



# BRAND GUIDELINES

V1.5 November

# BRAND

# OUR BRAND POSITIONING

A multi-award winning, high-quality lager beer made with the finest ingredients, using a unique original recipe that is over 140 years old.

# OUR VISION

To once again introduce great tasting  
Wrexham Lager to all the far flung corners  
of the world.



# OUR MISSION

To place a cold refreshing, high quality, great tasting  
Wrexham Lager Beer within reach of the hands of every  
hard working person on the planet.

To enable them to create and enjoy memorable occasions  
that are treasured, shared and very often repeated.

# OUR VALUES

We believe in...

## QUALITY

No corners are ever cut, we are incredibly dedicated to consistently producing the very finest lager.

Everything from the field ingredients to the glass is carefully selected to make sure our products are the highest standard. Drinking a Wrexham Lager is always considered a high quality experience.

## COMMUNITY

The brewery is at the heart of the Wrexham community. It is ingrained in the town history as Britain's oldest lager brewery.

We are proud to continue to provide support to grass roots initiatives and sponsorship for local events.

## FAMILY

From our family to your family, for the benefit of all to enjoy.

The Roberts family relaunched the Wrexham Lager Beer Co. in 2011. It continues to this day to be family owned and operated.

## HARD WORK

The people of Wrexham are historically no nonsense hard workers from the local mines, factories or farms.

The effort, dedication and hard work of those involved with the brewery is the primary reason for the continued success of the reintroduction of the Wrexham Lager brand.

# OUR BRAND PILLARS

What we want our customers to believe in...

## QUALITY

Our products are high quality lager beers that taste great.

We offer a refreshing simple choice compared to craft beer crazy flavours.

## HERITAGE

Wrexham Lager is built on over 140 years of heritage and history.

Real provenance that can be traced back to the first beers in Africa, Australia and served on the Titanic.

## WELSH PRIDE

We are proud to be a Welsh product. We may be the oldest lager brewery in Great Britain, but we're still Welsh.

We want to educate and inspire drinkers around the world about Wales.

## WREXHAM

Wrexham Lager is the beer of Wrexham, much like Estrella is considered the beer of Barcelona.

Wrexham has been firmly placed on the world map by Welcome to Wrexham.

# OUR CONSUMERS

**25+**

**NOT GENDER SPECIFIC**

**WILLING TO PAY A LITTLE  
EXTRA**

**LIKELY TO SEEK OUT NEW DISCOVERIES**

**ADVENTUROUS**

**PASSIONATE**

**LOYAL**

# OUR TONE OF VOICE

We are...

**PROUD**

**EXPERIENCED**

**PASSIONATE**

**UNPRETENTIOUS**

**APPROACHABLE**

# OUR KEY BRAND MESSAGES

**BREWED IN WALES SINCE 1882**

**THE WREXHAM LAGER BEER CO.**

**BREWED FOR YOU SINCE 1882**

**ESTABLISHED 1882**

**THE ORIGINAL BRITISH LAGER BEER**

**THE UK'S OLDEST LAGER BREWERY**

**WELCOME TO WREXHAM LAGER**

# OUR BRAND MESSAGE HIERARCHY

1.

**WELCOME TO WREXHAM LAGER**

2.

**EST. 1882**

3.

**THE UK'S OLDEST LAGER BREWERY**

# CAMPAIGN BRAND MESSAGING

For the latest Wrexham Lager campaign there are three brand messages which are currently used. Only one campaign message is to be used across any static artwork and a combination of two can be used across video. For clarity on which message to choose for a particular piece of artwork, please contact your lead creative agency.

**WELCOME TO  
WREXHAM  
LAGER**

**WELCOME TO  
WREALLY  
GOOD BEER**

**NEVER  
UNDERESTIMATE  
SOMETHING  
FROM  
WREXHAM**



# LOGO

## WREXHAM LAGER PRIMARY LOGO

Primary logo to use.

This logo should be used across all generic assets when not showcasing a specific product. This logo should remain as a lockup and not separated.



Horizontal Logo.

For use in narrow compositions and spaces where the primary logo cannot be used.



**WREXHAM LAGER PRODUCT LOGO**

This logo is to be used only on any material featuring the Wrexham Lager product. This logo should remain as a lockup and not separated.



**WREXHAM**  
**LAGER**

**WREXHAM**  
**LAGER**

**WREXHAM**  
**LAGER**

**WREXHAM LAGER EXPORT PRODUCT LOGO**

This logo is to be used only on any material featuring the Wrexham Lager Export product.  
This logo should remain as a lockup and not separated.



**WREXHAM PILSENER PRODUCT LOGO**

This logo is to be used only on any material featuring the Wrexham Pilsener product.  
This logo should remain as a lockup and not separated.



## LOGO SAFE ZONE

### Give our logo some breathing space.

The minimum size our logos may be used for print applications is 25mm wide.

For digital applications, the minimum size is 70 pixels wide.



## LOGO MISUSE



Do not stretch or warp the logo.



Do not use drop shadows.



Do not outline the logo.



Do not colour the logo.



Do not use transparency.



Do not use gradient.

# TYPOGRAPHY



# TYPOGRAPHY

Our main typeface we use for all creative and print is Effra, whilst for all digital collateral Montserrat is primarily used, for system font compatibility across digital platforms.

## EFFRA

**ABCDEFGHIJKLMNOPQRSTUVWXYZ [BOLD]**

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

**ABCDEFGHIJKLMNOPQRSTUVWXYZ [HEAVY]**

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

**1 2 3 4 5 6 7 8 9 0**

~!@#\$%^&\*()\_+{}|: "<>?'`-=[\];',./

## MONTSEERRAT

**ABCDEFGHIJKLMNOPQRSTUVWXYZ [EXTRA BOLD]**

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

**ABCDEFGHIJKLMNOPQRSTUVWXYZ [BOLD]**

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

**ABCDEFGHIJKLMNOPQRSTUVWXYZ [LIGHT]**

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

**1 2 3 4 5 6 7 8 9 0**

~!@#\$%^&\*()\_+{}|: "<>?'`-=[\];',./

# TYPOGRAPHY

## HIERARCHY

### PRINT

When producing any print work or creative materials make sure to capitalise any headings and subheadings. The headings, subheadings and body copy should be kept **'bold'**, with the body copy in sentence case. For any call out messaging and text graphics (see slide 23) keep them capitalised and use the **'heavy'** weight.

## HEADINGS

### SUBHEADINGS

BODY COPY

CALL OUT

### DIGITAL

For all digital work for the website, digital documents and presentations we use **'extra bold'** for headings and subheadings, keeping the body copy in the **'light'** weight. Headings and subheadings are also kept capitalised and body copy is always sentence case.

## HEADINGS

### SUBHEADINGS

BODY COPY

# TEXT GRAPHICS

Coloured text boxes are a distinct part of the Wrexham Lager brand and are only used for key & important brand messages.



When used, text boxes should be accurately sized in relation to the word.

To achieve this, draw a uniform square (red square pictured above) from the top to the bottom of a letter within the word. Divide the square four times **(see below on division amounts)** to get the left, right, top and bottom. Place all 4 resized square next to the word in the relevant places and then resize the text box to the new edges.

Also remember to have the text centred accurately within the box.

**Top & Bottom: Divide the height by 4**  
**Left & Right: Divide the width by 3**



If there are multiple boxes featured, spacing between them must be accurate for consistency. As before, draw a square over one of the letters and **divide by 6 in height**. Place this resized square below the first text box to its edge. Then move the second text box to the bottom of the resized square. Repeat if you have more text boxes to achieve consistent spacing between them.

**It is also important to note that any words with four letters or less can appear next to each other and should be combined into one text box (See slide 12 for more text examples).**

# COLOUR PALETTE

# COLOUR PALETTE

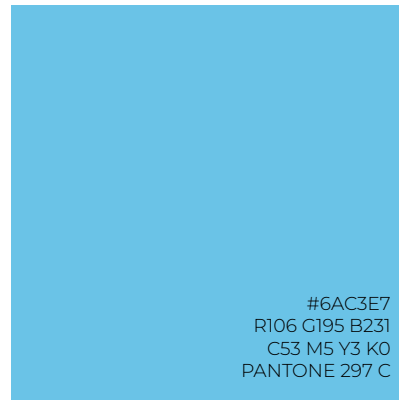
## PRIMARY COLOUR PALETTE



**WREXHAM LAGER BLACK**



**WREXHAM LAGER YELLOW**



**WREXHAM LAGER BLUE**



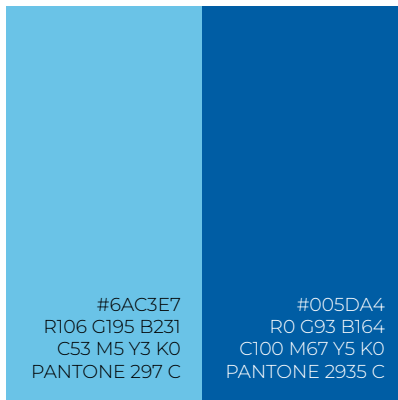
**WREXHAM LAGER RED**

# COLOUR PALETTE

## CORE PRODUCT COLOUR PALETTE

Each core product has a main colour taken from the below palette. These colours are then combined with the primary colour palette of the Wrexham black, yellow and red.

### WREXHAM LAGER



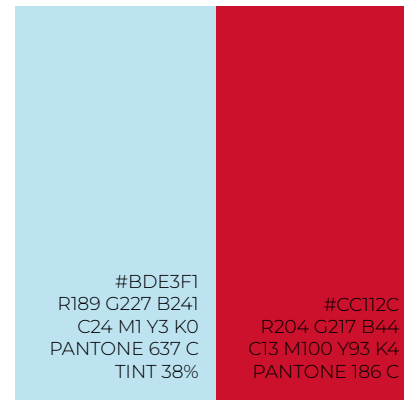
### WREXHAM LAGER BLUE

### WREXHAM LAGER EXPORT



### WREXHAM LAGER EXPORT BLACK

### WREXHAM PILSENER



### WREXHAM PILSENER BLUE

# CORE PRODUCTS

## WREXHAM LAGER

When using the original Wrexham Lager branding keep to the respective core colour palette of blue, black, yellow and red. Keep the logo big and central across all products as well as the white opaque dragon in the background. **Remember to adhere to all trading standards regulations for all information needed across products.**





## WREXHAM LAGER EXPORT

When using the Wrexham Lager Export branding keep to the respective core colour palette of yellow, black and red. Keep the logo big and central across all products as well as the white opaque dragon in the background. **Remember to adhere to all trading standards regulations for all information needed across products.**



## WREXHAM PILSENER

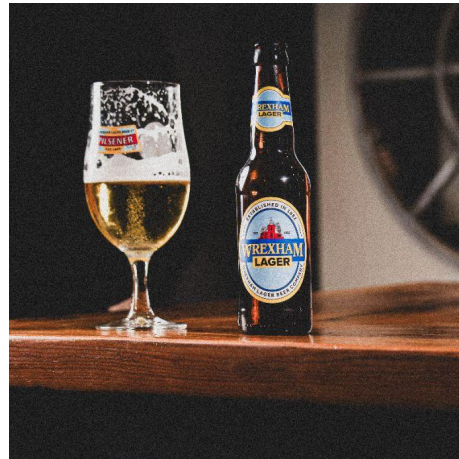
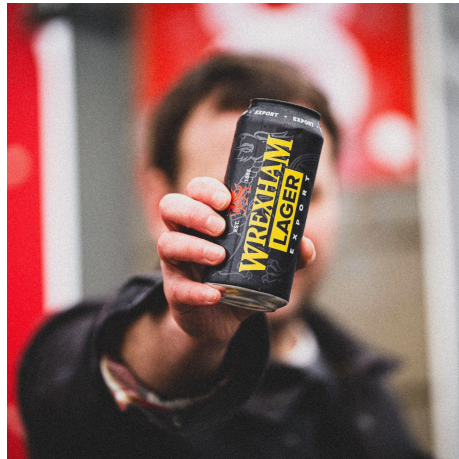
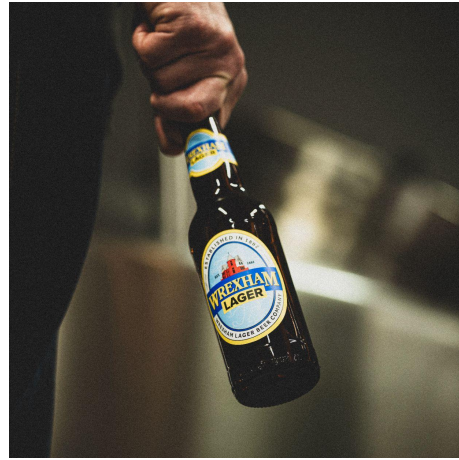
When using the Wrexham Pilsener branding keep to the respective core colour palette of blue, black, yellow and red. Keep the logo big and central across all products. The Pilsener motif can also be placed opaque in the background in white.

**Remember to adhere to all trading standards regulations for all information needed across products.**



# PHOTOGRAPHY





# WEBSITE

## DESIGNS

A fully built responsive ecommerce site using Shopify as the preferred platform. Colours, imagery and typography will all be pulled from the brand guidelines to create consistency from bottle to print and digital.

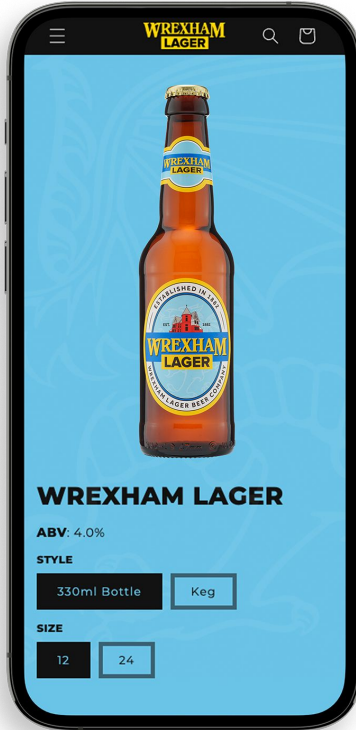
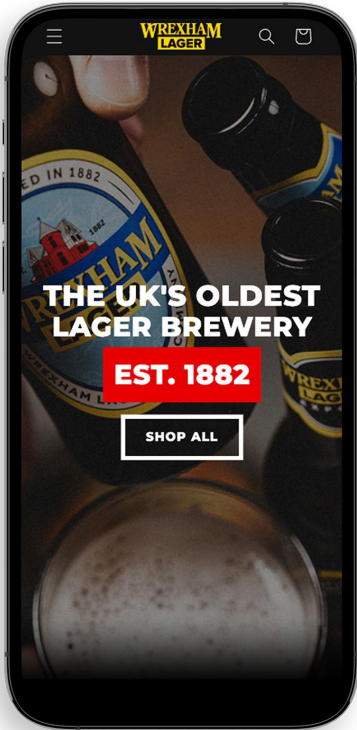


WREXHAM LAGER WEBSITE



DESIGNS

WREXHAM LAGER WEBSITE

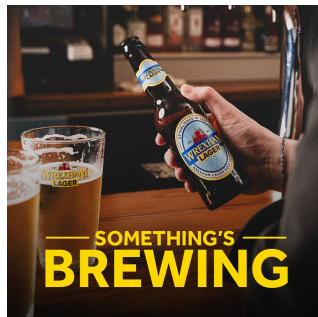


# SOCIAL MEDIA



## SOCIAL MEDIA APPLICATION EXAMPLES

Below are some examples of how social media posts should be treated in terms of design and layout. When promoting a special offer or competition on social media, either a photo or graphical post may be used. Text should be kept to a minimum and only display key information to keep the composition clean. Words can also be enlarged for standout and graphical boxes and lines can be introduced to give contrast and break the composition up. Consistency should be adhered to across all posts, especially across posts such as special offers and competitions. Use of the Wrexham logo (Wrexham Lager logo only (without the house icon)) should only be used for important announcements and end frames for reels.

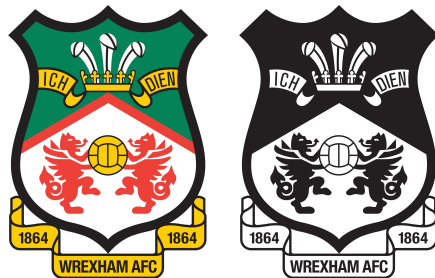


# WREXHAM AFC

# WREXHAM AFC

As Wrexham Lager are **proud sponsors of Wrexham AFC**, there will be times when the football club's branding will be used across various Wrexham Lager marketing materials and branded products.

## WREXHAM AFC CREST



## COLOUR PALETTE

| PRIMARY                                  | SECONDARY                                | TERTIARY                                  |
|--|--|---|
| #FF1616<br>R255 G22 B22<br>C0 M98 Y98 K0 | #025740<br>R2 G87 B64<br>C90 M40 Y79 K37 | #FDD303<br>R253 G211 B3<br>C2 M15 Y100 K0 |

When using the Wrexham AFC crest make sure to only use the coloured or black and white version as supplied. Do not alter its appearance in any way and do not size the crest lower than 30mm for print and 80px for digital.

If the creative artwork requires use of the Wrexham AFC colour palette the primary red colour must be used. The secondary colour can be used for additional colour additions and the tertiary should only be used as an accent colour.

## PROUD SPONSORS OF



## PROUD SPONSORS OF



When featuring Wrexham AFC in any Wrexham Lager artwork it is important to use the 'Proud sponsors of' crest lockup in either the colour or in the black and white version.

# APPLICATIONS

**OOH**

## 2024 OOH CREATIVE - ROB/RYAN SMILING DOWN

When using the new creative featuring Rob & Ryan, positioning of the logo lockup, the product and their floating heads must not be altered or positioned in any other way than seen to the right. Shown are two layouts, one for landscape and one for portrait and whichever one best fits your output's orientation should be used.

It is essential that the use of Rob/Ryan is solely kept to this particular creative alone and that their **floating heads must be positioned top left so that their eye-line is fixed on either the logo lockup or product featured.**

The can or product must also be well featured, keeping the logo within the specific product, in **clear view without cropping of key parts such as the letters or label.** This is to be kept consistent across all products whether it is the can or bottle (see slide 44 for more detail on what products can be featured in the 2024 OOH creative).



## NEVER UNDERESTIMATE, WREALLY GOOD BEER AND WELCOME TO

Each one of these creatives can be used across media plans but which one's use is determined by the lead agency/marketing team and what has been decided for certain OOH locations. **If in doubt of which one to select for which location, please defer to your lead agency/marketing team.**



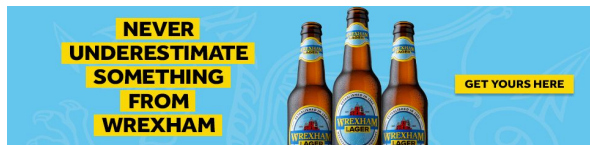


## FEATURED PRODUCTS

Certain SKU's are used in certain countries. For example, currently in Australia only the 'Original' bottle of Wrexham Lager is being used and promoted. Therefore, the Wrexham Lager 'Original' bottle product should be used and the can switched out.

It is important that when featuring this OOH 2024 creative in other countries that the key content and its positioning remains consistent and just the relevant product being replaced.

When featuring the bottle, please be aware of negative space within the composition. If there is too much negative space either side of the bottle you can either enlarge the bottle, whilst making sure all the main label is still visible, or you can feature 3 bottles as seen in the creatives to the right.





# PACKAGING

## 4 BOTTLE PACKS

Keep to the primary and respective core colour palette when creating bottle product packaging. Maintain the logo is big and central and feature any relevant information such as the ALC. & VOL. As well as any straplines and the specific product emblems. For example, the dragon emblem for Wrexham Lager Export, the house emblem for the original Wrexham Lager and the ace emblem for Wrexham Pilsener. You can also use the dragon and Pilsener motif emblems opaque in the background of their respective products.



\*NOT REPRESENTATIVE OF ACTUAL ARTWORK

## 4 CAN PACKS

Keep to the primary and respective core colour palette when creating can product packaging. Maintain the logo is big and central and feature any relevant information such as the ALC. & VOL. As well as any straplines and the specific product emblems. For example, the dragon emblem for Wrexham Lager Export and the house emblem for the original Wrexham Lager. You can also use the dragon emblem opaque in the background of their respective products.



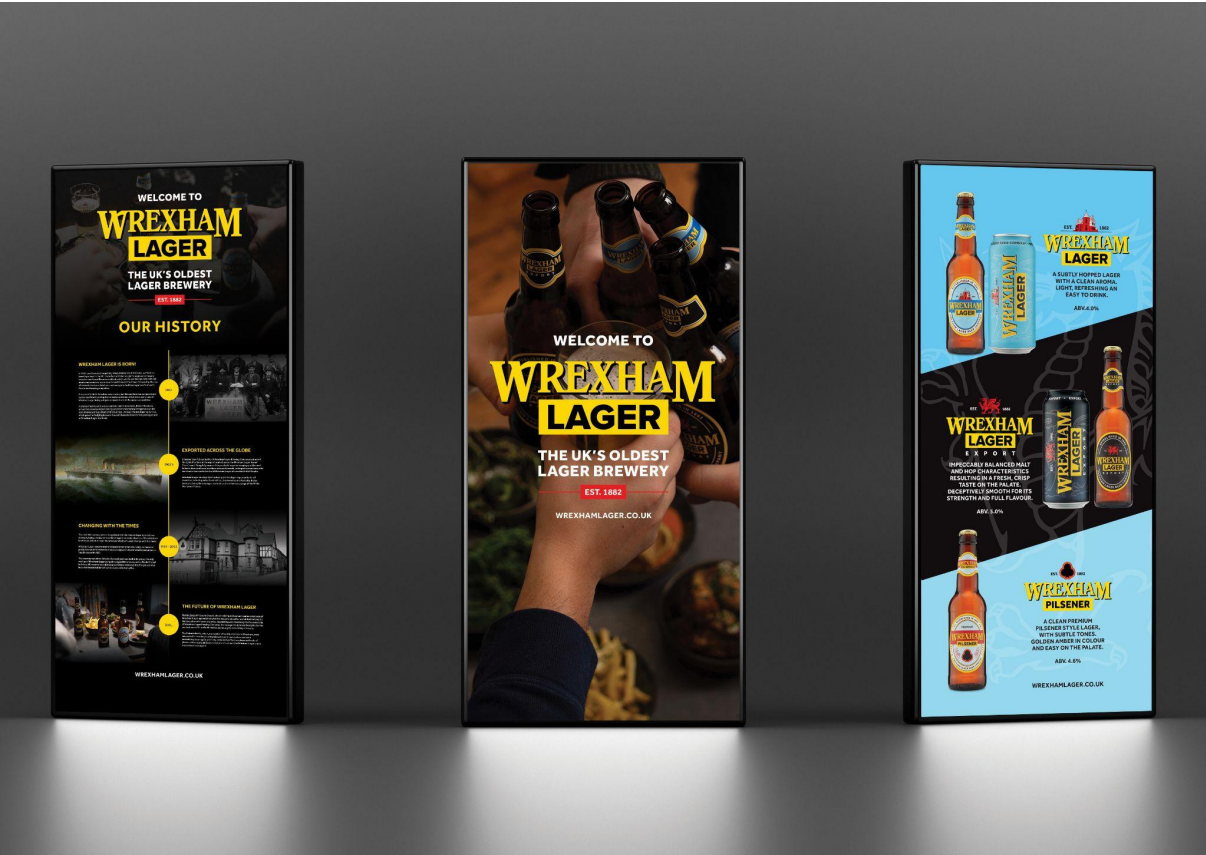
# TRADE

## FONT BADGES

Keep to the primary and respective core colour palette when creating tap handles. Maintain the logo is big and central and feature any relevant information such as the ALC. & VOL. You can also use the dragon and Pilsener motif emblems opaque in the background of their respective products.



LIGHT BOXES AND PULL UPS





## FLYERS/LEAFLETS

**WREXHAM  
LAGER**



AVAILABLE NOW

**THE UK'S OLDEST  
LAGER BREWERY**

EST. 1882

WREXHAMLAGER.COM

**SOLD HERE!**

WREXHAMLAGER.COM

WELCOME TO

**WREXHAM  
LAGER**

**THE UK'S OLDEST  
LAGER BREWERY**

EST. 1882



WREXHAMLAGER.COM

WELCOME TO

**WREXHAM  
LAGER**

**THE UK'S OLDEST  
LAGER BREWERY**

EST. 1882

AVAILABLE NOW



WREXHAMLAGER.COM

WELCOME TO

**WREXHAM  
LAGER**

New look packaging

**WREXHAM  
LAGER**



**SOLD HERE!**

WREXHAMLAGER.COM

WELCOME TO

**WREXHAM  
LAGER**

**THE UK'S OLDEST  
LAGER BREWERY**

EST. 1882

AVAILABLE NOW

A SUBTLY HOPPED LAGER  
WITH A CLEAN, BRIGHT, LIGHT  
REFRESHING TASTE TO  
DRINK.

ABV. 4.0%



WREXHAMLAGER.COM

**COMING SOON**

Be the first to know



**CHEERS**

THIS CHRISTMAS WITH

**WREXHAM  
LAGER**

**THE UK'S OLDEST  
LAGER BREWERY**

EST. 1882

**AVAILABLE IN**

WREXHAM LAGER 12 X 330ML BOTTLES  
WREXHAM LAGER EXPORT 12 X 330ML BOTTLES

**AND SAVE £1 PER CASE!**

FOR MORE INFORMATION PLEASE CONTACT  
SHANE.NIMMO@WREXHAMLAGER.CO.UK

WELCOME TO

**WREXHAM  
LAGER**

**THE UK'S OLDEST  
LAGER BREWERY**

EST. 1882

# CONTACT

Please refer to the brand guidelines document for further details on logo usage, typography, colour palette, and other visual elements. If you have any questions or need assistance, please get in touch.

**MOJO**

Mike, Paul or Jamie - 0161 236 2822  
can@wemakemojo.com

**WREXHAM**  
**LAGER**