SLANE

VISUAL IDENTITY GUIDE

PRIMARY BRANDMARK

1. **PRIMARY BRANDMARK | 2-COLOR**
   This is the primary brandmark. **This brandmark should be used whenever possible.**

2. **PRIMARY BRANDMARK | SIMPLE**
   This is the simple brandmark. This brandmark should only be used when production requirements of the 2-color brandmark negatively impact reproduction quality. (e.g., small-scale reproduction or embroidery).

The dark background version IS ALWAYS PREFERRED.

Only use the light background version IN THE EVENT THE DARK BACKGROUND VERSION REDUCES LEGIBILITY.

DARK BACKGROUND – PREFERRED

1. PRIMARY BRANDMARK | 2-COLOR

2. PRIMARY BRANDMARK | SIMPLE

LIGHT BACKGROUND (CREAM OR WHITE) – SECONDARY CHOICE

1. PRIMARY BRANDMARK | 2-COLOR

2. PRIMARY BRANDMARK | SIMPLE

BRAND LOCK-UP

1. BRAND LOCK-UP | 2-COLOR
This brand lock-up **should be used in instances where the story of the brand may be conveyed.** (e.g., table tops, t-shirts, coasters, etc.).

2. BRAND LOCK-UP | SIMPLE
This brand lock-up should be used when production requirements of the 2-color brand lock-up negatively impact reproduction quality. (e.g., small-scale reproduction or embroidery).

3. BRAND LOCK-UP | 1-COLOR
This brand lock-up should be used in instances where production is limited to 1-color.

The dark background version IS ALWAYS PREFERRED.

Only use the light background version IN THE EVENT THE DARK BACKGROUND VERSION REDUCES LEGIBILITY.

DARK BACKGROUND – PREFERRED

1. BRAND LOCK-UP | 2-COLOR

2. BRAND LOCK-UP | SIMPLE

3. BRAND LOCK-UP | 1-COLOR

LIGHT BACKGROUND (CREAM OR WHITE) – SECONDARY CHOICE

1. BRAND LOCK-UP | 2-COLOR

2. BRAND LOCK-UP | SIMPLE

3. BRAND LOCK-UP | 1-COLOR

USAGE

Consistent use of our Primary Brandmark is critical to building brand equity and maintaining a common "look and feel" worldwide.

1. Always maintain a clear space around the Primary Brandmark equal to the height of the E in SLANE.

2. Never place a black Primary Brandmark over a complicated image.

3. Never distort or stretch the Primary Brandmark in any way.

4. Never color the Primary Brandmark with a hue that is not part of this toolkit.

5. Never reduce the Primary Brandmark to a size that impedes legibility.

6. Never create a pattern using the Primary Brandmark.

1.

2.

3.

4.

5.

6.

SECONDARY VISUAL ASSETS

These graphic components should be used only in applications where the primary brandmark or brand lock-up has established.

1.   SEAL | 1-COLOR

2.   REVERSED SEAL

3.   SIGIL WITH LOGO | 2-COLOR

1. SEAL 1-COLOR | RICH BLACK

1. SEAL 1-COLOR | COPPER

1. SEAL 1-COLOR | RED

2. REVERSED SEAL
| WHITE ON RICH BLACK

2. REVERSED SEAL
| COPPER ON RICH BLACK

3. SIGIL WITH LOGO | 2-COLOR

SECONDARY VISUAL ASSETS, CONT.

These patterns should be used only in applications where the primary brandmark or brand lock-up has been established.

1. BRAND PATTERN DARK | 3-COLOR

2. BRAND PATTERN LIGHT | 3-COLOR

3. BRAND PATTERN SIMPLE | 3-COLOR

4. CASTLE PATTERN | 1-COLOR
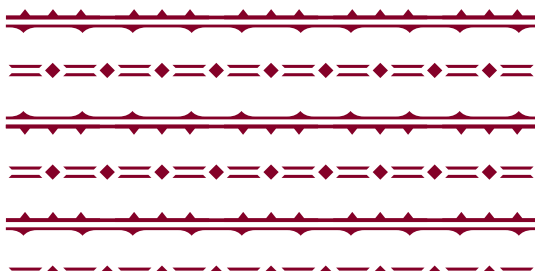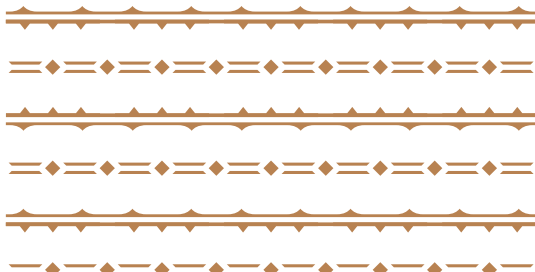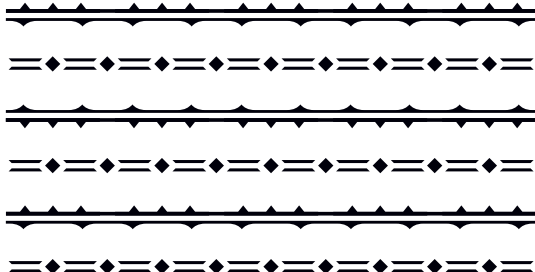   Pattern can be used with any of our colors.

1. BRAND PATTERN DARK | 3-COLOR

2. BRAND PATTERN LIGHT | 3-COLOR

3. BRAND PATTERN SIMPLE | 3-COLOR

4. CASTLE PATTERN | 1-COLOR

COLOR & MATERIAL REPRODUCTION

Slane labeling and packaging express the product's character through the careful reproduction of the natural tones in its color palette.

PREFERRED COLOR PALETTE & MATERIAL SELECTIONS

RICH BLACK
COATED: PMS BLACK 6 C
UNCOATED: MATCH PMS BLACK 6 C
CMYK: 100 / 79 / 44 / 93
RGB: 16 / 24 / 32
WEB: 101820

RED
COATED: PMS 202 C
UNCOATED: PMS 201 U
CMYK: 9 / 100 / 64 / 48
RGB: 134 / 38 / 51
WEB: 862633

LIGHT CREAM / OFF WHITE
COATED: PMS 9224 C
UNCOATED: MATCH PMS 9224 C
CMYK: 3 / 7 / 13 / 0
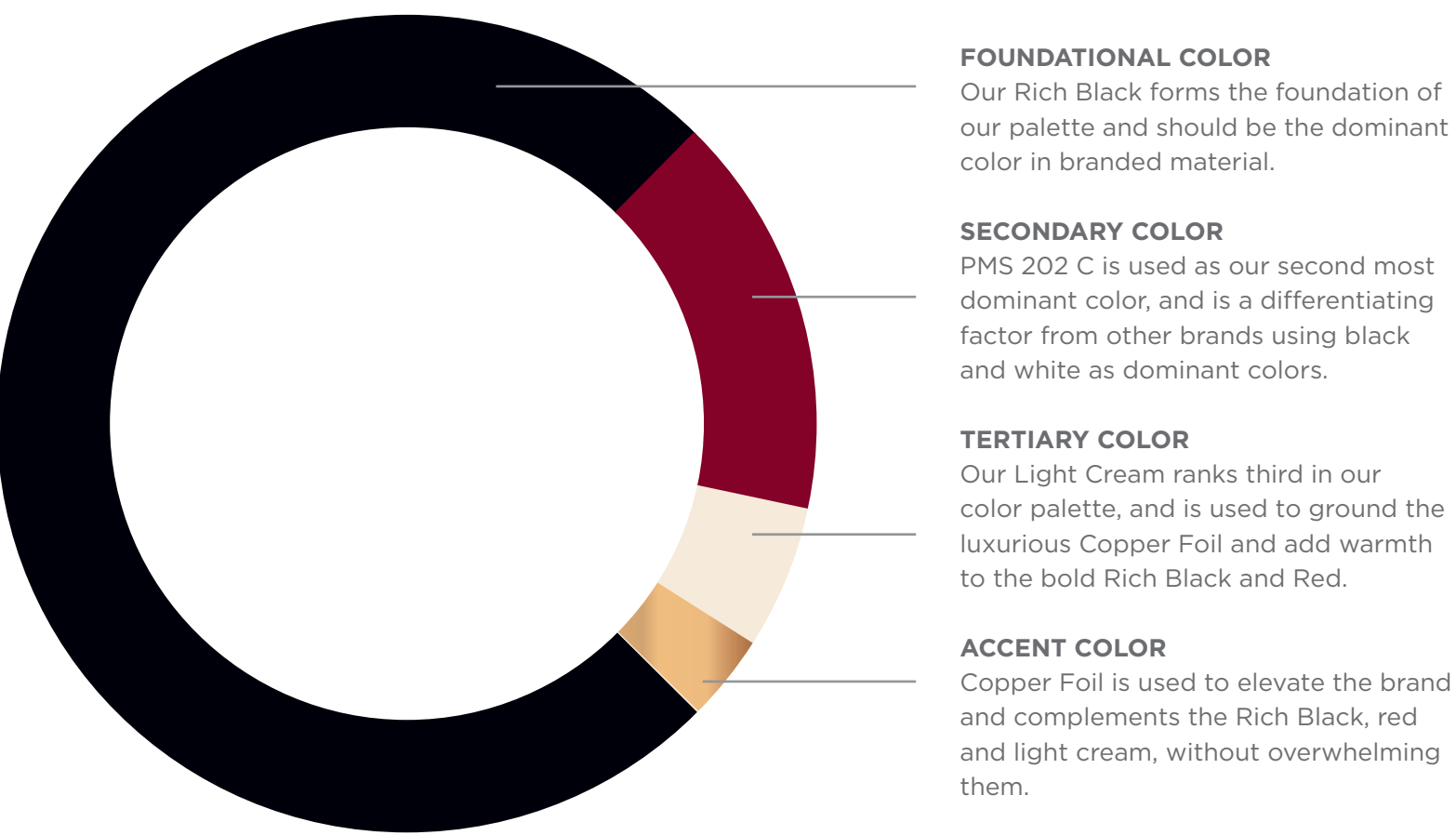RGB: 243 / 232 / 217
WEB: F3E8D9

FOIL: KURZ LUXOR 397

ALTERNATE COPPERS

COATED: METALLIC PMS 876 C

COATED: FLAT COPPER PMS 729 C
UNCOATED: MATCH PMS 7510 C
CMYK: 7 / 45 / 66 / 18
RGB: 181 / 129 / 80
WEB: B58150

COLOR RATIO

The relationship between color quantities is an essential aspect to consistently expressing the product's character.

FOUNDATIONAL COLOR
Our Rich Black forms the foundation of our palette and should be the dominant color in branded material.

SECONDARY COLOR
PMS 202 C is used as our second most dominant color, and is a differentiating factor from other brands using black and white as dominant colors.

TERTIARY COLOR
Our Light Cream ranks third in our color palette, and is used to ground the luxurious Copper Foil and add warmth to the bold Rich Black and Red.

ACCENT COLOR
Copper Foil is used to elevate the brand and complements the Rich Black, red and light cream, without overwhelming them.

TYPOGRAPHY

Consistent use of typefaces is critical to building brand equity and maintaining a common "look and feel" worldwide.

PRIMARY & SECONDARY TYPEFACES
Primary typefaces also known as headline or sub-headline fonts should be used in large scale relative to the overall design.

FONTS ARE LICENSED SOFTWARE AND MUST BE PURCHASED FOR EACH COMPUTER.

PRIMARY TYPEFACE (HEADLINE): ITC QUORUM STD BOLD
PURCHASE: https://www.myfonts.com/fonts/adobe/itc-quorum/bold

SLANE WHISKEY
ABCDEFGHIJKLMNOPQR
STUVWXYZ0123456789

SECONDARY TYPEFACE (SUBHEAD): FRENCH IONIC
PURCHASE: http://www.myfonts.com/fonts/solotype/french-ionic

VIRGIN, SEASONED, AND SHERRY

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

TYPEFACE FOR LONG COPY: CHRONICLE TEXT G1 SEMIBOLD
PURCHASE: http://www.typography.com/fonts/chronicle-text/styles

Slane is an Irish Whiskey whose brand personality revolves around the words, daring, proud, and engaging. Slane also values progression, respect, and heroism.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

TYPEFACE FOR MANDATORY: ALTERNATE GOTHIC NO. 1 D
PURCHASE: http://www.myfonts.com/fonts/urw/alternate-gothic/no1-d/

TRIPLE CASKED

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

LEGAL FOR ALL SLANE MATERIALS

HONOUR THE LEGACY. SIP RESPONSIBLY.

Slane Irish Whiskey, a blend. 40% Alc. by Vol. Imported by Brown-Forman Beverages, Louisville, KY.

Slane Irish Whiskey is a registered trademark of Brown-Forman Corporation. ©2020. All rights reserved.

FOR ALL VIDEO CONTENT WE MUST INCLUDE THE FOLLOWING:

HONOUR THE LEGACY. SIP RESPONSIBLY.

Slane Irish Whiskey, a blend. 40% Alc. by Vol. Imported by Brown-Forman Beverages, Louisville, KY.

Slane Irish Whiskey is a registered trademark of Brown-Forman Corporation. ©2020. All rights reserved.

THESE MATERIALS ARE INTENDED FOR THOSE ABOVE THE LEGAL DRINKING AGE, AND SHOULD NOT BE FORWARDED TO, OR PLACED IN AN ENVIRONMENT WHERE THEY BE VIEWED BY THOSE UNDER SUCH AGE.

PACKAGING

Our package design is one of Slane's most valuable examples of how our brand comes to life. Its significance is that our consumers can touch and hold the intrinsic qualities of our brand equity.

1. BOTTLE

2. SHIPCASE

1.

2.

ACTIVATION

Applying brand assets appropriately is key to maintaining the tone of the brand. Always be mindful of the types of items you are branding as well as whether the branded item could be confused for another brand.

1. T-SHIRT

2. VISOR

3. CAP

ACTIVATION, CONT.

Applying brand assets appropriately is key to maintaining the tone of the brand. Always be mindful of the types of items you are branding as well as whether the branded item could be confused for another brand.

1. PHONE CASE

2. STATIONERY
    NAME BADGE

1.

2.

ACTIVATION, CONT.

Applying brand assets appropriately is key to maintaining the tone of the brand. Always be mindful of the types of items you are branding as well as whether the branded item could be confused for another brand.

1. GLASSWARE

2. BAR CADDY

3. BAR MAT

4. COASTERS

ACTIVATION, CONT.

Applying brand assets appropriately
is key to maintaining the tone of
the brand. Always be mindful of the
types of items you are branding as
well as whether the branded item
could be confused for another brand.

1. SIGNAGE

2. APRON

1.

2.