

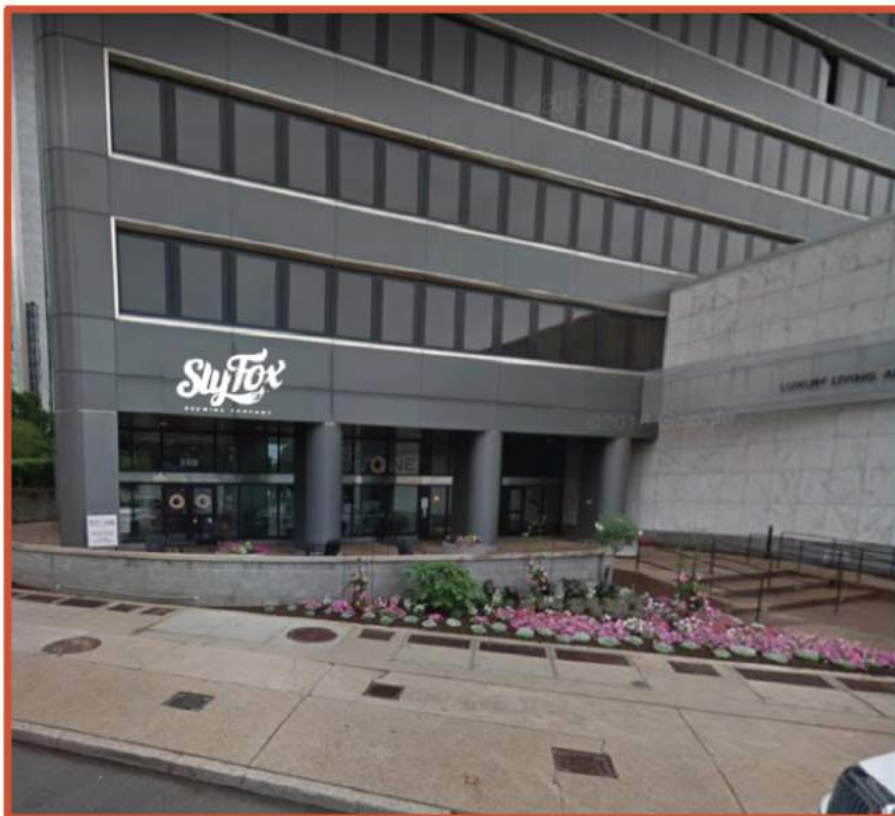


26 April 2019



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.



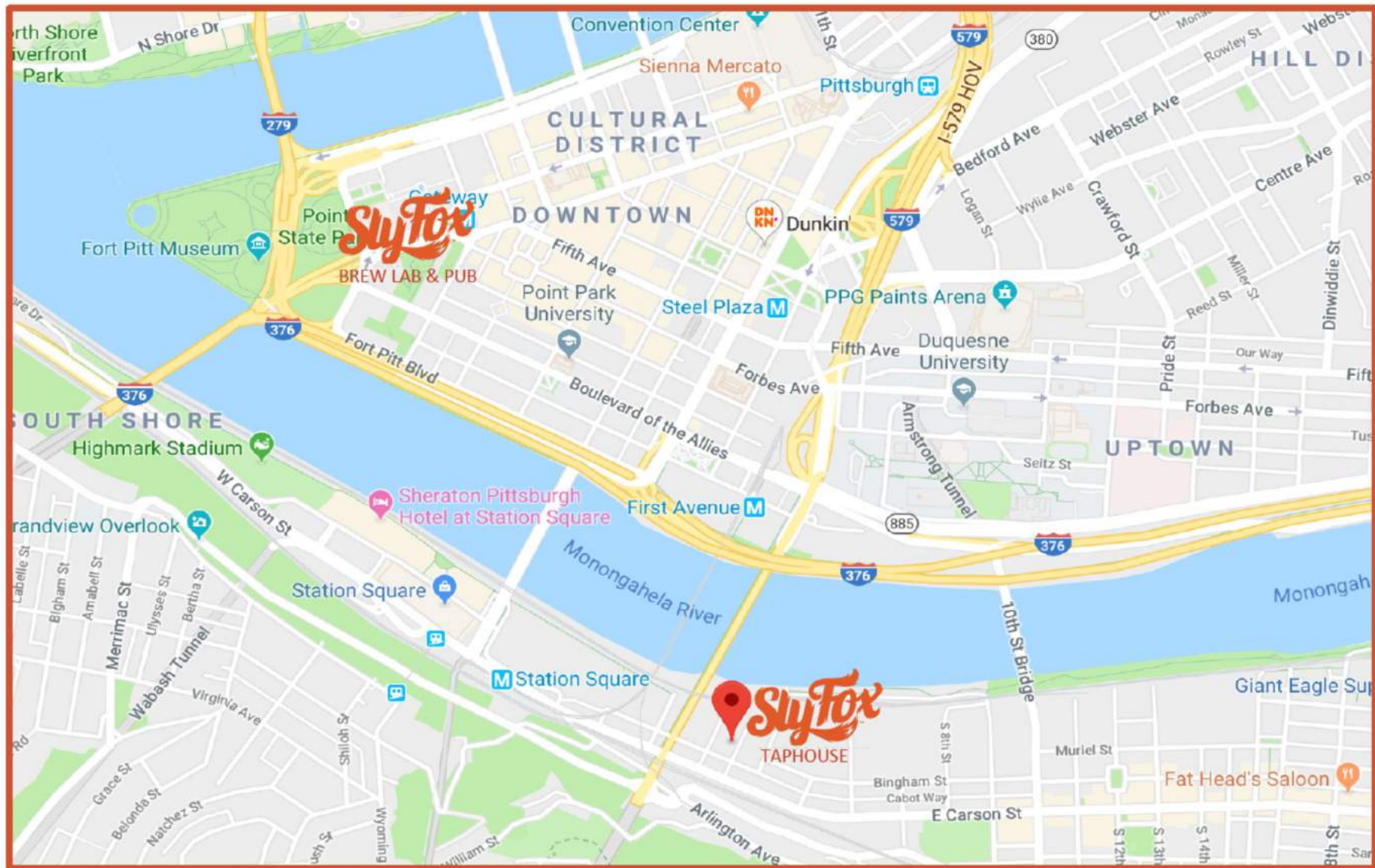
Located at 333 East Carson Street, **The Highline** is Pittsburgh's newest destination. Located in the historic former Terminal Building, it is undergoing a massive renovation, creating vibrant workspace with new office buildings on an urban campus setting along with 100,000 sf of new retail operation. 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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Two Great Locations

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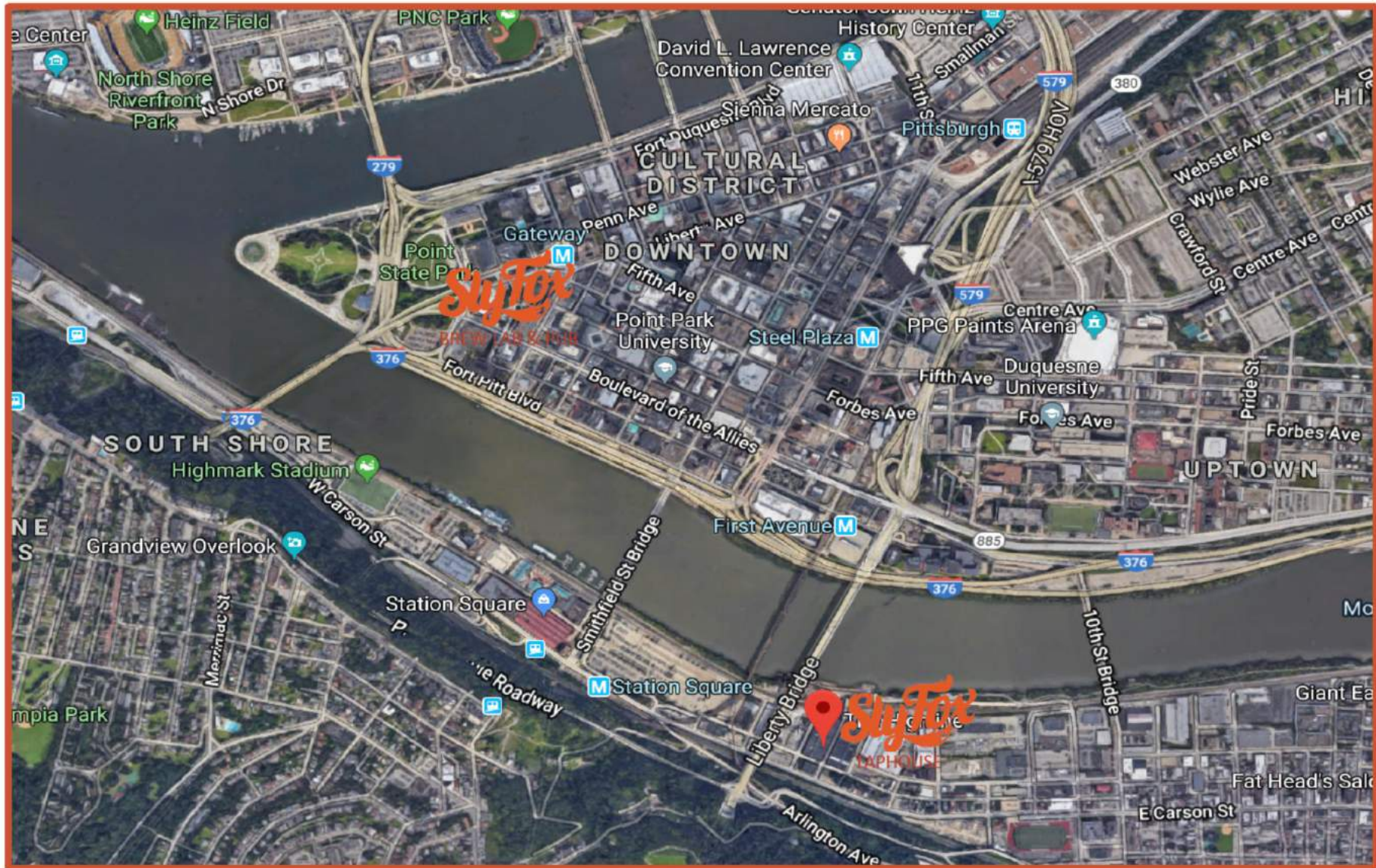


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Map View

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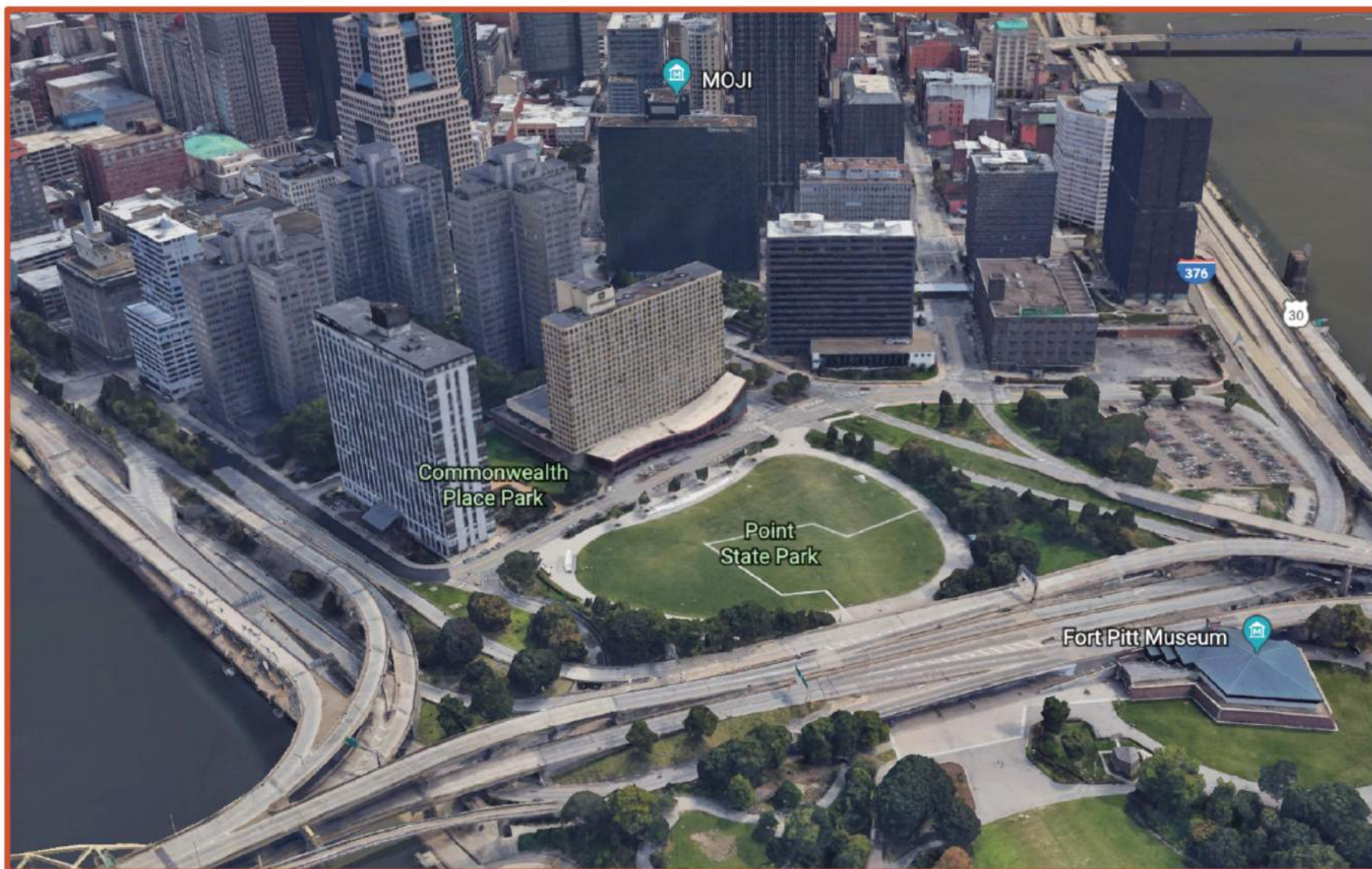


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Aerial View

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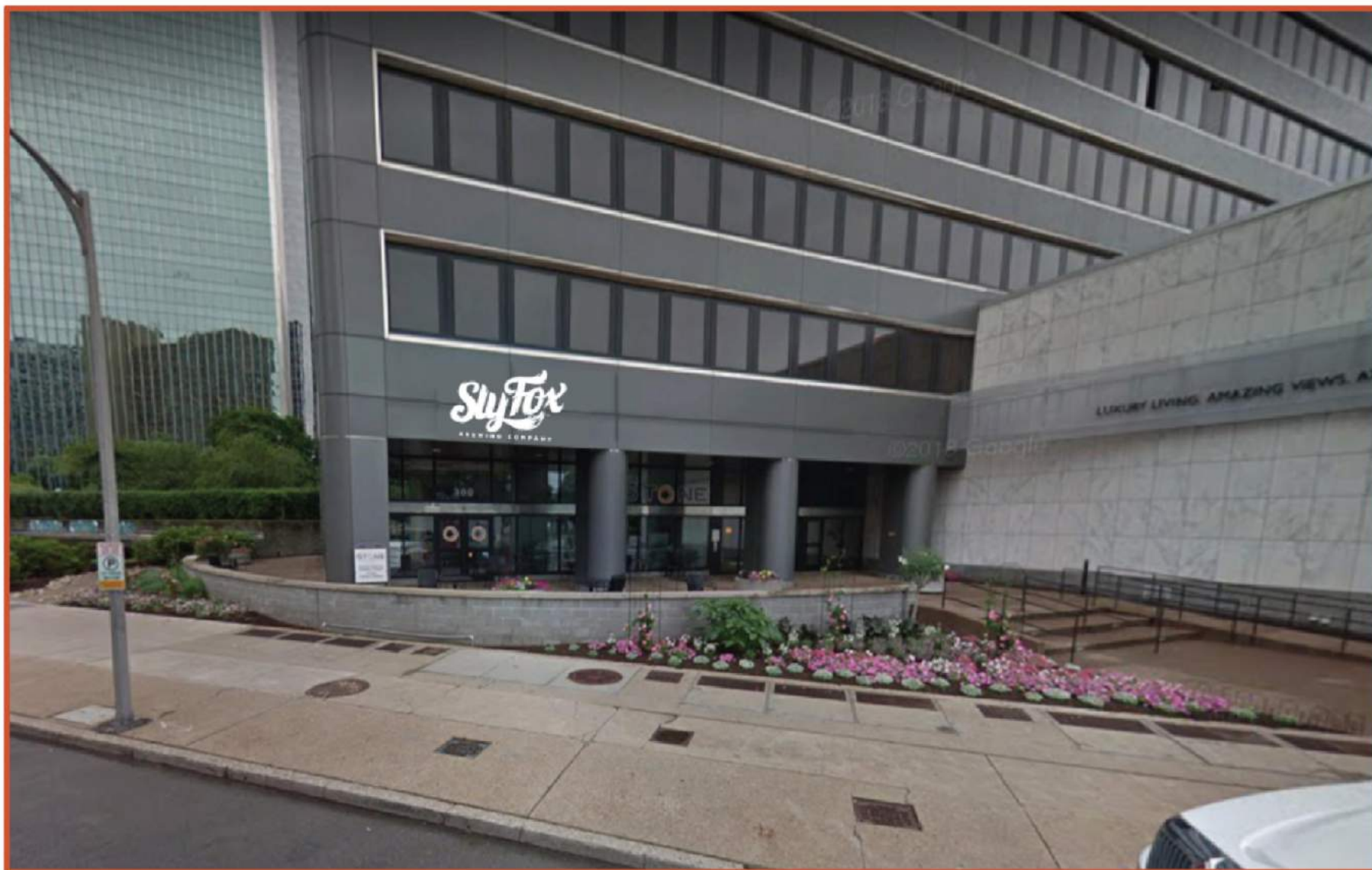




Sly Fox | PITTSBURGH | Taphouse at The Point
300 Liberty - River View

Aerial View
26 APRIL 2019



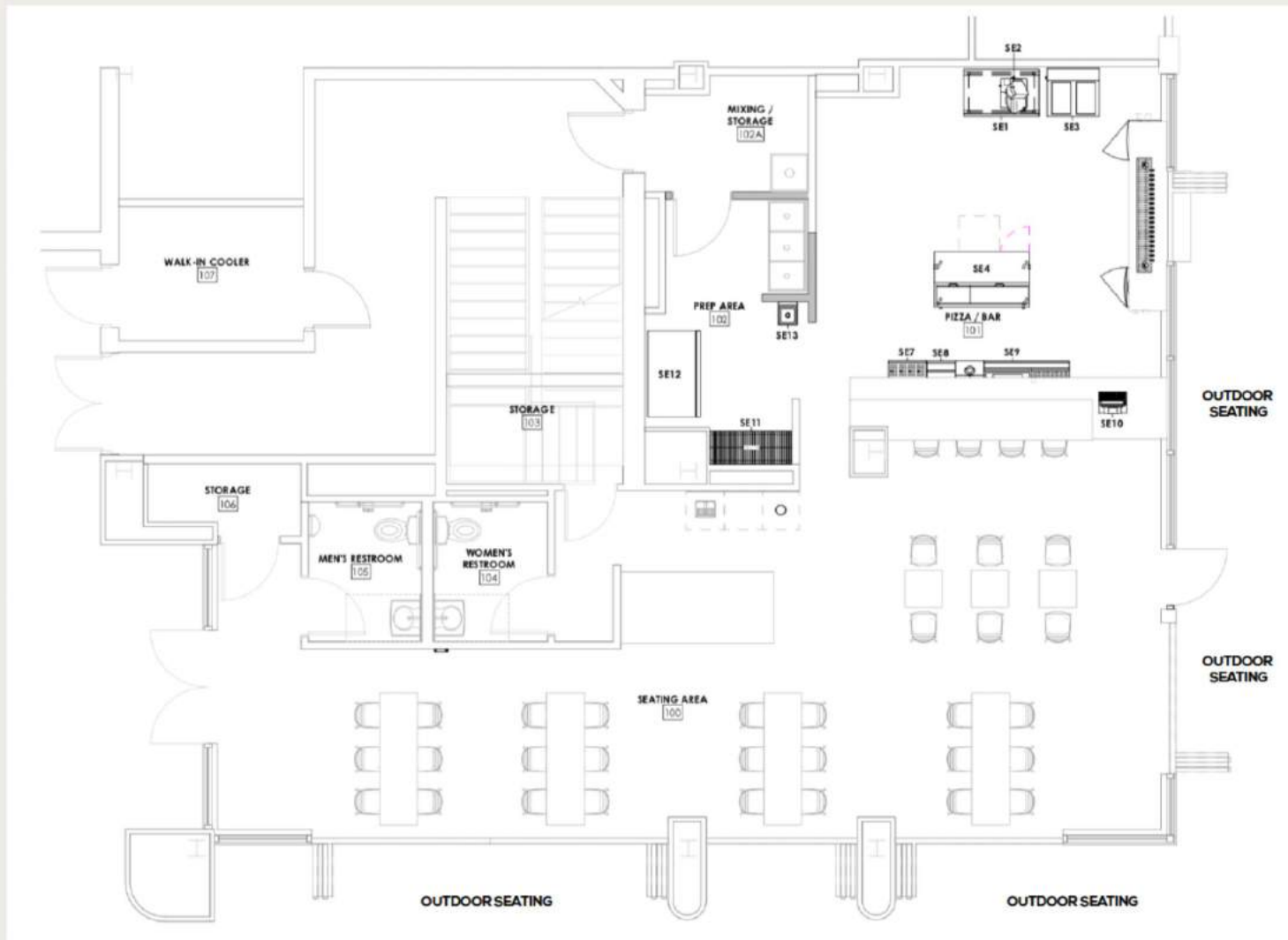


Sly Fox | PITTSBURGH | Taphouse at The Point
300 Liberty - River View

Street View

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

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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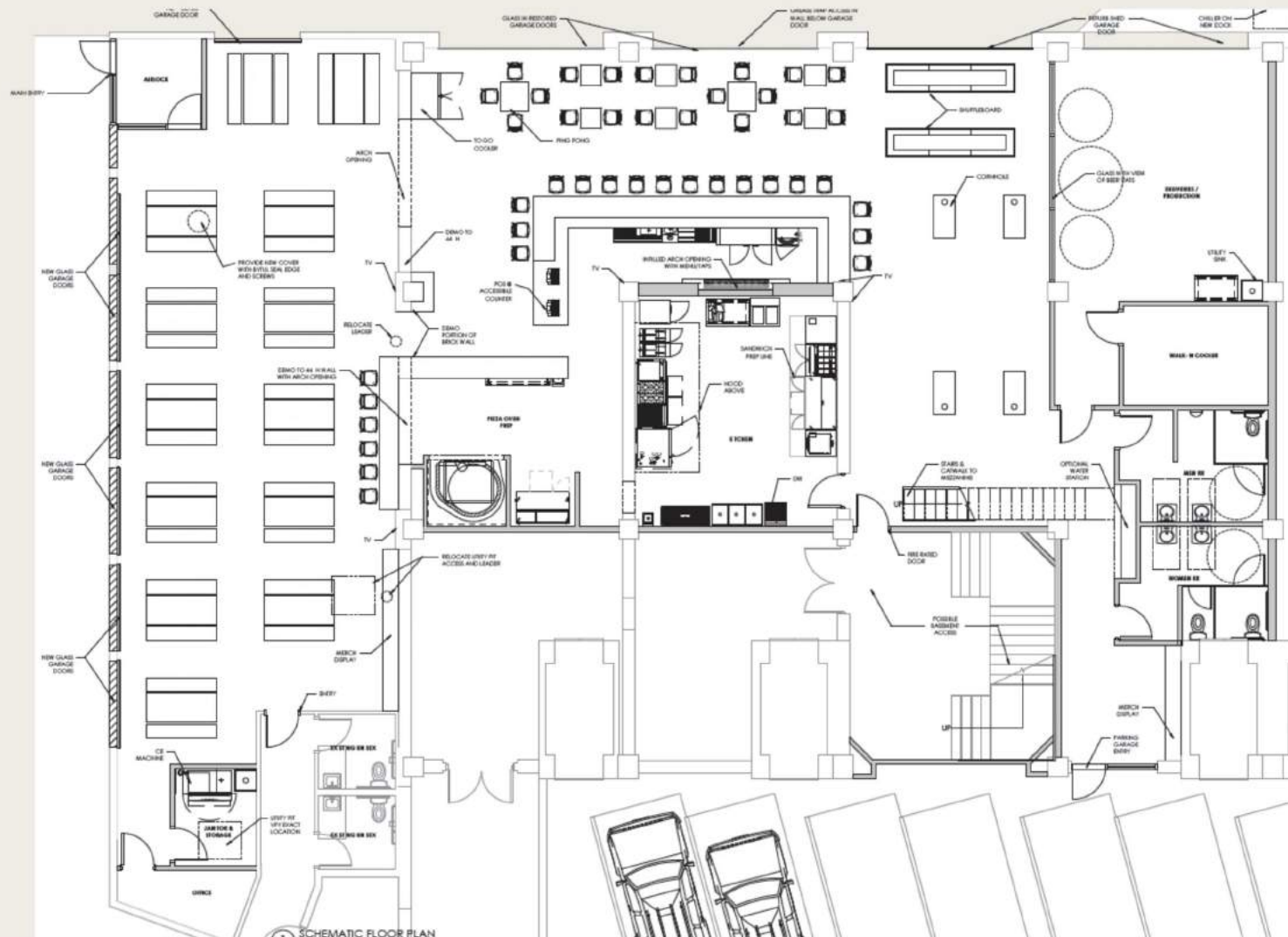
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BREWING COMPANY



Sly Fox | PITTSBURGH | Brew Lab & Pub
The Highline

Aerial View
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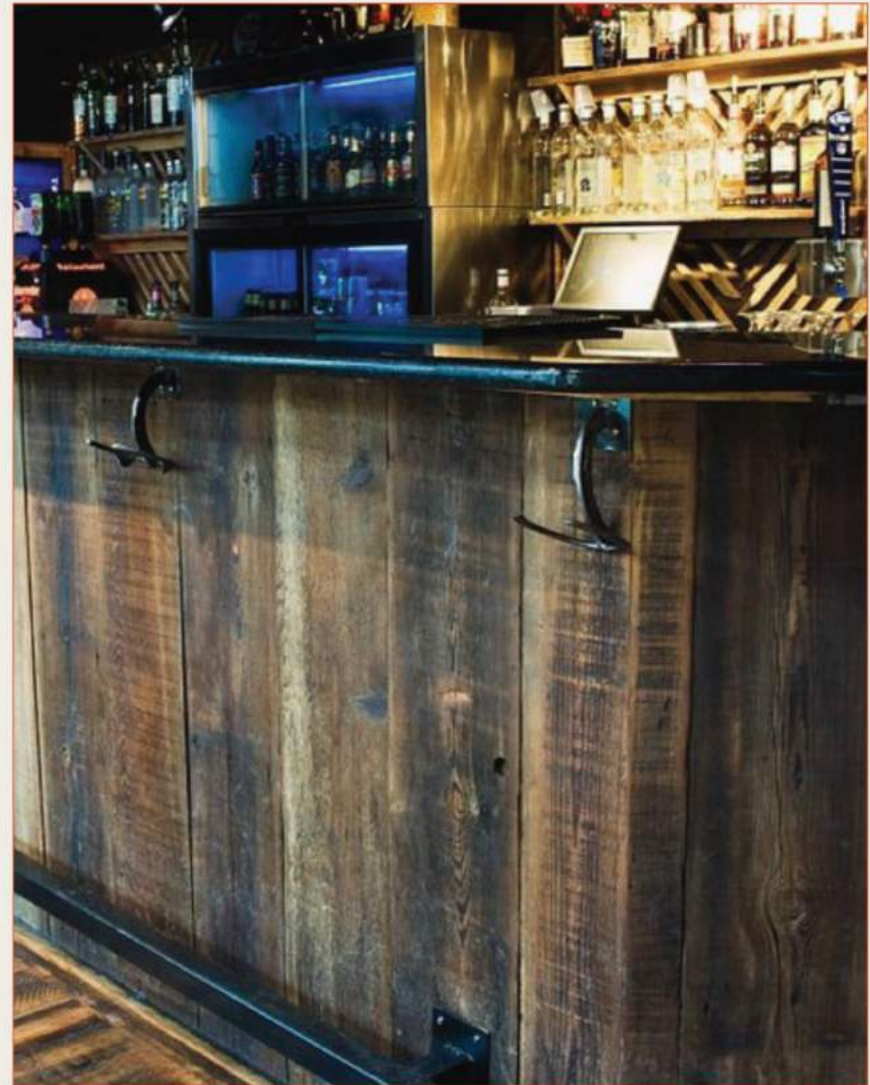




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The Highline

Floor Plan
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Build Out & Material Inspiration

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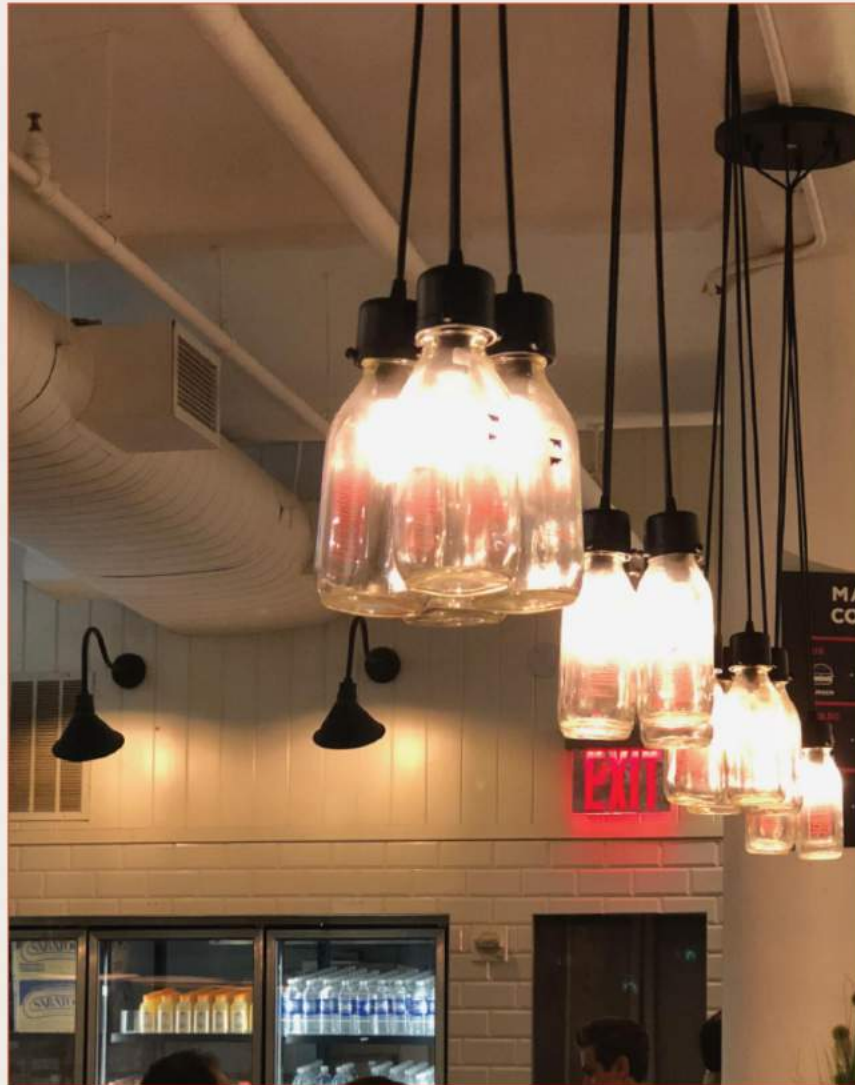


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Build Out & Material Inspiration

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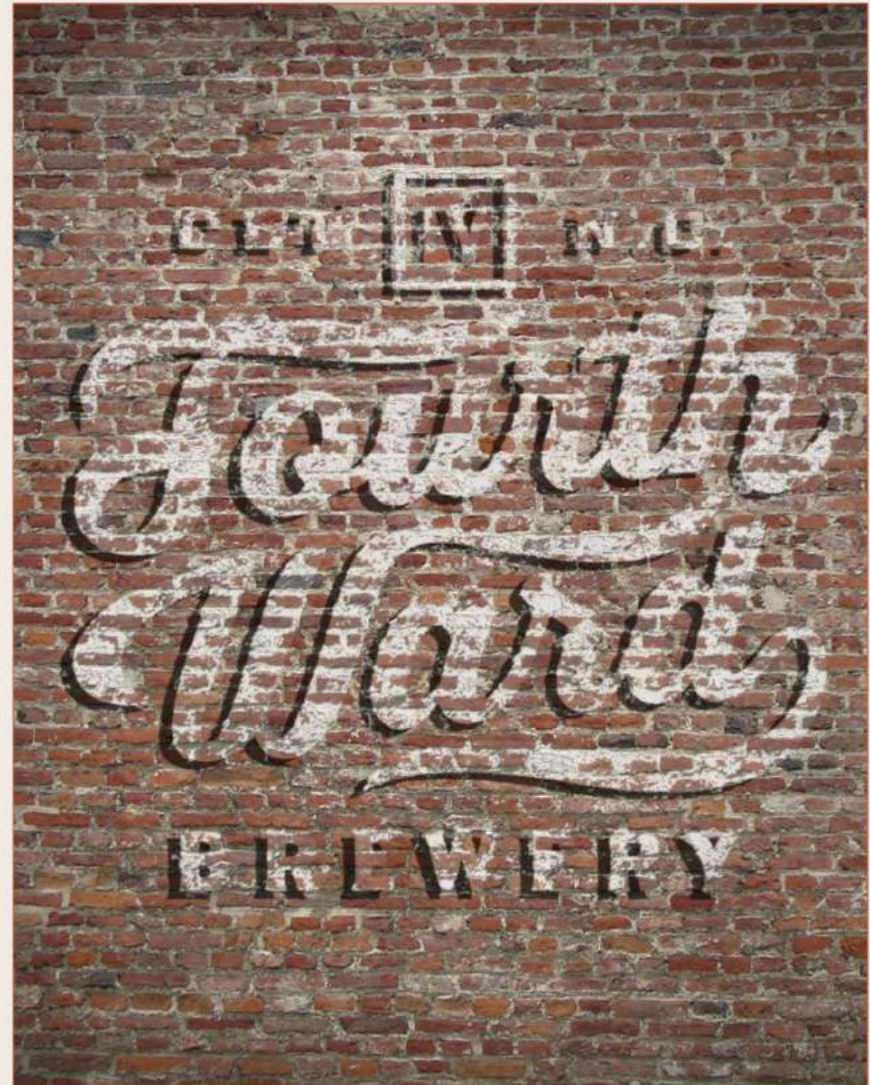


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Build Out & Material Inspiration

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Outdoor Games

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Primary Brand Logo

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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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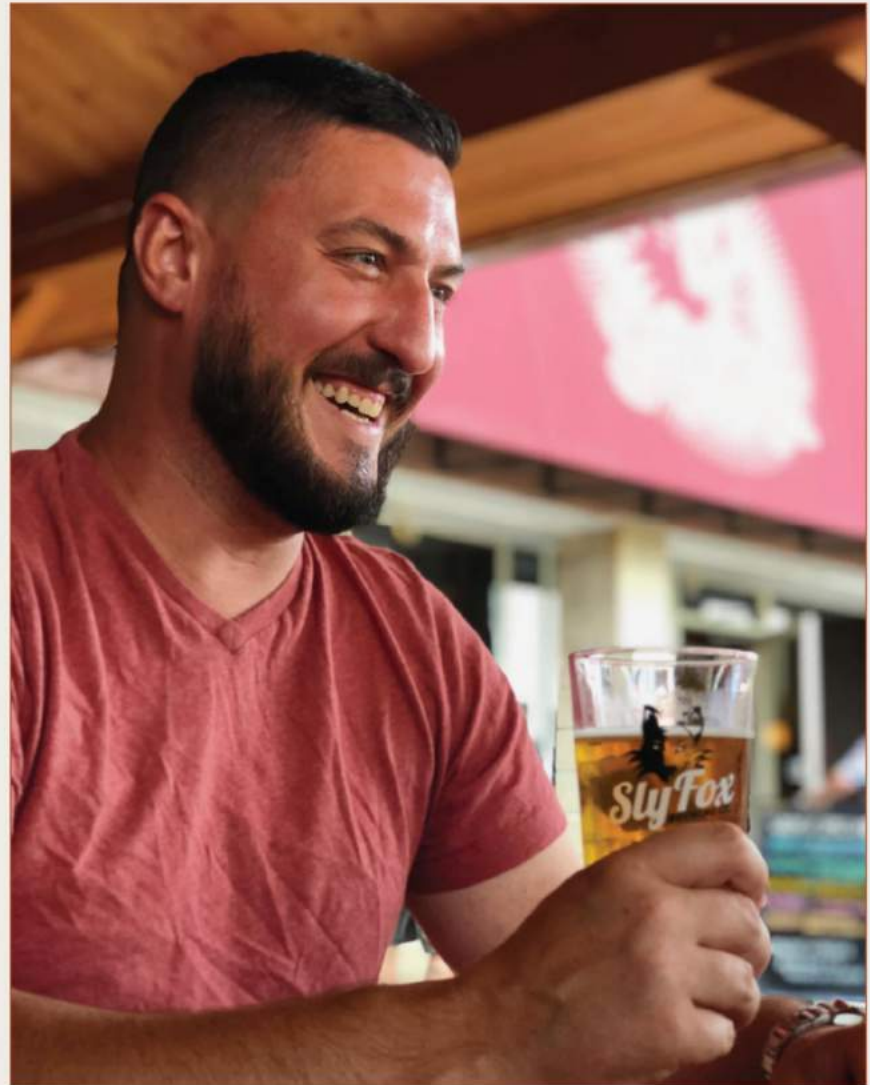


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Sly Fox Tasting Room In Pottstown

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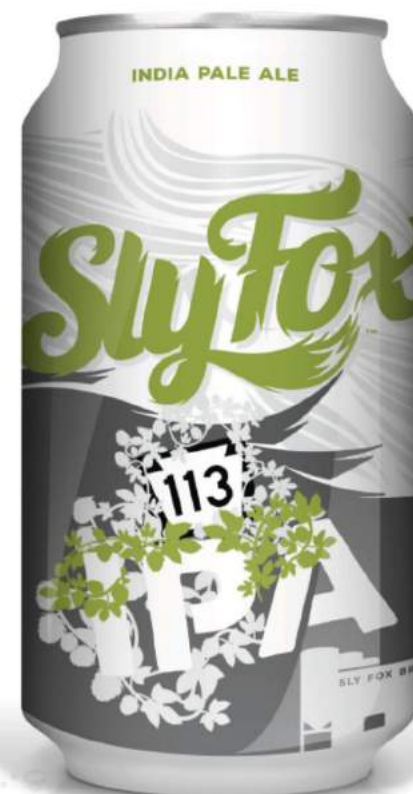


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Sly Fox Tasting Room In Pottstown

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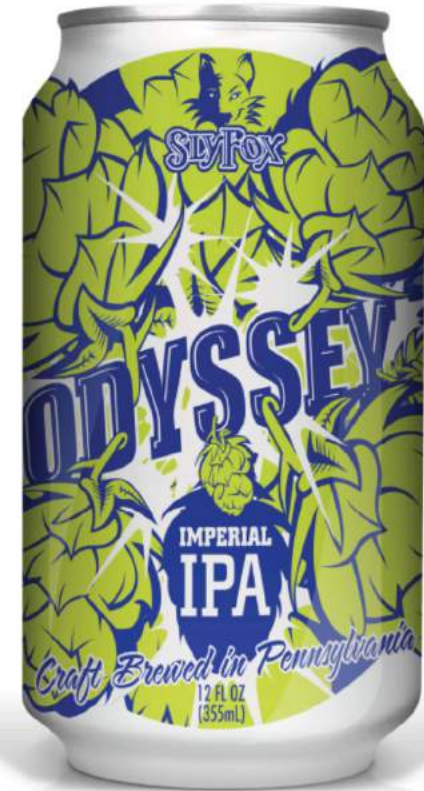


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Sly Fox Craft Beers

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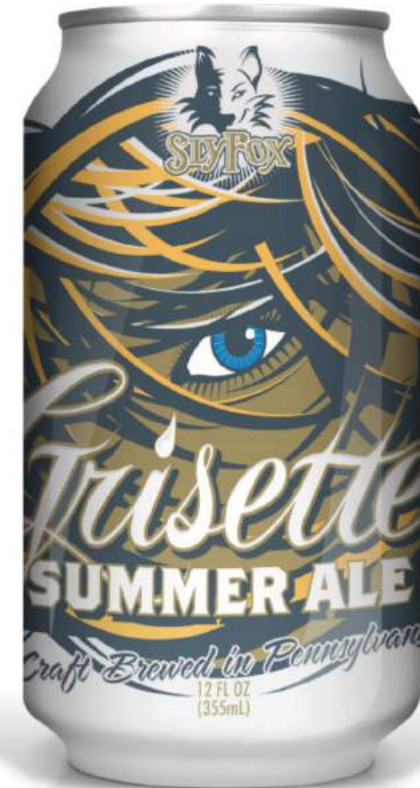
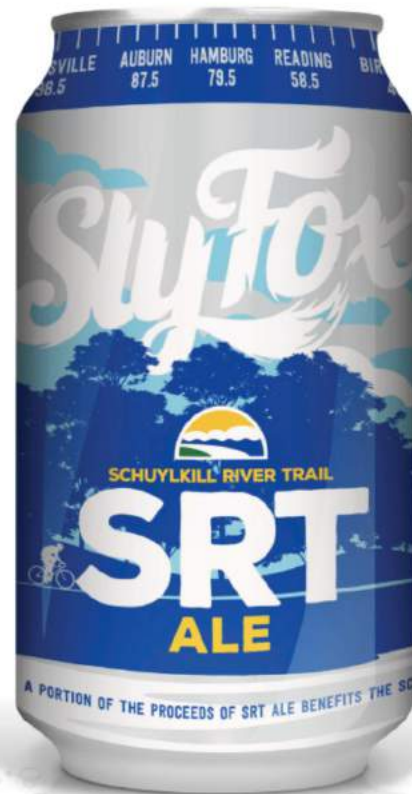


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Sly Fox Craft Beers

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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

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Sly Fox Events – Can Jam & Music Festival

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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

26 APRIL 2019





Sly Fox Brewing Co. | PITTSBURGH

Sly Fox Events – Sly Fox Cyclocross

26 APRIL 2019





Sly Fox Brewing Co. | PITTSBURGH

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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