

# BUZZ RUSH

candy & cocktails

BRAND GUIDE

# TABLE OF CONTENTS

BRAND OVERVIEW	3
LOGO EXPOSITION	4-7
TYPOGRAPHY	8
COLOR PALETTE	9-11
INTERIOR MOODBOARD	12
BRANDED DELIVERABLES	13-39
INTERIOR MOCKUPS	40-44
SOCIAL MEDIDA	45
EXPERIENTIAL IDEA	46-48



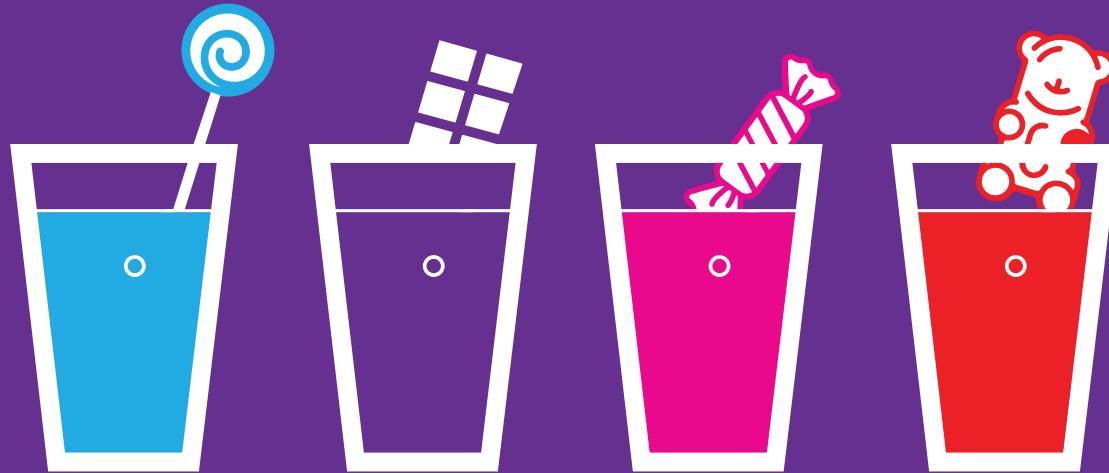


# ABOUT THE BRAND

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

**BUZZ RUSH**  
candy & cocktails

**BUZZ RUSH**  
candy & cocktails

**BUZZ RUSH**  
candy & cocktails



## 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

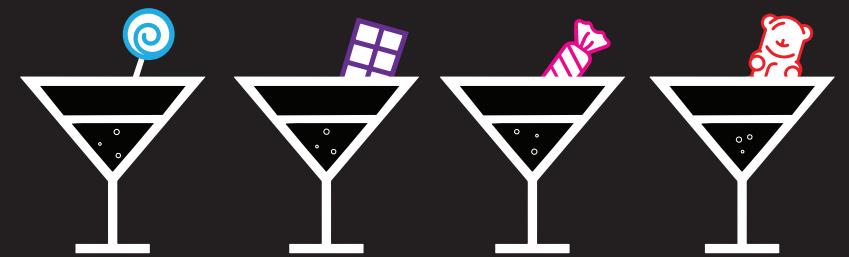
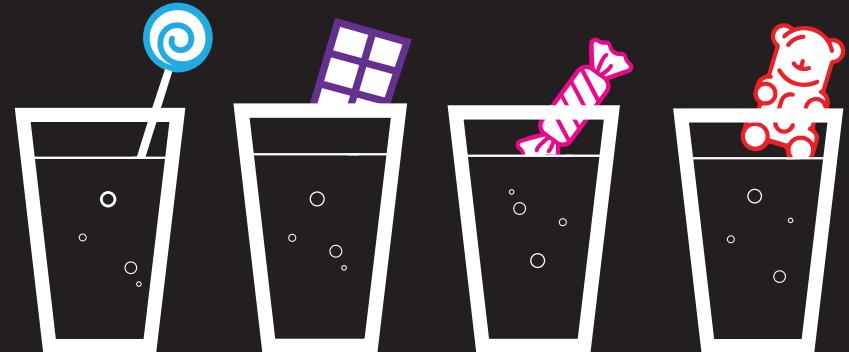
BUZZ SHAKER



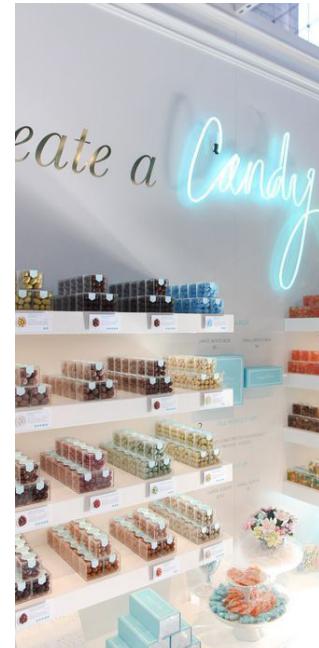
RUSH MAKER



# PATTERNS



# INTERIOR DESIGN MOODBOARD



# BRANDED DELIVERABLES



## BUSINESS CARDS



# STATIONARY



**BUZZ RUSH**  
candy & cocktails

Lorem ipsum dolor sit amet,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec orci purus, luctus vitae dignissim eu, iaculis sed purus. Vivamus faucibus, ipsum nec aliquet viverra, leo mauris condimentum ligula, sit amet sagittis enim ligula quis arcu. Nam egestas tortor id nisi porttitor mattis. In tortor ante, ultricies in suscipit a, tempus non massa. Vivamus et auctor mi. Fusce vel massa nulla. Phasellus nec eros mauris, et scelerisque orci. Donec malesuada orci vitae nulla accumsan porta a id massa. Quisque accumsan iaculis magna sit amet fringilla. Maecenas consequat, magna eget tincidunt semper, odio nibh rutrum mi, id feugiat ante nisi eu risus. Vestibulum nunc orci, rhoncus a placerat in, ultricies in mi. Cras mattis varius eros, vel fringilla nisi suscipit eget.

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



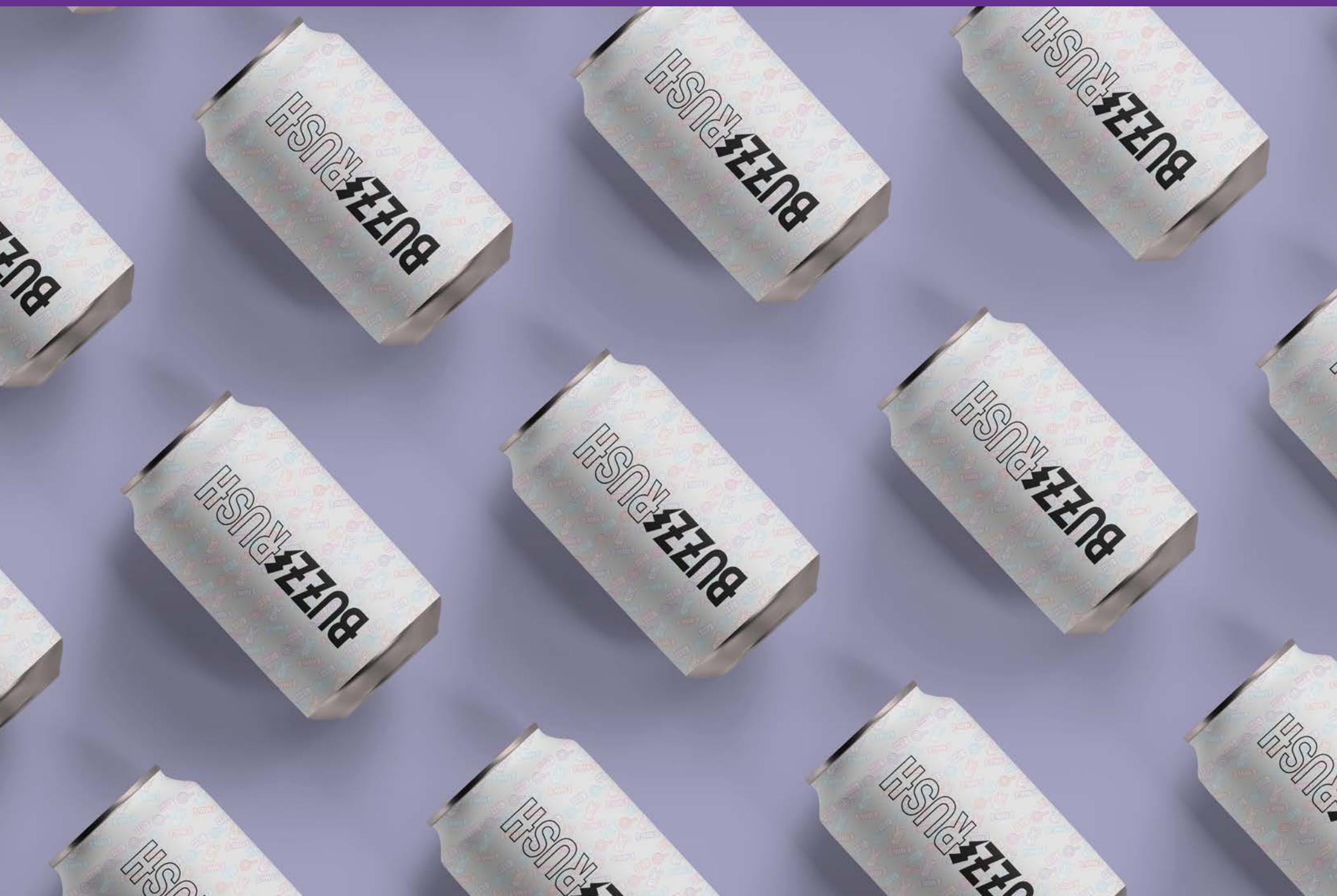
# CHOCOLATE BAR DESIGN



# CHOCOLATE BAR CONTINUED



# BEER CANS



# SHOT GLASSES



# T-SHIRT



# GIFT BAGS



# CANDY DISPENSER



# CANDY REFRIGERATOR MACHINE



# FLASK



# DRINK DISPLAY MOCKUP



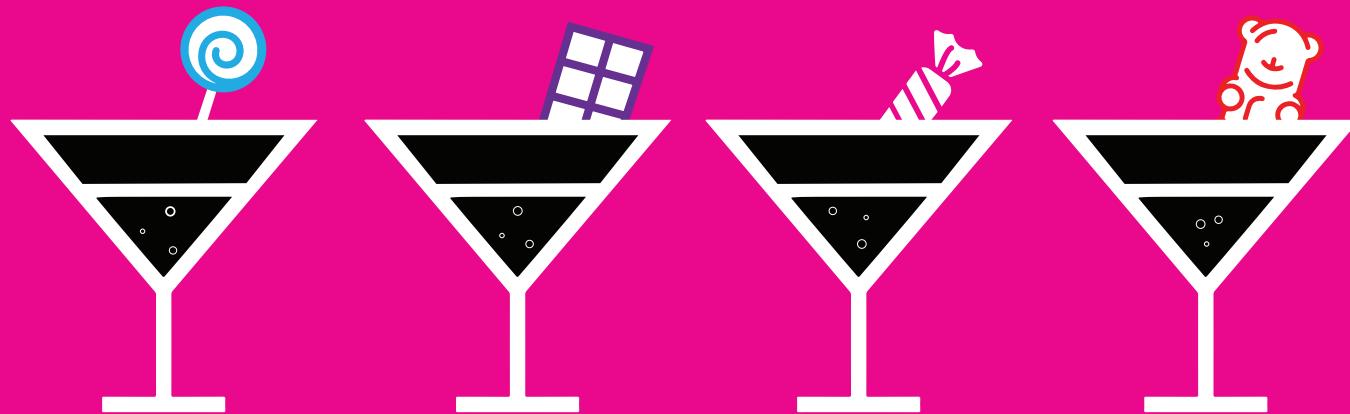
# CANDY DISPLAY 1



## CANDY DISPLAY 2



# INTERIOR MOCKUPS



## OUTDOOR SIGN- OPTION 1



## OUTDOOR SIGN- OPTION 2



BUZZ RUSH  
candy & cocktails

# WALL DISPLAY MOCKUP



## STORE INTERIOR



**BUZZ RUSH**  
candy & cocktails



# SOCIAL MEDIA

COMPANY 19:30

BUZZRUSH



250 posts 212k followers 443 following

Follow

BUZZRUSH 

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

<https://www.buzzrush.com>

IGTV cocktails candy #mybuzzrush



Home Search + Heart Profile

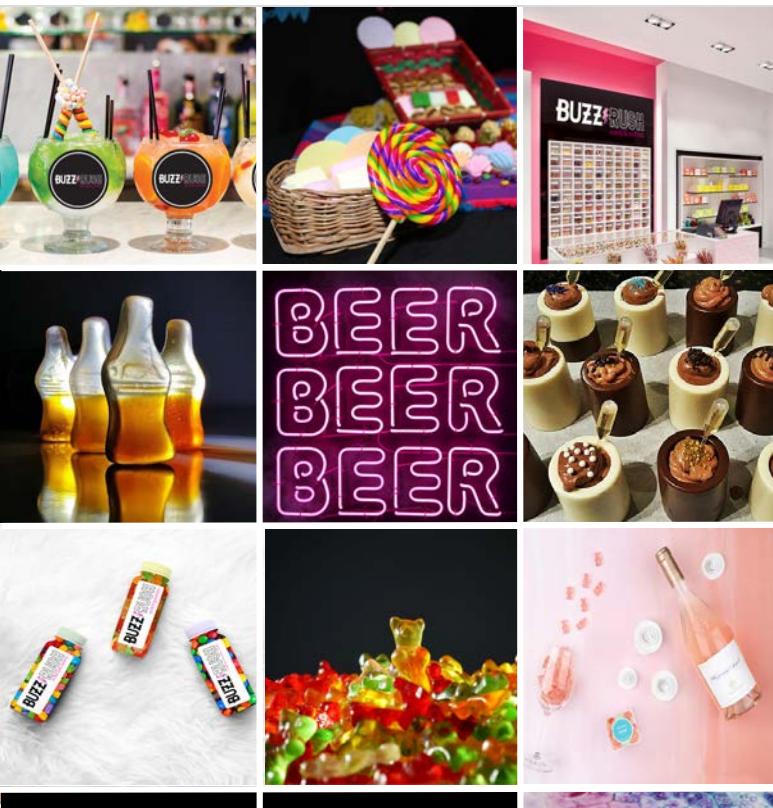
COMPANY 19:30

BUZZRUSH



250 posts 212k followers 443 following

Follow



Home Search + Heart Profile

# EXPERIENTIAL IDEA



# DISPLAY SET- LAYOUT 1



# DISPLAY SET- LAYOUT 2



DONT KILL MY BUZZ⚡RUSH

DONT KILL MY BUZZ⚡RUSH

DONT KILL MY BUZZ⚡RUSH

DONT KILL MY BUZZ⚡RUSH

**BUZZ⚡RUSH**

ASHLEY LEVINE

DONT KILL MY BUZZ⚡RUSH

DONT KILL MY BUZZ⚡RUSH

DONT KILL MY BUZZ⚡RUSH