



GABF MEDAL STYLE GUIDELINES

9.15.17

MEDAL TYPES

The Great American Beer Festival® has three levels of awards — gold, silver and bronze — differentiated by color.

Gold



Silver



Bronze



Throughout these pages, the corresponding file name will be under each logo option.

—————→ GABF-Gold-CMYK.eps

GABF-Silver-CMYK.eps

GABF-Bronze-CMYK.eps

SIZING

Though bigger is better, it is often not practical.



recommended
minimum size 1.125"

SMALL SIZE

Use this version **only** at sizes smaller than 1".



minimum 0.5"

GABF-Gold-Small-CMYK.eps

LET IT BREATHE

Provide adequate spacing around all sides of the medal.



WINNING BEER STYLES

Every winning beer has a specific medal you can download to use for your marketing and promotional materials. Not sure which category or year in which your beer won? View the winners' list www.greatamericanbeerfestival.com/the-competition/winners

[example]



American-Style
Light Lager or
German-Style
Light Lager

[example]



Belgian-Style
Tripel

[example]



Oatmeal Stout

Please be sure to read the Great American Beer Festival Non-Exclusive License Agreement and the compliance rules found on the Great American Beer Festival website before using the medals.

www.greatamericanbeerfestival.com/brewers/promote-your-win/#compliance

All questions can be directed to nancy@brewersassociation.org.

REQUIRED CALLOUTS

Using the provided lockup graphic is not mandatory but there are elements that need to be accompanied with the medal.



JUST SAY NO

Like skunky beers, logos that have been altered leave a bad taste in our mouths.



Don't add effects like shadow or glow



Don't squash/stretch, skew or distort



Don't alter the typography



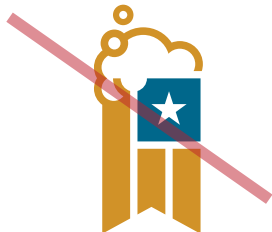
Don't change the color



Don't add or remove any elements



Don't integrate the logo into text



Don't use this logo in place of the medal



Don't make your own version



Don't cover up the logo with any elements

LIMITED COLOR

Please use the full-color version of the logo whenever possible. We understand that printing and design constraints exists. Use the appropriate one-color logo otherwise.

*Use only when color is not an option

1-color

Gold



GABF-Gold-1c.eps

Silver



GABF-Silver-1c.eps

Bronze



GABF-Bronze-1c.eps

Black/white*



GABF-Black-1c.eps

**1-color
reverse**



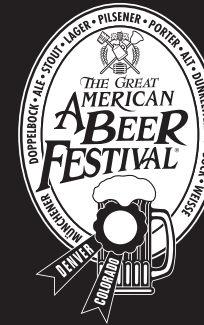
GABF-Gold-1cRev.eps



GABF-Silver-1cRev.eps



GABF-Bronze-1cRev.eps



GABF-White-1cRev.eps

**PANTONE
CMYK
RGB
HEX**

871 C
7, 21, 76, 25
186, 156, 72
#BA9C48

877 C
42, 34, 34, 0
156, 156, 156
#9C9C9C

876 C
37, 58, 71, 20
142, 101, 76
#8E654C

BLACK C
0, 0, 0, 100
0, 0, 0
#000000



QUESTIONS?

nancy@brewersassociation.org