BREAKER ROOM BREWING

BRAND GUIDELINES

EDITION 1.0, 2026

Concept build by Kootenay Made Digital



EIGHT TAPS ON THE OLD SWITCHBOARD.

Breaker Room pours eight house beers in the machine hall of a 1923 hydro powerhouse on the Kootenay River, at Dynamo on Highway 3A. The marble switchboard behind the bar is the tap wall now, with one panel and one faucet for each beer. The brand speaks to the person who does not know beer yet. It names what each beer tastes like, how strong it is and how fresh the keg is, and it answers the questions about kids, dogs and the kitchen before anyone has to phone.

PERSONALITY

Welcoming

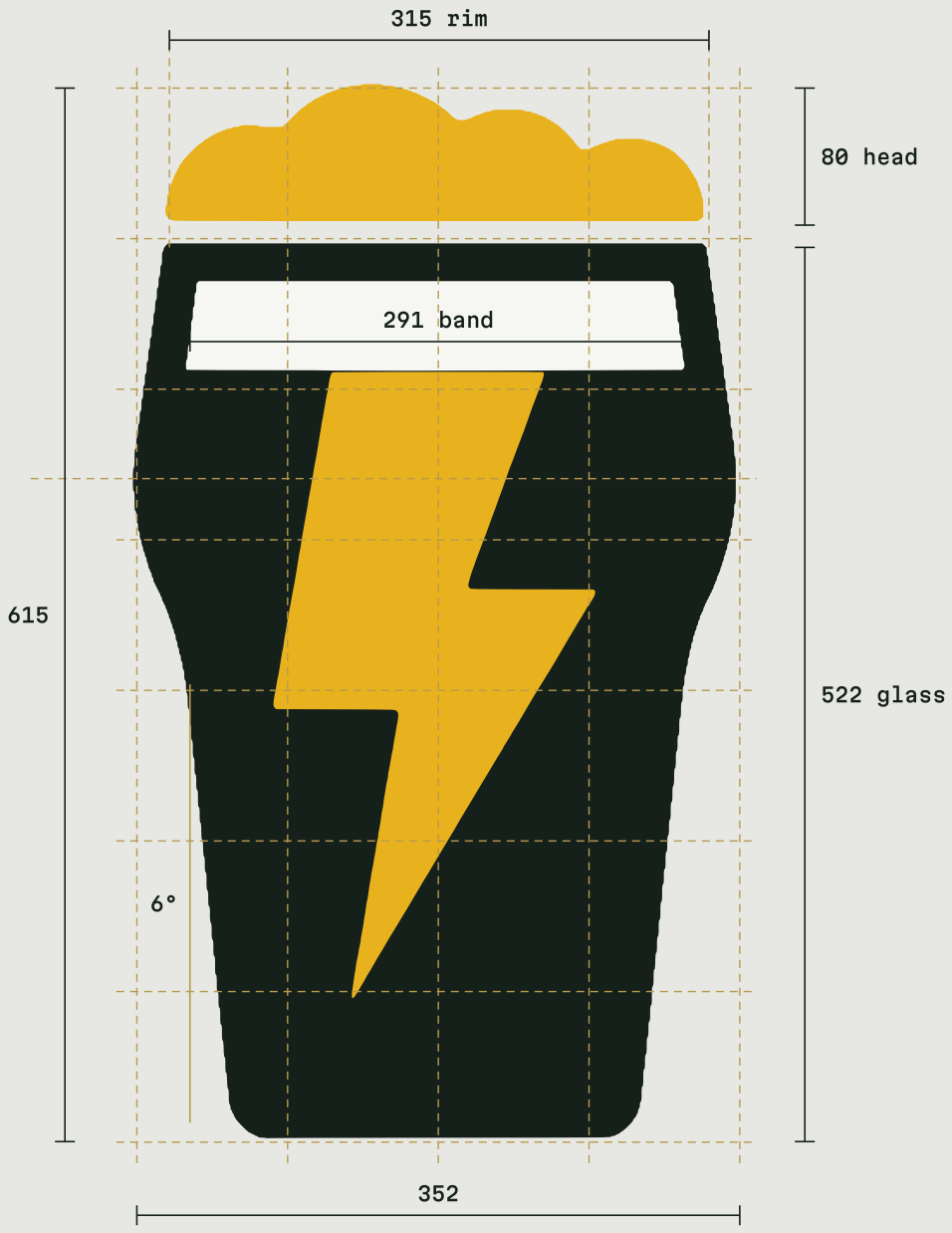
The first-timer gets the same warm answer as the regular, and nobody gets a lecture.

Exact

Strength, bitterness, keg level and the day it was tapped, printed for every beer.

Grounded

Every name comes from the powerhouse: the main line, the turbines, the 1948 blackout.



The Bolt Pint

A pint glass with a head on it, the glass the bar pours every day, and a lightning bolt for the powerhouse it is poured in. The band under the rim is a window. It always shows the ground behind the mark.

PROPORTION	Four wide by seven tall (352 by 615 on the master, 0.572 to 1). Every version keeps it.
THE GLASS	A nonic pint. The bulge sits a quarter of the way down the glass, then the sides taper 6 degrees to a rounded foot.
THE WINDOW	291 by 52, inset from the rim by 22. Cut out in the lockup, filled with the ground colour in the icon file.
THE BOLT	Seven straight edges. Its two long strokes lean the same 9.5 degrees, so the bolt reads as one motion from the window to the foot.
THE HEAD	80 tall, a gap of 13 above the rim. Its height is the clear-space unit on page 5.

Measured on the 1,430 px master lockup that the site ships. The vector files are traced from it and match the site's rasters to 0.98 or better on every colour layer.

ON TERRAZZO

Full colour, the default





BREAKER
ROOM

BREWING · DYNAMO BC



ON GENERATOR GREEN

Reversed, for night rooms





BREAKER
ROOM

BREWING · DYNAMO BC



ONE COLOUR, INK

Stamps, receipts, one-colour print





BREAKER
ROOM

BREWING · DYNAMO BC



ON PHOTOGRAPHY

Reversed, on the calmest dark area



Top to bottom: the lockup, the stacked can lockup (the mark over the name set in Anybody at full width) and the mark alone. In running text the name is Breaker Room Brewing the first time and Breaker Room after that. The lockup's own line reads BREWING CO.

CLEAR SPACE



Clear space x is the height of the head of foam, on every side. Type, photo edges, folds and trim lines all stay outside it.

MINIMUM SIZES



Lockup
40 px tall on screen
12 mm tall in print



Mark
24 px tall
8 mm in print

Favicon
16 px, icon file

40 px is the lockup in the site's phone header, the smallest place it already works. Below 24 px the window and the bolt close up, so the 16 px favicon uses the icon file with its window filled.

SIX DON'TS



✕ **Don't stretch it.**
Scale it evenly, four by seven.



✕ **Don't recolour the bolt.**
Crane Yellow, or one colour.



✕ **Don't tilt it.**
The glass stands upright.



✕ **Don't drop it on a busy photo.**
Use the calmest dark area.



✕ **Don't retype the name.**
The lockup is drawn, never set.



✕ **Don't add effects.**
No shadow, glow or outline.

Terrazzo

#E7E8E3
RGB 231, 232, 227
CMYK 0 0 2 9*

The ground. Every light page starts here.

Ink

#16201B
RGB 22, 32, 27
CMYK 31 0 16 87*

Type, the mark, rules.

Generator Green

#1D372C
RGB 29, 55, 44
CMYK 47 0 20 78*

The night room, once per long page.

Marble

#F6F6F3
RGB 246, 246, 243
CMYK 0 0 1 4*

Objects only: beer panels and the ticket.

Crane Yellow

#E8B21E
RGB 232, 178, 30
CMYK 0 23 87 9*

The one working accent: actions, the thrown switch.

Brass

#B89A4E
RGB 184, 154, 78
CMYK 0 16 58 28*

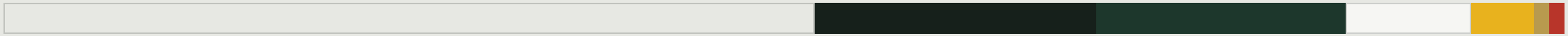
Hairlines and meter rims only.

Enamel Red

#B8352A
RGB 184, 53, 42
CMYK 0 71 77 28*

Meaning only: last keg, kicked.

PROPORTION



Terrazzo 52, Ink 18, Generator Green 16, Marble 8, Crane Yellow 4, Brass 1, Enamel Red 1. A guide for a page, not a rule for a can.

CONTRAST, MEASURED TO WCAG 2.2 AA (4.5:1 FOR TEXT)

Aa 13.57:1
Ink on Terrazzo. AA.

Aa 15.44:1
Ink on Marble. AA.

Aa 6.64:1
Ink Two on Terrazzo. AA.

Aa 10.90:1
On Dark on Generator Green. AA.

Aa 6.62:1
Crane Yellow on Generator Green. AA.

Aa 8.61:1
Ink on Crane Yellow. AA.

Aa 5.42:1
Enamel Red on Marble. AA.

Aa 1.58:1
Crane Yellow on Terrazzo. Never for text.

Aa 2.19:1
Brass on Terrazzo. Never for text.

* CMYK is computed from RGB and approximate. Confirm it with the printer on a proof.

Aa

Anybody

Display. One family, and its width axis is the voice.

Breaker wdth 52

Breaker wdth 75

Breaker wdth 100

Breaker wdth 150

Condensed (wdth 52 to 76) for names and headlines. Expanded caps (wdth 150) for nameplates, tracked 0.16em.

Aa

Schibsted Grotesk

Reading. Body, captions, menus.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

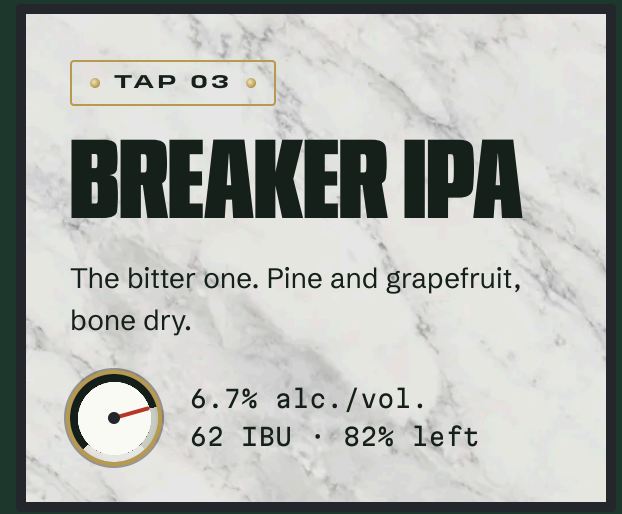
Aa

Martian Mono

Meter readings: strength, IBU, prices, times, tap numbers.

`6.7% · 62 IBU · TAP 03 · $9`

HIERARCHY IN USE



Nameplate · Anybody wdth 150, 700, 12 px, tracked 0.16em
Name · Anybody wdth 60, 850
Line · Schibsted Grotesk 400, 16 to 18 px, leading 1.6
Reading · Martian Mono 400, 13 to 14 px

All three faces are under the SIL Open Font License, served by Google Fonts.

The kit

Three devices from the hall. Marble is the fourth, kept for beer panels and the flight ticket and never used as a section background.

ON TAP

The nameplate

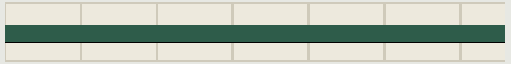
An engraved label: expanded caps, a brass hairline, two rivets. The only section label, at most one per three sections.



Keg left: Breaker 82, Copper Coil 38, Blackout 14

The meter

A round gauge that always shows a real value: IBU, keg level, days since tapped. Never decoration.

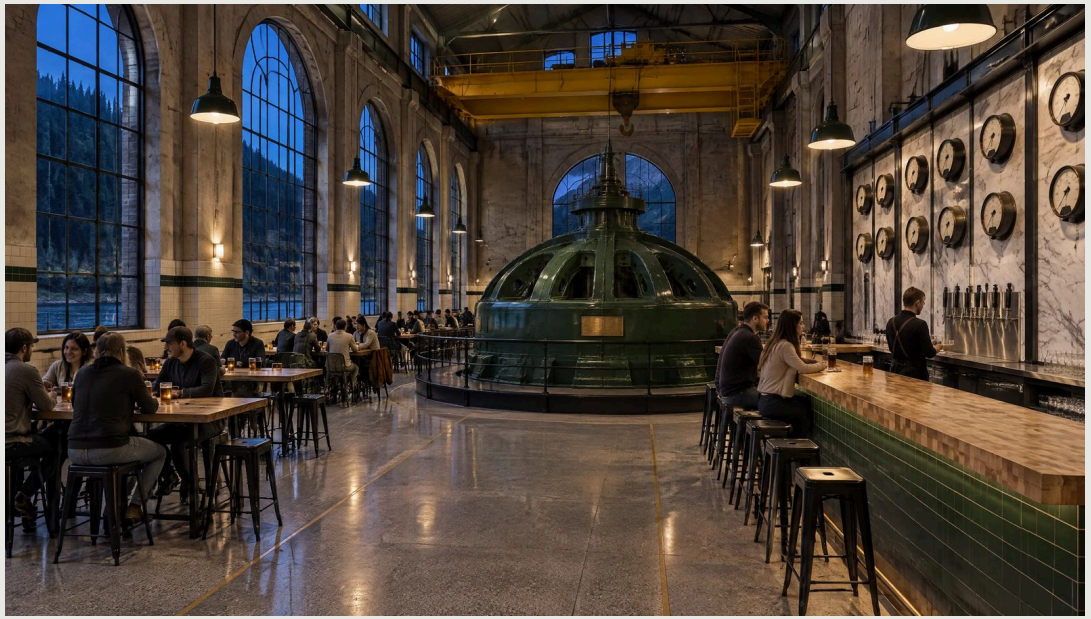


The tile band

The cream tile row with its one green band. It is the seam between a light room and a night room.

Photography

1. **The building is in every frame.** Terrazzo, cream tile with the green band, marble and brass, the yellow crane overhead.
2. **Two lights.** Blue hour comes through the river-side windows and warm light falls from the green enamel pendants. Edison bulbs and string lights stay out.
3. **People at the tables.** Faces stay small and natural, people talk over pints, and nobody looks at the camera.
4. **Food on fir.** Shot at forty-five degrees on the bar or a long table, the room soft behind.



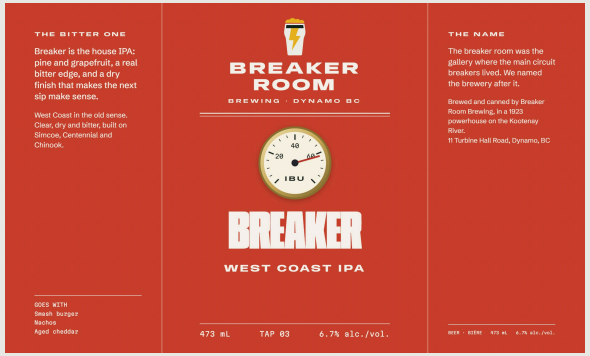












CAN LABEL

The full wrap for the 473 mL can, 207 by 125 mm. The front panel is the site's can art: the mark, the IBU meter, the beer in condensed caps. The side panels carry the story, the brewer's name and address, BEER · BIÈRE, 473 mL and 6.7% alc./vol. Each beer takes its own enamel colour.



COASTER

4 in round pulpboard, two sides. The face carries the mark on Generator Green. The back carries the driver line from the house rules, at every table.



TAP LIST

Letter size, for the tables and the door. The eight beers in pouring order, light to dark, with tap number, strength, IBU and the 16 oz price. Reprinted the day a beer changes. The tap wall itself is the switchboard, so there is no chalkboard.

Digital



Profile image: the mark on Generator Green, 1080 by 1080, safe inside the circle crop. The same tile as the site's app icon.



The "New on tap" post, 1080 by 1350. A site photo above the tile band, then the beer in Crane Yellow condensed caps, its style and strength in Martian Mono, one plain line about it, and the day it taps. One post per new beer.

The phone scene shows the profile on the river trail between Castlegar and Nelson. The handle is @breakerroombrewing, and the bio is the site's own line.

Voice and tone

Breaker Room writes as we, the people behind the bar, the way a good bartender talks to someone new.

Welcoming

We talk to the person who has never ordered a flight, and we never correct anyone.

Exact

We give the number: 6.7%, 62 IBU, tapped five days ago, kitchen until 9 PM.

Grounded

We name the building and the valley: the generator, the crane, Highway 3A, Creston hops.

✓ WE SAY	✗ WE DON'T SAY
Light to dark, left to right. The bar pours it in that order anyway.	*Embark on a curated tasting journey!*
Breaker is the bitter one. Pine and grapefruit, bone dry.	*Bold, hop-forward flavour that will blow your mind!*
When this keg kicks, Blackout goes off the board for about a week.	*Get it before it's gone!*
The driver of your table drinks free all night from the no-alcohol list.	*Please drink responsibly.*
Kids are welcome with an adult, inside and on the patio until 8 PM.	*A family-friendly atmosphere for all ages!*

QUICK REFERENCE



THE MARK

The Bolt Pint, four wide by seven tall. Clear space is the head of foam on every side. Lockup at least 40 px or 12 mm tall, mark at least 24 px or 8 mm.

TYPE

Anybody for display: condensed for names, expanded caps for nameplates. Schibsted Grotesk for reading. Martian Mono for every number.

THE KIT

The nameplate, the meter with a real value, the tile band, marble for beers only.

COLOUR

Terrazzo	#E7E8E3
Ink	#16201B
Generator Green	#1D372C
Marble	#F6F6F3
Crane Yellow	#E8B21E
Brass	#B89A4E
Enamel Red	#B8352A

Every text pair at 4.5:1 or above. Crane Yellow and Brass never carry text on a light ground.

PHOTOGRAPHY

The building in every frame, blue-hour windows and green pendants, people at the tables, food on fir.

VOICE

Welcoming, exact and grounded. Breaker Room writes as we, the people behind the bar.

THE HOUSE

Breaker Room Brewing
11 Turbine Hall Road, Dynamo, BC
250-555-0198
hello@breakerroom.example
@breakerroombrewing

BREAKER ROOM BREWING CO.

Concept build by Kootenay Made Digital

kootenaymade.ca

Breaker Room Brewing, the town of Dynamo, the beers, prices and events are invented. The Kootenay River, Castlegar, Nelson and Trail are real.