

# BUZZ RUSH

candy & cocktails

BRAND GUIDE

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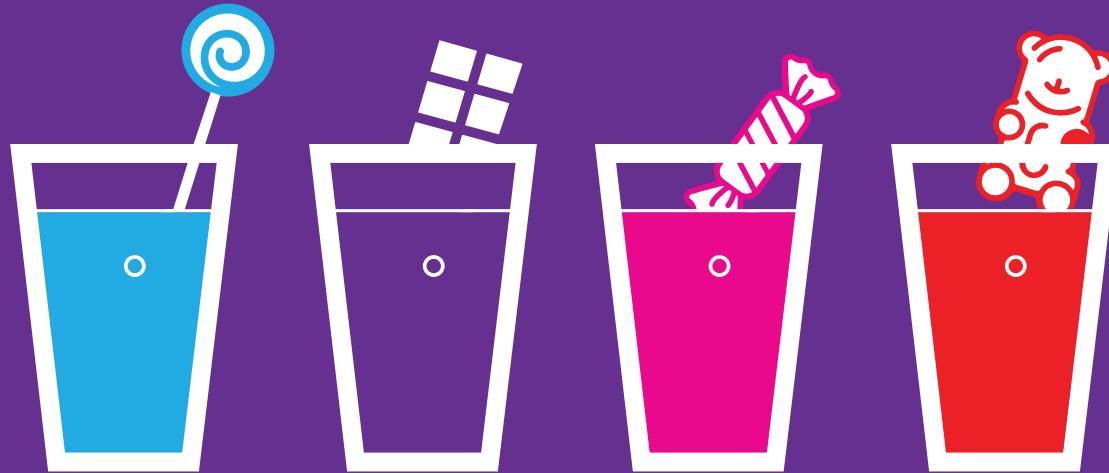


# ABOUT THE BRAND

Buzzrush blends everyone's two favorite things: candy and alcohol. Buzzrush is a candy store for those who are 21 years or older, but still love to indulge their inner 12 year old. It offers a full line of premium alcoholic candies, combining the best of a night out for drinks and a nostalgic childhood romp through the candy store. Buzzrush is for those who want to take their partying to a whole new level. For the young at heart who crave the buzz of a premium cocktail and the rush of a sweet-soft chocolate bar, Buzzrush is a brand that you won't grow out of.



# LOGO



# LOGO VARIATIONS

MAIN LOGO



ALTERNATE LOGO



## BOLT VARIATIONS

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## IMPROPER USE OF LOGO

NO STRETCHING OR DISTORTION



NO ELIMINATING ELEMENTS



NO CHANGING SIZE OF ELEMENTS



NO ROTATING



# TYPOGRAPHY

YELHSA

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & \* ( )

Mr Eaves XL Mod Nar Book

a b c d e f g h i j k l m n o p q r s t u v w x y z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & \* ( )

# COLOR PALETTE



rgb: 36, 171, 226  
cymk: 70, 14, 0, 0  
hex: #00ADEE

rgb: 102, 49, 143  
cymk: 75, 98, 2, 0  
hex: #65608F

rgb: 1233, 12, 139  
cymk: 1, 99, 1, 0  
hex: #E90E8B

rgb: 1, 99, 97, 0  
cymk: 235, 34, 39  
hex: #EB2227

# TEXTURES

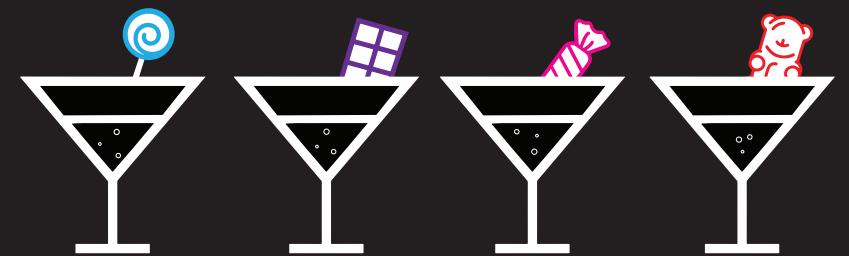
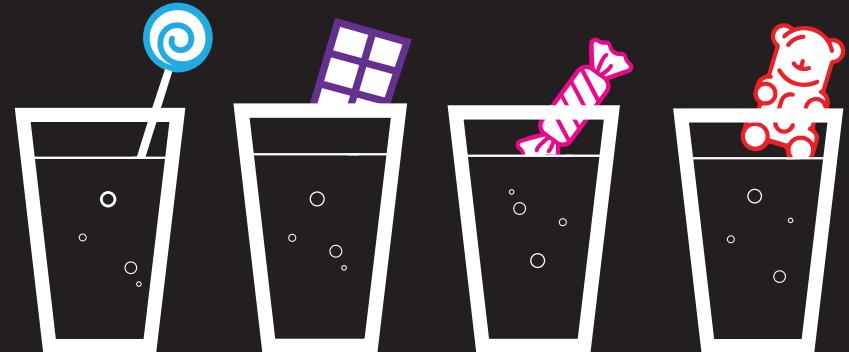
BUZZ SHAKER



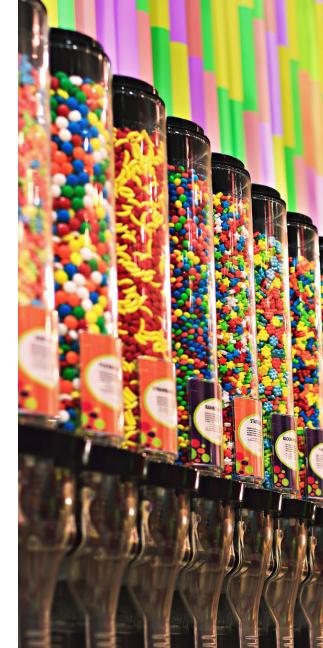
RUSH MAKER



# PATTERNS



# INTERIOR DESIGN MOODBOARD



# BRANDED DELIVERABLES



# BUSINESS CARDS



# STATIONARY



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Quisque scelerisque sagittis nulla at porttitor. Mauris a justo et tellus interdum tristique. Sed id augue vitae urna euismod commodo aliquet a quam. Pellentesque arcu velit, cursus et malesuada ut, consequat et diam. Nullam erat sem, rhoncus id ullamcorper vitae, rhoncus et arcu. In ultricies ultricies nulla, ut rutrum nisi iaculis at. Donec eu magna a metus ornare faucibus. Fusce aliquet faucibus ultricies. Morbi semper, est id tincidunt gravida, sem arcu adipiscing lacus, ac bibendum nulla leo eu purus. Quisque nec diam sed risus consectetur a accumsan quis quis nibh. Vestibulum id purus lorem.

Vivamus vehicula accumsan lacinia. Aliquam erat volutpat. Pellentesque consequat venenatis velit non gravida. Etiam et sem et nulla congue aliquam sed eget augue. Nulla facilisi. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Nulla a elit at sem iaculis congue. Nullam mollis tristique lobortis.

917-248-6905  
ASHLEY@BUZZRUSH.COM  
buzzrush.com



# LABELS



# IRISH CREAM LIQUEUR WHITE CHOCOLATE BAR



# TEQUILA CHOCOLATE BAR



# BOTTLE CAPS



# CHAMPAGNE GUMMIES



# LIQUOR INFUSED GUMMIES



# BEER BOTTLE AND GLASS



# CHAMPAGNE BOTTLE



# WINE BOTTLE



# COASTER



# SHOPPING BAG



# MINI CHOCOLATE BARS



# CHOCOLATE BAR DESIGN



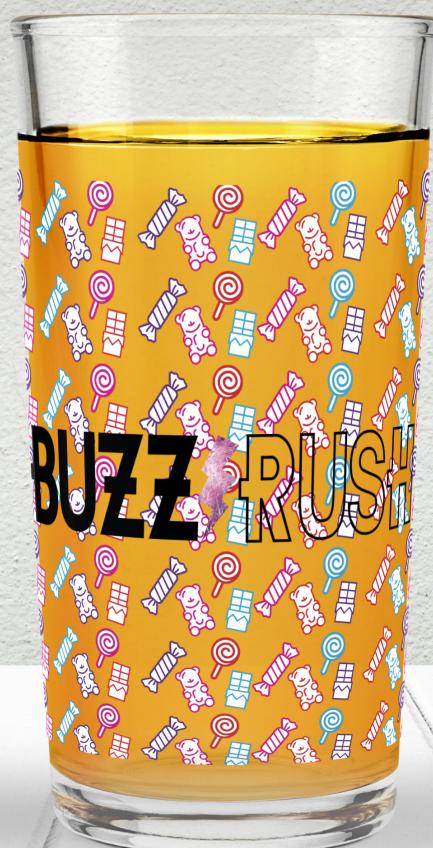
# CHOCOLATE BAR CONTINUED



# BEER CANS



# SHOT GLASSES



# T-SHIRT



# GIFT BAGS



# CANDY DISPENSER



# CANDY REFRIGERATOR MACHINE



# FLASK



# DRINK DISPLAY MOCKUP



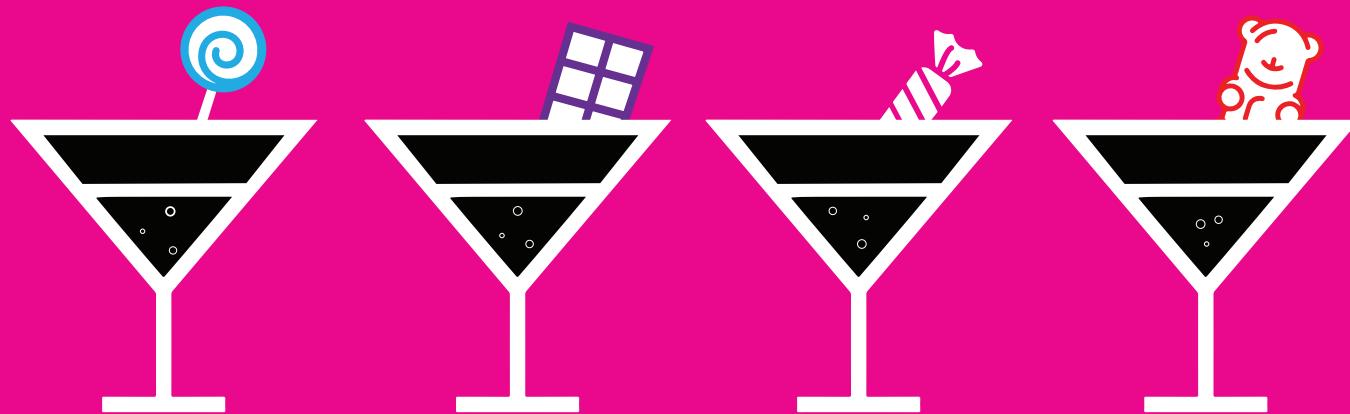
# CANDY DISPLAY 1



## CANDY DISPLAY 2



# INTERIOR MOCKUPS



# OUTDOOR SIGN- OPTION 1



## OUTDOOR SIGN- OPTION 2



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# WALL DISPLAY MOCKUP



## STORE INTERIOR



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# SOCIAL MEDIA

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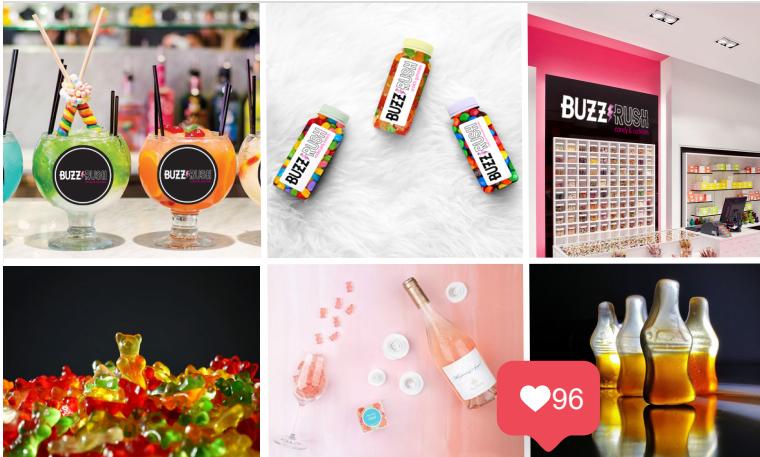
BUZZRUSH 

blending together everybody's two favorite things... candy and liquor

<https://www.buzzrush.com>

IGTV cocktails candy #mybuzzrush



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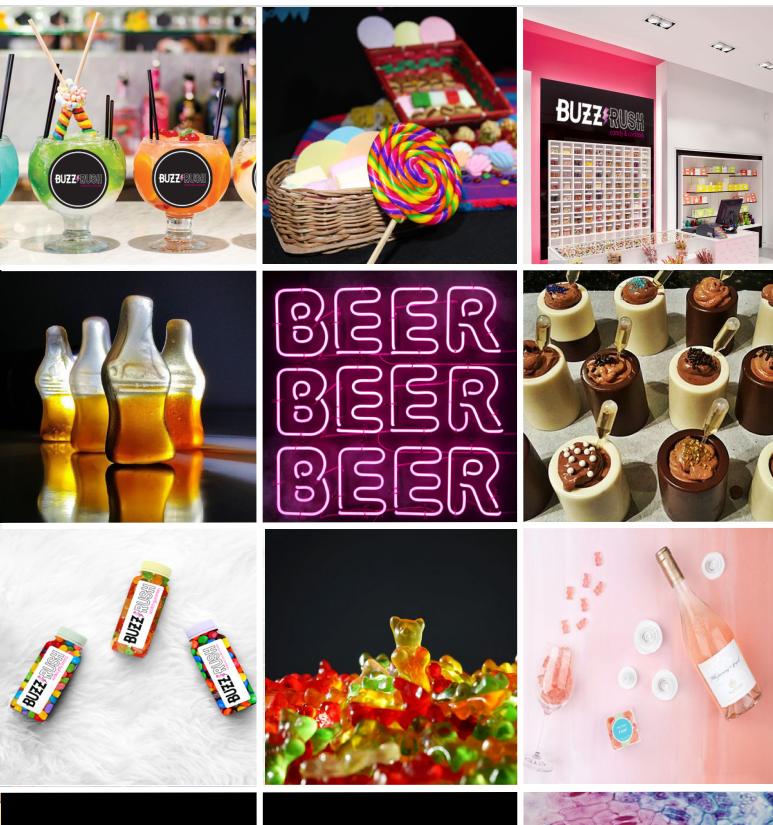


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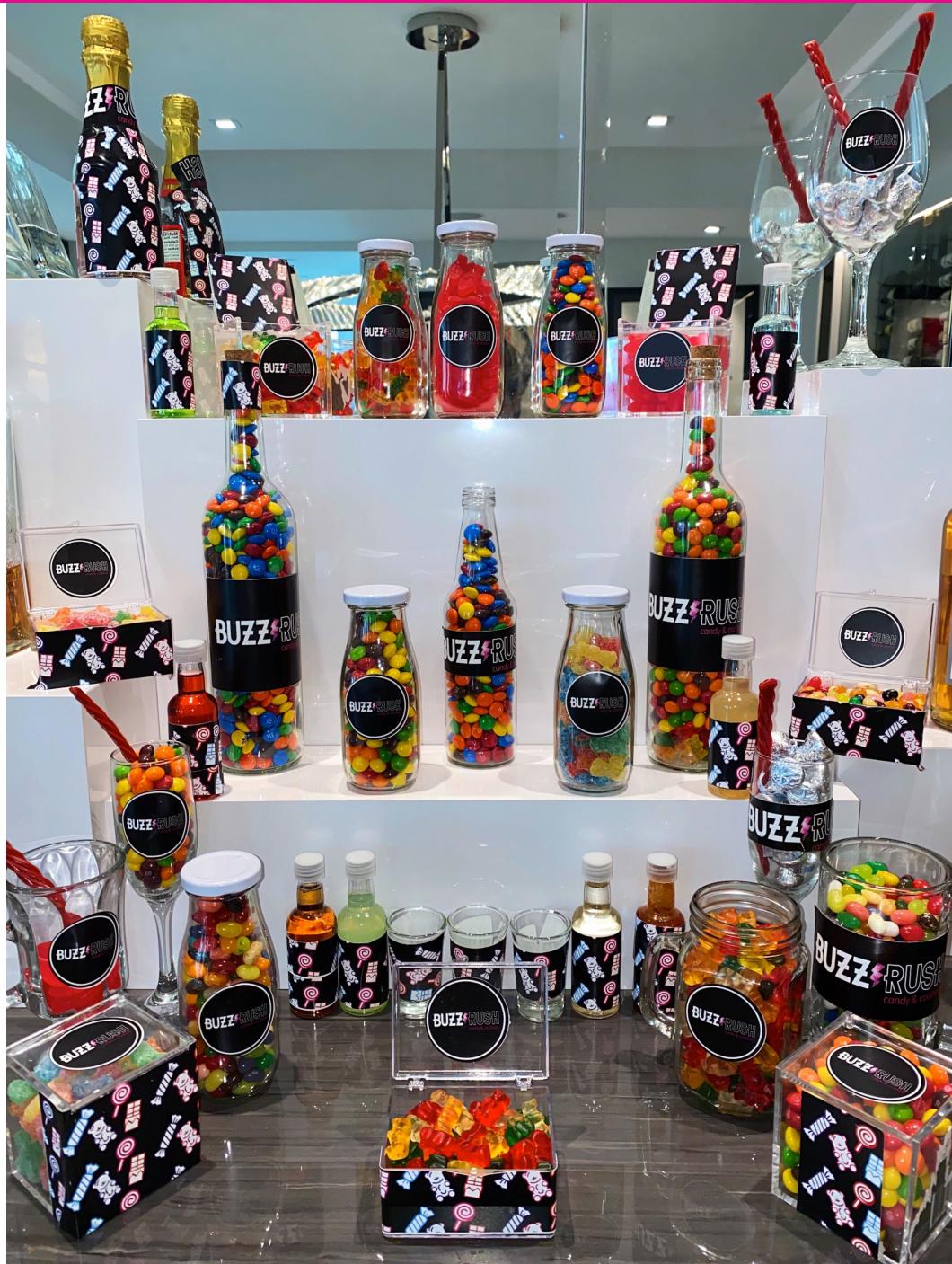


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# EXPERIENTIAL IDEA



# DISPLAY SET- LAYOUT 1



# DISPLAY SET- LAYOUT 2



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**BUZZ⚡RUSH**

ASHLEY LEVINE

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