



**UNCOMMON CRAFT,
DELIVERED.**



What Is The Purpose Of This Guide?

A Brand Standards guide is designed to help the creative team as well as other teams within the Spirit Hub company uphold the brand visuals and message through all collateral generated for inhouse, customer, and partner facing content.

In this guide we will be discussing the Logo, Colors, Fonts, and their appropriate usage as well as the voice and message.

Please note that as the company grows, this document will be updating growing as well. When referring back to this document please take note of the version listed on the cover page.

If you have any questions about this document, please refer to the creative team.

THE LOGO





X-Indicator

Clear Space

Clear space for the logo should be the size of the line under the "U" in hub.



Clear Space With Tagline

Two x-indicator spaces between the logo and the tagline.



1 INCH

Smallest size allowed.
When you reach this
size, remove the circle.



Use the white logo variant when the background is a dark color.



Use the white logo variant when the background is a dark or a photo.



Use the ringless logo variant when the background is close to or the same color as the gold.



The Restricted Mark And When To Use It.

The Spirit Hub Restricted mark will always be used on content generated for third parties. Such as social content created for Distilleries to share.

The ® Should always be tucked under the curl for the “S”, and next to the top line of the T in “Spirit”. The ® should always match the thickness of the letters.

The ® will never be present when the logo is too small to properly represent it.

Do

The following examples are appropriate use cases for the logo and its variant.



The logo is our most important visual asset. It should always be properly represented at all times.



When a black and white option is required. Simply use the word mark. Without the ring. DO NOT alter the rings color to be black.

Don't

The following examples are incorrect uses and treatments of the logo.



The ring should never deviate from its original Whiskey Gold color. #F79420



The logo should never be skewed from its original dimensions.



The App Icon

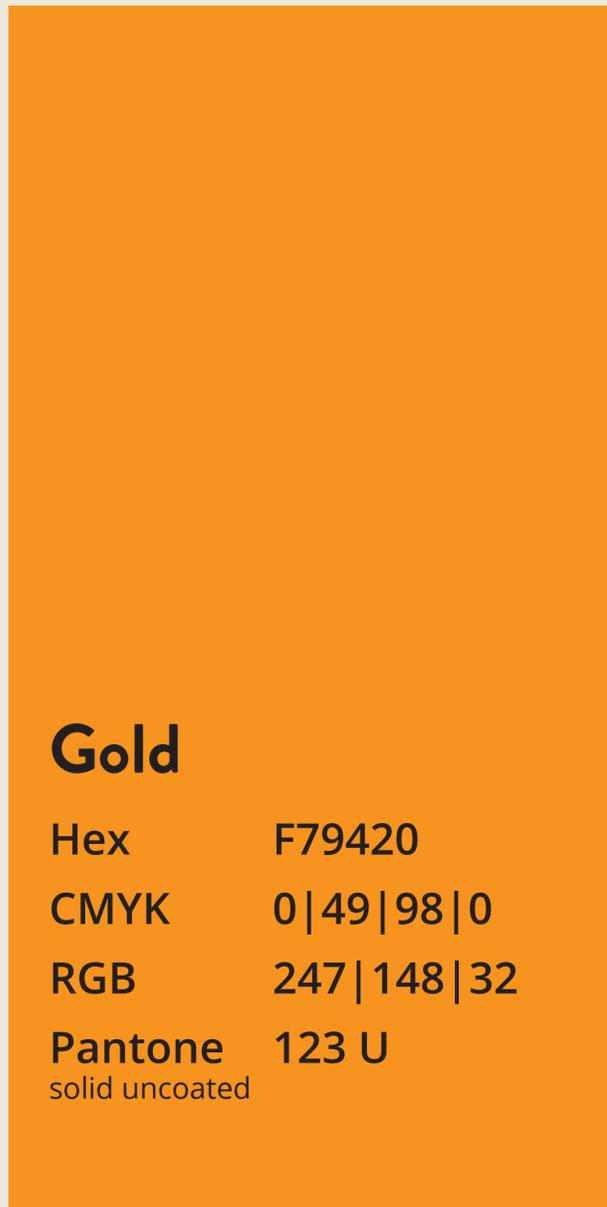
The app utilized the style-ized "S" in the Spirt Hub logo. Pressed against the orange background making for a striking and easily recognizeable icon that stands out among other icons.

ELEMENTS & VISUALS



Primary Colors

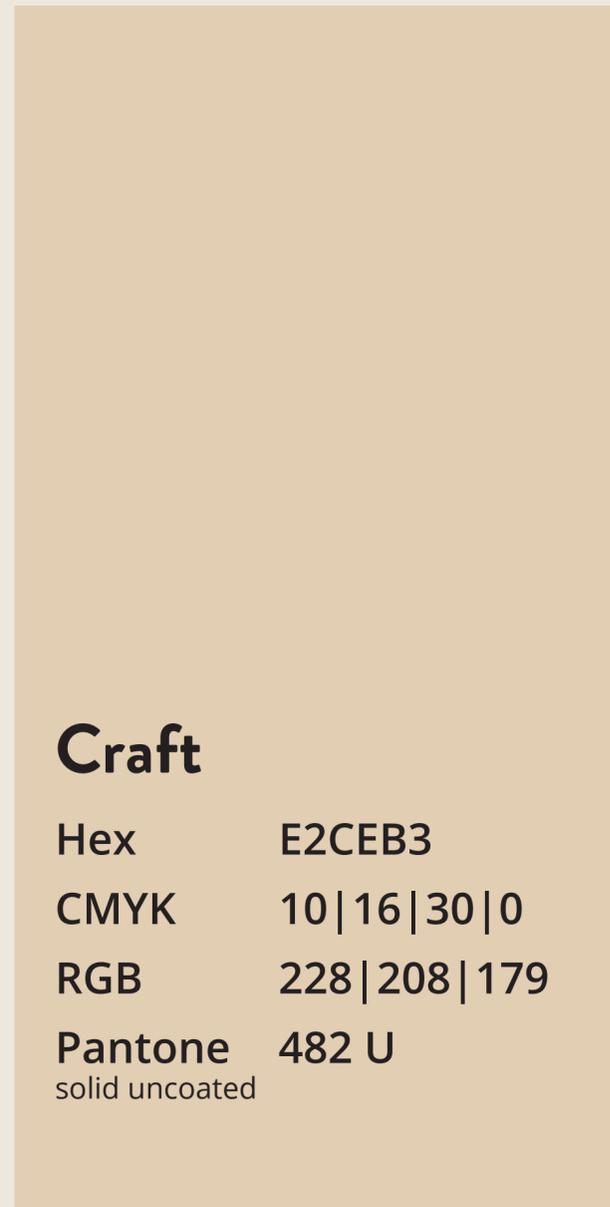
The primary colors make up our logo and a good bulk of our assts and acent colors.



Gold

Hex	F79420
CMYK	0 49 98 0
RGB	247 148 32
Pantone	123 U

solid uncoated



Craft

Hex	E2CEB3
CMYK	10 16 30 0
RGB	228 208 179
Pantone	482 U

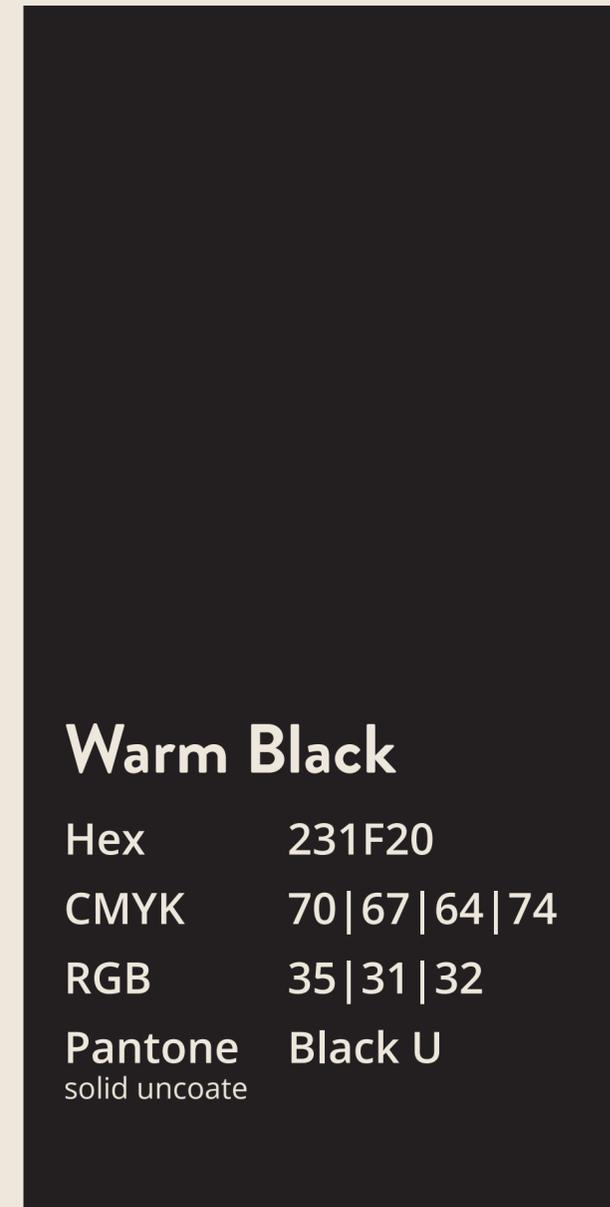
solid uncoated



Warm Grey

Hex	EEE7DC
CMYK	6 7 12 0
RGB	238 231 220
Pantone	7527 U

solid uncoated



Warm Black

Hex	231F20
CMYK	70 67 64 74
RGB	35 31 32
Pantone	Black U

solid uncoate

Secondary Colors

Our secondary colors help bring variety to the brand. They are also used for call outs and alternative colors for CTAs.

Burgundy

Hex 4D0920
CMYK 45|90|64|63
RGB 77|9|32
Pantone 1945 U
solid uncoated

Faded Purple

Hex 896E80
CMYK 48|58|36|7
RGB 137|110|128
Pantone 5225 U
solid uncoated

Teal

Hex 3B5C61
CMYK 78|51|51|26
RGB 56|92|97
Pantone 5483 U
solid uncoated

Blue

Hex 2F415F
CMYK 88|74|40|28
RGB 47|65|95
Pantone 646 U
solid uncoated

INDUSTRY

Industry is a display font. It is used for our primary slogan “Uncommon Craft, Delivered.” usually found under our logo.

It is also used as our websites and emails H1s.

Brandon Grotesque

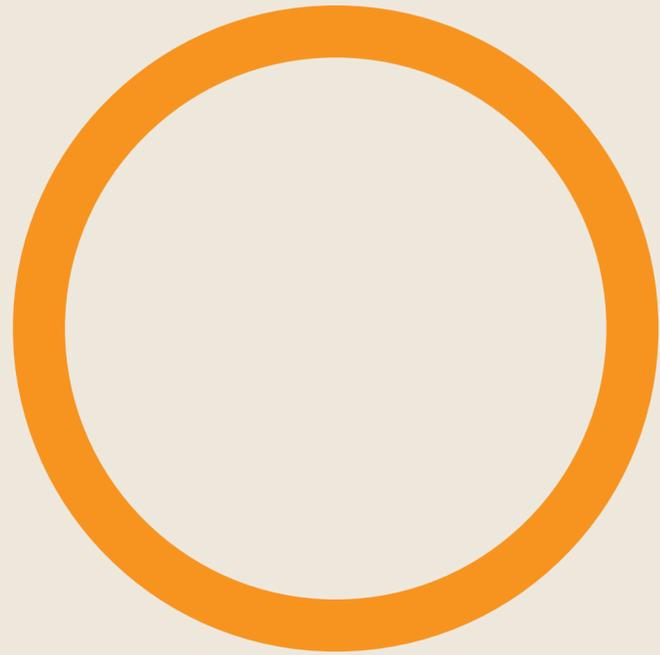
Used in Bold. Brand Grotesque is our H2 font. For example, its is the font we use to title our spirits and blog articles, as well as subheaders in emails.

Open Sans

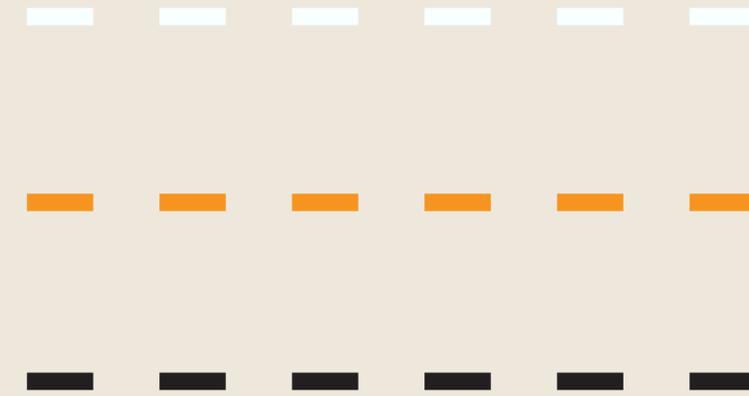
Open Sans used as our body font in all weights as needed.

Adobe Handwriting Ernie

Purely display. Used for small decorative elements to bring more character to certain designs. Typically used for numbers or small fun details.



Circle Element, which represents the hub, can be used as a design element. It should never deviate from our gold.



Dashed line, representing the journey, exploration, and delivery; like a dashed line on a map.

Photography and Treating Photos For Website Use

The goal of any photo taken for Spirit Hub should always be to emulate natural light as best as possible. High contrast, shadows, and bleeding colors on to the background all create a rich and vibrant photo.

In post, the photos should be treated with a light grain texture, and a very faint wash of our gold color. This further puts emphasis on the craft feeling we strive for.





Treating Imagery For Social & Advertisements

Advertisements are treated similarly to photos on the website. However any asset that is customer facing outside of the website require further development.

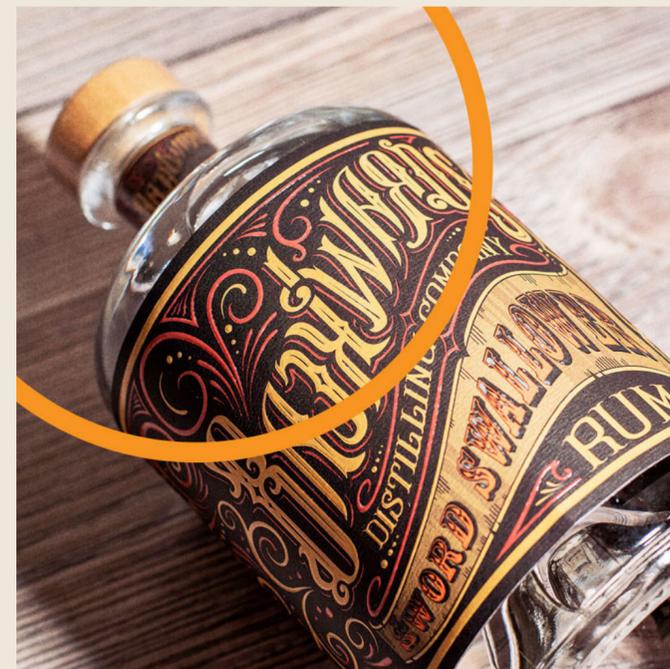
This further development is done through the use of brand elements such as the circle and dashed line.

The Bottles Are Our Models!

When presenting specific product for promotional materials such as emails, social advertisements and banners we must always be conscious of the bottles labels.

Applying text layovers, and brand elements we must always leave the label untouched leaving it as legible as possible.

However, there are cases where shots of the bottle may be used as a more abstract background element. Such as event banners and representing a category as a whole.



CTAs, Buttons, and Text Links

The treatment of buttons, links and depend on form of advertisement or it's location.

Listed on this page are the allowed buttons styles and their restrictions.



Uncommon Use
Product Page
App



Common Use
Static Pages
Email



Uncommon Use
Image Overlay

Learn More ►

Secondary Link
Text Link
Soft Click

THE MESSAGE



Our Purpose

Our Mission, Vision, and Promise
put together represent our purpose.
They define what we want to
achieve, push for, and provide.

Mission

Provide consumers access and information to
purchase spirits from independent manufacturers
of alcoholic beverages and complimentary products,
via technology solutions. We represent the best
selection and most complete service offering for
fans of spirits.

Vision

Own the space in 50 states and on a global scale,
for independently-made alcohol and complimentary
products, through a best in-class digital experience.

Promise

To provide consumers with the world's most
inclusive and educative craft spirits shopping
experience, while granting independent distilleries
access to markets they could not otherwise reach
using a traditional self-distribution model.

“Let the Spirits Move You”

Our four brand pillars should always come together and make up what it means to let the spirits move you.

Authenticity

Craft means you're getting a personalized touch. We are committed to sharing the stories of craftsmanship, quality and unique artistry that surround handmade spirits distilled in small batches. And we celebrate the independent distilleries that make them. This is reflected in the superior products we sell and first-rate service we provide.

Leadership

As leaders of the craft spirit movement, we demonstrate our commitment to the community at large through observing legally compliant practices. We promote distillery camaraderie, and create opportunities for consumers to experience all the diverse, handcrafted spirits they want to discover and enjoy.

Connectivity

For consumers, the idea of craft has shifted from the latest trend to the standard of expectation. But the biggest challenges facing independent distilleries making the liquors they want to purchase are the roadblocks of self-distribution. These laws and restrictions prohibit them from selling products across state lines. Our platform lends a helping hand. We function as an intermediary that directly connects consumers with independent distilleries across the country.

Exceptional

People want exceptional goods and services at every price point. They work hard and enjoy the finer things in life. And these days, customers expect them on demand. We make the finest discoveries the world has to offer in the craft spirits community accessible to consumers who would otherwise have difficulty experiencing them.

Brand Voice

How we speak is tantamount to what we have to say. Our voice helps tell the world exactly who we are.

Well Versed

It Means: We're not "in the business of craft spirits."
We are the business of craft spirits.

We Sound: Informed, well rounded, driven

But Never: Pretentious, condescending, elitist

Charismatic

It Means: We're comfortable in our own skin, we walk through life mostly understanding the world around us, and fully knowing our place in it.

We Sound: Confident, welcoming, charming

But Never: Crass, indignant, belligerent

Fun

It Means: We're passionate about what we do and have a good time doing it, so it shows.

We Sound: Witty, energetic, approachable

But Never: Goofy, hackneyed, distant

Brand Voice

We should always be aware of how we use our voice in promotional messaging as well as the website.

For example headlines, whether for an email or signifying a section on the homepage, should be energetic, state its purpose and relatable. As well as short enough to not lose the readers interest to soon.

Think this!

Rums To Spice Up Your Routine



The Subject at hand.
Or the Purpose of
the message.



Action words to
put energy into
the message.



Something familiar that
is also vague enough that
anyone can relate to.

Not this.

These Types Of Rum Are Great For Thursday



FINAL THOUGHTS

What Now?

Should you need any assets listed in this guide, they can be found in the creative folder within the shared drive.

Shared Drives > Creative > Brand Assets

Even with a brand guideline things can still be confusing when developing content.

Please refer to the creative team if you have questions on any of the following but not limited to:

- Photo quality
- Voice and how your message sounds
- Logo Usage
- Color Usage

If you have any questions or concerns about this brand guide be sure to reach out to the creative or marketing teams.

Cheers!

