

# VISUAL IDENTITY STYLE GUIDE



## TABLE OF CONTENTS



2|3

TABLE OF CONTENTS	2
WHO WE ARE	4
THE COMPANY LOGO	6
TYPOGRAPHY & COLOURS	8
MOOD BOARD	10
HOW IT'S BEEN MADE	12



## WHO WE ARE



4|5



enGIN is a classic dry gin with a Swedish touch. It is produced in our craft distillery in small batches with carefully selected organic ingredients, of distinct quality. The craftsmanship makes each batch unique.

Further, we believe that by crafting great gin, we create an opportunity to foster great community. Sticking to the concepts of simplicity, clarity and innovation, we'd like to be:

- the **enGINE of change** — while staying true to our traditions
- the **enGINE of growth** — by a careful transition considering our finite resources

Our business model, just like our communication is modest rather than recklessly extravagant, and sober rather than prodigal.

We believe that "*Small is beautiful*".



## THE COMPANY LOGO



6|7

enGIN

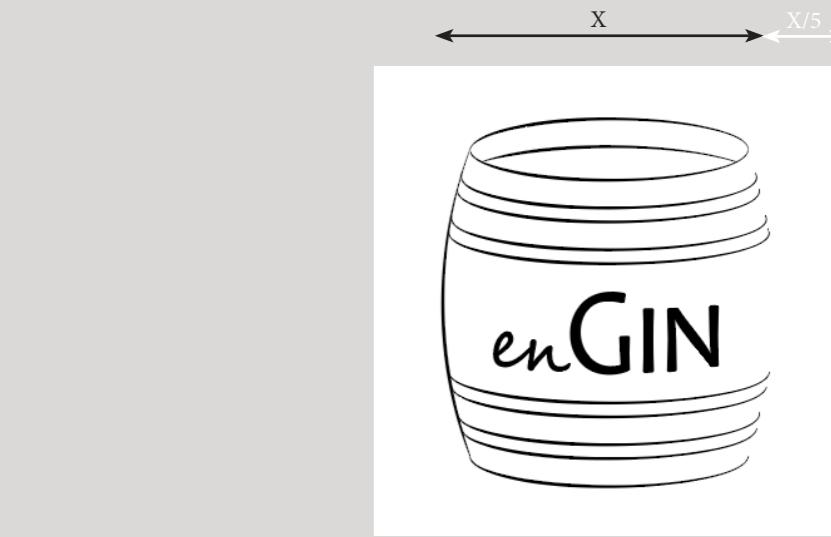
Our monochromatic logotype contains relatively thin lines, thus, it should not be layered on top of photography or illustration. However, both the black and the white version works well on **single-coloured fields** without modification of its transparency.

The minimum **clearspace** around the logotype is equivalent to 1/5 of the size of the logotype. Do not skew, rotate or stretch the logo and avoid stylizing it with glows, feathers or any other techniques.

The **smallest size** use is 20 mm for print application and the minimum digital size is 120 pixel wide.

If it is impossible to use the logotype, do not attempt to separate the company name from the barrel but use the approved digital files — containing the company name on a steady baseline — and the same clearspace described above.

Avoid using the logotype more than once in the same place. For more details, check out our Full Brand Identity Guidelines.



## TYPOGRAPHY & COLOURS



Georgia small caps should be used for headlines, subheads and for short labels.

**GEORGIA SMALL CAPS REGULAR**

*GEORGIA SMALL CAPS ITALIC*

**GEORGIA SMALL CAPS BOLD**

***GEORGIA SMALL CAPS BOLD ITALIC***

Minion Pro should be used for extended running text in multipage documents.

Minion Pro Regular

**Minion Pro Bold**

*Minion Pro Italic*

*Minion Pro Bold Italic*

RGB

115/115/115

RGB

166/166/166

RGB

217/217/217

CMYK

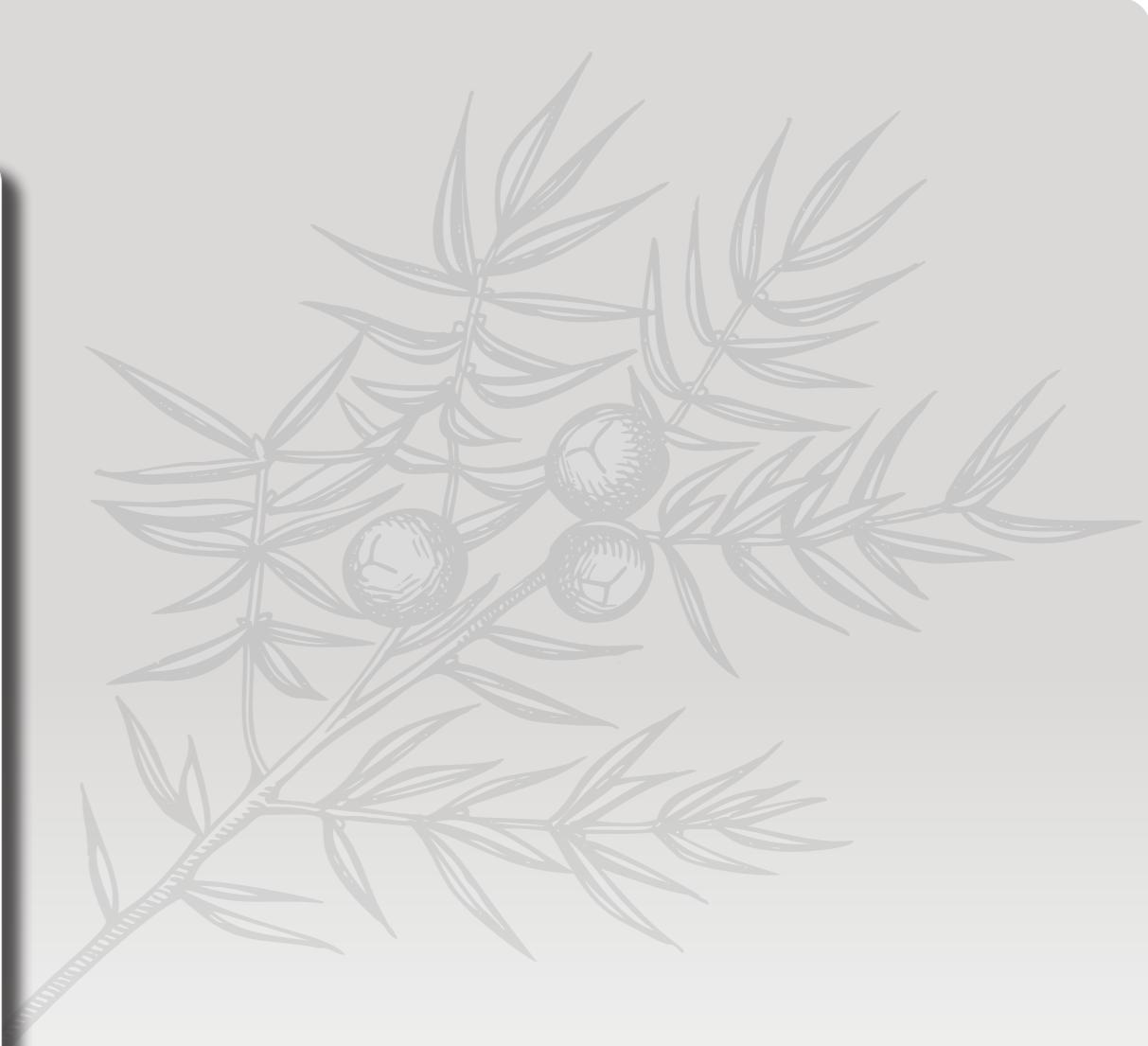
56/47/47/13

CMYK

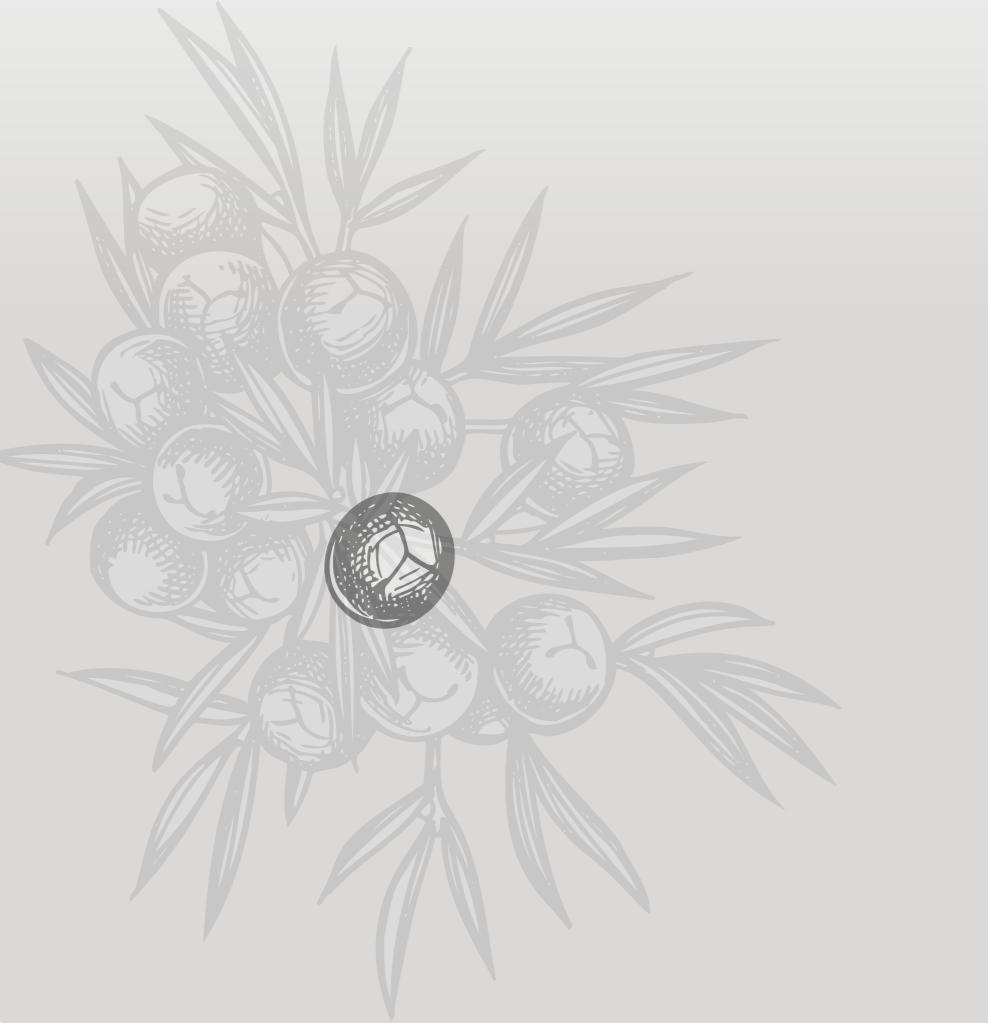
37/30/31/0

CMYK

14/10/11/0



## MOOD BOARD



We select images that reflect our business philosophy in a natural way.

We prefer images that feel true-to-life — close up pictures depicting our beloved materials, tools, and ingredients or landscape photos that open up a wide perspective.

We believe that black and white photography helps us to maintain our clean-cut image.



## HOW IT'S BEEN MADE

