

# BDQ Beer Co. Brand Style Guide

**BDQ Beer Co.**  
Beer Co. is under the shield.



**BDQ Beer Co. Logo**  
Use this whenever possible.



**White reversed out of black**  
Use simple white logo on black or dark backgrounds.

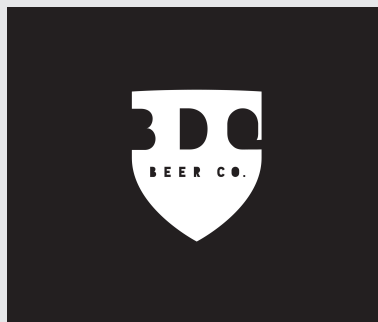


**Black & White**  
Use this with content that's primarily black and white

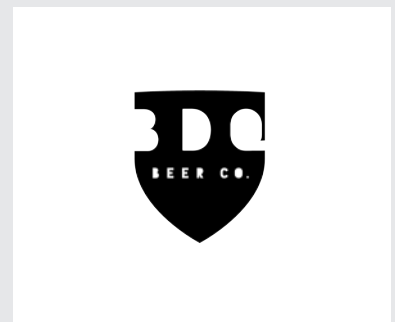
**BDQ Beer Co.**  
Beer Co. is in the shield.



**BDQ Beer Co. Logo**  
Use this whenever Beer Co. doesn't read very well on a background.



**White reversed out of black**  
Use simple white logo on black or dark backgrounds.



**Black & White**  
Use this with content that's primarily black and white

**Minimal logo**  
BDQ reversed out of circle.



**Simple shield**  
Use this only on bottles and cans.  
White circles are used on dark backgrounds.



**Simple shield**  
Use this only on bottles and cans.  
Dark circles are used on light backgrounds.



**Simple shield**  
Black and white.  
Use on clothing and caps.