USE OF LALLEMAND BREWING BRANDS AND LOGO

When placing the Lallemand Brewing logo on cobranded promotional material, please ensure to use the proper guidelines for spacing presented as outlined in the image below.

- **If space is limited, please note that the corporate Lallemand Logo** (without «Lallemand Brewing») **may be used in its place**.

- **THE LALLEMAND LOGO MUST ALWAYS BE USED WITH LALLEMAND BREWING**
  It is not allowed to create a specific LALLEMAND logo for local LALLEMAND BREWING entity statutory/trading name.

- **LALLEMAND LOGO**
  Color: **Pantone® 185 C**
  CMYK: **C0 M100 Y85 K0**

- **LALLEMAND BREWING**
  Font: *Adobe Myriad Pro Bold Italic*
  Color: **Pantone® 432 C**
  CMYK: **C77 M63 Y53 K41**

- **MINIMUM SIZES OF USE**
  Vertical version: 25 mm
  Long version: 45 mm

- **BLACK AND WHITE LOGO**
  For restricted or one-color applications, the logo may appear in black and white.
  Color: **Pantone® Black C**
  CMYK: **CMY0 K100**

- **THE LALLEMAND BREWING LOGO CANNOT BE TRANSLATED TO ANY OTHER LANGUAGE/ALPHABET**
  (Chinese, Japanese, Russian, Arabic etc....) since it's a single visual unit (color, font, shape, etc.).

- **When naming a Lallemand product on promotional material or packaged goods,** please ensure the proper formal name is used, including the umbrella brand and correct trademark symbol.

- **When the terms LalBrew® or WildBrew® are standalone** (without a specific product named) **then the ® symbol is to be used as such: LalBrew® Premium Yeasts** or **WildBrew® Series**

- **If a specific strain is mentioned along with an umbrella brand of LalBrew® or WildBrew® the ™ symbol should be used at the end of the full name.**
  Examples: **LalBrew Belle Saison™, WildBrew Sour Pitch™**

NOT ACCEPTABLE: