

Tidal Peak Brewing – Surf-Lite Seltzer Brand Guidelines

Tone of Voice

Surf-Lite Seltzer’s tone of voice is playful, witty, and self-aware. We embrace humor and exaggeration to parody traditional beer and seltzer advertising while maintaining a premium, polished feel. Our language should be confident, tongue-in-cheek, and culturally savvy—never boring, preachy, or overly earnest.

Color Palette

Primary Blue	#0EA5E9	Represents ocean freshness and modernity.
Warm Sand	#F6C177	Brings warmth and a summer beach vibe.
Deep Teal	#0B7285	Conveys depth, balance, and sophistication.
Bright White	#FFFFFF	Adds clarity, simplicity, and premium polish.

Logo Usage

The Surf-Lite logo should always be presented clearly and without distortion. Use the primary logo (Surf-Lite wordmark with wave underline) on light or neutral backgrounds. For dark or photographic backgrounds, use the reversed (white) logo. Maintain clear space equal to the height of the 'S' around all sides of the logo. Do not stretch, crop, or apply effects (e.g., drop shadows, gradients).

Typography

Primary Typeface: Inter (Regular, Medium, Bold). Use Inter for all brand communications across digital and print. Headlines: Inter Bold, sentence case, tight leading. Body Copy: Inter Regular or Medium, clear and minimal. Do not use decorative or script fonts in Surf-Lite communications.

Imagery

Imagery should celebrate summer, refreshment, and parody of over-produced ads. Use cinematic shots of ocean waves, sandy beaches, and refreshing product hero moments. Balance high production polish with humorous or exaggerated human moments (e.g., over-the-top refreshment faces). Always ensure imagery feels premium and intentional, not sloppy or low-quality.