

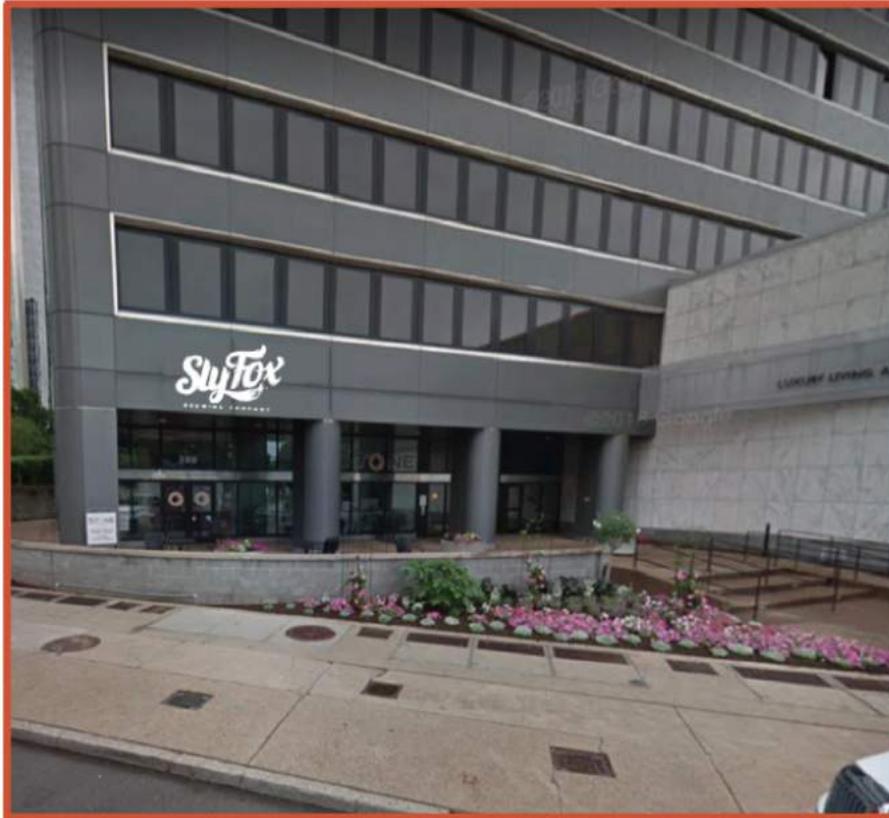


26 April 2019



# PITTSBURGH

Two Great Locations



The Point offers the ultimate urban living and dining experiences. Located at the corner of Commonwealth Place and Boulevard of the Allies, it's just across the street from Point State Park. There's an energy downtown – it's the pulse of Pittsburgh. Colloquially referred to as The Golden Triangle, The Point makes it easy to do everything and anything in the city.

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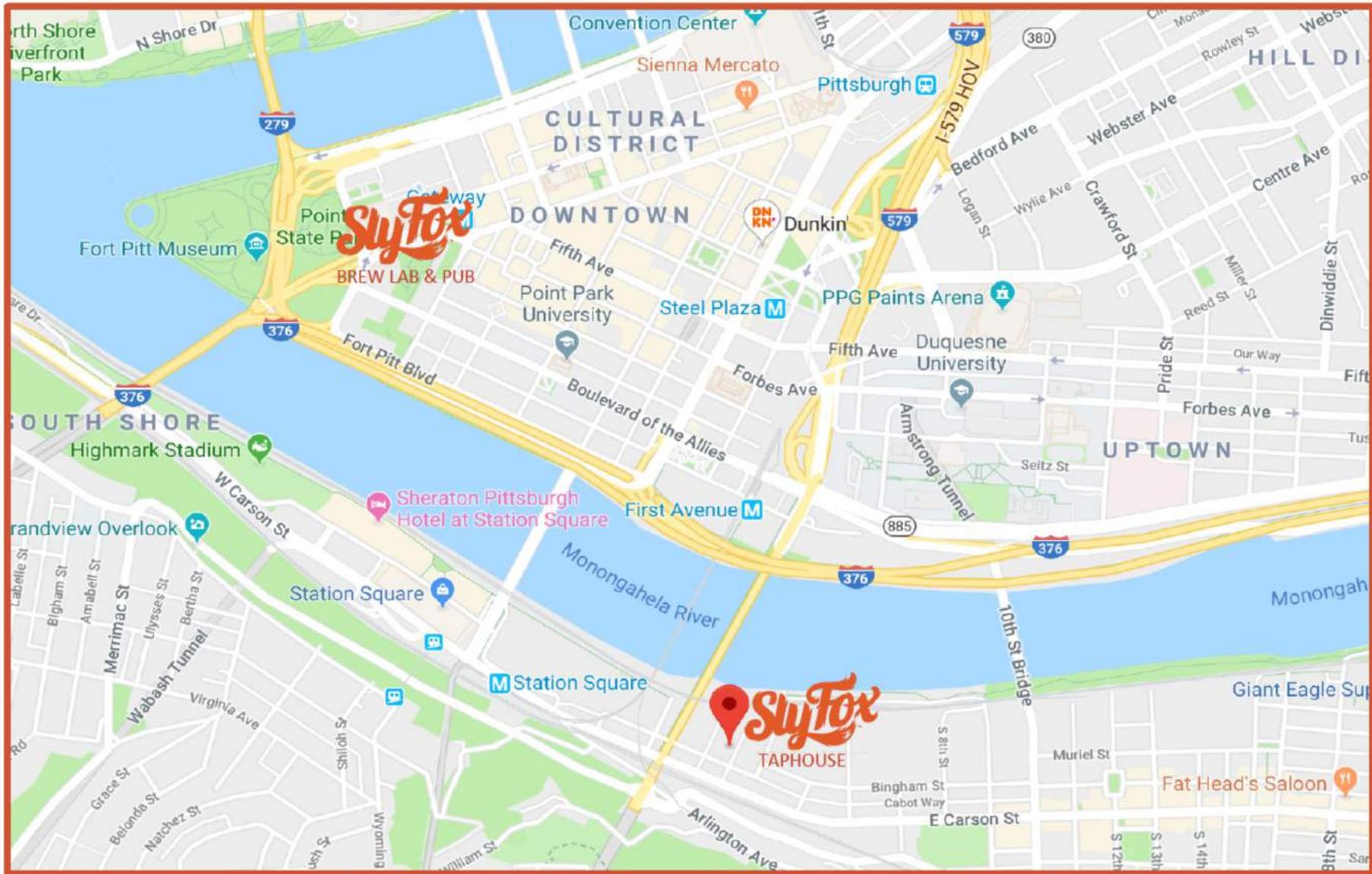
## Two Great Locations

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Located at 333 East Carson Street, The Highline is Pittsburgh's newest destination. Located in the historic former Terminal Building, it is undergoing a massive renovation, creating vibrant workspace with new office buildings on an urban campus setting along with 100,000 sf of new retail operation. Over the past few years, the South Side has developed into a cool, hip nightlife destination for young people in Pittsburgh.



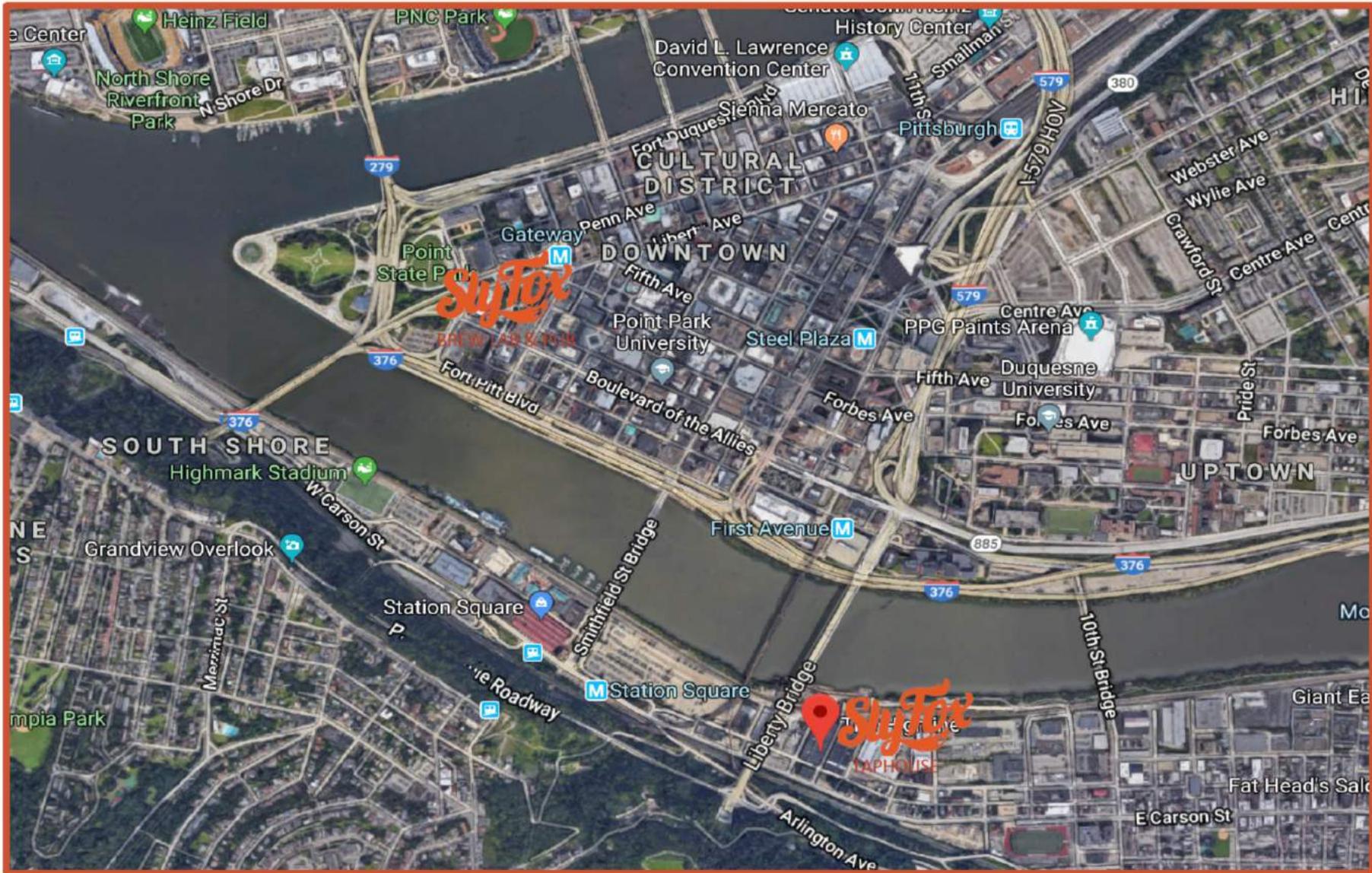


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## Map View

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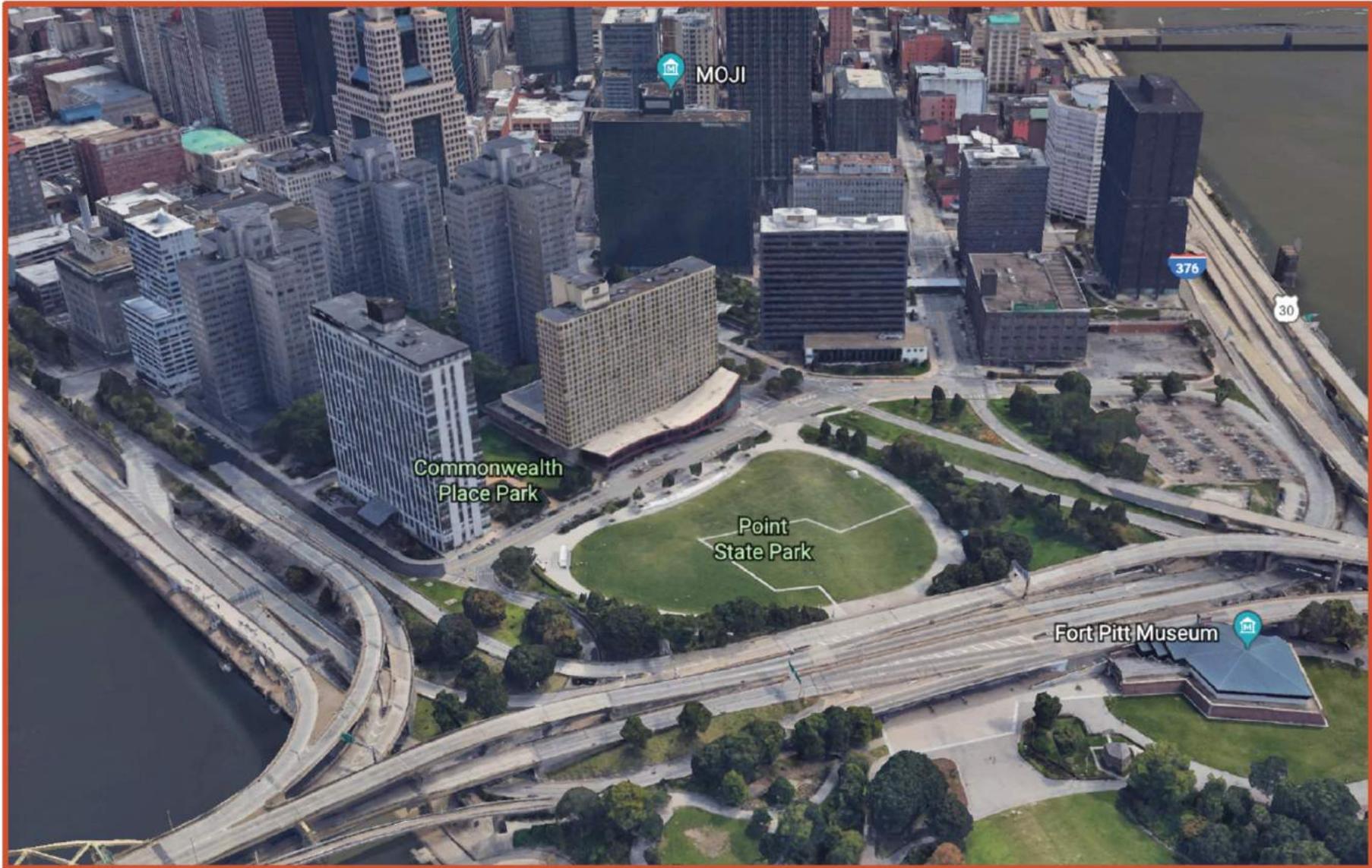


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## Aerial View

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Sly Fox | PITTSBURGH | Taphouse at The Point  
300 Liberty - River Vue

## Aerial View

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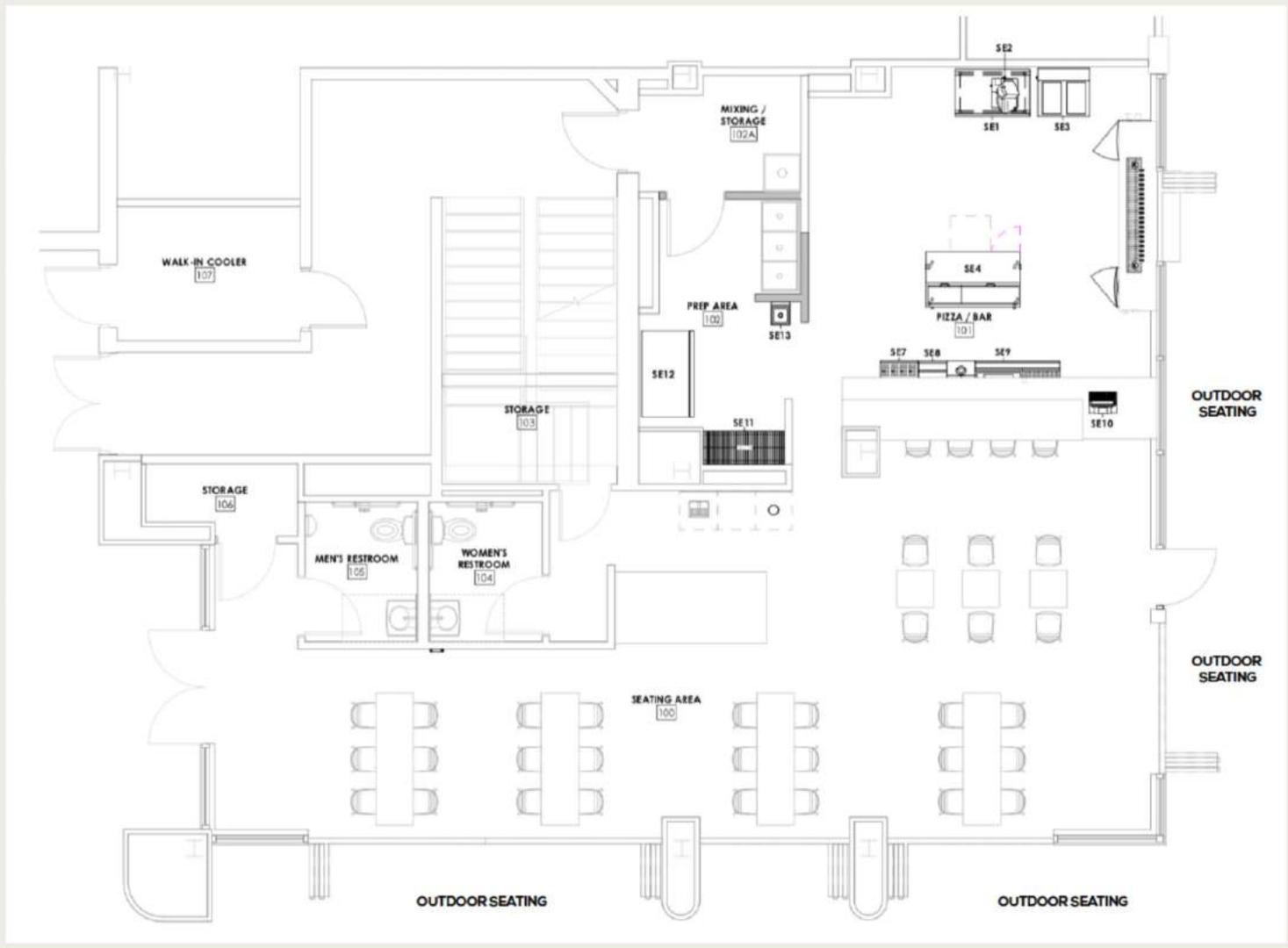


Sly Fox | PITTSBURGH | Taphouse at The Point  
300 Liberty - River View

## Street View

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Sly Fox | PITTSBURGH | Taphouse at The Point  
 300 Liberty - River Vue

# Floor Plan

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Sly Fox | PITTSBURGH | Brew Lab & Pub  
The Highline

## Conceptual Drawing

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Sly Fox | PITTSBURGH | Brew Lab & Pub  
The Highline

# Conceptual Drawing

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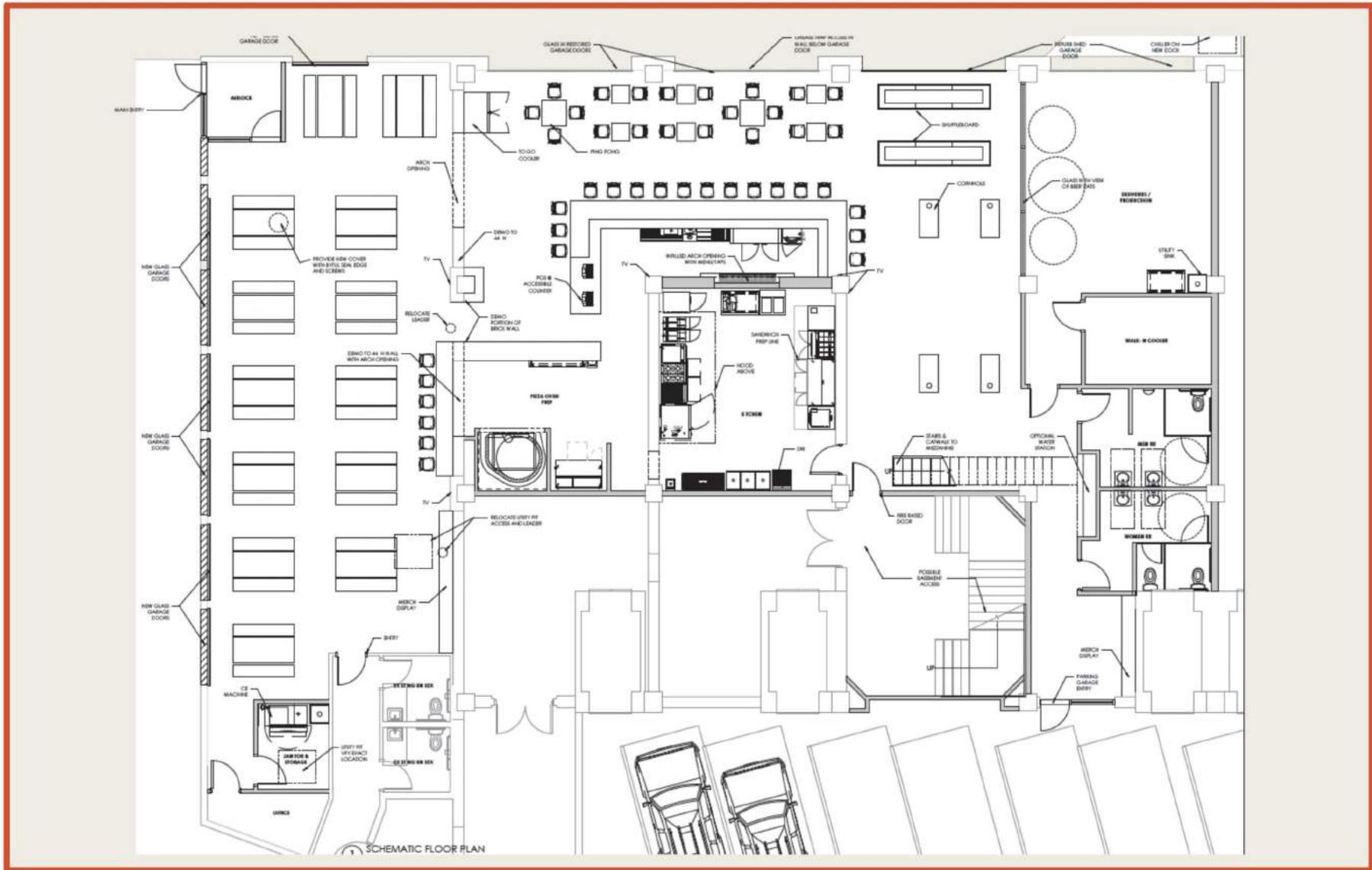


Sly Fox | PITTSBURGH | Brew Lab & Pub  
The Highline

## Aerial View

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Sly Fox | PITTSBURGH | Brew Lab & Pub  
 The Highline

# Floor Plan

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## Build Out & Material Inspiration

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## Build Out & Material Inspiration

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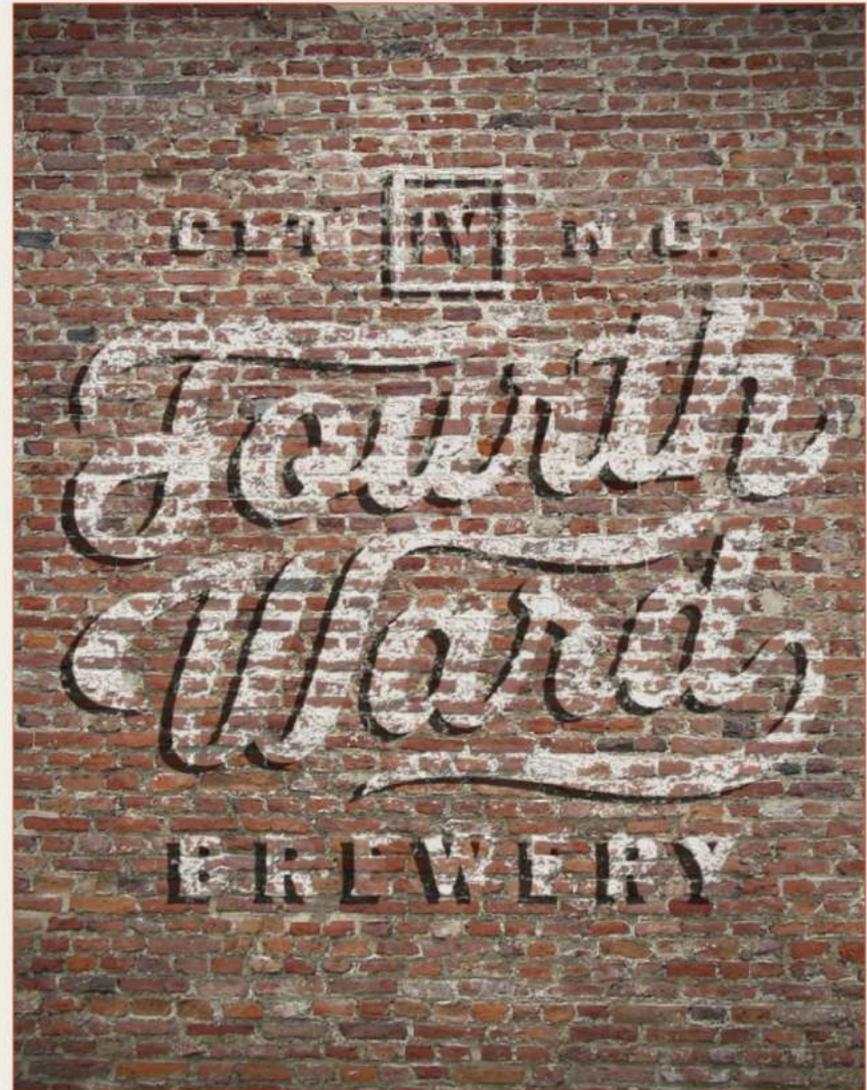


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## Build Out & Material Inspiration

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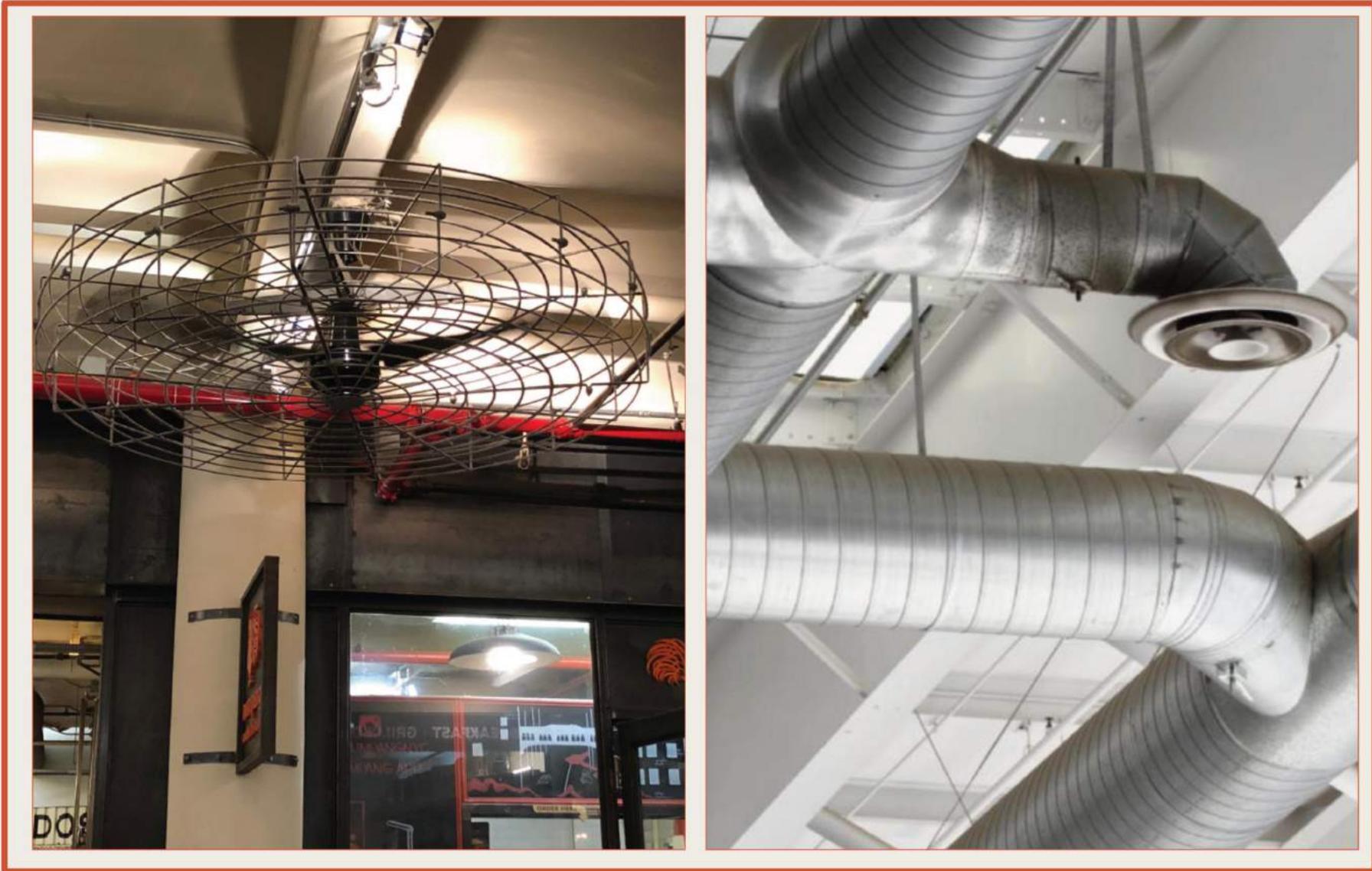


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## Build Out & Material Inspiration

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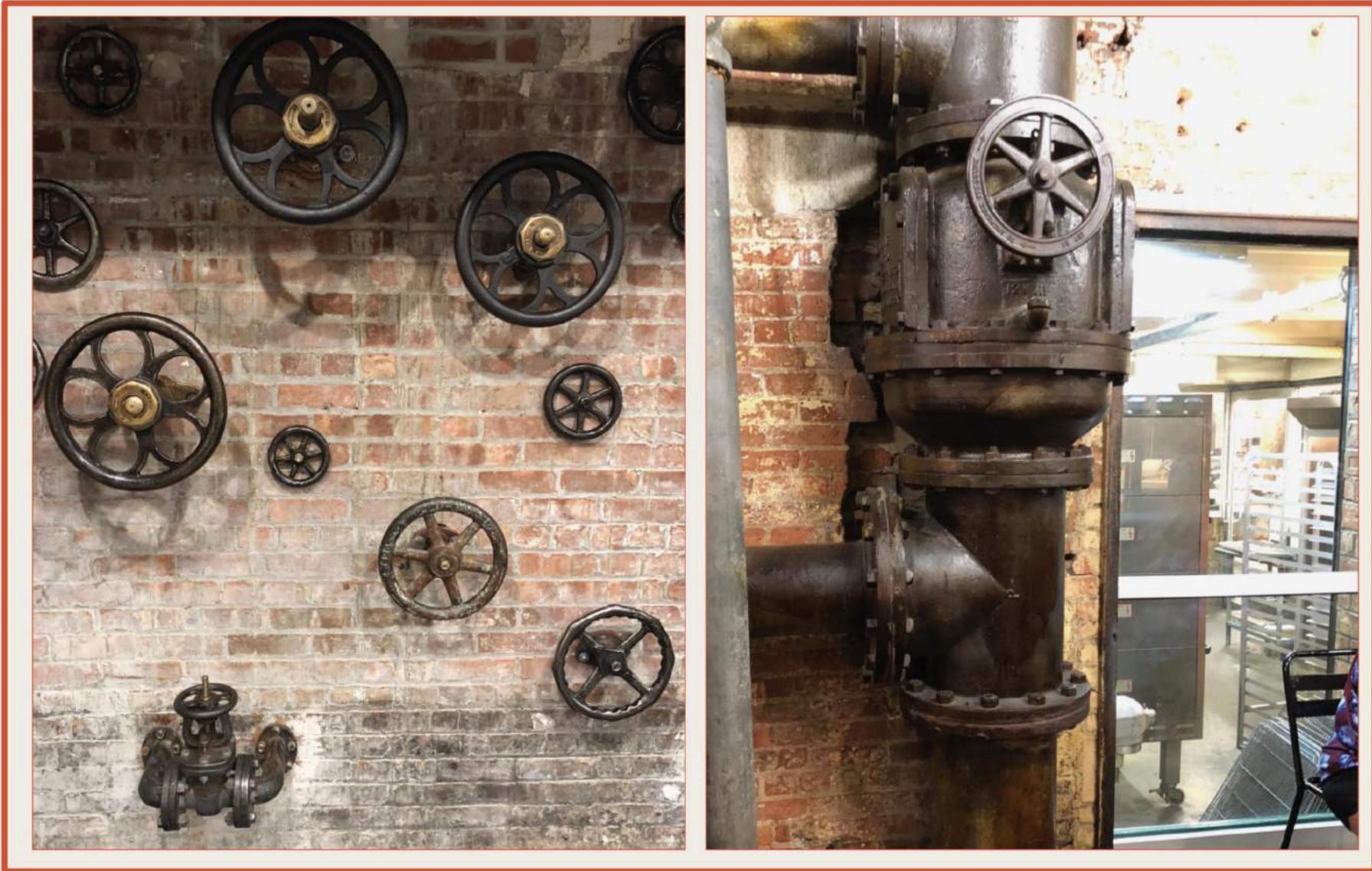


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## Build Out & Material Inspiration

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## Build Out & Material Inspiration

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## Build Out & Material Inspiration

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## Outdoor Games

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## Primary Brand Logo

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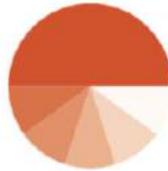
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## Supporting Glyph & Combined Logo

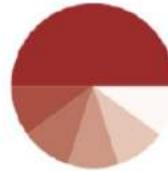
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PRIMARY BRAND PALETTE



**PMS 7579**  
R 204 G 64 B 26  
C 7 M 80 Y 98 K 0  
Hex #cc401a



**PMS 7627**  
R 145 G 25 B 28  
C 22 M 95 Y 94 K 15  
Hex #91191c



**PMS Black**  
R 0 G 0 B 0  
C 0 M 0 Y 0 K 100  
Hex #000000

SUPPORTING PALETTE



**PMS 7499**  
R 236 G 223 B 160  
C 4 M 7 Y 34 K 0  
Hex #ecd9a0



**PMS 5835**  
R 142 G 136 B 66  
C 38 M 31 Y 78 K 5  
Hex #8e8842



**PMS 4625**  
R 61 G 32 B 31  
C 43 M 73 Y 81 K 58  
Hex #3d2015

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# Brand Color Scheme

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## Sly Fox Brewery in Pottstown

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## Sly Fox Brewery in Pottstown

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## Sly Fox Brewery in Pottstown

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## Sly Fox Tasting Room In Pottstown

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## Sly Fox Tasting Room In Pottstown

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## Sly Fox Tasting Room In Pottstown

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## Sly Fox Tasting Room In Pottstown

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## Sly Fox Craft Beers

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## Sly Fox Craft Beers

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## Sly Fox Craft Beers

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# Sly Fox Craft Beers

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## Sly Fox Events – Bock Fest & Goat Races

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## Sly Fox Events – Bock Fest & Goat Races

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## Sly Fox Events – Bock Fest & Goat Races

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## Sly Fox Events – Bock Fest & Goat Races

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## Sly Fox Events – Can Jam & Music Festival

26 APRIL 2019





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## Sly Fox Events – Can Jam & Music Festival

26 APRIL 2019





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## Sly Fox Events – Can Jam & Music Festival

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## Sly Fox Events – Fox Trot Road Races

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## Sly Fox Events – Fox Trot Road Races

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## Sly Fox Events – Taps, Trucks & Tunes

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## Sly Fox Events – Taps, Trucks & Tunes

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## Sly Fox Events – Sly Fox Cyclocross

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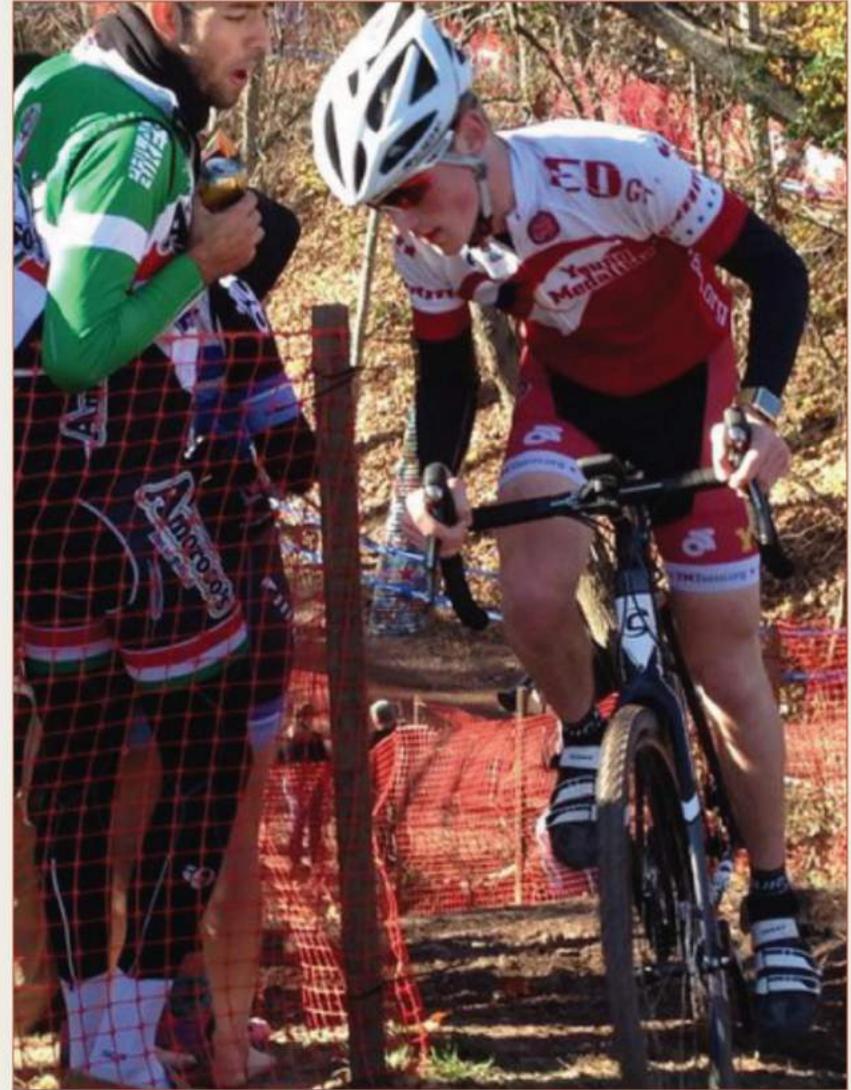


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## Sly Fox Events – Sly Fox Cyclocross

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## Sly Fox Events – Sly Fox Cyclocross

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## Sly Fox Events – SRT Spree

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## Sly Fox Events – SRT Spree

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## Sly Fox Events – SRT Spree

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*Sly Fox*<sup>TM</sup>

BREWING COMPANY