

Ready 1..2..3.. go



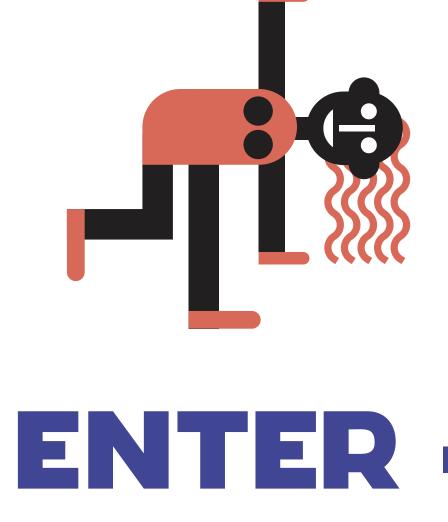


When was the last time you were standing in your balcony, wondering about that last beer you wanted to have but too drunk to leave the house.

Did your friend bring 3 more of her comrads and no drinks to the party?



So your girlfriend broke up with you for 12392389th timw but no mama to bring you wine?





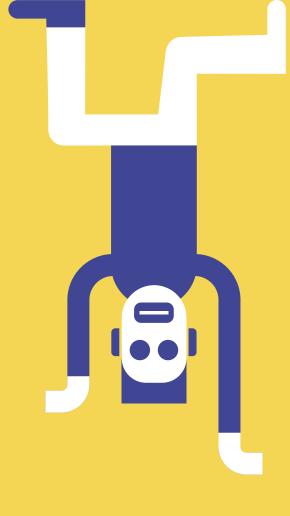
Brand guidelines

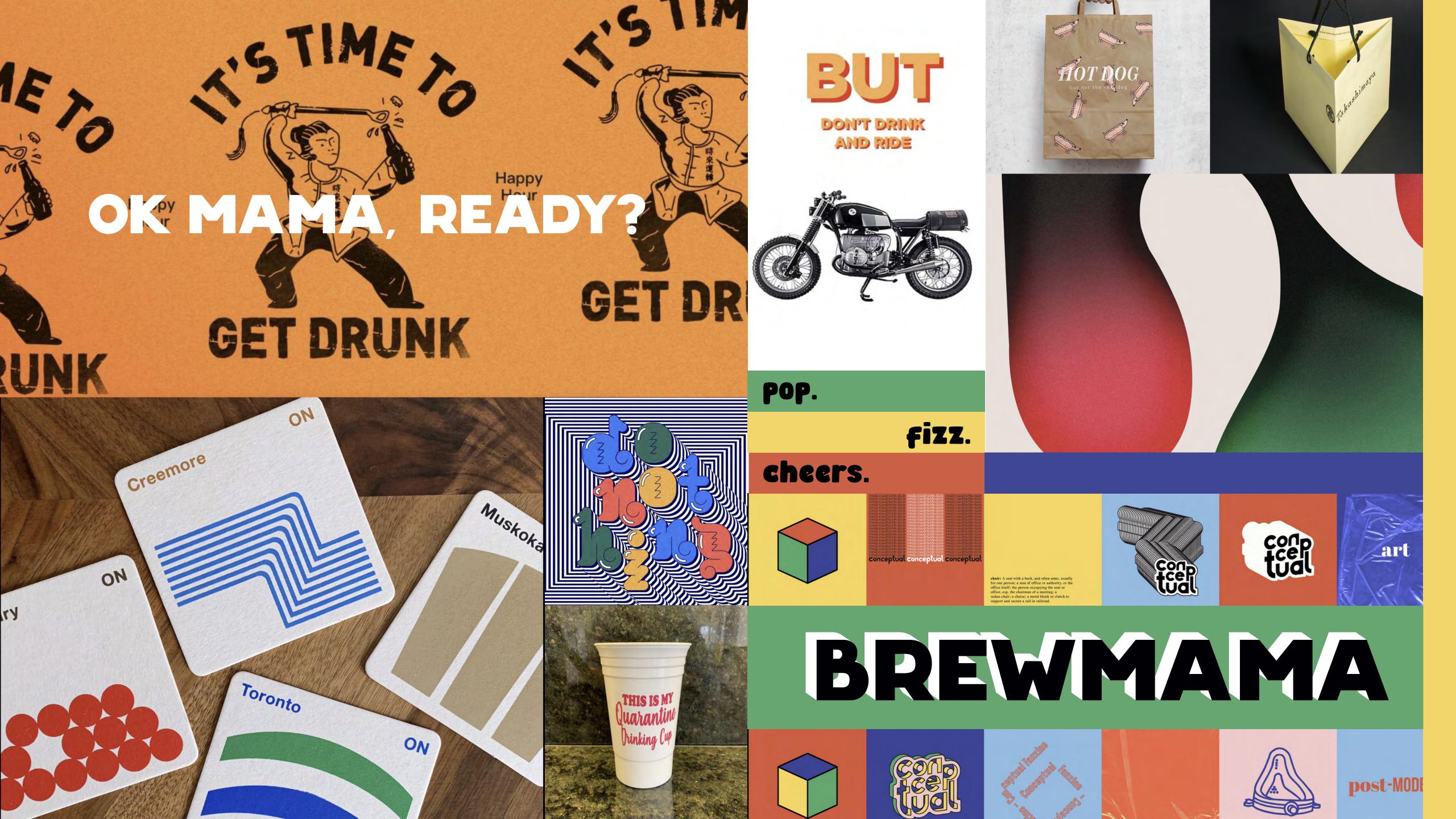


What is Brewmama?

BrewMama brings home delivery of alcohol where there is excitement, camaraderie, warmth and high spirits to cherish the good times. The name Brewmama sparked with the idea of alcohol being fermented as Brew And mama as slang giving a relaxed and warm feel to it.

Brewmama provides door delivery to all drink lovers, your favorite alcohol from any Shops, Bars or Restaurants as per your preference. We offer your Pick on Brands, Flavours, and Type. Wait there is more we provide Customized Add Ons such as soda (mixers/cold drinks) and packaged snacks. Equipped with our own fleet of delivery partners to ensure deliveries on time and demand.Customers being our first priority smart AI technology will be available to tailor each customer's needs and preferences.







Alcohol

Brand Name



POP. FIZZ. CHEERS.

Primary Logo





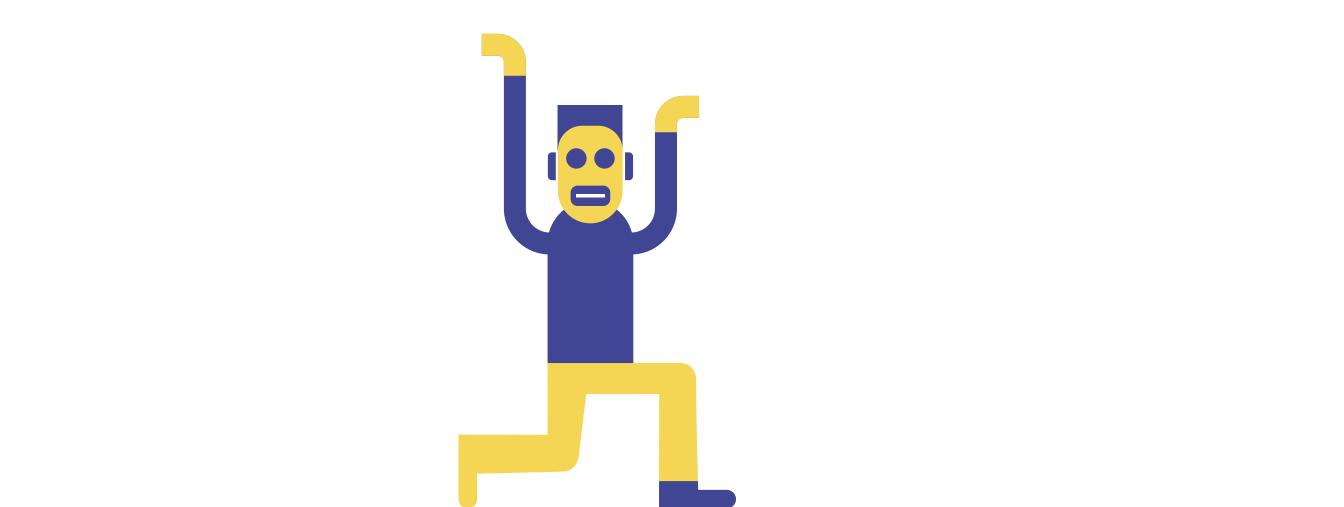


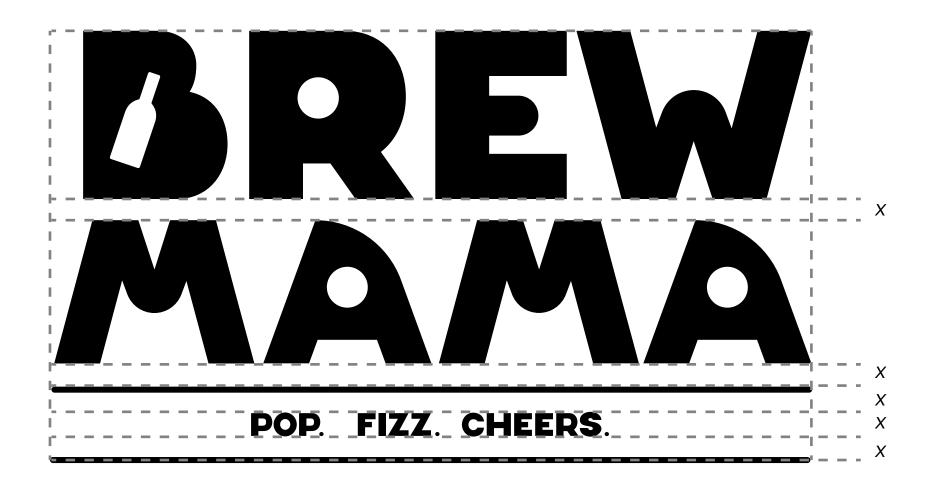




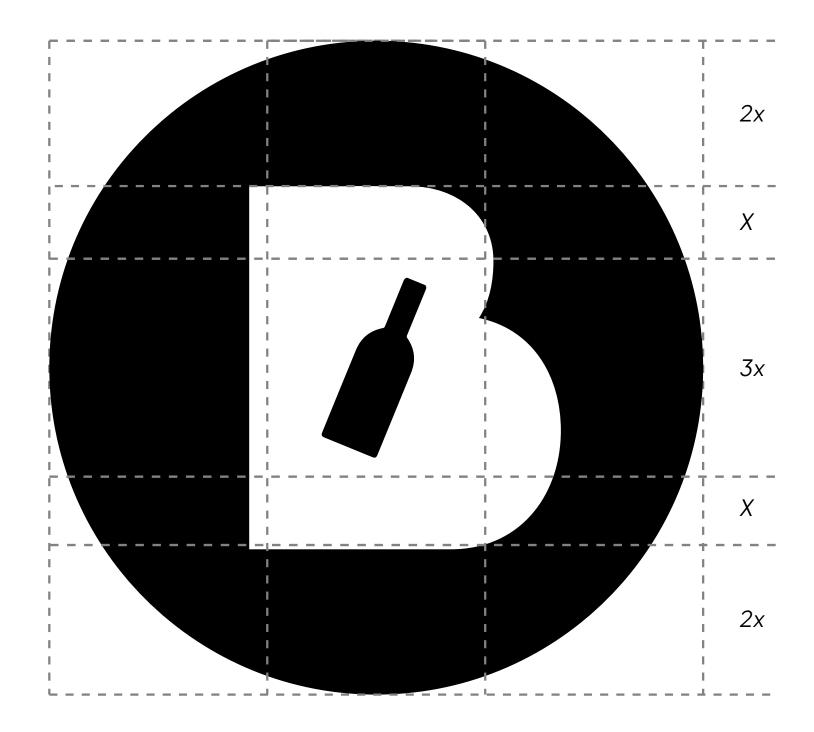
Alignment & Scale:

The logo brand's name Brewmama should always be aligned centered to the beer mug. The Logo should never be stretched and should always be scaled proportionately.



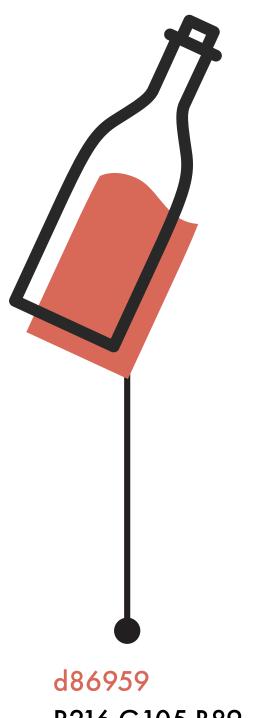


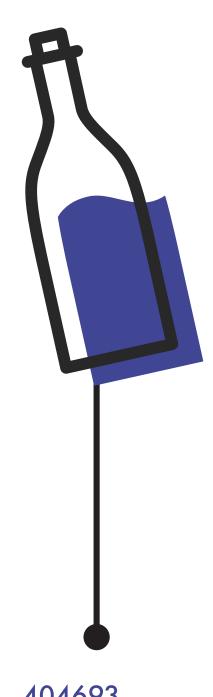






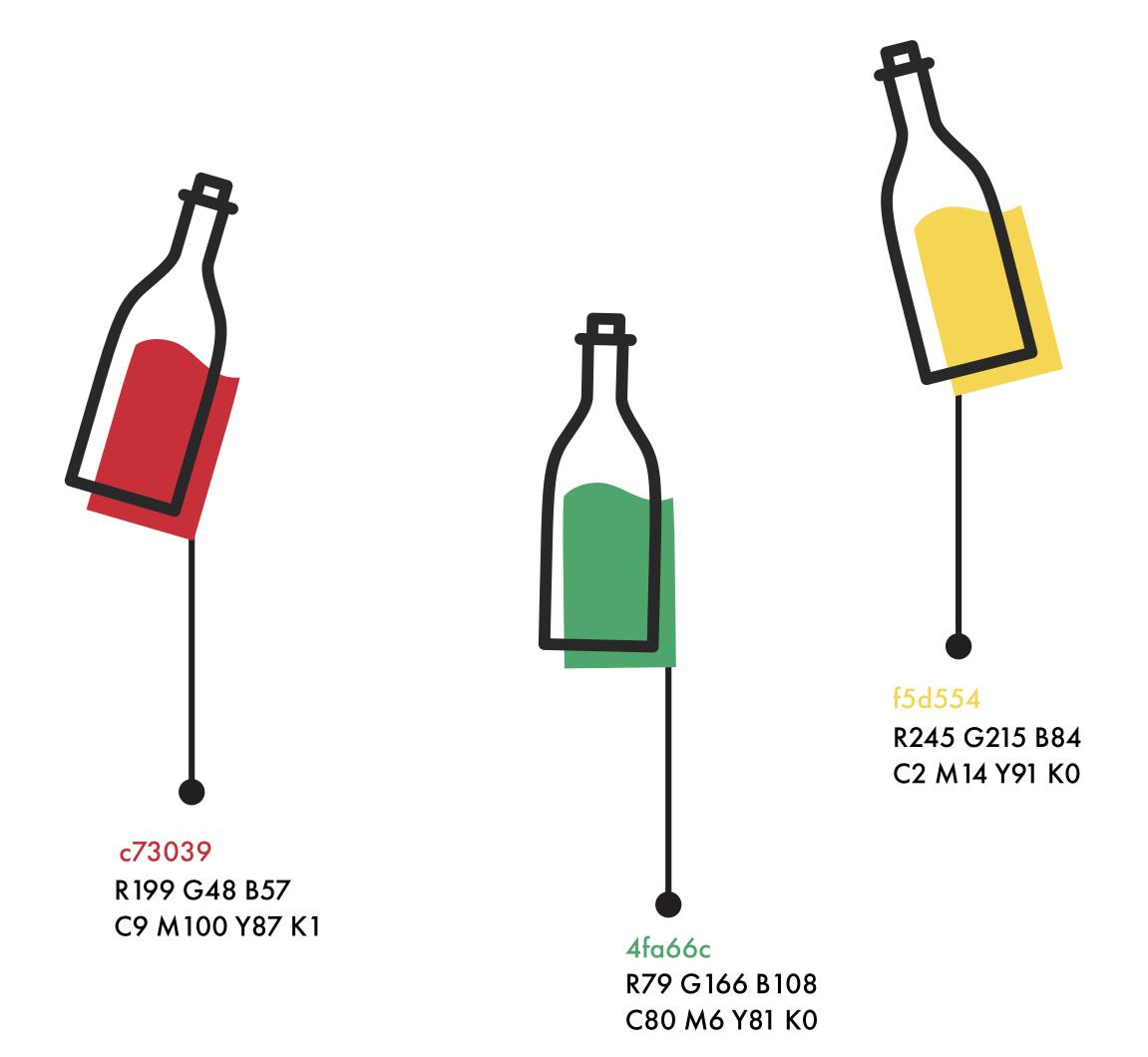






404693 R64 G70 B147 C90 M85 Y3 K0

R216 G105 B89 C4 M77 Y68 K0



Color Palette





Primary Color Palette



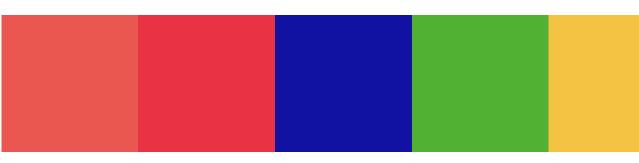
High Saturation Version (used for backgrounds)

30%	30%	20%	20%	10%

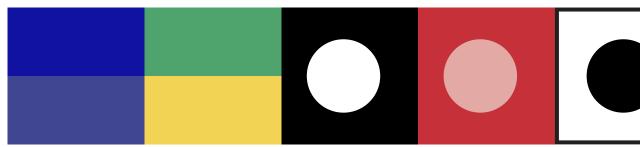
Percentages



Social Media



Low Saturation Version (Majorly used to draw focus)



Blog, Website, app (Text, Images, Illustrations, Headers, Footers, Backgrounds)









POP. FIZZ. CHEERS.



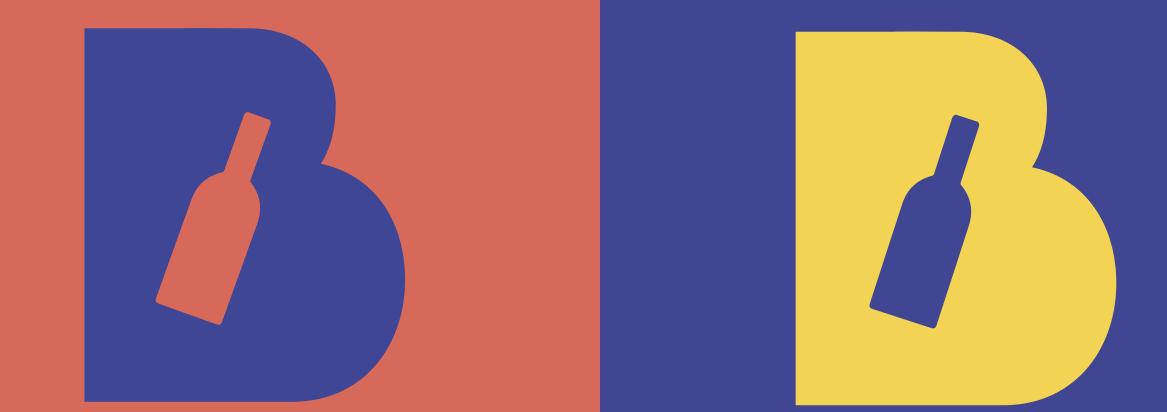
POP. FIZZ. CHEERS.

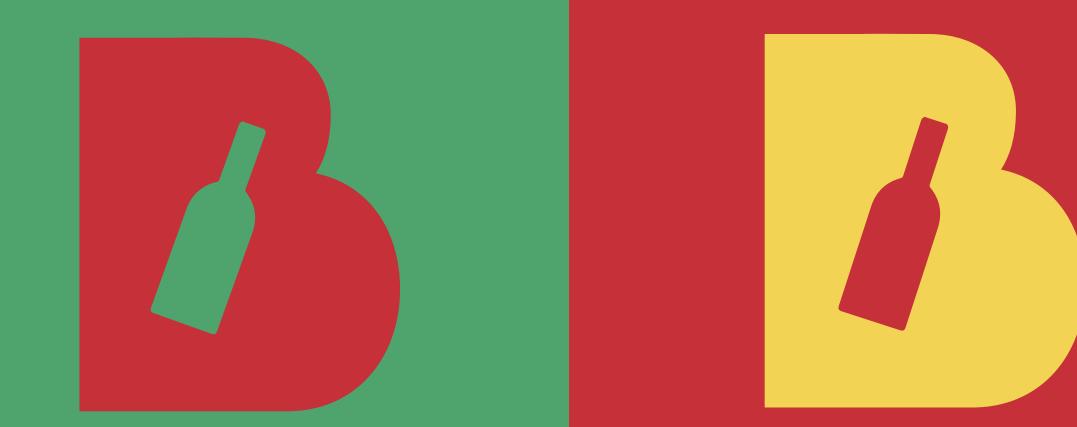


POP. FIZZ. CHEERS.

POP. FIZZ. CHEERS.











BERENICES

H J K L M FG STUVWXYZ R 5 6 7 8 9 4 0

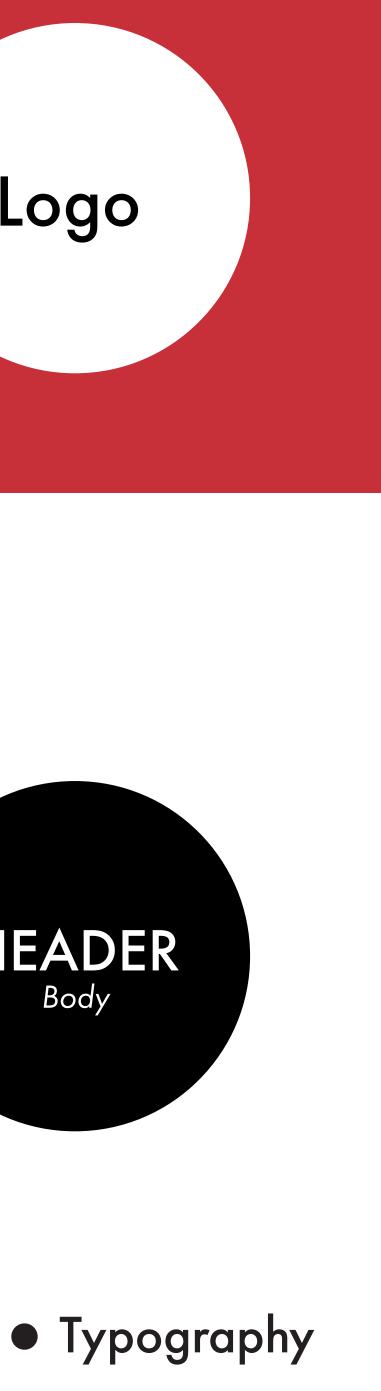
Futura (Medium)

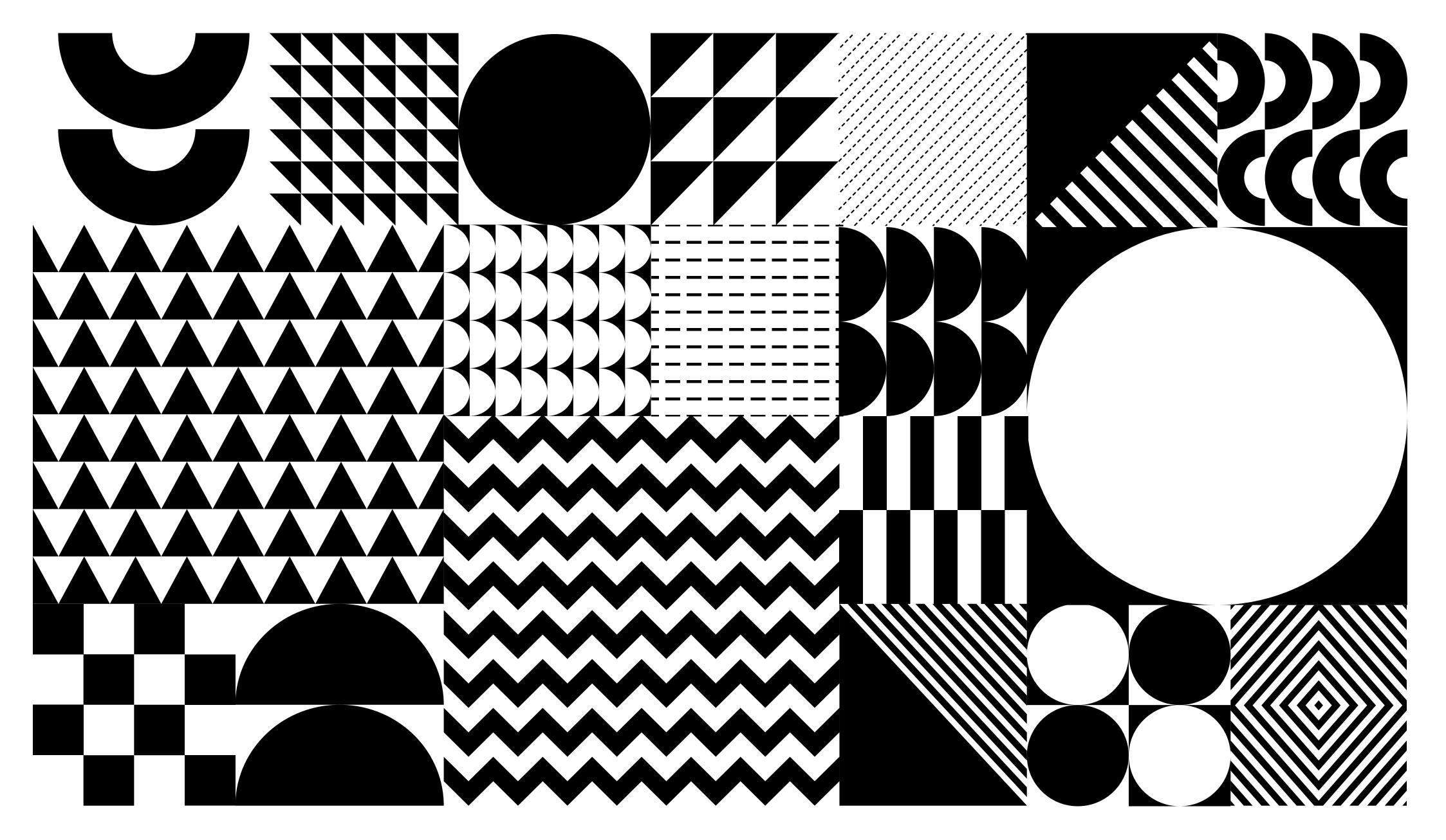
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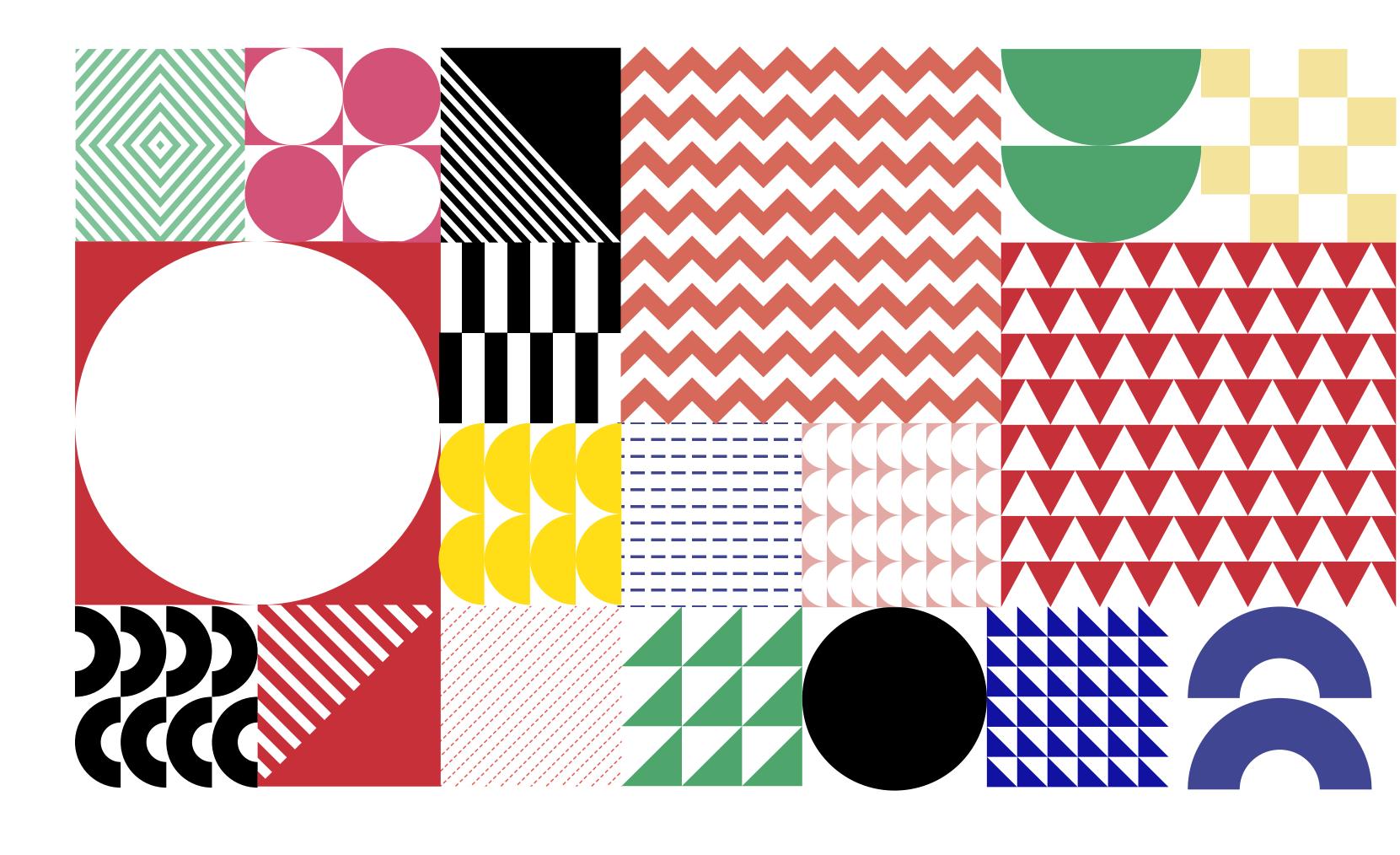
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These design elements can be used together as a pattern & also as individual elements to portray a look of playfulness yet a sleek character giving that touch of contradiction.



• Design Elements



Hard liquor





Beer

Wine



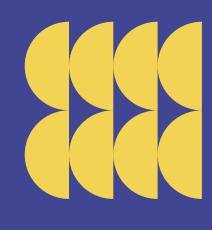




Hi, l'm



A cup can be a conversation starter. It can make the customer whoever they want to be for that night!



Who do you want to be tonight?





www.brewmama.in

• Beer Cups





A bag need not go wasted, designing a bag that can also be a tic tac toe can make the customers excited when they buy from Brewmama.



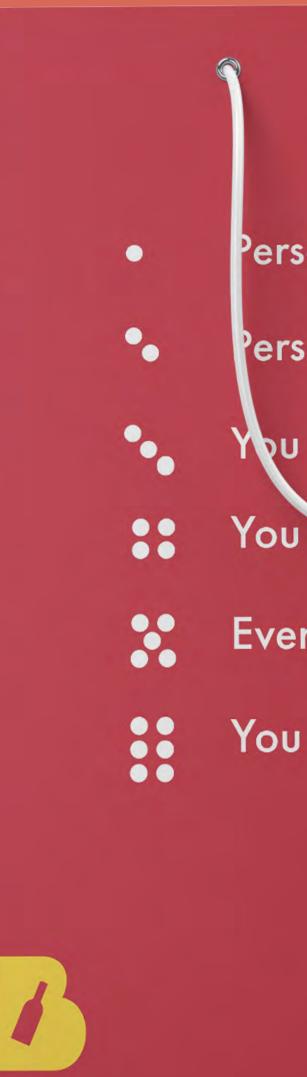
Bags







Probably a drinking game idea, would spice up any party. Imagine waking up in the morning to think about all the crazy things that happened.

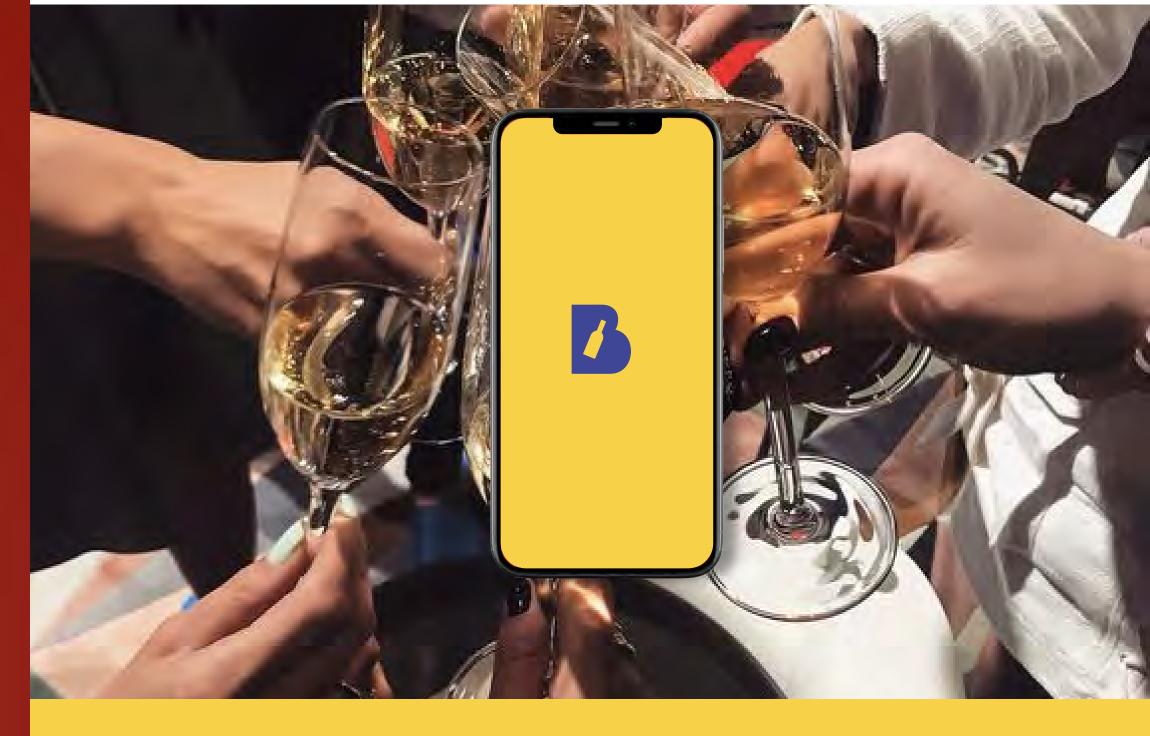


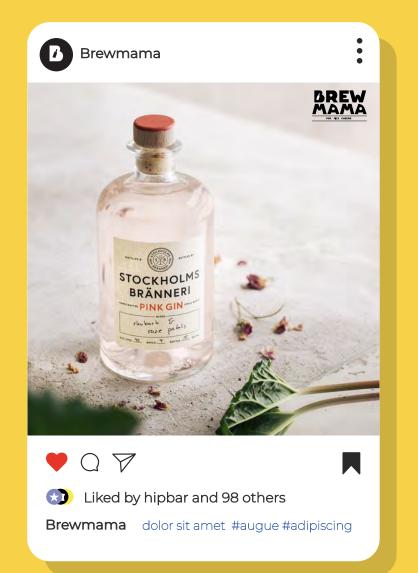
Person to your left drinks Person to your right drinks You drink You give a drink Everyone drinks

You drink twice











Brewmama dolor sit amet #augue #adipiscing



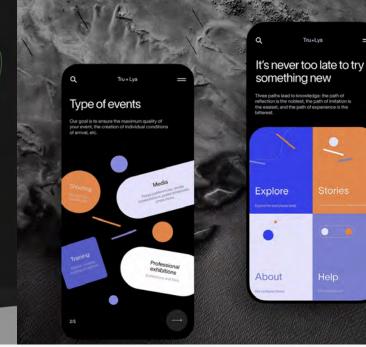














Easy delivery

Subscribe to our "flavor of the month" club and appreciate that this kind of date is so much easier. To set you up for sippin' success, we curate the trappings in each box to compliment each flavor that is poppin' with easonal freshness.

Flavor of the month

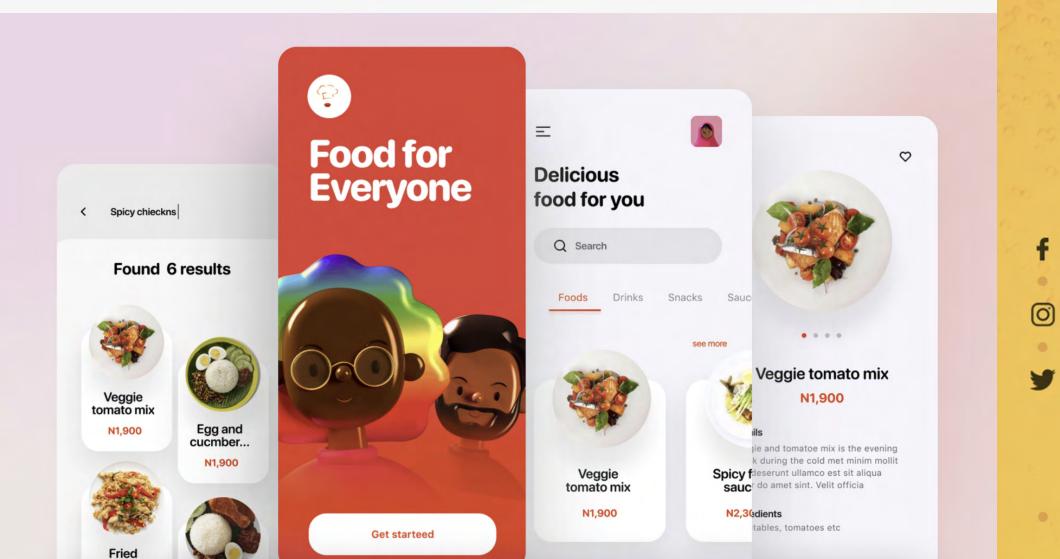
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Pucker up, buttercup

Pucker up, buttercup! Get ready to experience all the joy radiating out from your new arrival. Feel free to leave a review on our site or tag us on the soc as you kick back relax, and enjoy! #drinkpikklepuss

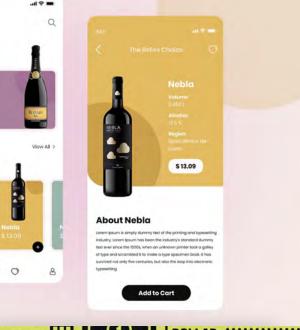


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A (CHAOTIC) YEAR REVIEW



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Choice



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BEER & SNACKS **DELIVERED TO YOUR DOOR**

Available on the App Store

Enter your ZIP code

GO!

► See all locations OVER 1K STORES

. . . .

• Website / app

Only the best brands

SINGL

WEIGHT



SIGN UP











• Delivery Executive T shirts





Reshmi CEO

K.Priyanka,

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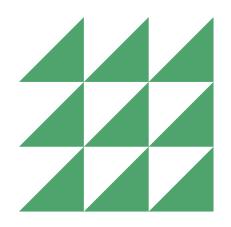
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0987654321 reshmi@brewmama.com

ary to popular belief, Lorem Ipsum is not simply random texes has reasoning in a piece of ssor at Hampden-Sydney College in Virginia, looked up one

cal Latin literature from 45 BC, making it over 2000 years old har words, consectetur, from a Lorem Ipsum passage, and going through the classical literature, discovered the undoubtable source. Lorem Ips 1.10.32 and 1.10.33 of "de Finibus Bonorum et Malorum" (The Ext es of od and Cicero, written in 45 BC. This book is a treatise on the theory of et Renaissance. The first line of Lorem Ipsum, "Lorem ipsum dolor site et..", section 1.10.32.

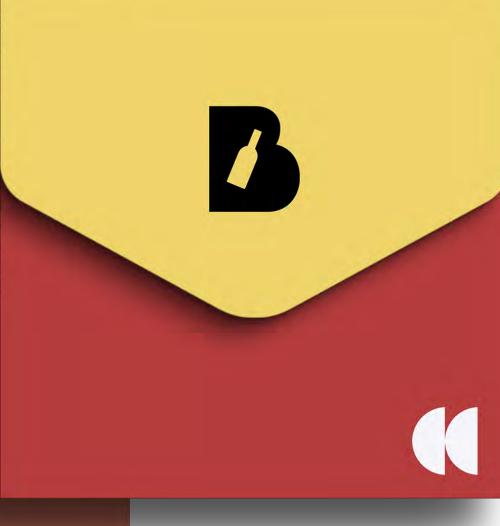
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MAMA, LET'S GET THIS PARTY STARTED!