BRAND ELEMENTS

Karst BREWING CO

CORE LOGO

Karst BREWING CO

Our name is a nod to our topography, tradition and history. A karst is not only a place for exploration and adventure, it's a place where cool, clean water originates. It's refreshing, natural, pristine – and a place with a lot of Texas tradition. It's a family-friendly retreat, and a way of crafting beer that has roots in a German-trained tradition.

SQUARE LOGO

ROUND LOGO

AUSTIN
Karst
BREWING CO
TEXAS

AUSTIN
Karst
BREWING CO
TEXAS

GRUNGE VERSIONS

VARIATIONS

AUSTIN
Karst
BREWING CO
TEXAS

AUSTIN
Karst
BREWING CO
TEXAS

AUSTIN
Karst
BREWING CO
TEXAS

AUSTIN
Karst
BREWING CO
TEXAS

AUSTIN
Karst
BREWING CO
TEXAS

AUSTIN
Karst
BREWING CO
TEXAS

TEXTURES, COLORS & TYPOGRAPHY

Karst
BREWING CO
LEANDER, TEXAS

Primary Colors

CMYK 85, 58, 48, 30	**CMYK** 40, 23, 58, 0	**CMYK** 7, 5, 15, 0	**CMYK** 15, 80, 70, 20

Secondary Colors

CMYK 70, 30, 60, 20	**CMYK** 20, 4, 24, 0	**CMYK** 17, 19, 37, 0

Based on Thirsty Script Extrabold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOP
QRSTUVWXYZ0123456789.

Roboto Slab Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTU
VWXYZ 0123456789.?!@#$%^&*()

PART **GERMAN.** PART **AUSTIN.** ALL Karst

TRADITIONAL GERMAN BEER **KICKED IN THE HOPS** BY TEXAS.

AUSTIN
Karst
BREWING CO
TEXAS

GERMAN BEER **KICKED IN THE REINHEITSGEBOT** BY TEXAS.

AUSTIN
Karst
BREWING CO
TEXAS

PUT SOME **WEIRD** IN YOUR **REINHEITSGEBOT.**

AUSTIN
Karst
BREWING CO
TEXAS

PURE GERMAN AUSTINESS.

AUSTIN
Karst
BREWING CO
TEXAS

SHIRTS & HATS

AUSTIN
Karst
BREWING CO
TEXAS
PART GERMAN.
PART AUSTIN.
ALL
Karst

AUSTIN
Karst
BREWING CO
TEXAS
PART GERMAN. PART AUSTIN.
ALL Karst.

AUSTIN
Karst
BREWING CO
TEXAS

PART GERMAN. PART AUSTIN.
ALL Karst.

PART GERMAN. PART AUSTIN.
ALL Karst.

QUESTIONS

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