

Brand Name Standards



This guide is intended to assist you with correctly displaying the Tröegs Brewery name and portfolio of beers with regard to marketing, advertising, social media, etc.

How do I write the company name correctly?

The following variations are acceptable:

- Tröegs
- Tröegs Brewing Company
- Tröegs Brewery
- Tröegs Independent Brewing

Please note: Do not use an apostrophe (') anywhere in the company name. Also, please use an umlaut (..) over the letter "o" when typing or writing the company name. Please refer to the example below:

Correct: Tröegs

Incorrect: Troeg's, Troeggs, Trogs, Troggs, Troegs

How to I type the letter "o" with an umlaut?

Windows users: On your keyboard, hold the "ALT" key while simultaneously typing 0246 on your number pad.

MAC users: Hold the OPTION key and type 'u'. Release OPTION, then type the desired base letter (in this case, the letter "o"). The umlaut will appear over the letter you typed.

How do I write the names of the beers correctly?

The following are examples of how the names of our beers should be spelled and/or displayed:

Year-Round Beers:

Perpetual IPA
Troegenator Double Bock
DreamWeaver Wheat
JavaHead Stout
Sunshine Pils
Nitro Chocolate Stout

The Hop Cycle:

First Cut Mango IPA
Field Study IPA
Hop Knife Harvest IPA
Blizzard of Hops Winter IPA

Once-a-Year Beers:

Nugget Nectar
Nitro Nugget
Mad Elf
Mad Elf Grand Cru
Naked Elf
Golden Thing
LolliHop
Nimble Giant

Scratch Beer Series:

All Scratch Beers should be displayed with the word Tröegs preceding "Scratch," followed by the sequential number in the series, then a dash and the beer style. The following is an example of how Scratch Beers should be displayed on beer menus, chalk boards, etc.:

Tröegs Scratch #132 – Fest Lager

If the Scratch Beer does not denote a number (ex: Chocolate Stout), simply refer to the beer as follows:

Tröegs Scratch Chocolate Stout

Cork & Cage Series:

LaGrave (pronounced \lə-gräv\)

Jovial

Master of Pumpkins

Splinter Series

Anthology Sampler Packages:

Please refer to these packages with the appropriate season: Anthology Spring, Summer, Fall, or Winter.

Can Variety Packages:

Please refer to these packages as Greetings from Tröegs (summer 15-pack) or The Most Wonderful Beer of the Year (holiday 12-pack).

If you have any questions about proper use of the Tröegs name or any Tröegs beers, please contact Jeff Herb, Marketing Communications Coordinator, at jherb@troegs.com. Thank you!

