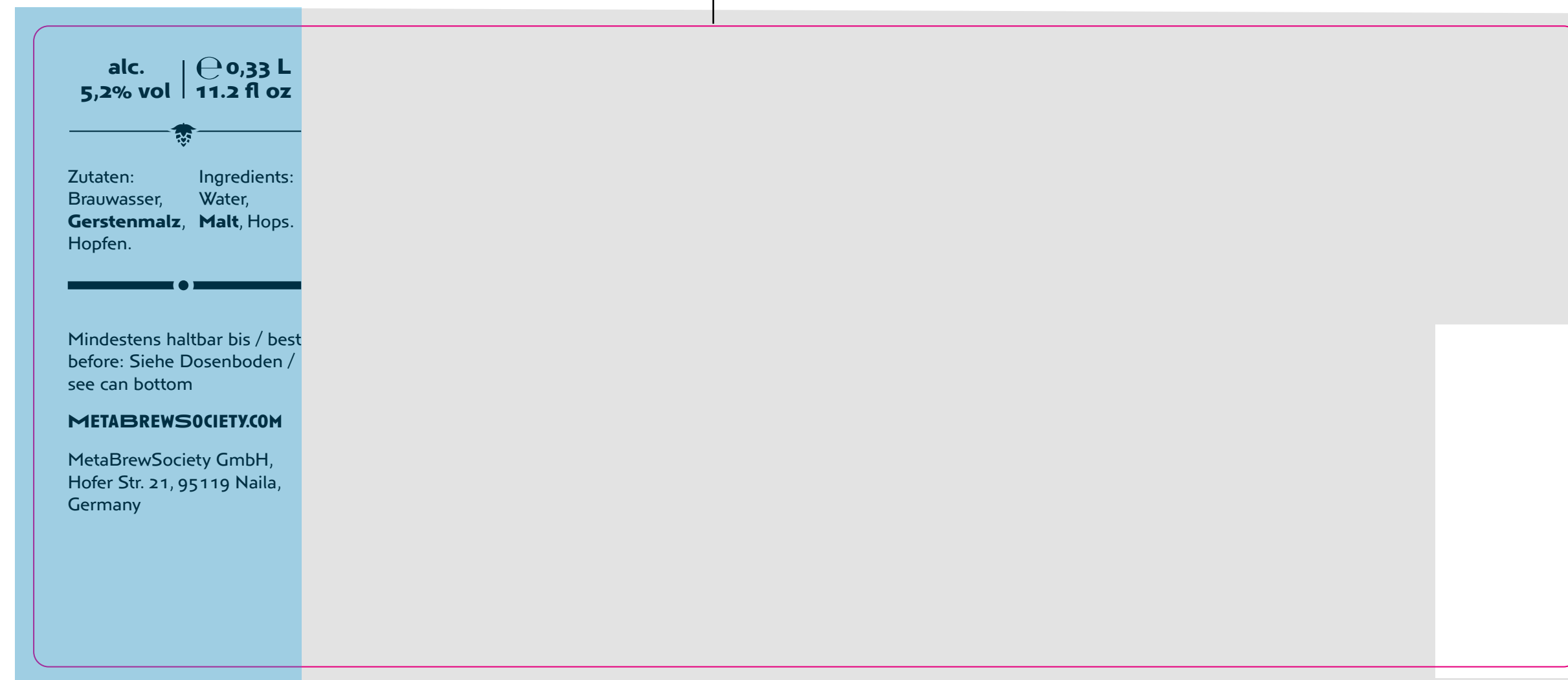
Place your PFP (without background) or Logo here.

CAN DESIGN GOLD MEMBERSHIP

With the Metabrew Whitelabel, Holders get to design their very own, Label Design without any MetaBrewSociety elements. The Labels are designed according to these guidelines [Custom label Guide](#).



CAN DESIGN WHITELABEL



With the Whitelabels all elements from color, motives up to the writing can be freely selected. The only important thing is that MetabrewSociety appears as the producer and the corresponding content and legal information is listed correctly.

CAN DESIGN WHITELABEL

NFT DESIGN



GENESIS COLLECTION

The Burning NFTs are airdropped into the Holders' wallets every quarter. Visually, they differ only by the illustration in the middle, the Frame, the number of claimable beers and the quarter.

The depicted illustration should be drawn in the same style as the Genesis Collection traits.

Each Burning NFT comes in 20, 40, 60 and 80 quantities.



Burning NFT 2023 Q2



Expired Burning NFT

BURNING NFT

SOCIAL MEDIA

For social media posts, always use the backgrounds specified on [page 23](#).

A regularly used element for MetaBrewSociety's social media look are tilted rectangles in black at the bottom.

The only exception are special posts that contain important information and should stand out, for example Mint announcements.

In this case, you may (but are not required to) color the given in a gradient of one of the 2,5% beers.

Texts should be written in gold, black or white.

SOCIAL MEDIA



MERCHANDISE

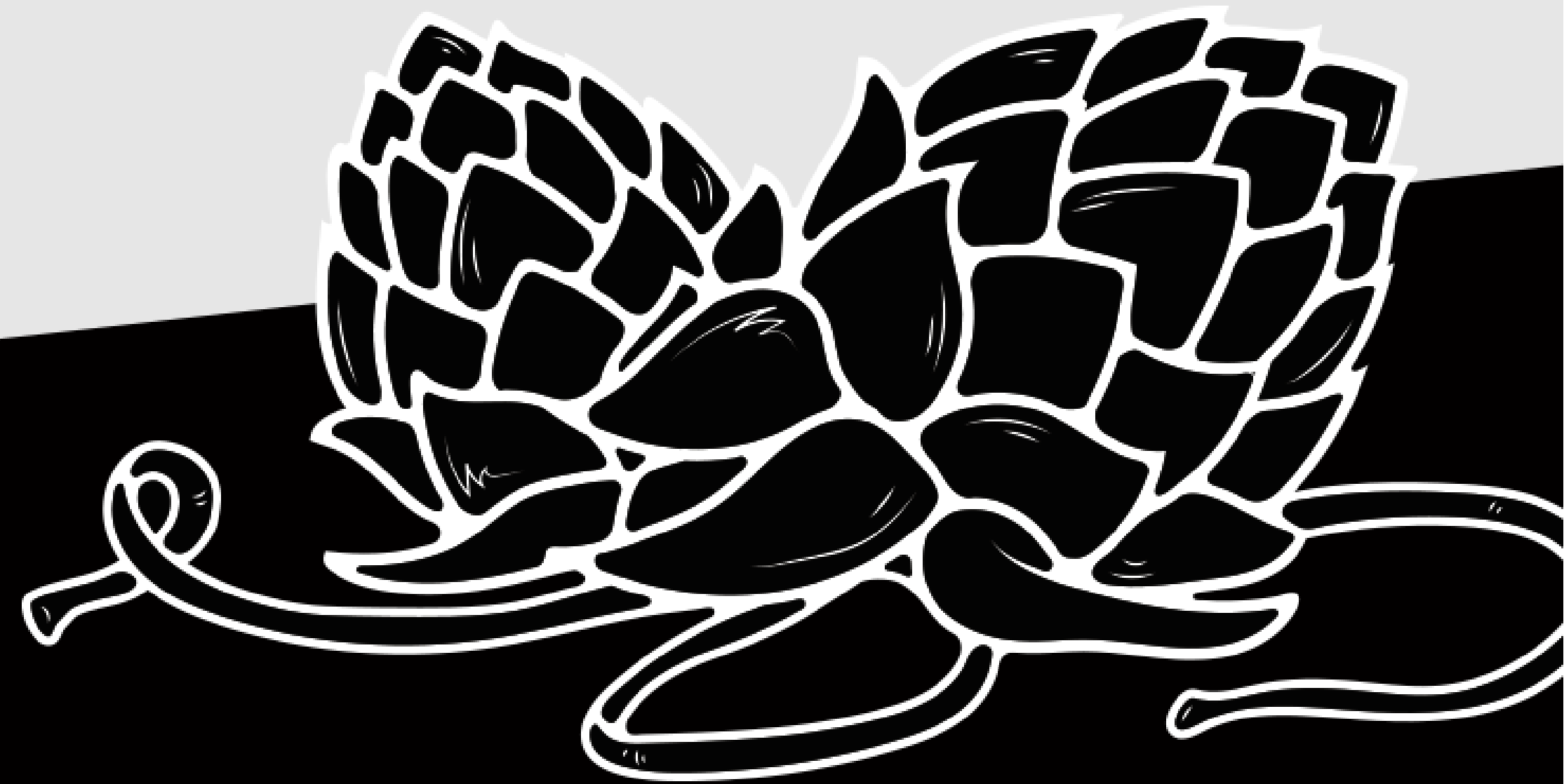


MERCHANDISE

QUESTIONS?

C O N T A C T M E
A N Y T I M E

BORED
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