# Molten Mix

BRAND STYLEGUIDE

VERSION 1.0

# Introduction

Welcome to the Molten Mix Brand Guildlines. This document is a practical guide to help introduce you to the basic elements of our evolving identity.

Here, we outline what our Brand represents and all the elements associated with it, to outline how to use them to uphold the materials in a consistent and cohesive manner.

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# Brand Values

Here at Molten we value:

- Delivering happiness in the form of a drink.
- We strive for authenticity
- We want to be helpful
- Support people and lift their spirits

# Mission Statement

Although the intended purpose for drinking a Michelada is to cure a hangover and lift the spirits of anyone who had too much to drink the night before, We also believe in our great tasting product and want people to enjoy a great tasting product regardless of the situation.

Our intent is to deliver a delicious drink that can be paired with a beer for maximum satisfaction but is not limited to just a cocktail mix.

RECUPERATE
YOUR
RADIANCE

# LOGO VARIANTS

Use this chart to help determine which logo to use depending on the surface area of the product placement.

## LOGO WORDMARK

The preferred mark. Use this solid colorway variant whenever possible.

## LOGO MONOGRAM

For use when the wordmark will not be ideal. Preferrably when fully centered.

## SOLID SYMBOL

For use in dynamic and creative situations. Use as the brand.

# LOGO USE

The use of the logo and the surrounding elements is important to maximize legibilty and to avoid any displeasure or confusion when viewing the logo in the world.

Follow these examples on what is the best combination for the use of the logo depending on where it will be placed.

## PREFERRED USE

Red Lettering and Orange Flame

White Lettering and Orange Flame on dark background

## INCORRECT USE

## OPTIONAL USE

All Black Logo on light background

All white logo on dark background

# Incorrect Logo Use

We take pride in our logo and the identity that comes along with it. Please do not do alter our logo that will diminish the value in anyway.

Refer to the following images for examples of the incorrect use of our logo.

✕ Don't position on an angle.

✕ Don't distort in any way.

✕ Don't add any effects to the logo.

✕ Don't overlap with other elements.

✕ Don't create new logomarks.

✕ Don't distort in any way.

# FONTS

There is a variety of type styles used in out Brand, which helps us communicate through a wide range of applications.

However, there is a constistency in the simplicity in our typefaces. We have been careful not to overdo the look of our fonts.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#$%^&*()?+

Bowlby One SC
Display/Titles

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*
*abcdefghijklmnopqrstuvwxyz*
*0123456789!@#$%^&*()?+*

Ganache
Logo Wordmark

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%^&*()?+

Avenir
Body Copy/Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@%^&()?+

Edo SZ
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# Colors

The colors used in our brand are a good balance of dark and light tones that best fit our brand identity. We value the power of the volcano and all the colors associated with such power. We hope to capture that with the colors we have chosen to use.

## White

HEX #FFFFFF
RGB: 255 255 255
CMYK: 0 0 0 0

## Molten Orange

HEX #F07922
RGB: 175 32 36
CMYK: 21 100 100 13

## Fire Red

HEX #AF2024
RGB: 175 32 36
CMYK: 21 100 100 13

## Charred Earth

HEX #560F0F
RGB: 86 15 15
CMYK: 38 95 88 60

## Charred Obsidian

HEX #301211
RGB: 48 18 17
CMYK: 53 78 70 77

## Black

HEX #000000
RGB: 000 000 000
CMYK: 0 0 0 100

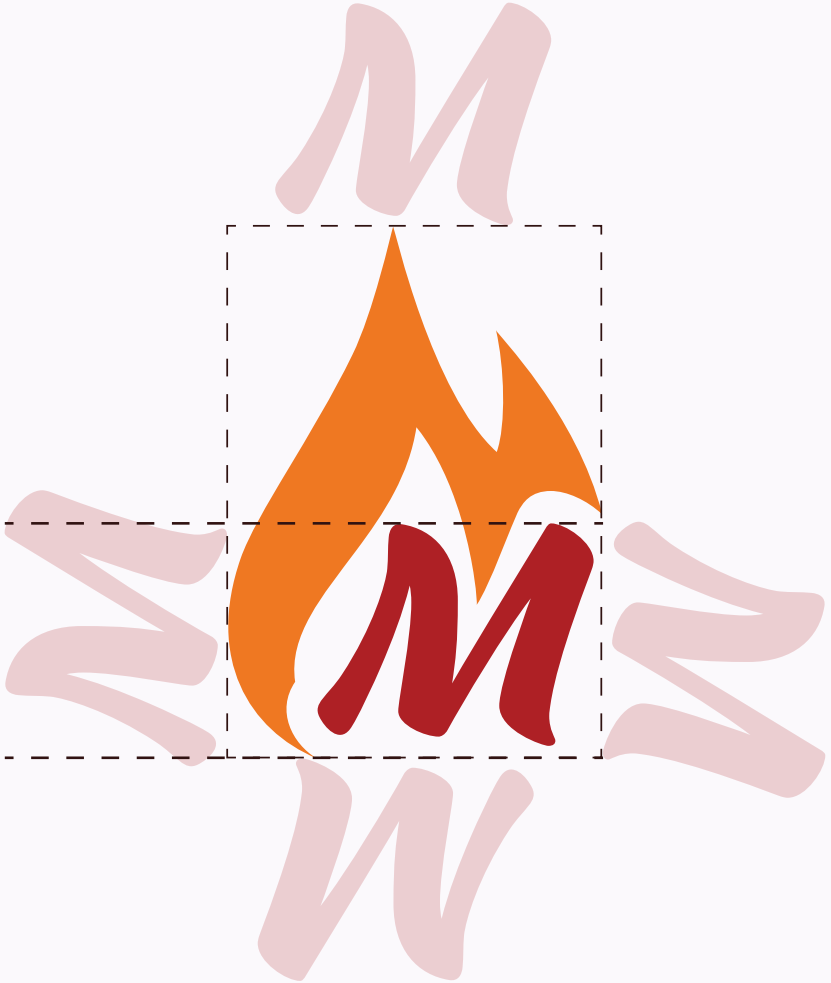
DELIVERING
HAPPINESS IN
THE FORM OF
A DRINK

# CLEAR SPACE

Please follow this guideline on how to place the logo in relation to other elements when displaying for promotional use.

# CLEAR SPACE (CONT.)

Additonally, please follow this guideline on how to place the monogram in relation to other elements when displaying for promotional use.



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