

HIP HOP

BRAND STYLE GUIDE

LOGOS

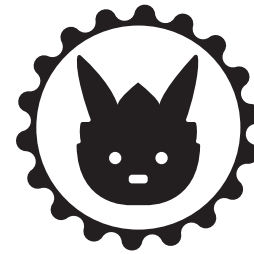
VERTICAL VARIATION



HORIZONTAL VARIATION



IMAGE ONLY



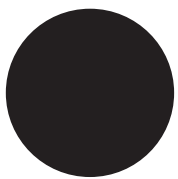
OTHER VARIATION



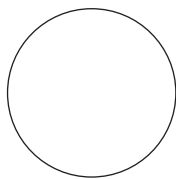
TEXT ONLY



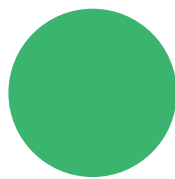
COLORS



CMYK 0/0/0/100



CMYK 0/0/0/0



CMYK 73/1/77/0

TYPOGRAPHY

ABADI MT CONDENSED EXTRA BOLD
DISPLAY, HEADINGS, LOGO

ABADI MT CONDENSED LIGHT
BODY COPY, SUB HEADINGS

MISSION STATEMENT

HIP HOP is a multi-media publishing and social website that allows users to generate endless content about the latest and greatest craft beers, breweries, and festivals. No matter your brewing or tasting experiences, HIP HOP wants to hear your voice. Let's get crafty and be hoppy!