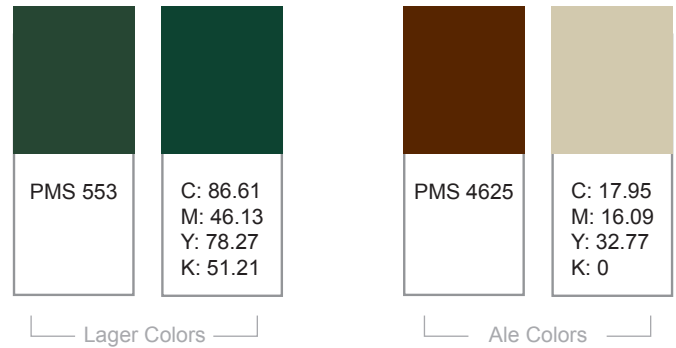


HAP & HARRY'S BEER BRAND STYLE GUIDE

LOGO



BRAND COLORS



BRAND STORY ELEMENTS



D.E. Mottow
Harry Lupian

FONTS

GM HIGHTOP DEMO

Adobe Garamond Regular

Adobe Garamond Bold

Raine Normal

WEBSITE URL

HapandHarrys.com

PRODUCT IMAGES



BRAND STORY QUOTE

**“To make great whiskey,
you gotta make great beer.”**

BRAND TRADEMARK SLOGAN

*“Great Friends,
Great Beer.”*