



MARKETING RESOURCES PACK

Your go-to resource for brand-approved visuals, including logos, posters, and social tiles, organised for quick access and consistent use.

www.spinifexbrewery.com.au

First Things First

Welcome to the Spinifex Brewing Co. Marketing Resources Pack — your central source for brand-approved assets, guidelines, and campaign materials designed to help you confidently promote Spinifex across your channels with ease and consistency.

Inside, you'll find everything from logos and social media graphics to print-ready posters, imagery, and editable templates. All materials are approved for use across both digital and print platforms, and we'll continue to update this pack as new campaigns roll out. If you have any questions or require something specific, our marketing team is here to help.

For asset requests or support, please contact: marketing@spinifexbrewery.com.au

Thanks for partnering with us. We're excited to have you on board!





What We're All About

Established in 2019, **Spinifex Brewing Co.** has quickly become a standout WA craft brewery, known for its commitment to sustainability, strong Indigenous partnerships, and innovative brews.

With an award-winning microbrewery in Broome and a cutting-edge facility in Nambeelup, Spinifex offers a diverse range of beers, ready-to-drink, and non-alcoholic beverages — all crafted to deliver a unique and authentic Australian experience.



Keeping It On Brand

To keep the Spinifex look and feel consistent when using our assets, please follow these key brand elements:

- **Logo:** Use the approved Spinifex logos only — do not stretch, crop, or alter colours.
- **Colours:** When using Spinifex assets, please maintain our core palette. For co-branded materials, please ensure our colours sit harmoniously alongside your own branding.
- **Fonts:** We use ATF Alternate Gothic for headings and HK Grotesk for body text. Where possible, please incorporate these fonts when featuring Spinifex messaging.
- **Imagery:** Use high-quality, brand-approved photos included in this pack to maintain consistent visuals.
- **Tone of Voice:** Keep messaging natural and friendly. Avoid overly corporate or formal language.

If you're unsure about how to use our assets or need further clarification, please don't hesitate to get in touch with our team at marketing@spinifexbrewery.com.au.

Logos



[Spinifex Brewing Co](#)



[Spinifex Cable Beach](#)

SPINIFEX
— **BREWING CO** —




SPINIFEX
BREWERY
— **CABLE BEACH** —

Brand Colours

• Spinifex Brewing Co

SPINIFEX BLACK CMYK: 72, 66, 66, 75 RGB: 31, 31, 30 HEX: #1F1F1E	SPINIFEX WHITE CMYK: 0, 1, 0, 0 RGB: 255, 252, 255 HEX: #FFFCFF	EARTH CMYK: 15, 78, 87, 3 RGB: 204, 88, 57 HEX: #CC5839	SAND CMYK: 2, 8, 47, 0 RGB: 252, 228, 154 HEX: #FCE49A	FLORA CMYK: 74, 36, 59, 15 RGB: 70, 119, 106 HEX: #46776A	OCEAN CMYK: 28, 0, 9, 0 RGB: 178, 226, 232 HEX: #B2E2E8
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• Spinifex Brewery Cable Beach

EARTH CMYK: 15, 78, 87, 3 RGB: 204, 88, 57 HEX: #CC5839	SAND CMYK: 2, 8, 47, 0 RGB: 252, 228, 154 HEX: #FCE49A	SPINIFEX WHITE CMYK: 0, 1, 0, 0 RGB: 255, 252, 255 HEX: #FFFCFF	ROSE CMYK: 0, 22, 0, 0 RGB: 247, 209, 231 HEX: #F7D1E7	FLORA CMYK: 74, 36, 59, 15 RGB: 70, 119, 106 HEX: #46776A
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Typography

ATF ALTERNATE GOTHIC - Our heading typeface

HK GROTESK - Our body text typeface

Imagery



[Click to download venue images](#)



Core Range Assets



Kimberley Crisp Ale 3.5%

This crisp and refreshing lower-carb lager is the perfect session beer for a hot climate. Its smooth, easy-drinking nature makes it a go-to choice for quenching your thirst on scorching days, with a crisp finish that leaves you wanting another sip.

IBU: 15 | Malt: Pale, Carapils
Hops: Pride of Ringwood

[Beer Images](#)[DL Table Talker](#)[Social Posts](#)[Canva Templates](#)[Posters \(A1, A2, A3, A4\)](#)[Landscape \(Screen Size\)](#)

Spinifex Draught 4.5%

A highly sessionable golden lager with a balanced blend of malt sweetness and subtle hop bitterness. Awarded a bronze medal at the 2025 Perth Royal Beer Awards, recognised for its approachable style and drinkability.

IBU: 23 | Malt: Pale, Carapils, Munich
Hops: Pride of Ringwood

[Beer Images](#)[Canva Templates](#)[DL Table Talker](#)[Posters \(A1, A2, A3, A4\)](#)[Social Posts](#)[Landscape \(Screen Size\)](#)

Tropical XPA 4.0%

A masterfully crafted beer with bold hops and vibrant tropical fruit flavour—perfect for those who love a refreshing pale ale.

IBU: 26 | Malt: Pale, Carapils | Hops: Calypso, Azzaca

[Beer Images](#)[Canva Templates](#)[DL Table Talker](#)[Posters \(A1, A2, A3, A4\)](#)[Social Posts](#)[Landscape \(Screen Size\)](#)

Core Range Assets



F88 Premium Lager 4.8%

A premium lager with a refined yet approachable character, brewed with all-Australian malt and hops as a tribute to the place we call home. Awarded a bronze medal at the 2025 Perth Royal Beer Awards for its clean appearance, balanced malt profile, and distinctive finish.

IBU: 18 | Malt: Pale, Chit | Hops: Cluster

[Beer Images](#)

[DL Table Talker](#)

[Social Posts](#)

[Canva Templates](#)

[Posters \(A1, A2, A3, A4\)](#)

[Landscape \(Screen Size\)](#)



Hazy Pale 5.0%

A vibrant pale ale bursting with juicy, fruit-forward hops and balanced by smooth, mellow malt. Its easy-drinking charm and refined hop character earned it a bronze medal at the 2025 Perth Royal Beer Awards.

IBU: 25 | Malt: Pale, Wheat, Oats, Munich
Hops: Eldorado, Galaxy, Idaho 7

[Beer Images](#)

[DL Table Talker](#)

[Social Posts](#)

[Canva Templates](#)

[Posters \(A1, A2, A3, A4\)](#)

[Landscape \(Screen Size\)](#)

Non - Alcoholic Range



Australian Ginger Beer

A bold blend of ginger and antioxidant-rich gubinge, the worlds highest natural source of vitamin C, sourced from WA's Kimberley region for refreshing, revitalising experience.

[Brew Images](#)[DL Table Talker](#)[Social Posts](#)[Canva Templates](#)[Posters \(A1, A2, A3, A4\)](#)[Landscape \(Screen Size\)](#)

Lemon, Wild Lime, and Bitters

Refreshing, vibrant and rich in Vitamin C & Magnesium. Spinifex's in-house crafted bitters, infused with native spices offers a crisp citrus burst, balanced bitterness, and mineral complexity - best enjoyed chilled over ice with a twist of lemon or lime.

[Brew Images](#)[Canva Templates](#)[DL Table Talker](#)[Posters \(A1, A2, A3, A4\)](#)[Social Posts](#)[Landscape \(Screen Size\)](#)

Orange and Quandong Boost

A vibrant blend of ripe oranges and tangy quandong with added caffeine for an energizing citrus burst. Best served chilled over ice with a slice of orange

[Brew Images](#)[Canva Templates](#)[DL Table Talker](#)[Posters \(A1, A2, A3, A4\)](#)[Social Posts](#)[Landscape \(Screen Size\)](#)

Seasonal Range



Australian Stout 5.0%

Designed to marry the delicate flavours of the wattle seed, rich coffee and chocolate aromas with the malt-forward, smooth mouthfeel of a crisp stout, making it equally enjoyable in summer or the chill of winter.

IBU: 25 | Hops: Centennial, Fuggles
Malt: Pale, Carapils, Carafo, Wheat
Native Botanical: WA Wattle Seed

[Beer Images](#)[DL Table Talker](#)[Social Posts](#)[Canva Templates](#)[Posters \(A1, A2, A3, A4\)](#)[Landscape \(Screen Size\)](#)

IPA 6.5%

This limited edition IPA is Spinifex Brewery's first foray into the higher ABV craft beer space and first commercially released IPA. Featuring the recently named hop Dolcita (formerly Hbc 1019) and being supported by Strata hops, this brew is a modern take on an American IPA.

Bright and golden in colour with aromas of sweet stone fruit, berries and citrus. A restrained bitterness on the palate with Dolcita dominant in its flavours of stone fruit and hints of a pineapple and caramel cream.

[Beer Images](#)[DL Table Talker](#)[Social Posts](#)[Canva Templates](#)[Posters \(A1, A2, A3, A4\)](#)[Landscape \(Screen Size\)](#)



Thank You

Thank you for being part of the Spinifex community and for taking the time to explore this Promo Hub. We've created these resources to give you confidence, clarity, and consistency when representing Spinifex Brewing Co and to make the process as easy as possible.

Your role in sharing our story is vital. Every effort, big or small, helps us strengthen the brand and reach more people who value what Spinifex stands for. We're proud to have your support, and we look forward to growing together.

If you ever need help, fresh assets, or guidance, just reach out. We're only an email away.

marketing@spinifexbrewery.com.au

Cheers to what's ahead,
The Spinifex Brewing Co Team

