



Triune Brew Co.

## Brand Style Guide

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## Brand Overview

Triune Brew is a brand name that symbolise the friendship, and brotherhood of three friends (me and my two friends). Our friendship was started in childhood and is still growing with time. We used to play together, study, hangout and always got inspired from the business of brewery. So, we always had a dream of making our own brand and start a beer business. That is why we plan to start a brewing company under the name of 'Triune Brew'.

Triune Brew makes quality beer. But it's really about shared moments, good stories, and raising a glass to the people who matter most. In every bottle, you'll find friendship, honest craftsmanship, and a real commitment to excellence.

We brew for people who value connection. They know a good beer does more than just quench a thirst; it brings folks together.

## Brand Name & Purpose

**Brand Name:** Triune Brew Co.

**Origin:** The three founders who were brought together by the same interest are reflected in the name. "Triune" represents three people coming together to form a solid group based on friendship and trust.

### Target Audience:

- 22–40 years of age
- Young professionals
- Social drinkers
- Individuals who cherish social ties and friendships
- Craft beer enthusiasts

**Brand Purpose:** The Brand's purpose is to unite people via superior beer that honours fellowship, trust, and shared experiences.

Triune Brew appeals to customers because it stands for unity, loyalty, and sincere connection-values that are similar to those in their own friendships.

## Brand Promise

Triune Brew promises:

- Reliable, superior craft beer
- Authentic ingredients and brewing techniques
- A company that honours genuine friendships
- A friendly community centred around the brand

## Brand Values

**1. Brotherhood:** Triune Brew values cooperation, solidarity, and mutual assistance.

**2. Trust:** Transparency in communication, the method, and the ingredients.

**3. Creativity:** Commitment towards taste and high-quality brewing.

**4. Genuineness:** Real beer and real people—no gimmicks or made-up tales.

**5. Community:** Triune Brew celebrates and grows alongside our clients.

## Brand Personality

Triune Brew is:

**Warm-** hospitable, and pleasant

**Loyal-** cherishes lasting relationships

**Bold-** self-assured tastes and concepts

**Genuine-** sincere and truthful

**Fun-** welcoming and joyful

## Brand Visual Foundation

### Business Logo



Figure 1: Triune Brew Logo (Canva, n.d.)

The logo of Triune Brew clearly and symbolically conveys unity:

Three barley stalks symbolize the 3 founders, which are distinct people growing from a single common root and stand for equality and brotherhood.

Like a brotherhood emblem, the badge/crest shape symbolizes loyalty, trust, and affiliation.

The integrated design reinforces unity by demonstrating how each component helps the others.

Amber and brown, the warm hues of beer, create feelings of community, fellowship, and shared experiences.

### Colors

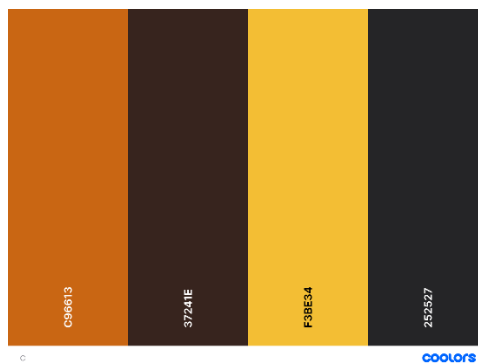


Figure 2: Brand Colors (Create a Palette - Colors, n.d.)

The whole visualization of the brand will be based on these 4 colors, where each color has its own importance. For example:

**Deep Amber** symbolizes warmth, craftsmanship, and beer.

**Dark Brown** represents stability, wealth, and trust.

**Gold** depicts a premium vibe, joy, and achievement.

**Charcoal Black** is Bold & modern.

## Typography

Triune Brew will use the fonts which will be appealing to its consumers and clearly readable for them.

For main headings, Timberline Regular Font will be used.

For example: *Triune Brew: The story of 3 Friends*

It looks graphically well-designed and more attractive.

For the body or to write paragraphs, Circle Slab C Narrow Light fonts will be used.

For example: Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam egestas augue a fermentum interdum. Ut neque nunc, auctor et ex id, rutrum blandit purus. Sed sed lacinia urna. In volutpat orci purus, non vulputate dolor condimentum sed. Praesent accumsan finibus dapibus. Integer consequat augue quis est tristique elementum. Nulla ac accumsan libero, eget ultricies elit. (Lorem Ipsum - All the Facts - Ipsum Generator, n.d.)

## Visual Style Elements

### Style of Photography:

- Real people, real times
- Glasses clinking among friends
- rustic surroundings and cozy lighting

- Barrels, pubs, wood, and outdoor parties

Examples:

- Hops, barley, and brewing equipment

- Details with a connection to past events

### **Themes of Aesthetics:**

- Modern and rustic

- Authenticity of craft

- Moments of brotherhood

## **Brand Voice**

### **Voice**

Triune Brew has the voice of a reliable friend.

Tone:

- Friendly

- Genuine

- Confident

- Relatable

- A little lighthearted

# References

Canva. (n.d.). *Design*. Canva.com. Retrieved February 4, 2026, from [https://www.canva.com/design/DAHAY\\_Llu1U/YK9JD4oUBSnkmWhoavAlnw/edit?ui=eyJEljp7IIAiOnsiQil6ZmFsc2V9fX0](https://www.canva.com/design/DAHAY_Llu1U/YK9JD4oUBSnkmWhoavAlnw/edit?ui=eyJEljp7IIAiOnsiQil6ZmFsc2V9fX0)

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