

Brand Guidelines

Sweet Dream

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About

Our founder Yiping moved to the US in her teenage. Since the day she started drinking, she had been trying to find something sweeter that is more of a juice drink with alcohol on the market, however, it is really hard.

During a trip back to China, she found that the Chinese market is really overly crowded by many fruit wine brands and they are exactly what she had been, but they are all in some kind of cute or very traditional looking design, which she doesn't think is the only way to go for these brands.

So she created Sweet Dream, combined more brewing methods from other Asian countries, to find the best flavor for consumers that are from all over the world. The brand had minimalist design and didn't include any traditional touch because it is not only one of the Asian countries, and it allows imagery space on the history of it.

Mission

Get ready for a sweet dream

We are here to provide a fresh and sweet touch to your alcohol, and prepare you for a nice and sweet dream with just a perfect bottle of drink.

We also have Bar & Restaurants that provide the unique drinking and dining experience of creative fusion Asian cuisine.

Values

Inclusive

We wish to be inclusive on our flavors and brewing methods, so more customers can enjoy a Sweet Dream from us.

Respect

We respect the traditional flavors and brewing methods of the countries inspired Sweet Dream. We also respect every customer's drinking habit.

Quality

Quality is the one thing we can never give up on. Every bottle of Sweet Dream have to hold the same high standard of quality and flavor.

Target

Beginner Drinker

The sweetness and low alcohol content makes Sweet Dream easily acceptable for beginner drinkers.

Young Female

Gen Z and Gen Y female, especially the ones who doesn't really have a drinking habit, but wants to enjoy some alcohol.

Asian Flavors Lovers

Sweet Dream brings a flavor of Asia to the US market.

Logo

Logo Design

Primary

Sweet Dream

Secondary

Sweet Dream

Logo Typeface

Federico Regular

Usage Direction

- Use the logo typeface to create the logo
- Capital S and D only
- Metrics kerning
- 0 tracking
- 100% horizontal scale
- Any point size
- Do not use secondary design unless necessary
- Do not use secondary design with other text
- Logo is always black

Logo Misuse

Sweet Dream

No background

Sweet Dream

No border

sweet dream

No all lower case

Sweet Dream

No distortion

Sweet Dream

No scaling

Sweet Dream

No color other than black

SWEET DREAM

No all caps

Sweet Dream

No effects

Sweet Dream

No warpping

Sweet Dream

No size difference

Typography

Typefaces

Logo & Header Typeface

Federico Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz
!@#\$%^&*(),.?/

Secondary Header Typeface

Lexend Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
!@#\$%^&*(),.?/

Body Typeface

Lexend Thin

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz
!@#\$%^&*(),.?/

Typography Rules

Text Alignment

All text need to be either left or right aligned. No center align allowed.

Text Orientation

Turning text side ways for design purpose is allowed, but only turning clock wise (turn -90° or 270°).

Typography Sample

Sweet Dream

Get ready for a sweet dream

An Asian Style Fruit Wine

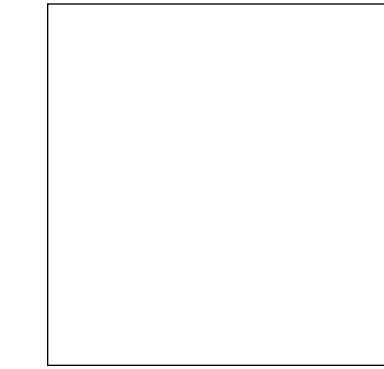
About Sweet Dream

Making fruit wine has such a long history in Asia, and it is a big and popular category of alcoholic drink there. Fruit wine can be made from any fruit, is usually sweet and low in alcohol.

However, that specific flavor is really hard to find in the US market, so we are here to bring that sweetness. Our drink comes in small bottles that are right enough to get you ready for a Sweet Dream.

Colors

Primary Colors



Pure White
#FFFFFF

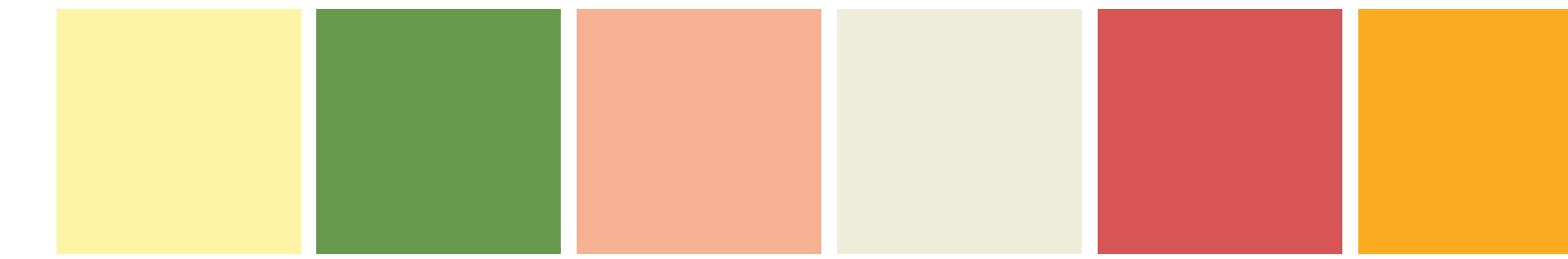
Pure white always serves as the main background color for any design.



Pure Black
#000000

Logo, all text, or any illustration appears in pure black.

Secondary Colors



Yuzu Yellow #FFF6A0	Plum Green #66994D	Peach Pink #F6B092	Lychee White #EFEEDA	Waxberry Red #D75554	Orange Orange #FFAC1C
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- All secondary colors are based on colors of the fruits that are turned into the wine
- As many as needed secondary colors can be established for all flavors
- Secondary colors need to be a muted version of the fruit colors
- Secondary colors only appear on labels of corresponding drink
- None of secondary colors should be used as branding colors

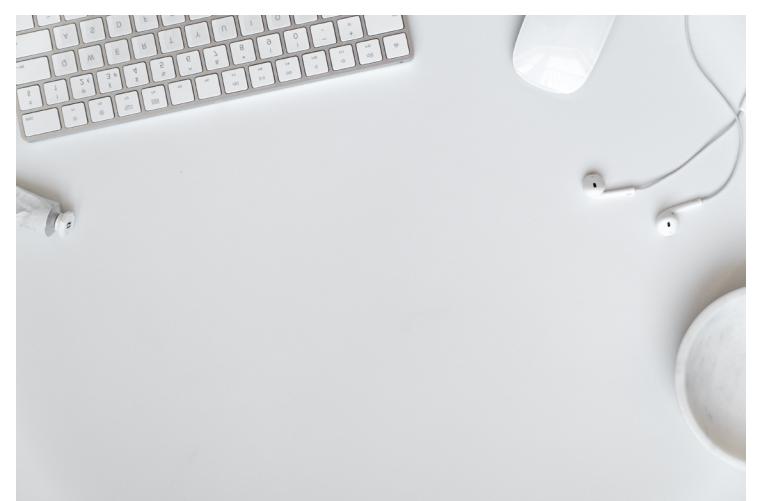
Photography

Photography Style



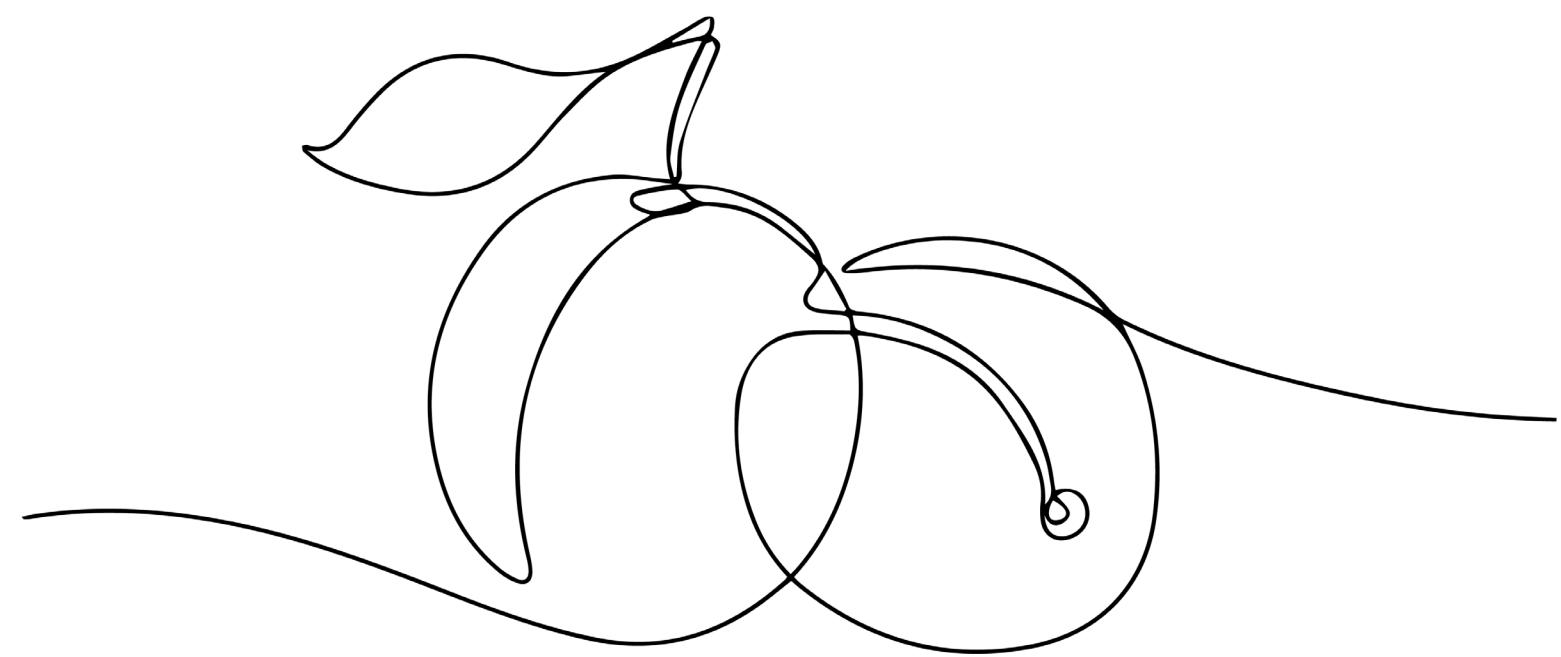
- Minimalist
- White tone, light background
- A lot of white space
- No people in frame, only objects
- Very limited color objects

Photography Samples



Illustration

Illustration Style



- Minimalist
- Line art
- Black line on white background
- Minimum line usage
- Objects only, no people

Illustration Samples



Applications

Sweet Dream

Products

Label Design



Flavor Name
8.5% ALC/VOL

8oz

Labels



Labels on Bottles



Hang Tag



Gift Packages



Package of
3 flavors

Mix and
match of
all flavors
allowed.

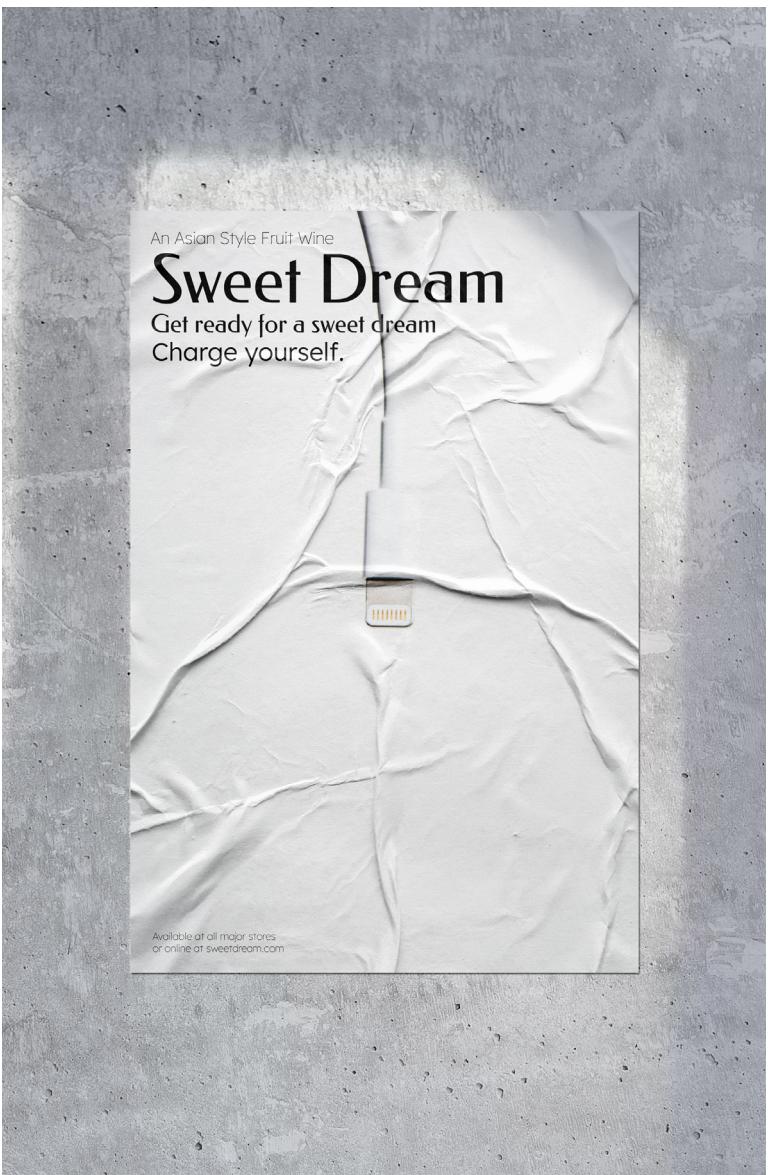
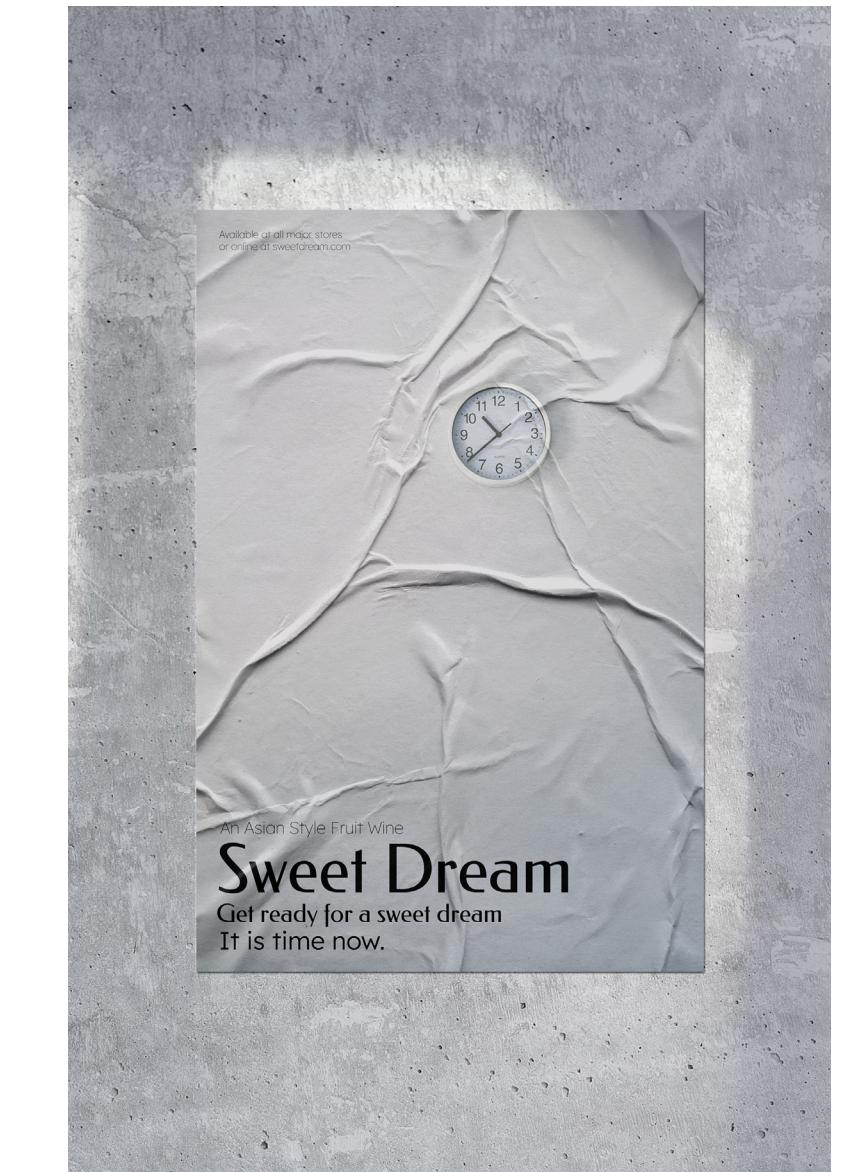


Bags



Marketing

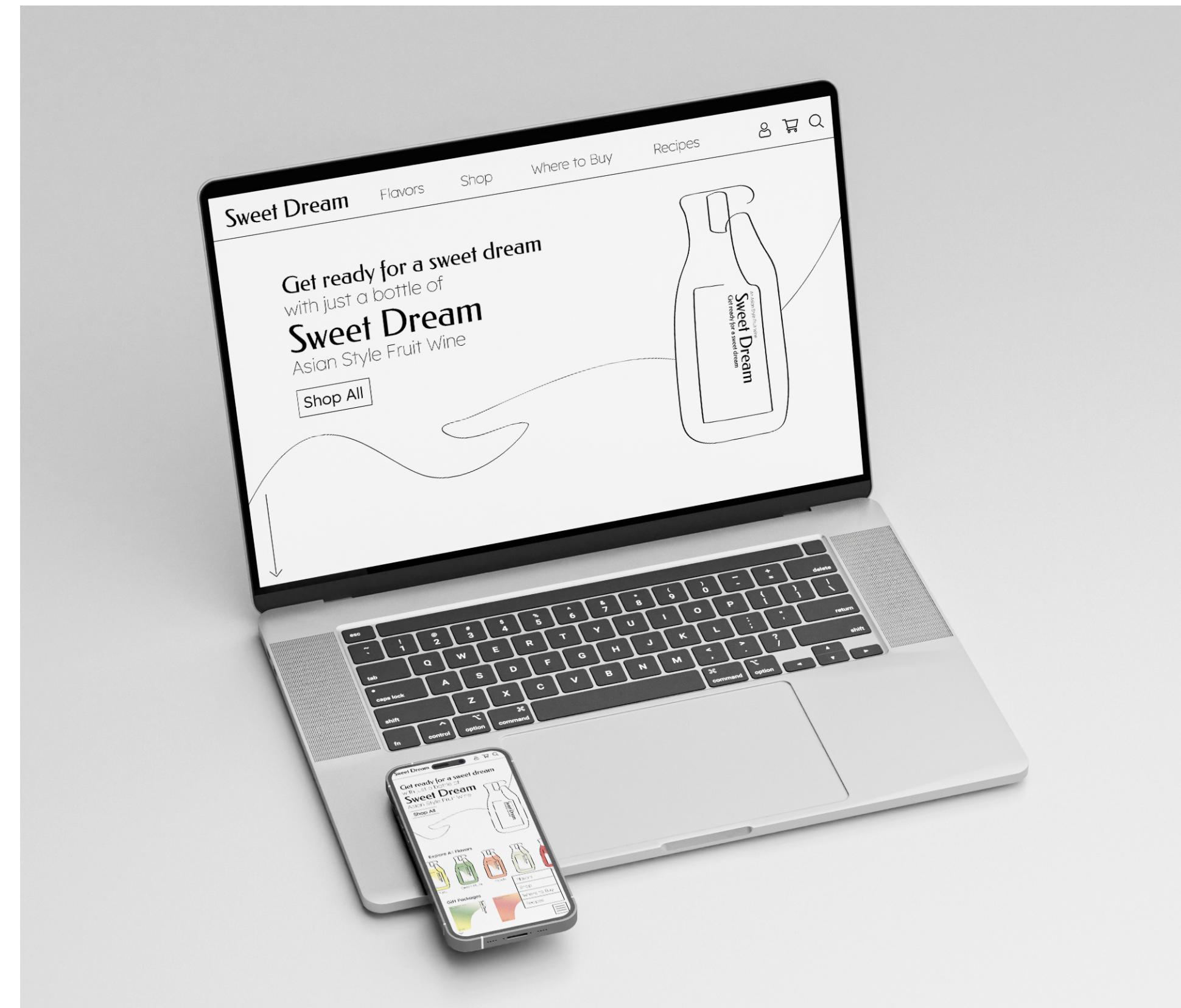
Posters



Posters



Website

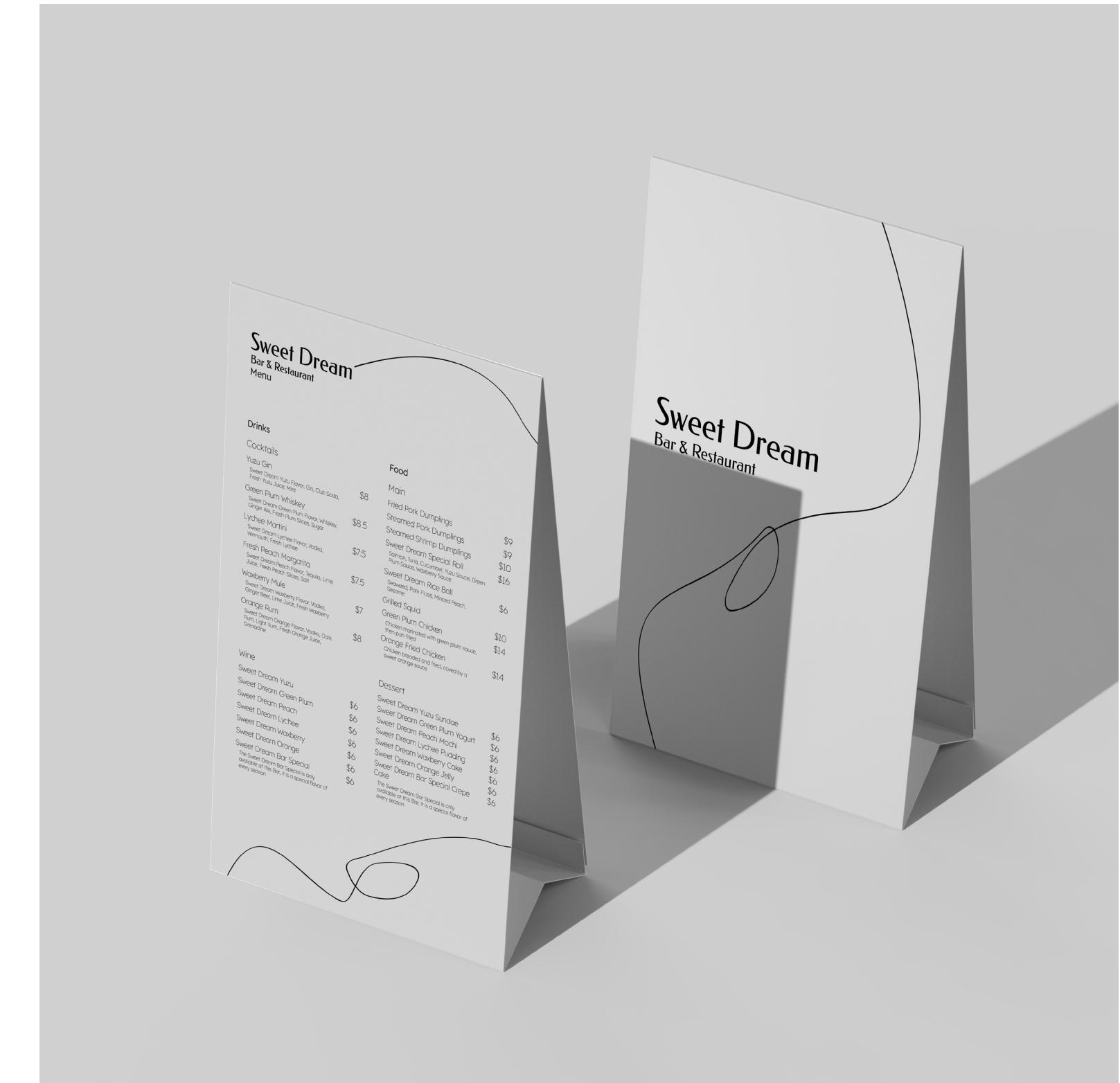


Bar & Restaurant

Store Front



Menu



Thank You

Sweet Dream