

SeekOut™

REAL HARD SELTZER

Visual identity standards manual.



A wide-angle photograph of a majestic mountain range. The foreground is a bright, snow-covered slope. Two hikers are visible on the slope, one closer to the camera and another further up, both appearing small against the vast landscape. The middle ground shows more snow-covered peaks. The background features a deep blue sky filled with large, fluffy white clouds.

What's your inspiration?

#SeekItOut

SeekOut aspires to inspire creativity, adventure, and thirst for life through support of authentic experiences and the use of only real ingredients.

SeekOut Real Hard Seltzer.
Inspired by **authenticity**.

Primary Logo



Primary Logo

The Primary Logo color is **SeekOut Teal**. The type is solid white. Other primary brand colors can be used for the body when appropriate (i.e. a variety-specific design) always with white type. Use this version whenever possible.



Black & White

In black and white applications, the paint splash should always be black and the letters should always be white. This should not be reversed.

Clear Space

To maximize visibility and impact, the logo should have a minimum clear space equal to the height and width of the lower case 'e' in **SeekOut**. This space should be given on all sides of the logo at all times.



Minimum Size

The primary logo should not be used at sizes smaller than 2.5" wide. In instances when the logo must be applied at smaller sizes, the dedicated wordmark should be used in its place. This is a special use case and every effort should be made to use the primary logo.



-.75" - .7



Wordmark for smaller applications

Incorrect Usage

When using the primary logo, do not skew, rotate, or crop the logo. Do not apply it without the white letters, use the incorrect reversed version, or fill it with gradients, patterns, or non brand colors.

It is acceptable to rotate the logo to a vertical orientation, as long as the wordmark reads upward.



Skewing



Rotation



Cropping



Missing White Letters



Non Brand Colors



Primary Brand Color

The primary brand color is **SeekOut Teal**. When presenting the entire **SeekOut** lineup or the brand itself, use **SeekOut Teal**. It's also the color that represents the **Cucumber + Juniper** variety.

SeekOut Teal

PMS 316C

CMYK 100,50,60,30

RGB 0,84,86

Variety-Specific Colors

When creating a variety-specific asset, it's acceptable to use the related brand color for the logo or other brand assets.

Raspberry Red

PMS 7621C

CMYK 20,100,95,15

RGB 175,30,39

Key Lime Green

PMS 348C

CMYK 100,21,100,10

RGB 0,131,69

Passion Fruit Purple

PMS 2357C

CMYK 50,100,45,40

RGB 99,17,65

Can Renders

Unless a single can image is being used for a variety-specific application, all the can images should appear beside one another. They should be arranged with Cucumber + Juniper first, followed by Raspberry + Meyer Lemon, Key Lime + Mint, and finally Pineapple + Passion Fruit.

They must be of equal size, with equal spacing. Make sure that the full can image is visible with ample whitespace around it to ensure easy recognition of the shape and pattern.



'Made By' Statement

SeekOut is its own brand. 2 Towns recognizes that we are an established brand and, until SeekOut is as established, our identity helps with marketability. The made by statement is to appear no larger than the "Out" in the SeekOut logo on whatever piece it's being used, except in situations where that would cause it to appear smaller than .75".

made by:

**2 TOWNS
CIDERHOUSE**

Tagline

The tagline can be applied in one line or two line variations depending on the space available.

Hard seltzer crafted 100% from **real** fruit + water.

Hard seltzer crafted 100%
from **real** fruit + water.

Alcohol By Volume

The alcohol by volume statement is another opportunity to speak to fruit content of SeekOut and set it apart from the other seltzer offerings on the market.

5% Alc/Vol
From real fruit. Not sugar.

Sales Points

These are the approved sales points and their approved presentation. They can be presented on a single line, as well, but the other formatting should remain the same.

Brand Personality + #SeekItOut Hashtag

The **#SeekItOut** statement should be used when communicating the personality of the brand. It can be applied in one line, two lines or, if you're doing a variety-specific design, it can be worked into the artwork the same way it's applied on the cans.

Social Properties

When using the primary logo, do not skew, rotate, or crop the logo. Do not apply it without the white letters.

No refined sugars.
No artificial flavors.
Just fruit + water.

What's your inspiration? **#SeekItOut**



#SeekItOut online.
@SeekOutSeltzer

Typography

Avenir Next

The brand font for **SeekOut** is Avenir Next. Regular and bold are used primarily with headlines in bold and body copy in regular with **bold highlights**.

Standard is preferred. Neither condensed nor expanded versions should be used.

Sentence Case

Sentence case should be used for headlines, taglines, and marketing copy on all materials. We even like to include the period.

Bolding

Within headlines and taglines, select words at the beginning or end of the copy can be bolded for emphasis. This normally highlights something of interest or the punchline to a pun.

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

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

0123456789

Bold

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

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

0123456789

Regular

Bolding.

It's about to get **real**.

— — — Sentence case. — — —

Questions + Contact



Contact

If you have questions about use or need to request additional assets, differently sized images, or any other questions related to the **SeekOut** branding, please contact the **SeekOut** graphics department.

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Links

[Logos + Graphic Assets](#)



SeekOutSeltzer.com