



# WHITE MOOSE

Gin with the spirit of the forest



Table of contents	2-3
Presentation for the company	4-5
Presentation of the logo & Logo Guidelines	6-7
Typography & colours	8-9
Mood board	10-11



Born in 2007, White Moose Gin is distilled in the heart of the forest, in the city of Sundsvall in the north of Sweden. The White Moose company started to make something more than just a drink, the whole experience with its subtle notes to the feelings it brings. The company is a representation of the Swedish forest, by sharing the love for nature and wildlife with other people by using the art of distillation to create a dreamy gin with a mouth-watering flavor of juniper berries.

The company started as a family tradition between two childhood friends living in the north of Sweden. What started as a family hobby, turned into a love of craft gins. The passion and heritage is what drove them to follow the path and compete to reach their goal of being one of the most exquisite gin brands in Scandinavia. The idea, to create a gin that is influenced by the Swedish wildlife and nature.



Large logo



WHITE MOOSE

Medium logo



Small logo



Below 20mm

## HEADINGS - BODONI MT

ABCDEFGHIJKLM

NOPQRSTUVWXYZ

abcdefghijklm

nopqrstuvwxyz

1234567890

### Sub headings - Source Sans Pro Bold

ABCDEFGHIJKLM

NOPQRSTUVWXYZ

abcdefghijklm

nopqrstuvwxyz

1234567890

### Body Copy- Source Sans Pro Regular

ABCDEFGHIJKLM

NOPQRSTUVWXYZ

abcdefghijklm

nopqrstuvwxyz

1234567890

White

CMYK 0 0 0 0

RGB 255 255 255

Pantone XXXC

# FFFFFF

Black

CMYK 0 0 0 100

RGB 0 0 0

Pantone XXXC

# 000000

Shimmer

CMYK 8 0 2 25

RGB 176 191 187

Pantone 441 C

# B0BFBB

Sand

CMYK 7 5 12 0

RGB 237 242 224

Pantone 7541 C

# EDF2E0

Amber

CMYK 0 0 0 0

RGB 255 166 51

Pantone 1365 C

# ffa633

Coolgray

CMYK 1 0 13 0

RGB 252 255 222

Pantone XXXC

# FCFFDE

Eggshell White

CMYK 0 8 20 0

RGB 255 235 204

Pantone 698 C

# FFEBC

Yellow

CMYK 0 21 70 0

RGB 255 201 77

Pantone 142 C

# FFC94D



Mood board

