

CRΔFT & MIX

BRAND IDENTITY
GUIDELINES



CINDY LEVY
UPTURN YOUR BRAND

INTRODUCTION



It is composed of different elements :

- The jigger to replace the A
- Texts : CRAFT & MIX
- Gold color to emphasized the principle item of bartending: gold color is associated with abundance and prosperity, luxury and quality, prestige and sophistication, value and elegance, the psychology of this color implies affluence, material wealth and extravagance.
- * The triangle in the letter A means: Creativity, Proportion, Ascension, Harmony



BRAND BLOCK LOGO

COLORS

PRINCIPAL OPTIONS



BRAND BLOCK LOGO

COLORS

ADDITIONAL OPTIONS



SECONDARY LOGO

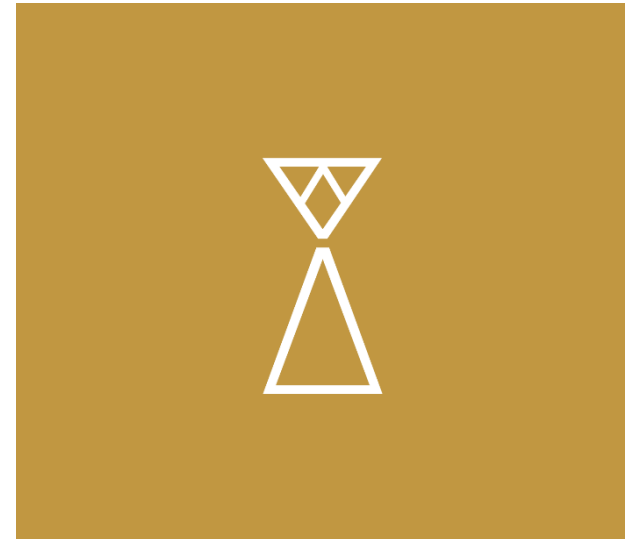
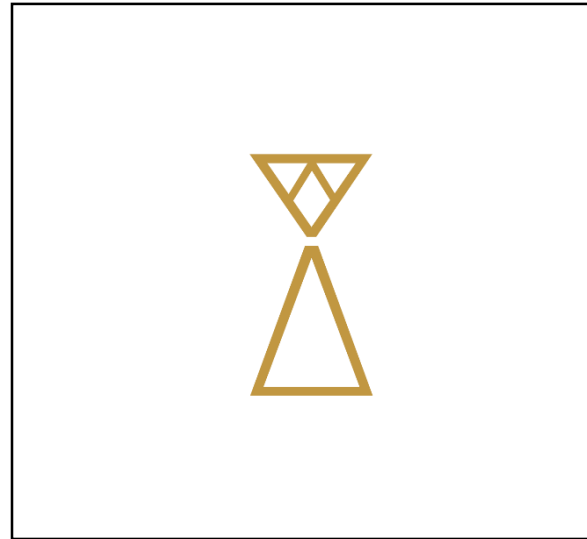
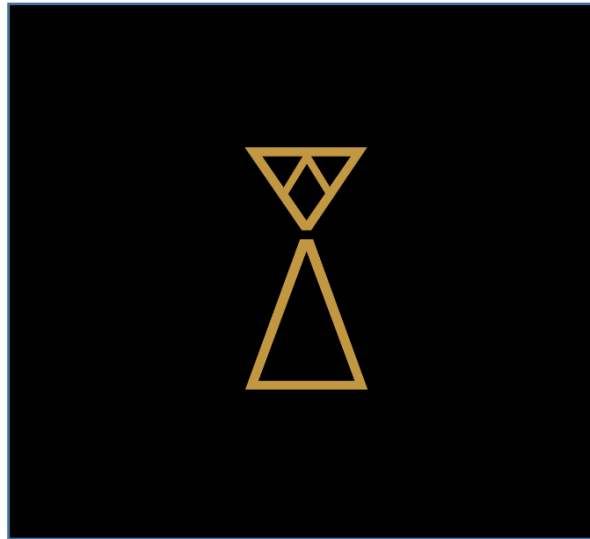


- The triangle in the letter A means:
Creativity, Proportion, Ascension, Harmony
- And the Jigger is the principal element
which reflect the brand and bartending
industry

THE GOLDEN JIGGER

SECONDARY LOGO

ADDITIONAL OPTIONS



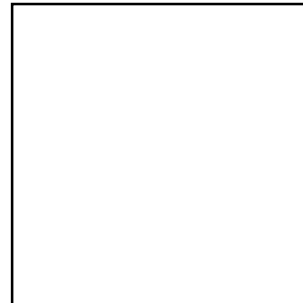
COLORS

COLOR REFERENCE



DARK BLACK

Pantone Orange
021 25.50
Pantone Process
Blue 24.50
Pantone Black
50.00



WHITE



GOLD

Pantone 10121C
CMJN C:24% M:33% J:86% N:11%
RGB R:188 V:154 B:54



FONTS

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Body copy font: CAVIAR DREAMS

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EXAMPLE

PERFECT OLD FASHIONED

A version of one of the all-time classic cocktails switches in Hennessy VSOP for a smoky edge to the stirred mixture. It's one of the most elegant ways to savour this great cognac.

Level of difficulty



STATIONARY

BUSINESS CARD



STATIONARY

MENU



STATIONARY

VIDEO

