



BRAND GUIDELINES



Craft Beverages Worth Sharing

VISION

Inspiring others through our craft.

MISSION

Cultivating and investing in a community of trouble seekers through great beverages.

Inspiring people with experiences and stories that you want to be part of.

VALUES

PASSION - Like the monk, we inspire others by acting with dedication and determination, no matter how humble the task might be.

INCLUSION - A team will outperform an individual fostering an environment that is respectful, approachable and equal ensures that all people interacting with troubled monk feel safe and appreciated, resulting in something much greater than the sum of its parts.

KAIZEN - We encourage continuous improvement; taking small steps to be the best we can be across all we do.

COMMUNITY - We strive to elevate those around us, bringing everyone up together and motivating everyone around us to be better.

CAPTIVATE - In everything we do, we create experiences and stories that everyone around us wants to be a part of.

EXCELLENCE - Paying attention to details ensures quality in all we do. Through this, we will build loyalty and trust amongst our trouble seekers

FUN - Simply put, we sell a fun product, so we better have fun ourselves.



THE STORY OF THE MONK

A monk sits, furiously scratching away at his parchment.

It is near dawn and his candles have burnt down to near nothing. Still, he cannot rest until he's finished.

He won't rest.

Open jars of grains surround him, some spilled next to his parchment.

He runs his hands through them before bringing them to his nose.

He smiles as he lifts his parchment into the light. After countless experiments, this is it. The perfect recipe.

A beer fine enough to share. This Monk isn't your typical devotee.

He has an unmatched passion for his craft and the will to go anywhere to find the right ingredients.

And tonight, his devotion to his craft has paid off.

The trouble is, he will never stop searching for the next perfect recipe...



BRAND ARCHETYPE: THE EVERYMAN

The Everyman archetype embodies authenticity, relatability, and a strong sense of community. At its core, it represents a desire to belong and connect with others, fostering an environment where everyone feels welcome, valued, and included. The Everyman seeks to break down barriers, bridging gaps with shared experiences and genuine interactions.

For Troubled Monk, the Everyman archetype is reflected in our warm and approachable nature. We are the friend who invites you to pull up a chair, share your story, and enjoy a craft beverage that feels like it was made just for you. There's no pretension—just honest devotion to creating moments worth sharing with people who matter.

ATTRIBUTES OF THE EVERYMAN ARCHETYPE:

RELATABLE - We meet people where they are, speaking their language and understanding their needs.

APPROACHABLE - Everyone is welcome here, and we actively create a space where people feel comfortable and at ease.

DOWN-TO-EARTH - Our tone is authentic and humble, never elitist or intimidating.

COMMUNITY-FOCUSED - We strive to connect with individuals and foster bonds within the community.

TRUSTWORTHY - We deliver on our promises with quality products and experiences that build loyalty and trust.

HOW TROUBLED MONK EMBODIES THE EVERYMAN:

- Through devotion to our craft, creating beverages that bring people together.
- By making craft beverages accessible and enjoyable for everyone, whether they're seasoned connoisseurs or new to the craft scene.
- With a warm, inviting tone that encourages connection and celebrates individuality.

By celebrating our community, lifting others up, and inspiring people to share their passions as we share ours. The Everyman archetype is at the heart of everything we do, driving our mission to inspire others through our craft and our belief in creating experiences that feel personal, memorable, and meaningful.

BRAND VOICE

Troubled Monk communicates like a trusted friend who always brings the best craft beverages to the table. Our tone shifts depending on the context but is always rooted in authenticity and warmth.

ATTRIBUTES

WE ARE:

- Joyful
- Playful
- Passionate
- Inclusive
- Confident

WE ARE NOT:

- Grumpy
- Arrogant
- Intimidating
- Elitist
- Discriminatory

KEY GUIDELINES

Promoting responsible consumption: Never joke about overconsumption or alcohol misuse.

Inclusivity: Ensure language and tone are respectful and welcoming to all demographics.

TONE OF VOICE

GENERAL TONE

- Friendly, approachable, and conversational.
- Confident but never arrogant.
- Witty and playful in informal settings, e.g., social media and email marketing.
- Warm and welcoming, reflecting our inclusive brand values.

CONTEXT-SPECIFIC TONE

- **Press releases and formal communications:** Polished and professional, while retaining authenticity.
- **Social media and marketing emails:** Conversational, witty, and engaging.
- **Customer responses:** Friendly, empathetic, and solution-focused, with a touch of humour when appropriate.

LANGUAGE USAGE

- Use British spelling.
- Use active present tense.
- Follow proper grammar, including using a comma before "but."
- Avoid overly technical jargon; simplify and clarify where possible.
- Avoid slang unless it feels natural and enhances the tone.

TARGET AUDIENCE

DEMOGRAPHICS

- **Primary age group:** 25–44 (67.2% of the audience).
- **Gender split:** 55.8% female, 44.1% male.
- **Location focus:** Alberta, especially Red Deer (28%), Calgary (15.9%), and Edmonton (15.2%).

AUDIENCE PROFILE

Our audience values community, quality, and memorable experiences. They are adventurous drinkers who appreciate craft beverages and enjoy sharing these experiences with others.



CONTENT GUIDELINES

CORE MESSAGING

Troubled Monk embodies passion and the relentless pursuit of perfection. He crafts, experiments, and refines to create beverages worth sharing, knowing the journey never truly ends. His story inspires us to stay devoted to our craft and to connect with our community.

KEY PHRASES

- "Craft beverages worth sharing."
- "Devoted to our craft."
- "Bringing people together."
- "Community of trouble seekers."

WRITING STYLE

- Use short, conversational sentences for marketing and digital content.
- Avoid overloading text with information; focus on key ideas and keep it engaging.
- Emphasize storytelling and experiences over technical details.

CUSTOMER AVATARS

These customer avatars represent the core target audience of Troubled Monk as a whole, reflecting the brand’s commitment to inclusivity, community, and craft. However, each sub-brand within Troubled Monk—such as Troubled Tea, Epitaph Gin, Adequate Vodka, Troubled Monk Soda, and Grainhenge Whisky—has its own unique nuances in audience demographics and psychographics. For example, some sub-brands may appeal to a younger, more geographically dispersed audience, while others might resonate more with an experienced, discerning demographic. When crafting messaging, it’s essential to consider the specific audience for each product and tailor the tone, style, and content accordingly. This ensures that every piece of communication feels relevant and resonates authentically with the intended audience.

THE CRAFT CURIOUS ADVENTURER



Name: Matt
Age: 35
Gender: Male
Location: Eckville, AB
Occupation: Electrician

Lifestyle:
Matt enjoys hands-on work and takes pride in his job. He spends his weekends unwinding with friends, trying out new breweries, or heading to the mountains for camping trips. He’s no stranger to cracking open a cold one, but he’s starting to explore craft beverages, appreciating the creativity and dedication behind them.

Pain Points:
He’s curious about craft beer but sometimes feels out of place in overly polished or pretentious spaces. He’s looking for a brand that feels authentic and approachable.

Goals/Desires:
Matt wants to find beers that taste great, support local businesses, and are easy to share with his buddies. He enjoys learning about the process behind the products, but prefers brands that don’t take themselves too seriously.

How Troubled Monk Fits:
Troubled Monk’s laid-back and relatable vibe makes Matt feel right at home. He loves our emphasis on quality and community and appreciates the playful, no-nonsense approach to craft brewing. He’s excited to discover new flavours that he can proudly introduce to his friends at backyard hangouts.

THE LOYAL LOCAL



Name: Jason
Age: 42
Gender: Male
Location: Red Deer, AB
Occupation: Small Business Owner

Lifestyle:

This customer is deeply rooted in his community and values supporting local businesses. He's a loyal patron of neighbourhood spots and takes pride in introducing friends to hidden gems. He balances work and family life, but makes time for socializing over a good beer.

Pain Points:

He dislikes big, impersonal brands and prefers businesses that invest in their local community. He also wants quality beverages he can trust, with consistency and flavour being top priorities.

Goals/Desires:

He wants a place to unwind after work or on weekends where he feels like part of the family. He's also looking for products he can confidently bring to BBQs or gatherings, knowing they'll impress without feeling pretentious.

How Troubled Monk Fits:

Troubled Monk's community-focused mission and approachable tone make him feel at home. He loves that we're proudly based in Alberta and appreciates our devotion to quality and kaizen. He's a regular at our taproom, enjoying familiar favourites and trying new seasonal offerings.

THE SOCIAL EXPLORER



Name: Sophie
Age: 28
Gender: Female
Location: Edmonton, AB
Occupation: Nurse

Lifestyle:

This customer works hard and plays hard. Her busy schedule makes her value her downtime, which she spends with close friends at lively social events or cozy gatherings. She's a foodie and craft beverage enthusiast who loves pairing meals with great drinks and is always on the hunt for the next exciting flavour profile.

Pain Points:

She's wary of brands that feel exclusive or overly serious and prefers a fun, laid-back approach to craft beverages. She also values convenience and wants options that suit her active lifestyle.

Goals/Desires:

She's seeking vibrant, memorable experiences and unique beverages that add joy to her social gatherings. She wants to connect with brands that are playful yet high-quality and that feel genuine.

How Troubled Monk Fits:

Troubled Monk's playful, cheeky side appeals to her fun-loving personality, while the devotion to quality reassures her that she's getting the best. She loves our innovative flavours and will proudly bring our products to gatherings, knowing they'll spark conversation. She follows us on social media for updates and fun content and appreciates our willingness to engage with her directly.



As Troubled Monk has evolved, the brand has expanded to include distinct sub-brands, each catering to unique target audiences. From the sage spirit of Grainhenge Whisky to the youthful energy of Troubled Tea and the refined elegance of Epitaph Gin, these sub-brands reflect the diversity of our craft. Each sub-brand has its own brand guidelines to ensure its identity resonates with its audience while staying true to the overarching values of Troubled Monk. This approach allows us to maintain consistency across the portfolio while giving each sub-brand the flexibility to authentically connect with its specific community.

TROUBLED MONK LOGO VARIATIONS

The visual style of Troubled Monk honours the brand’s legacy with its rich brown tones, a nod to our roots and heritage. Moving forward, we are embracing black and white as the core colours of our brand identity, reflecting a modern and clean aesthetic that enhances versatility across platforms.

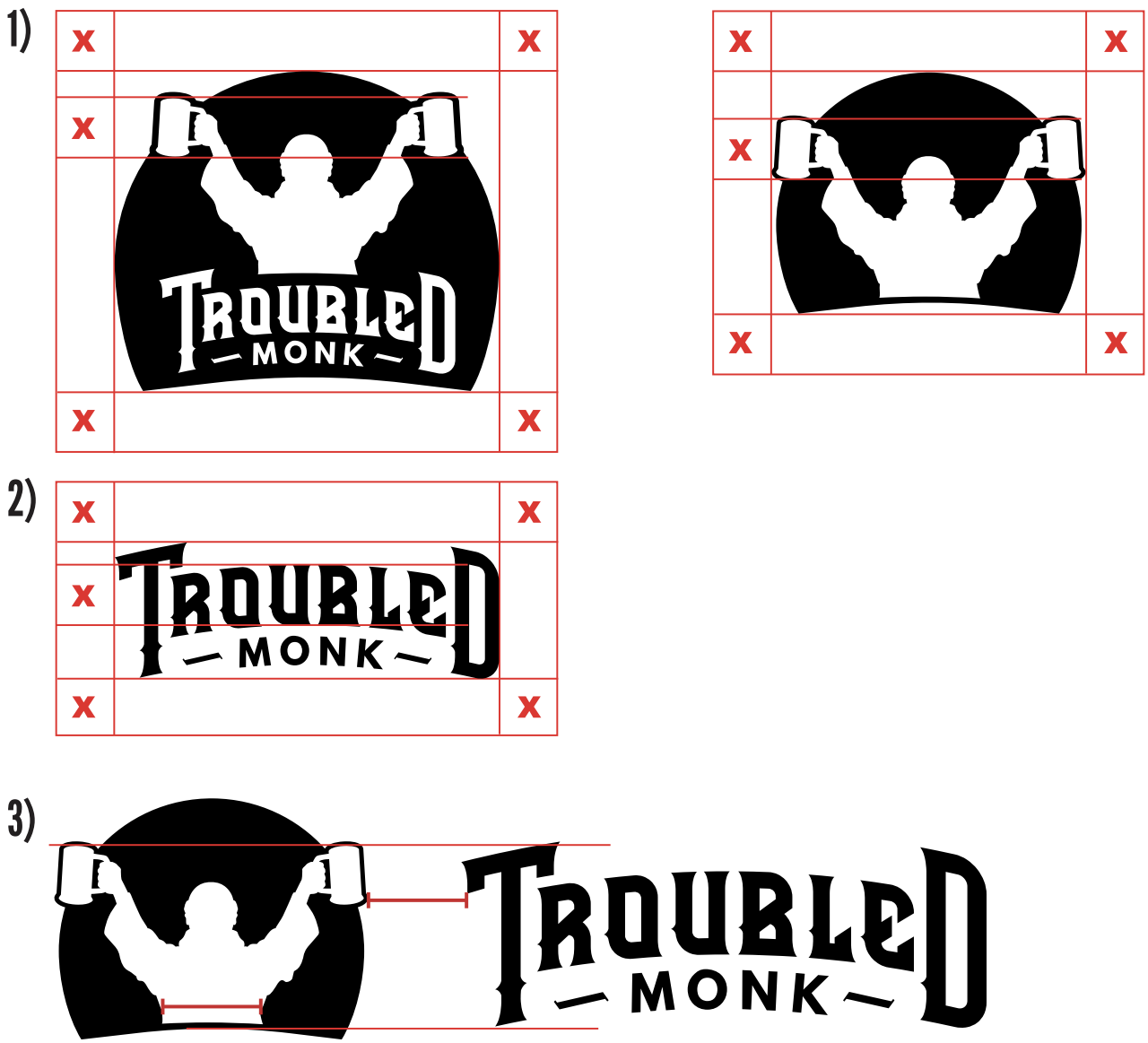
When representing Troubled Monk in a corporate context or in messaging that spans across our sub-brands, the corporate logo should be used to maintain cohesion and unity. Conversely, when focusing on the taproom or our beer products, the Troubled Monk main logo featuring the monk icon is preferred, as it embodies the warmth, playfulness, and craftsmanship at the heart of our brewery experience. This dual approach ensures consistency, while allowing flexibility to highlight the distinct aspects of the brand.

	PRIMARY LOGO	CORPORATE LOGO	ICON
BLACK			
REVERSED			
COLOUR			

SAFE AREA

To ensure the logo variations and icon appear prominent without interference, minimum clear space has been established.

- 1) The primary logo and icon should always have a space around it. The space is the same height as the monk's mug.
- 2) The secondary logo should always have a space the height of the letter "u" in "Troubled" around it.
- 3) In specific cases where a long horizontal space is needed, such as outdoor signage or the website, the corporate logo and the icon can be placed together. If this occurs, the corporate logo should be the same height as the "monk" and the two logo variations should be separated the distance of the monk's lower body.

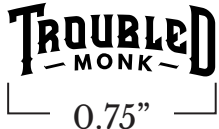


SIZE REQUIREMENTS

The logo variations and icon may be resized to be as large as you require. To ensure legibility, the logos and icon should not be displayed below the minimum size.



minimum logo size



minimum logo size



minimum icon size

INCORRECT LOGO USES



Do not add a containing shape to the logo.



Do not place logo on a busy background.



Do not reverse the logo on a light background.



Do not use low resolution logo.



Do not stretch or distort the logo.



Do not change the logotype font.



Do not use type in conjunction with the logo.



Do not apply a drop shadow or other effects to the logo.



Do not change the positioning of any of the elements.

TYPOGRAPHY

HEADLINE TEXT

Lacydes Regular is the headline font, used strictly for headlines. Lacydes Regular is a font that pays homage to the illuminated manuscripts that monks would devote their lives to creating. It is strong, aggressive, historic, quirky, and has the ability to ground itself on any surface.

H2 / SUBHEAD TEXT

League Gothic Regular should be used for any subheaders, H2 (headline 2) or informational call-outs. League Gothic is a strong, modern font that still pays homage to older fonts of the 19th century. This font is very legible while still creating a strong footprint.

Body Text

Baskerville is one of the oldest fonts ever created. As a serif font, it creates easy legibility, while also keeping a sense of legacy in that it is a strong, established font. Use Libre Baskerville Regular/Italic in all body copy and with every story you tell.

Lacydes Regular - HEADLINE TEXT

A A B B C C D D E E F F G G H
H I J J K K L L M M N N O O P
P Q Q R R S S T T U U V V W
W X X Y Y Z Z 0 1 2 3 4 5 6 7 8 9

League Gothic Regular - SUBHEAD TEXT

A a B b C c D d E e F f G g H h I i J j K k L l M m
N n O o P p Q q R r S s T t U u V v W w
X x Y y Z z 0 1 2 3 4 5 6 7 8 9

Libre Baskerville Regular - BODY TEXT

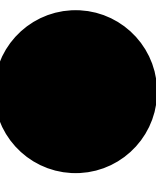
A a B b C c D d E e F f G g H h I i J j K k L l
M m N n O o P p Q q R r S s T t U u V v W w
X x Y y Z z
0 1 2 3 4 5 6 7 8 9

Libre Baskerville Italic - BODY TEXT

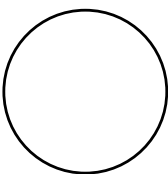
*A a B b C c D d E e F f G g H h I i J j K k L l
M m N n O o P p Q q R r S s T t U u V v W w
X x Y y Z z
0 1 2 3 4 5 6 7 8 9*

MODERN COLOUR PALETTE

To create a versatile base for Troubled Monk to house its sub-brands, pure black and white are the new primary colours for Troubled Monk. This allows us flexibility across mediums and consistency across all print methods.



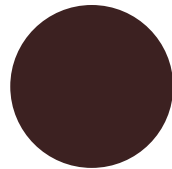
PURE BLACK
CMYK: 75/68/67/90
RGB: 0/0/0
HEX: 000000



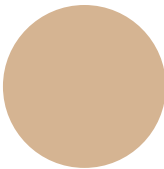
PURE WHITE
CMYK: 0/0/0/0
RGB: 255/255/255
HEX: ffffff

LEGACY COLOUR PALETTE

The legacy colours of brown and beige should be incorporated through the warmth of our imagery and design palettes, but the use of these colours in the logo is no longer our primary form.



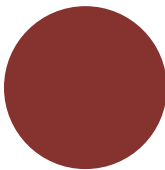
PANTONE 4975 C
CMYK: 49/77/69/67
RGB: 65/32/32
HEX: 412020



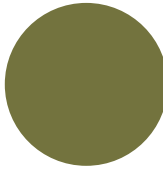
PANTONE 727 C
CMYK: 13/30/46/0
RGB: 220/179/141
HEX: dcb38d

SECONDARY COLOURS

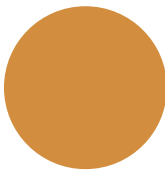
Secondary colours play an essential role in Troubled Monk’s visual identity, adding depth and versatility to promotional materials, advertisements, and the website. These colours should be used thoughtfully, ensuring they complement the primary black-and-white palette while enhancing the overall design. When it comes to our labels, however, vibrancy and creativity take center stage. Our labels are bold, pattern-driven, and dynamic, allowing each product to take on a life of its own. This approach ensures that while our promotional content remains cohesive, our product packaging stands out, reflecting the unique character and personality of each offering.



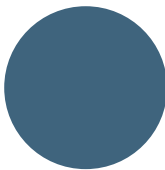
PANTONE 7623 C
CMYK: 28/93/86/27
RGB: 144/41/42
HEX: 90292a



PANTONE 7749 C
CMYK: 53/40/94/21
RGB: 116/115/53
HEX: 747335



PANTONE 7564 C
CMYK: 11/51/100/1
RGB: 223/138/0
HEX: df8a00



PANTONE 7699 C
CMYK: 83/54/35/12
RGB: 53/100/126
HEX: 35647e

Inspiring others through our craft.