

THE VANDALAY GROUP

style guide



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THE VANDALAY GROUP

FOREWORD

About Us

I would like to be the first to welcome you to The Vandalay Group! In a very competitive industry The Vandalay Group, a new and exceptional company, needs to do everything it can to create a strong brand for itself while differentiating itself from the pack we know as the beverage industry. Furthermore, it is one of the main goals of The Vandalay Group to drive competition in the market place. One the most viable ways to do this is to create a strong brand identity, not only within the umbrella of the company, but also within the brands we have created.

The Vandalay Group will have its own style, as will the brands which are produced and marketed by the company. The following pages will provide reference for every aspect of our brands' identities. It is essential to keep these guidelines at the forefront of all advertising, marketing, and design for Vandalay Distillations.

I look forward to seeing where this instrumental step takes our company in the future. Thank you for your help!

Joshua Litchfield

Founder & CEO, The Vandalay Group

The Vandalay Group Guidelines

The Vandalay Group would like to set a few guidelines on how we should be portrayed to our audience. The following points represent the “heart and soul” of The Vandalay Group. Additionally, our grid system will further consolidate and unify our position within the market and the world. The list is in no particular order. All are equally important.

Be Effectual. Use images which capture the attention of the reader immediately. While original photography is always preferred, stock images may be sourced from the following sites: www.fotolia.com, www.gettyimages.com, and www.corbis.com.

Be Conversational. Copy should not speak down to people, but be in conversation with them. Remember, we are sharing our message with people, not telling them.

Be Keen. Test the waters. Don’t be afraid to try something new. After all, we are a new company trying to make a name for itself.

Be Intelligent. Try new and interesting combinations, but make sure you know what you are talking about. Make sure your references are relevant to your design.

Be Daring. Never think something is irrelevant. Sketch out all ideas and fully work them out. Something which might not seem immediately germane might make complete sense in the future.

Be Attentive. Everything we create as a company is a product. From our finest single malt scotch whiskey to a two page spread which will run for three months, everything must share the same commitment to quality and attentiveness.

Logo Treatment Guidelines

The logo treatment guidelines apply to The Vandalay Group and all its brands.

1. Use only the official version of the logo. Do not create your own.
2. Be respectful of the minimum clear space.
3. Color plays an integral role in the design our logo. Whenever possible the official logotype color should be used.
4. If rotated any elements may only be rotated at -5.5°.
5. The logo may never be stretched or skewed.
6. Never attempt to reproduce the logo.
7. Use only the approved color scheme.
8. Never use the logo as a watermark.
9. Never use the logo as part of a sentence or phrase.

1.

THE VANDALAY GROUP

4.

THE VANDALAY GROUP

5.

THE VANDALAY GROUP

9.

THE VANDALAY GROUP is an exciting new company.

About The Vandalay Group Logo

The Vandalay Group logo is the cornerstone of our identity and brand image. The headline style of the logo evokes authority and is distinguished. The tightly kerned type is characteristic of our close-knit brands. The Vandalay Group has chosen a brown color for its logo; The Vandalay Group brown has been chosen for its warm and humanistic qualities. Our logo is the essence of the company, and should be used only in accordance with the rules approved herein.

Minimum Clear Space & Reproduction Requirements

The minimum clear space around the logo must be equal to or greater than the height of the capital letter "T" of the logo on all four sides. The minimum reproduction size of the logo is 1/4".

minimum clear space



minimum reproduction size



THE VANDALAY GROUP

LOGO USAGE

Vandalay Logo Colors

Vandalay Brown

Pantone - 7531 C

Process - C/0 Y/10 M/27 K/50

Web Hexadecimal - 8a7966

Grayscale - K/90

Acceptable Variations

Grayscale for line art and newspaper printing.

Knockout (white) - for use with dark background. Can you find an example?

Vandalay Accent for information.

Pantone - 7530 C

Process - C/27 Y/28 M/36 K/49

Web Hexadecimal - ab9c8f

Vandalay Brown



Process



Web Hexadecimal



Grayscale



Knockout



Accent Color



About the Brahmin Logo

The term Brahmin originated in Boston around 1860 by Oliver Wendell Holmes Sr. referring to the upper echelon of cultural leaders in Boston during that era. The logo is representative of that era. Color printing was not widely available at this time so black has been chosen as the color for the typeface. Didot, a modern style typeface was also popular during this time.

Minimum Clear Space & Reproduction Requirements

The minimum clear space around the logo must be equal to or greater than the height of the capital letter "B" of the logo on all four sides of the logo. The minimum reproduction size of the logo is 1/4".

minimum clear space



minimum reproduction size



LOGO USAGE

Brahmin Logo Colors**Brahmin Black**

Process - C/10 Y/20 M/30 K/100

Web Hexadecimal - 1a0e06

Grayscale - K/100

Acceptable Variations**Grayscale** for line art and newspaper printing.**Knockout** (white) - for use with dark background.**Accent Color** for company stationery.

Pantone - 7529 C

Process - C/26 Y/26 M/33 K/0

Web Hexadecimal - beb2a6

Brahmin Black



Web Hexadecimal



Grayscale



Knockout



Accent Color



About the Gallois Logo

Deep in the cellars of the Courvoisier Estate the secret recipe of Louis Gallois was found. This is a rare find and something to be reveled. The exuberant Gallois logo harkens to this feeling of rarity and luxury. The fleur-de-lis is representative of the former royal arms of France.

Minimum Clear Space & Reproduction Requirements

The minimum clear space around the logo must be equal to or greater than the cap-height of the logo on all four sides. The minimum reproduction size of logo is 1/4".

minimum clear space



minimum reproduction size



GALLOIS

GALLOIS

LOGO USAGE

Gallois Logo Colors

Gallois White

Process - C/0 Y/0 M/0 K/0

Web Hexadecimal - ffffff

Grayscale - K/100

Acceptable Variations

Grayscale for line art and newspaper printing.

Knockout (black) - for use with dark background.

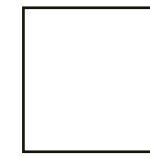
Accent Color for company stationery.

Pantone - 7529 C

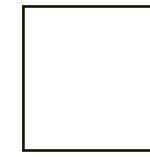
Process - C/26 Y/26 M/33 K/0

Web Hexadecimal - beb2a6

Gallois White



Web Hexadecimal



Grayscale



Knockout



Accent Color



About the Horilka Logo

Vodka is a colorless, neutral spirit. The word vodka is derived from the Russian term, voda, meaning water. Russia is country in the “vodka belt.” Ukraine is another country in this region. Horilka is the Ukrainian term meaning water. Horilka has chosen a blue color for its logo which is representative of water. The reflection of the logo plays on the attributes of water as well.

Minimum Clear Space & Reproduction Requirements

The minimum clear space around the logo must be equal to or greater than the height of the capital letter “L” on all four sides. The minimum reproduction size of the logo is 1/4”.

minimum clear space



minimum reproduction size



ХОРИЛКА

LOGO USAGE

Horilka Logo Colors

Horilka Blue

Pantone - Cyan C

Process - C/100 Y/0 M/0 K/0

Web Hexadecimal - 0092cf

Grayscale - K/100

Acceptable Variations

Grayscale for line art and newspaper printing.

Knockout (white) - for use with dark background.

Accent Color for company stationery.

Pantone - 7529 C

Process - C/26 Y/26 M/33 K/0

Web Hexadecimal - beb2a6

Horilka Blue



Web Hexadecimal



Web Hexadecimal



Grayscale



Knockout



Accent Color



About the Juan Diego Logo

The Juan Diego logo is the primary element used to represent Juan Diego. To that note, the logo is used to represent the spirit of our tequila. The style of the typeface is also representative of our Mexican roots.

Minimum Clear Space & Reproduction Requirements

The minimum clear space around the logo must be equal to or greater than the height of the lowercase letter "d." The minimum vertical clear space begins at the top of the "d" and ends at the descender of the lowercase "q" in *tequila*. The minimum horizontal clear space begins at the "j" and end with the "o." The minimum reproduction size of the logo is 1/2".

minimum clear space



minimum reproduction size





Juan Diego Logo Colors

Juan Diego Black

Process - C/10 Y/20 M/30 K/100
Web Hexadecimal - 1a0e06
Grayscale - K/100

Acceptable Variations

Accent Color for company stationery.

Pantone - 7529 C

Process - C/26 Y/26 M/33 K/0

Web Hexadecimal - beb2a6

Grayscale for line art and newspaper printing.

Knockout (white) - for use with dark background. Can you find an example?

Juan Diego Black



Web Hexadecimal



Grayscale



Knockout



Accent Color



About the Obion Creek Logo

The Obion Creek logo is set in the typeface Cheboygan. The subtle thicks and thins of the typeface is representative of the creek from which we source our water for Obion Creek. The black color of the logo is not a rich black. It has been slightly softened to convey a warm, inviting quality.

Minimum Clear Space & Reproduction Requirements

The minimum clear space around the logo must be equal to or greater than the height of the capital letter "O" on all four sides. The minimum reproduction size of the logo is 1/4".

minimum clear space



minimum reproduction size

Obion Creek

Obion Creek

LOGO USAGE

Obion Creek Logo Colors

Obion Creek Warm Black

Process - C/0 Y/0 M/0 K/95

Web Hexadecimal - 333132

Grayscale - K/95

Obion Creek Warm Black



Acceptable Variations

Accent Color for company stationery.

Pantone - 7529 C

Process - C/26 Y/26 M/33 K/0

Web Hexadecimal - beb2a6

Web Hexadecimal



Grayscale for line art and newspaper printing.

Grayscale



Knockout (white) - for use with dark background. Can you find an example?

Knockout



Accent Color



About the Wide Mouth Logo

Wide Mouth is not a traditional wine company. Wide Mouth is a company with entry level wines designed to appeal to socialites in their mid-twenties. Wide Mouth is playful and fun. The brand is also an attempt to change the stuffy atmosphere the wine culture is currently known for.

Minimum Clear Space & Reproduction Requirements

The minimum clear space around the logo must be equal to or greater than the height of the capital letter "W" on all four sides. The minimum reproduction size of the logo is 1/4"

minimum clear space



minimum reproduction size



WIDE MOUTH

WIDE MOUTH

LOGO USAGE

Wide Mouth Logo Colors

Wide Mouth Blue

Pantone - 5425 C

Process - C/30 Y/4 M/0 K/31

Web Hexadecimal - 80A1B6

Grayscale - K/100

Acceptable Variations

Accent Color for company stationery.

Pantone - 7529 C

Process - C/26 Y/26 M/33 K/0

Web Hexadecimal - beb2a6

Grayscale for line art and newspaper printing.

Knockout (white) - for use with dark background. Can you find an example?

Wide Mouth Blue



Web Hexadecimal



Web Hexadecimal



Grayscale



Knockout



Accent Color



Typography

Typography is a crucial element of The Vandalay Group identity. The typefaces we have chosen provide a uniform structure to reinforce our corporate identity throughout all of our communications.

The Vandalay Group typography reinforces our corporate identity. We have chosen two sans serif fonts and one serif font. They are as follows: Optima, Kozuka Gothic Pro, and Adobe Caslon Pro. Optima and Kozuka Gothic Pro, both warm and welcoming, are humanistic sans serif fonts which enhance our corporate identity. Adobe Caslon Pro provides more function as it is good for long sets of text.

Optima Regular	ABCDEFGHIJKLMNPQRSTUVWXYZ <i>abcdefghijklmnopqrstuvwxyz</i> 1234567890,:;!?&
Optima Italic	ABCDEFGHIJKLMNPQRSTUVWXYZ <i>abcdefghijklmnopqrstuvwxyz</i> 1234567890,:;!?&
Optima Bold	ABCDEFGHIJKLMNPQRSTUVWXYZ <i>abcdefghijklmnopqrstuvwxyz</i> 1234567890,:;!?&
Optima Bold Italic	ABCDEFGHIJKLMNPQRSTUVWXYZ <i>abcdefghijklmnopqrstuvwxyz</i> 1234567890,:;!?&
Optima Extra Black	ABCDEFGHIJKLMNPQRSTUVWXYZ <i>abcdefghijklmnopqrstuvwxyz</i> 1234567890,:;!?&
Kozuka Gothic Pro EL	ABCDEFGHIJKLMNPQRSTUVWXYZ <i>abcdefghijklmnopqrstuvwxyz</i> 1234567890,:;!?&
Kozuka Gothic Pro L	ABCDEFGHIJKLMNPQRSTUVWXYZ <i>abcdefghijklmnopqrstuvwxyz</i> 1234567890,:;!?&
Kozuka Gothic Pro R	ABCDEFGHIJKLMNPQRSTUVWXYZ <i>abcdefghijklmnopqrstuvwxyz</i> 1234567890,:;!?&
Kozuka Gothic Pro M	ABCDEFGHIJKLMNPQRSTUVWXYZ <i>abcdefghijklmnopqrstuvwxyz</i> 1234567890,:;!?&

Unifying Fonts

The Vandalay Group's brands also have their own typography. Each brand uses the fonts Kozuka Gothic Pro and Gloucester MT Extra Condensed unifying them as a proud member of The Vandalay Group. While some of the brands just use either these two typefaces some employ additional typefaces setting them apart.

Kozuka Gothic Pro

B

Kozuka Gothic Pro

H

Adobe Caslon Pro

Regular

Adobe Caslon Pro

Italic

Adobe Caslon Pro

Semibold

Adobe Caslon Pro

Semibold Italic

Adobe Caslon Pro

Bold

Adobe Caslon Pro

Bold Italic

Gloucester MT Extra

Condensed Regular

ABCDEFGHIJKLMNPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890,:;!?&

THE VANDALAY GROUP

TYPOGRAPHY

Brahmin Beer Co.

(Also includes Kozuka Gothic Pro)

ITC Cheltenham Light Condensed	ABCDEFGHIJKLMNOPQURSTUVWXYZ <i>abcdefghijklmnopqrstuvwxyz</i> 1234567890,:;!:!&
ITC Cheltenham Light Condensed Italic	<i>ABCDEFGHIJKLMNOPQURSTUVWXYZ</i> <i>abcdefghijklmnopqrstuvwxyz</i> 1234567890,:;!:!&
ITC Cheltenham Bold Condensed	ABCDEFGHIJKLMNOPQURSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890,:;!:!&
ITC Cheltenham Bold Condensed Italic	<i>ABCDEFGHIJKLMNOPQURSTUVWXYZ</i> <i>abcdefghijklmnopqrstuvwxyz</i> 1234567890,:;!:!&
ITC Cheltenham Ultra Condensed	ABCDEFGHIJKLMNOPQURSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890,:;!:!&
ITC Cheltenham Ultra Condensed Italic	<i>ABCDEFGHIJKLMNOPQURSTUVWXYZ</i> <i>abcdefghijklmnopqrstuvwxyz</i> 1234567890,:;!:!&
ITC Cheltenham Light	ABCDEFGHIJKLMNOPQURSTUVWXYZ <i>abcdefghijklmnopqrstuvwxyz</i> 1234567890,:;!:!&
ITC Cheltenham Light Italic	<i>ABCDEFGHIJKLMNOPQURSTUVWXYZ</i> <i>abcdefghijklmnopqrstuvwxyz</i> 1234567890,:;!:!&
ITC Cheltenham Light Condensed	ABCDEFGHIJKLMNOPQURSTUVWXYZ <i>abcdefghijklmnopqrstuvwxyz</i> 1234567890,:;!:!&

THE VANDALAY GROUP

TYPOGRAPHY

Gallois <small>(Also includes Optima)</small>	Adobe Garamond Pro Regular	ABCDEFGHIJKLMNPQRSTUVWXYZ <i>abcdefghijklmnopqrstuvwxyz</i> 1234567890,:;!?&
	Adobe Garamond Pro Italic	<i>ABCDEFGHIJKLMNPQRSTUVWXYZ</i> <i>abcdefghijklmnopqrstuvwxyz</i> <i>1234567890,:;!?&</i>
	Adobe Garamond Pro Bold	ABCDEFGHIJKLMNPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890,:;!?&
	Adobe Garamond Pro Bold Italic	<i>ABCDEFGHIJKLMNPQRSTUVWXYZ</i> <i>abcdefghijklmnopqrstuvwxyz</i> <i>1234567890,:;!?&</i>
Horilka	Univers LT 55 Regular	ABCDEFGHIJKLMNPQRSTUVWXYZ <i>abcdefghijklmnopqrstuvwxyz</i> 1234567890,:;!?&
	Univers LT 55 Italic	<i>ABCDEFGHIJKLMNPQRSTUVWXYZ</i> <i>abcdefghijklmnopqrstuvwxyz</i> <i>1234567890,:;!?&</i>
	Univers LT 55 Bold	ABCDEFGHIJKLMNPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890,:;!?&
	Univers LT 55 Bold Italic	<i>ABCDEFGHIJKLMNPQRSTUVWXYZ</i> <i>abcdefghijklmnopqrstuvwxyz</i> <i>1234567890,:;!?&</i>
	Hoefer Text Regular	ABCDEFGHIJKLMNPQRSTUVWXYZ <i>abcdefghijklmnopqrstuvwxyz</i> 1234567890,:;!?&

THE VANDALAY GROUP

TYPOGRAPHY

Horilka	Hoefer Text Italic	ABCDEFGHIJKLM NOPQRSTUVWXYZ <i>abcdefghijklmnopqrstuvwxyz</i> <i>1234567890,.;;!?</i> &
	Hoefer Text Black	ABCDEFGHIJKLM NOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890,.;;!? &
	Hoefer Text Black Italic	ABCDEFGHIJKLM NOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890,.;;!? &
Juan Diego	Constantia Regular	ABCDEFGHIJKLM NOPQRSTUVWXYZ <i>abcdefghijklmnopqrstuvwxyz</i> <i>1234567890,.;;!?</i> &
	Constantia Italic	ABCDEFGHIJKLM NOPQRSTUVWXYZ <i>abcdefghijklmnopqrstuvwxyz</i> <i>1234567890,.;;!?</i> &
	Constantia Bold	ABCDEFGHIJKLM NOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890,.;;!? &
	Constantia Bold Italic	ABCDEFGHIJKLM NOPQRSTUVWXYZ <i>abcdefghijklmnopqrstuvwxyz</i> <i>1234567890,.;;!?</i> &
	Delicious Bold	ABCDEFGHIJKLM NOPQRSTUVWXYZ <i>abcdefghijklmnopqrstuvwxyz</i> <i>1234567890,.;;!?</i> &
	Delicious Bold Italic	ABCDEFGHIJKLM NOPQRSTUVWXYZ <i>abcdefghijklmnopqrstuvwxyz</i> <i>1234567890,.;;!?</i> &

THE VANDALAY GROUP

TYPOGRAPHY

Obion Creek

Perpetua Regular	ABCDEFGHIJKLMNPQRSTUVWXYZ <i>abcdefghijklmnopqrstuvwxyz</i> 1234567890,.;;!?&
Perpetua Italic	ABCDEFGHIJKLMNPQRSTUVWXYZ <i>abcdefghijklmnopqrstuvwxyz</i> 1234567890,.;;!?&
Perpetua Bold	ABCDEFGHIJKLMNPQRSTUVWXYZ <i>abcdefghijklmnopqrstuvwxyz</i> 1234567890,.;;!?&
Perpetua Bold Italic	ABCDEFGHIJKLMNPQRSTUVWXYZ <i>abcdefghijklmnopqrstuvwxyz</i> 1234567890,.;;!?&
Frutiger LT 55 Roman Regular	ABCDEFGHIJKLMNPQRSTUVWXYZ <i>abcdefghijklmnopqrstuvwxyz</i> 1234567890,.;;!?
Frutiger LT 55 Roman Italic	ABCDEFGHIJKLMNPQRSTUVWXYZ <i>abcdefghijklmnopqrstuvwxyz</i> 1234567890,.;;!?
Frutiger LT 55 Roman Bold	ABCDEFGHIJKLMNPQRSTUVWXYZ <i>abcdefghijklmnopqrstuvwxyz</i> 1234567890,.;;!?
Frutiger LT 55 Roman Bold Italic	ABCDEFGHIJKLMNPQRSTUVWXYZ <i>abcdefghijklmnopqrstuvwxyz</i> 1234567890,.;;!?
Frutiger LT 55 Roman Regular	ABCDEFGHIJKLMNPQRSTUVWXYZ <i>abcdefghijklmnopqrstuvwxyz</i> 1234567890,.;;!?

THE VANDALAY GROUP

TYPOGRAPHY

Wide Mouth

Century Gothic
Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,:;!:?&

Century Gothic
Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,:;!:?&

Century Gothic
Bold

ABCDEFGHIJKLMNPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,:;!:?&

Century Gothic
Bold Italic

ABCDEFGHIJKLMNPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,:;!:?&

Arno Pro
Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,:;!:?&

Arno Pro
Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,:;!:?&

Arno Pro
Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,:;!:?&

Arno Pro
Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,:;!:?&

Arno Pro
Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,:;!:?&

Corporate Stationery System

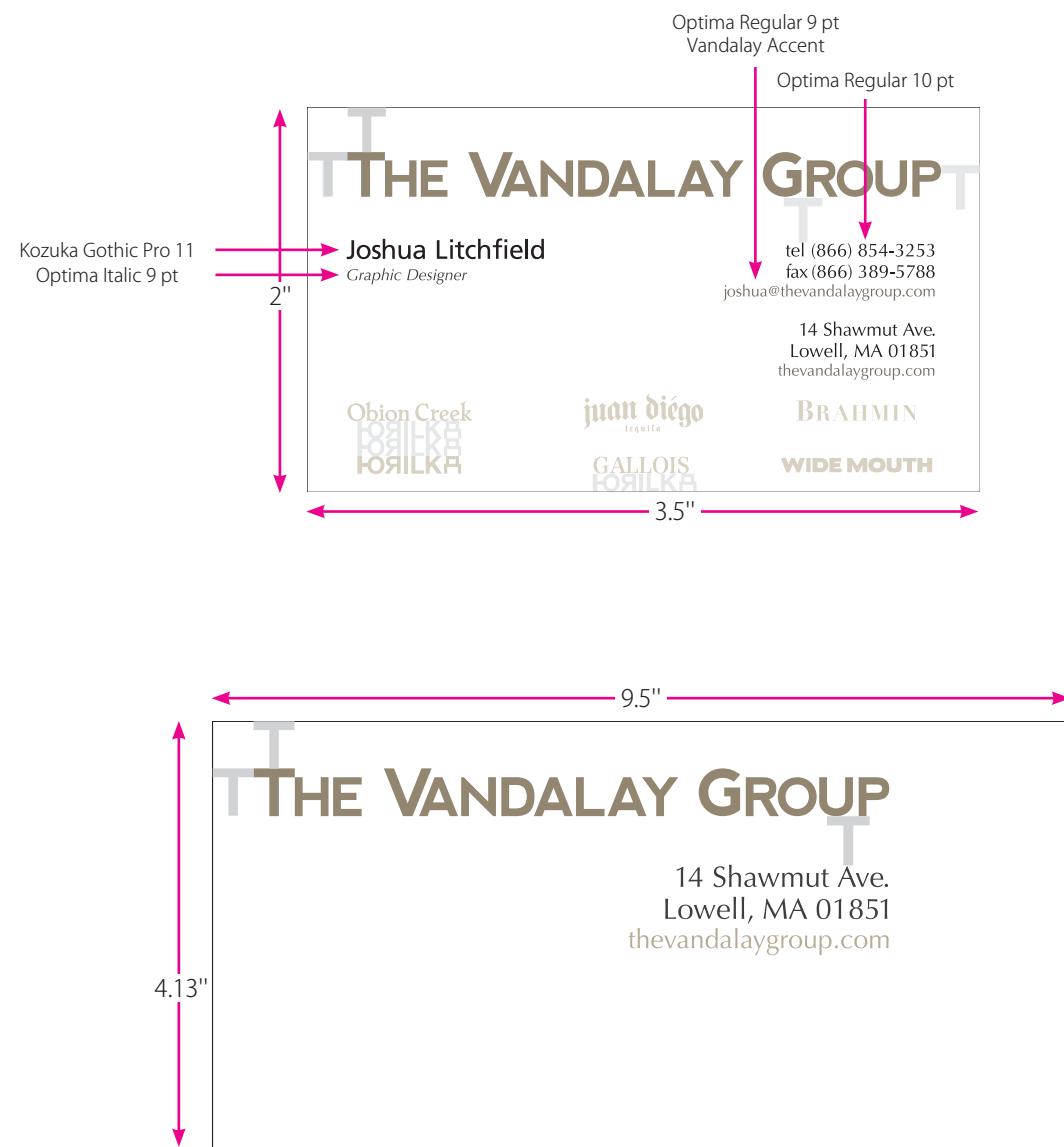
All branches of the Vandalay Group will use the same stationery. More importantly our customers will frequently see our stationery. It is imperative these materials must retain consistent with each other and the brand.

Business Card

- Minimum clear space around the logo is observed.
- Horilka provides the minimum clear space from the bottom of the business card to the baseline of the bottom logos.
- The cap-height of Horilka produced twice is the minimum space allotted between the top row of logos and the bottom.

Envelope

- Minimum clear space around the logo is observed.



Letterhead

8.5" x 11"

THE VANDALAY GROUPOptima Regular 11 pt
tel (866) 854-3253
fax (866) 389-578814 Shawmut Ave.
Lowell, MA 01851
Optima Regular 10 pt
thevandalaygroup.com

Vandalay Accent

Accent Color

Obion Creek

ЮРИЛКА

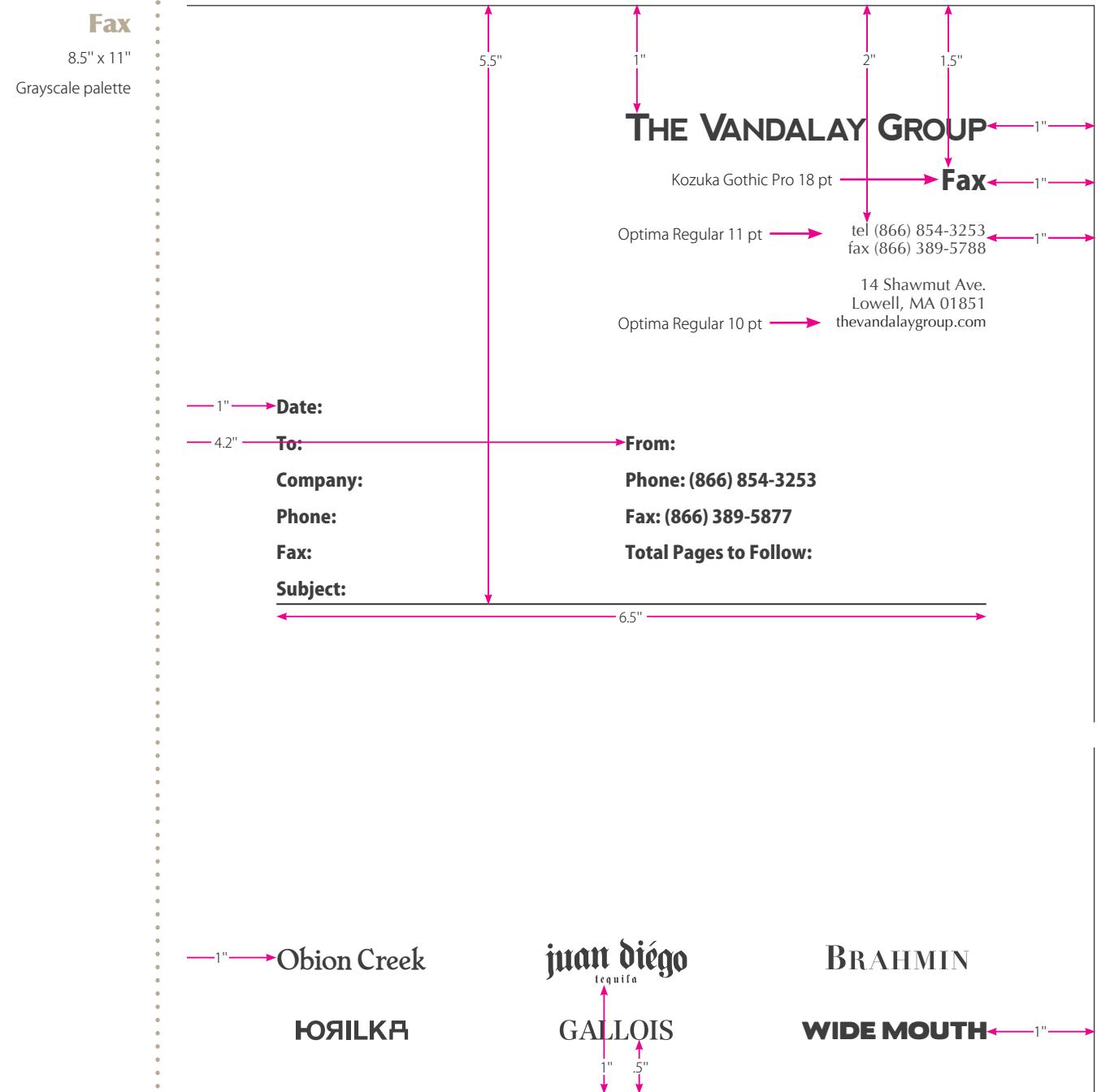
juan diego

tequila
GALLOIS

BRAHMIN

WIDE MOUTH

APPLICATIONS



Monthly Specials

8.5" x 11"

THE VANDALAY GROUP

Monthly Specials

Vandalay Accent

COMBO #	CONTENTS	NEW BUSINESS	MULTIPLES	COST
846125	3 CS 500 mL JUAN DIEGO REPOSADO (3) LITRES HORILKA		YES	719.64 .03 719.67
846435	1 CS 750 mL WIDE MOUTH RED ZINFANDEL (1) 750ML WIDE MOUTH SPARKLING ROSE	UNSOLD ONLY	NO	108.00 .01 108.01
846716	(6) 750 ML GALLOIS 1 CS OBION CREEK 90 (2) 500 ML JUAN DIEGO	UNSOLD ONLY	YES	209.64 167.94 .02 377.60
846943	5 CS BRAHMIN INDIA PALE ALE 5 CS BRAHMIN OATMEAL STOUT 5 CS BRAHMIN BROWN ALE 5 CS B RAHMIN IMPERIAL STOUT	UNSOLD ONLY	NO	127.50 127.50 127.50 12.00 386.70
846201	(6) 500 ML JUAN DIEGO ANEJO (1) 500 ML JUAN DIEGO SILVER	UNSOLD ONLY	NO	287.88 .01 287.89
846326	8 CS OBION CREEK 90 2 CS GALLOIS VS 1 CS OBION CREEK BROWN LABEL		YES	1343.52 611.76 .12 1955.40

.684" ← → 3.558" ← → 1.27" ← → .792" ← → .749"

← → 7"

Accent Color

Obion Creek

HORILKA

juan diego

GALLOIS

BRAHMIN

WIDE MOUTH

Image Style

The Vandalay Group and its brands employs an earthy, warm quality. Textures of old paper and stone are frequently used to capture the essence of the spirits in our portfolio. The Vandalay Group image style helps keep our brands rooted and relatable to our consumers. Here are a few examples to give you an idea of what we are talking about.

Graphic Interaction

The text and images relationship should be closely tied together. That is to say that photographs must retain the quality of the texture which is rests on. All the objects must retain the same qualities.

Ad Copy

Ad copy is fun, edgy, and slightly sexual in most cases. Other times it calls attention to the quality and style of the product. In all cases copy is intended to be memorable.

texture samples



Wine for the rest of us.

The Vandalay Grid

The main vehicle for brand awareness is advertisement. Consumers will instantly recognize the image style of each brand as consistent. The contrasting color schemes distinguishes the brands as uniquely a separate brand.

The grid system is generally the same throughout different applications i.e. stationery, advertisement, etc. Pay strict attention to the rules set forth.

Full Page Advertisement

- The grid is set in one square inch sections.
- The copyright statement is set in Frutiger LT 55 Roman Regular.
- Drink responsibly is set in 43 pt. Gloucester MT Extra Condensed Regular. It is set 3 inches from the top and the left.
- The banner behind the logo is 2" in height and placed 1 inch from the bottom then angled at -5.5°.

