



2025 BRAND GUIDE

SURFSIDE LOGOS

Surfside's branding is beach oriented. The sun + lemon emblem is paired with our custom font to entice that feeling of summers at the beach.

Surfside has multiple logo options to accommodate all design needs. The separated sun allows the text to be legible on different backgrounds.

 **OLD LOGO** 
STOP USING



How to tell it's Old Logo:
Cursive / Letters Connect

Primary Logo:



Secondary Logos:



SURFSIDE LOGOS

This shows different ways the logo can be used to preserve legibility.

Primary Logo:



Light Background
No Stroke Logo

Medium Background
Thin Stroke Logo

Dark Background
Thick Stroke Logo

Secondary Logos:



Sunset Stripes:

Surfside Text and Sun are flush with the top of the blue stripe.
Iced Tea + Vodka is vertically centered within the blue stripe.

SURFSIDE DON'TS

Follow these guides to maintain the integrity of the logo:

1. Don't change the colors
2. Don't cut out or modify the logo
3. Don't use the old logo
4. Don't replace the font
5. Don't change the placement or spacing of the elements
6. Don't rotate the logo
7. Don't place over a background that reduces legibility
8. Don't place the sun above or below the blue Sunset Stripes



LOGO COLORS ICED TEAS



ICED TEA + VODKA

LOGO SCRIPT

Pantone - 3597c
C:99, M:85, Y:32, K:21
R:34, G:52, B:98
HEX - 223462

SUN

Pantone - Yellow c
C:0, M:7, Y:99, K:0
R:255, G:226, B:0
HEX - ffe200

SEEDS

Pantone - Yellow c @30%
C:0, M:0, Y:25, K:0
R:254, G:247, B:193
HEX - fef7c1



ICED TEA & LEMONADE
+ VODKA

LOGO SCRIPT

Pantone - 7504c
C:40, M:48, Y:64, K:13
R:155, G:124, B:92
HEX - 9b7c5c

SUN

Pantone - Yellow c
C:0, M:7, Y:99, K:0
R:255, G:226, B:0
HEX - ffe200

SEEDS

Pantone - Yellow c @30%
C:0, M:0, Y:25, K:0
R:254, G:247, B:193
HEX - fef7c1



RASPBERRY
TEA + VODKA

LOGO SCRIPT

Pantone - 3597c
C:99, M:85, Y:32, K:21
R:34, G:52, B:98
HEX - 223462

SUN

Pantone - Yellow c
C:0, M:7, Y:99, K:0
R:255, G:226, B:0
HEX - ffe200

SEEDS

Pantone - Yellow c @30%
C:0, M:0, Y:25, K:0
R:254, G:247, B:193
HEX - fef7c1



PEACH TEA + VODKA

LOGO SCRIPT

Pantone - 3597c
C:99, M:85, Y:32, K:21
R:34, G:52, B:98
HEX - 223462

SUN

Pantone - 134c
C:0, M:18, Y:62, K:0
R:255, G:213, B:118
HEX - ffd576

SEEDS

Pantone - Yellow c @30%
C:0, M:0, Y:25, K:0
R:254, G:247, B:193
HEX - fef7c1



LOGO COLORS LEMONADES



LEMONADE + VODKA

LOGO SCRIPT

Pantone - 3597c
C:99, M:85, Y:32, K:21
R:34, G:52, B:98
HEX - 223462

SUN

Pantone - Yellow c
C:0, M:7, Y:99, K:0
R:255, G:226, B:0
HEX - ffe200

SEEDS

Pantone - Yellow c @30%
C:0, M:0, Y:25, K:0
R:254, G:247, B:193
HEX - fef7c1



STRAWBERRY
LEMONADE + VODKA

LOGO SCRIPT

Pantone - 3597c
C:99, M:85, Y:32, K:21
R:34, G:52, B:98
HEX - 223462

SUN

Pantone - 709c
C:1, M:72, Y:30, K:0
R:235, G:103, B:130
HEX - eb6782

SEEDS & FLAVOR NAME

Pantone - 1788c
C:0, M:93, Y:82, K:0
R:230, G:42, B:46
HEX - e62a2e



RASPBERRY
LEMONADE + VODKA

LOGO SCRIPT

Pantone - 3597c
C:99, M:85, Y:32, K:21
R:34, G:52, B:98
HEX - 223462

SUN

Pantone - 204c
C:0, M:59, Y:5, K:0
R:240, G:137, B:177
HEX - f089b1

SEEDS & FLAVOR NAME

Pantone - 214c
C:12, M:100, Y:37, K:0
R:212, G:9, B:95
HEX - d4095f



BLACK CHERRY
LEMONADE + VODKA

LOGO SCRIPT

Pantone - 3597c
C:99, M:85, Y:32, K:21
R:34, G:52, B:98
HEX - 223462

SUN

Pantone - 7419c
C:8, M:66, Y:34, K:15
R:201, G:104, B:118
HEX - c96876

SEEDS & FLAVOR NAME

Pantone - 7427c
C:8, M:100, Y:70, K:33
R:162, G:15, B:43
HEX - a20f2b

LOGO COLORS GREEN TEAS



GREEN TEA + VODKA

LOGO SCRIPT

Pantone - 7712c
C:85, M:36, Y:30, K:3
R:0, G:127, B:156
HEX - 007f9c

SUN

Pantone - 134c
C:0, M:18, Y:72, K:0
R:255, G:211, B:92
HEX - ffdb35

SEEDS

Pantone - 600c
C:7, M:0, Y:46, K:0
R:245, G:240, B:164
HEX - f5f0a4



MANGO
GREEN TEA + VODKA

LOGO SCRIPT

Pantone - 7712c
C:85, M:36, Y:30, K:3
R:0, G:127, B:156
HEX - 007f9c

SUN

Pantone - 137c
C:0, M:48, Y:90, K:0
R:244, G:151, B:37
HEX - f49725

SEEDS

Pantone - 475c
C:0, M:27, Y:40, K:0
R:251, G:201, B:160
HEX - fbc9a0



PEACH
GREEN TEA + VODKA

LOGO SCRIPT

Pantone - 7712c
C:85, M:36, Y:30, K:3
R:0, G:127, B:156
HEX - 007f9c

SUN

Pantone - 487c
C:0, M:34, Y:34, K:0
R:248, G:188, B:165
HEX - f8bca5

SEEDS

Pantone - 4032c
C:0, M:14, Y:11, K:0
R:252, G:229, B:223
HEX - fce5df



GREEN TEA & LEMONADE
+ VODKA

LOGO SCRIPT

Pantone - 7712c
C:85, M:36, Y:30, K:3
R:0, G:127, B:156
HEX - 007f9c

SUN

Pantone - Yellow c
C:2, M:7, Y:83, K:0
R:255, G:227, B:57
HEX - ffe339

SEEDS

Pantone - Yellow c @10%
C:0, M:0, Y:25, K:0
R:255, G:253, B:238
HEX - fffdee



ICED TEA COLORS



Pantone - 7549c C:0, M:30, Y:100, K:0	R:251, G:186, B:0 HEX - fbba00
Pantone - 1585c C:0, M:68, Y:98, K:0	R:237, G:107, B:16 HEX - ed6b10
Pantone - 485c C:2, M:95, Y:94, K:0	R:226, G:38, B:29 HEX - e2261d
Pantone - 7628c C:8, M:93, Y:78, K:33	R:163, G:36, B:37 HEX - a32425
Pantone - 279c C:72, M:31, Y:0, K:0	R:66, G:147, B:208 HEX - 4293d0
Pantone - 3597c C:99, M:85, Y:32, K:21	R:34, G:52, B:98 HEX - 223462



Pantone - 204c C:0, M:61, Y:6, K:0	R:239, G:133, B:173 HEX - ef85ad
Pantone - 214c C:0, M:100, Y:24, K:4	R:223, G:0, B:103 HEX - df0067
Pantone - 220c C:5, M:100, Y:25, K:24	R:182, G:0, B:87 HEX - b60057
Pantone - 216c C:13, M:96, Y:26, K:52	R:127, G:19, B:64 HEX - 7f1340
Pantone - 279c C:72, M:31, Y:0, K:0	R:66, G:147, B:208 HEX - 4293d0
Pantone - 3597c C:99, M:85, Y:32, K:21	R:34, G:52, B:98 HEX - 223462



Pantone - 0131c C:2, M:0, Y:52, K:0	R:255, G:244, B:150 HEX - fff496
Pantone - 100c C:3, M:2, Y:81, K:0	R:255, G:234, B:64 HEX - ffea40
Pantone - 122c C:0, M:16, Y:89, K:0	R:255, G:212, B:31 HEX - ffd41f
Pantone - 1235c C:2, M:31, Y:90, K:0	R:251, G:185, B:33 HEX - fbb921
Pantone - 1575c C:0, M:60, Y:89, K:0	R:240, G:126, B:40 HEX - f07e28
Pantone - 7504c C:40, M:48, Y:64, K:13	R:155, G:124, B:92 HEX - 9b7c5c



Pantone - 100c C:3, M:2, Y:65, K:0	R:255, G:237, B:116 HEX - ffed74
Pantone - 134c C:0, M:18, Y:62, K:0	R:255, G:213, B:118 HEX - ffd576
Pantone - 149c C:0, M:31, Y:58, K:0	R:250, G:190, B:121 HEX - fabe79
Pantone - 163c C:0, M:43, Y:53, K:0	R:245, G:167, B:123 HEX - f5a77b
Pantone - 1635c C:0, M:52, Y:49, K:0	R:243, G:149, B:123 HEX - f3957b
Pantone - 290c C:27, M:6, Y:0, K:0	R:196, G:222, B:245 HEX - c4def5



LEMONADE COLORS



Pantone - 100c C:1, M:0, Y:75, K:0	R:255, G:240, B:85 HEX - fff055
Pantone - 0131c C:0, M:0, Y:36, K:0	R:255, G:248, B:187 HEX - fff8bb
Pantone - 635c C:32, M:0, Y:1, K:0	R:183, G:226, B:248 HEX - b7e2f8
Pantone - 292c C:55, M:19, Y:0, K:0	R:122, G:178, B:225 HEX - 7ab2e1
Pantone - 7685c C:94, M:67, Y:0, K:0	R:22, G:85, B:163 HEX - 1655a3
Pantone - 3597c C:99, M:85, Y:32, K:21	R:34, G:52, B:98 HEX - 223462



Pantone - 100c C:1, M:0, Y:75, K:0	R:255, G:240, B:85 HEX - fff055
Pantone - 0131c C:0, M:0, Y:36, K:0	R:255, G:248, B:187 HEX - fff8bb
Pantone - 635c C:32, M:0, Y:1, K:0	R:183, G:226, B:248 HEX - b7e2f8
Pantone - 292c C:55, M:19, Y:0, K:0	R:122, G:178, B:225 HEX - 7ab2e1
Pantone - 7423c C:10, M:81, Y:16, K:0	R:218, G:78, B:135 HEX - da4e87
Pantone - 214c C:12, M:100, Y:37, K:0	R:212, G:9, B:95 HEX - d4095f



Pantone - 100c C:1, M:0, Y:75, K:0	R:255, G:240, B:85 HEX - fff055
Pantone - 0131c C:0, M:0, Y:36, K:0	R:255, G:248, B:187 HEX - fff8bb
Pantone - 635c C:32, M:0, Y:1, K:0	R:183, G:226, B:248 HEX - b7e2f8
Pantone - 292c C:55, M:19, Y:0, K:0	R:122, G:178, B:225 HEX - 7ab2e1
Pantone - 197c C:0, M:49, Y:17, K:0	R:243, G:159, B:175 HEX - f39faf
Pantone - 1788c C:0, M:93, Y:82, K:0	R:230, G:42, B:46 HEX - e62a2e



Pantone - 100c C:1, M:0, Y:75, K:0	R:255, G:240, B:85 HEX - fff055
Pantone - 0131c C:0, M:0, Y:36, K:0	R:255, G:248, B:187 HEX - fff8bb
Pantone - 635c C:32, M:0, Y:1, K:0	R:183, G:226, B:248 HEX - b7e2f8
Pantone - 292c C:55, M:19, Y:0, K:0	R:122, G:178, B:225 HEX - 7ab2e1
Pantone - 7427c C:8, M:100, Y:70, K:33	R:162, G:15, B:43 HEX - a20f2b
Pantone - 188c C:16, M:100, Y:65, K:58	R:113, G:14, B:32 HEX - 710e20



GREEN TEA COLORS

Carton Background

Pantone - 621c
C:10, M:0, Y:6, K:0

R:235, G:245, B:244
HEX - ebf5f4



Pantone - 122c
C:0, M:18, Y:72, K:0

R:255, G:211, B:92
HEX - ffd35c

Pantone - 565c
C:40, M:0, Y:27, K:0

R:166, G:214, B:200
HEX - a6d6c8

Pantone - 3375c
C:52, M:0, Y:36, K:0

R:133, G:200, B:181
HEX - 85c8b5

Pantone - 338c
C:61, M:0, Y:39, K:0

R:101, G:191, B:147
HEX - 65bfae

Pantone - 630c
C:50, M:0, Y:8, K:0

R:133, G:207, B:232
HEX - 85cfe8

Pantone - 7712c
C:85, M:36, Y:30, K:0

R:0, G:127, B:156
HEX - 007f9c



Pantone - 487c
C:0, M:34, Y:34, K:0

R:248, G:188, B:165
HEX - f8bca5

Pantone - 565c
C:40, M:0, Y:27, K:0

R:166, G:214, B:200
HEX - a6d6c8

Pantone - 3375c
C:52, M:0, Y:36, K:0

R:133, G:200, B:181
HEX - 85c8b5

Pantone - 338c
C:61, M:0, Y:39, K:0

R:101, G:191, B:147
HEX - 65bfae

Pantone - 630c
C:50, M:0, Y:8, K:0

R:133, G:207, B:232
HEX - 85cfe8

Pantone - 7712c
C:85, M:36, Y:30, K:0

R:0, G:127, B:156
HEX - 007f9c



Pantone - 137c
C:0, M:48, Y:90, K:0

R:244, G:151, B:37
HEX - f49725

Pantone - 565c
C:40, M:0, Y:27, K:0

R:166, G:214, B:200
HEX - a6d6c8

Pantone - 3375c
C:52, M:0, Y:36, K:0

R:133, G:200, B:181
HEX - 85c8b5

Pantone - 338c
C:61, M:0, Y:39, K:0

R:101, G:191, B:147
HEX - 65bfae

Pantone - 630c
C:50, M:0, Y:8, K:0

R:133, G:207, B:232
HEX - 85cfe8

Pantone - 7712c
C:85, M:36, Y:30, K:0

R:0, G:127, B:156
HEX - 007f9c



Pantone - Yellow c
C:2, M:7, Y:83, K:0

R:255, G:227, B:57
HEX - ffe339

Pantone - 565c
C:40, M:0, Y:27, K:0

R:166, G:214, B:200
HEX - a6d6c8

Pantone - 3375c
C:52, M:0, Y:36, K:0

R:133, G:200, B:181
HEX - 85c8b5

Pantone - 338c
C:61, M:0, Y:39, K:0

R:101, G:191, B:147
HEX - 65bfae

Pantone - 630c
C:50, M:0, Y:8, K:0

R:133, G:207, B:232
HEX - 85cfe8

Pantone - 7712c
C:85, M:36, Y:30, K:0

R:0, G:127, B:156
HEX - 007f9c



SURFSIDE VARIETY PACK COLORS



ICED TEA PACK & LEMONADE PACK



NAVY TEXT
 Pantone - 3597c
 C:99, M:85, Y:32, K:21
 R:34, G:52, B:98
 HEX - 223462



SKY
 Pantone - 2975c
 C:31, M:0, Y:3, K:0
 R:186, G:226, B:245
 HEX - bae2f5



SUN
 Pantone - Yellow c
 C:0, M:7, Y:99, K:0
 R:255, G:226, B:0
 HEX - ffe200



WAVE OUTLINE
 Pantone - 284c
 C:58, M:21, Y:0, K:0
 R:113, G:172, B:222
 HEX - 71acde



BIRDS
 Pantone - 4175c
 C:43, M:6, Y:9, K:0
 R:155, G:206, B:226
 HEX - 9bcee2



WAVE
 Pantone - 278c
 C:52, M:16, Y:0, K:0
 R:131, G:184, B:229
 HEX - 83b8e5



BUOY & LIFEGUARD
 Pantone - 2028c
 C:0, M:88, Y:82, K:0
 R:231, G:57, B:47
 HEX - e7392f



SAND OUTLINE
 Pantone - 1205c
 C:0, M:6, Y:56, K:0
 R:255, G:235, B:138
 HEX - ffeb8a



SAND
 Pantone - Yellow c @25%
 C:3, M:0, Y:38, K:0
 R:253, G:245, B:182
 HEX - fdf5b6

GREEN TEA PACK



SKY GRADIENT
Fades to White
 Pantone - 636c
 C:40, M:0, Y:7, K:0
 R:163, G:217, B:236
 HEX - a3d9ec



YELLOW TEXT
 Pantone - 2003c
 C:0, M:3, Y:74, K:0
 R:255, G:237, B:114
 HEX - ffed72



MOUNTAIN
 Pantone - 7712c
 C:85, M:36, Y:30, K:3
 R:0, G:127, B:156
 HEX - 007f9c



TOP FISH
 Pantone - 7621c
 C:25, M:100, Y:91, K:22
 R:159, G:25, B:31
 HEX - 922825



BOTTOM FISH
 Pantone - 2347c
 C:19, M:99, Y:87, K:10
 R:185, G:27, B:39
 HEX - a92e2e



SWALLOWS
 Pantone - 4173c
 C:44, M:0, Y:12, K:0
 R:165, G:210, B:224
 HEX - a5d2e0



GT. TEXT
 Pantone - 630c
 C:50, M:0, Y:8, K:0
 R:150, G:205, B:229
 HEX - 96cde5



GT. WAVE OUTLINE
 Pantone - 4163c
 C:46, M:0, Y:26, K:0
 R:162, G:206, B:201
 HEX - a2cec9



GT. WAVE
 Pantone - 2227c
 C:56, M:3, Y:17, K:0
 R:134, G:194, B:210
 HEX - 86c2d2



TYPOGRAPHY

Aside from our custom logo type, Surfside utilizes 2 main typefaces: Thistails Sans & Avenir Next. Thistails Sans is always used in -100 kerning.

AA _____
THISTAILS SANS
REGULAR (-100 KERNING)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Aa _____
Avenir Next Regular

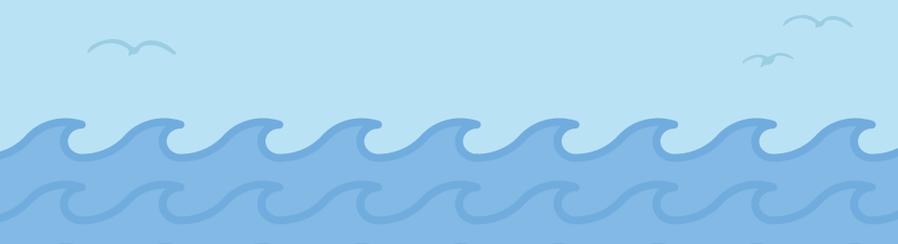
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Aa _____
Avenir Next Demi Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Aa _____
Avenir Next Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789



SURFSIDE SLOGANS

Slogans are typically set in Thistails Sans Regular with -100 kerning. They help enhance the design by adding a playful personality.

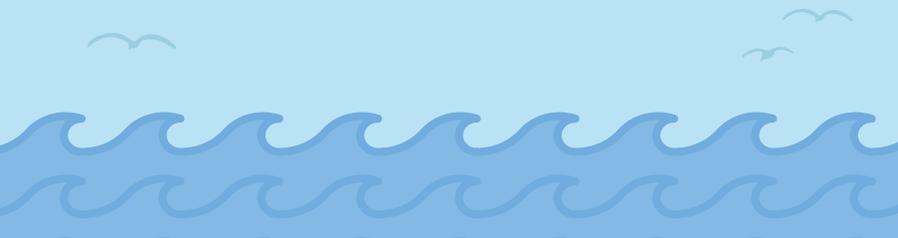
Primary Slogan:

NO BUBBLES, NO TROUBLES™

**NO BUBBLES,
NO TROUBLES™**

Secondary Slogan:

SUNSHINE IN A CAN™



NUTRITION FACTS

Used on marketing material to highlight the health benefits.

Primary Nutrition Facts:

100 CALS * 0 BUBBLES

100 CALS

★★ 0 BUBBLES ★★

2g SUGAR

Secondary Nutrition Facts:

Tea Flavors



Lemonade Flavors



Half & Half Flavors



CAN LINEUP ORDER



CORE FLAVORS

Iced Tea, Lemonade, Half & Half, Green Tea



ICED TEAS

Iced Tea, Peach, Raspberry, Half & Half



LEMONADES

Lemonade, Raspberry, Strawberry, Black Cherry



GREEN TEAS

Green Tea, Peach, Half & Half, Mango

CAN LINEUP ORDER



24oz CANS

Iced Tea, Lemonade, Half & Half, Green Tea, Strawberry Lemonade



BEACH DESIGN



Flavor title should always be shown in our navy PMS-3597 color and placed below the logo.

Always keep Mac the Crab small and on the sand.

Birds should be in clusters of 3, 2 or 1.

Always show the cans in the correct order.

The sand can cover the gray base, leaving all the stripes visible.



Place teas together and lemonades together.

The sun can set behind the water, but the "Surfside" text shouldn't touch the wave.

The shadows behind and on the can should be facing away from the sun.

Ex. If the sun is on the left of the can; the shadow goes on the right side of the can.

SUNSET STRIPES

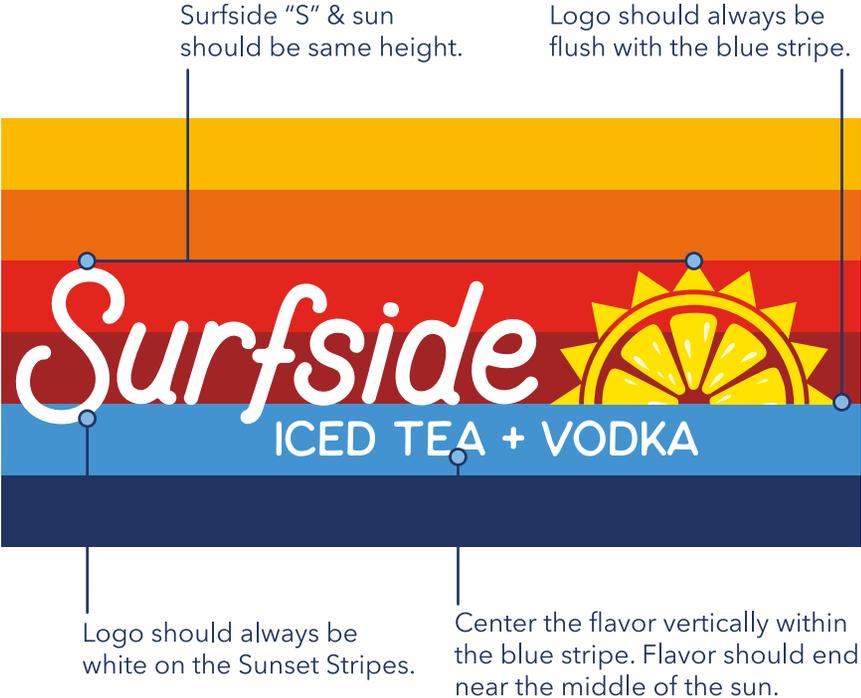


Logo text is flush against the red stripe.

Center the flavor vertically within the blue stripe.

Small gap between the text and sun.

Sun is flush against the light blue stripe.



Surfside "S" & sun should be same height.

Logo should always be flush with the blue stripe.

Logo should always be white on the Sunset Stripes.

Center the flavor vertically within the blue stripe. Flavor should end near the middle of the sun.



MOUNTAIN DESIGN



Flavor title should always be shown in white and placed below the logo.

Flavor bar should lineup with the can order.

Birds should be in clusters of 3, 2 or 1.

Always show the cans in the correct order.



Highlight the popular flavors.

The sun can set behind the mountain, but the "Surfside" text shouldn't touch the mountain.

The shadows behind and on the can should be facing away from the sun.

Ex. If the sun is on the left of the can; the shadow goes on the right side of the can.

ELEMENTS



Don't use the beach and mountain elements in the same design.





USAGE DON'TS



Don't overcrowd or cover the cans with beach elements.

Don't rearrange the order of the flavors.

Don't change appearance of Mac the Crab (flip, rotate, stretch, etc).

Always place on the sand.

Don't overload with birds.

Use 2-5 birds in clusters of 3, 2 or 1.

Don't change text color.

Text should primarily be in our navy PMS-3597 color.



USAGE DON'TS

Don't use the sunset stripes with the beach scene.

Don't flip the Sunset Stripes.

Always show yellow on the top and navy on the bottom.

Don't cover the Surfside stripes with the sand or waves.

The sand should only cover the gray base of the can.



Don't change the color of the Sunset Stripes logo. Always use white.

Don't place logo above or below the blue stripe. Always have flush against the blue stripe.