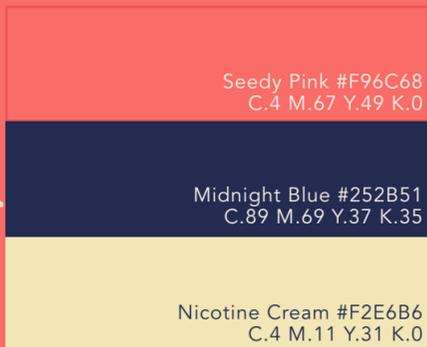




BRAND GUIDELINES

COLOUR PALETTE

Primary Colours



Accent Colours



COLOUR USAGE

Bo Chup is a **bold** brand. The primary colours should be used unabashedly and without restraint across all text and artwork. Accent colours are used sparingly to help highlight more subtle details of the Bo Chup brand.

AA

BEBAS NEUE : BOLD
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890

Aa

EB Garamond : Regular
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890

Aa

EB Garamond : Semibold
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890

FONTS & TYPOGRAPHY

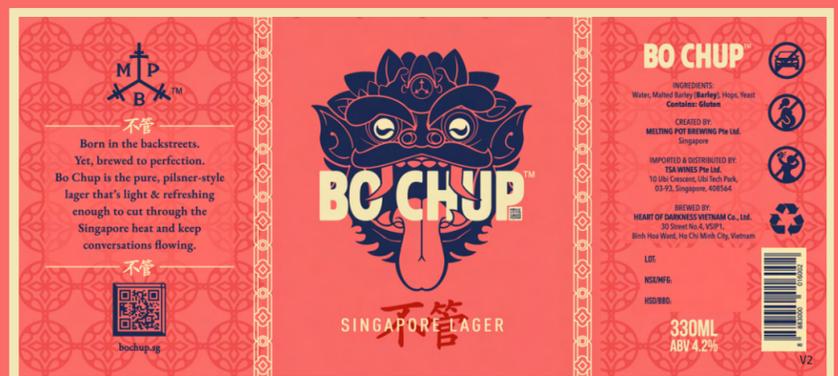
Utilise **BEBAS NEUE BOLD** to announce bold statements and headings followed by EB Garamond Regular for the details. EB Garamond Semibold is available to draw attention to key words without shouting them.

BO CHUP MASK USAGE



Branded Clothing

Bottle & Can Labels



Stickers & Decals



Coasters & Tap Medallions



Glassware



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