

BRAND GUIDELINES



NORTHBOUND



TABLE OF CONTENTS



01

The Company

02

Logo

05

Brand Colour

04

Typography

03

Guidelines

06

Moodboard

07

At The Top

NORTHBOUND

THE STORY

In the North of Sweden where the grass is green and the mountains are high, there were these two friends having a dream of starting, creating and building something special. They had a strong bond and were very close to each other. They love hiking, the winter and one of their favourite activities to do is to climb and going on expeditions. But not only that they have an interest for gin and interest they were willing to pursue. They wanted to create something modern, new, vibrant and local. After debating for over a year with ideas they had, they decided to just do it and not think about it too much. They created something they were proud of and got a deal to sell it in the local systembolaget, they were ecstatic, super anxious on how they were gonna do but they succeeded. Now they got an even bigger deal to sell in almost every systembolaget in Sweden and stores in Europe. And now they need our help to make it thrive even more.

THE CASE

They had some ideas on what they wanted to do but the most important aspects was to stay local have that modern feel. The second aspect was to have a close connection to the forest. They had a close bond and wanted to implement that in what they liked to do together and what their favourite activities were. In what that is is they like to hike, explore and winter is a big part of their life. Basically everything that has something to do with the outdoors. So the task is then simple with all the elements that they want to have we are then going to create a logo and the name for the company that they are going to thrive with.

THE VISION

The vision for the company is to make an impact in the gin community, they want to be established in a way that the logo represents them so that they can build a brand around it, then they want to have a name that they can be proud of. In the future they strive to be a top brand in the Swedish market and a family name that everybody knows and loves.

THE CONCLUSION

We wanted to apply as much as we can into the logo and the name to accomplish the mission, without it being too much and keeping it clean and professional. From the information that we gathered we learned that they loved the winter and to hike. So we wanted to execute that and just thought of the most winter element that we can think of and the snowflake is what we decided to go with. After doing that we also wanted to implement a compass in the logo and decided to combine the two in a combined logo. While choosing the colours of the logo we decided to paint the top of the logo red, just because most of the compasses have the "N" for north in red. We can also use the colour red to get the connotation of their strong bond, that red is a colour of love and relationship. While picking the name for the company we also applied the North from the compass to not only get that in the logo but also in the name. What we also thought about was that they loved to climb mountains so the name Northbound was an all-around good name for that in a sense of that when you climb a mountain you always go up. Then when we google the name we get the definition of the name and that is: (travelling or leading towards the north).

LOGO & GUIDELINES

HORIZONTAL LOGOTYPE



CLEAR SPACE



Clear space prevents type, imagery or other graphic elements from interfering with the legibility of our logo. No graphic element should encroach the border around the logo mark. This space is determined by 50% height of logo mark on each side. Measure the clear space for primary logo mark by the height of the letter H and the name of the logo.

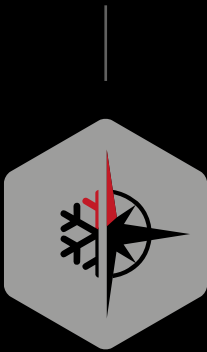
VERTICAL LOGOTYPE

PRIMARY LOGOTYPE



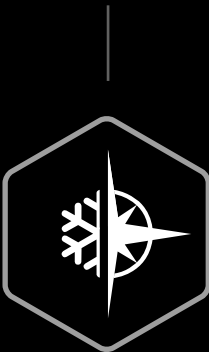
NORTHBOUND

SECOND LOGOTYPE



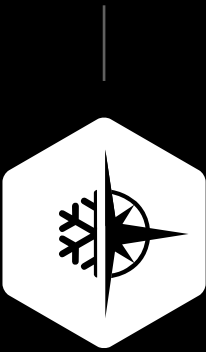
NORTHBOUND

MONOCHROMATIC WHITE



NORTHBOUND

MONOCHROMATIC BLACK



NORTHBOUND

Minimum size Vertical



Minimum print size 0.4 inch (10mm) wide.
Minimum digital size 45 pixels wide.

Minimum size Horizontal



Minimum print size 0.6 inch (15mm) wide.
Minimum digital size 80 pixels wide.

LOGO & BRAND IDENTITY GUIDELINES

DO NOT: FONT

Do not use any other fonts, even if its looks very similar to Acumin Variable Concept Black.

DO NOT: COLOUR

Do not use any other colour, even if its looks close. You must use the ones from the guidelines.

DO NOT: LOGOMARK

Do not change or resize the position of the logomark.

DO NOT: SIZING

Do not squish or squash the logo. Any resizing must stay in proportion.



TYPOGRAPHY

Primary Headline Font

Acumin Variable concept Black

aA bB cC dD eE fF gG hH iI jJ kK lL mM nN oO pP qQ rR sS tT uU vV wW xX yY zZ åÄ äË öÖ
! @ # € % & / () = ? +
123456789

Acumin is a versatile sans-serif typeface family intended for a balanced and rational quality. Solidly neo-grotesque, it performs beautifully at display sizes but also maintains an exceptional degree of sensitivity for text sizes.

Secondary Headline Font

Arial Black

aA bB cC dD eE fF gG hH iI jJ kK lL mM nN oO pP qQ rR sS tT uU vV wW xX yY
zZ åÄ äË öÖ
! @ # € % & / () = ? +
123456789

Arial Black is part of the extremely versatile Arial typeface family which can be used with equal success for text setting in reports, presentations, magazines etc., and for display use in newspapers, advertising and promotions. Only the regular weights ships with Windows and supports the larger characters set.

Primary Text Font

Arial Regular


aA bB cC dD eE fF gG hH iI jJ kK lL mM nN oO pP qQ rR sS tT uU vV wW xX yY zZ åÄ äË öÖ
! @ # € % & / () = ? +
123456789

Arial Black is part of the extremely versatile Arial typeface family which can be used with equal success for text setting in reports, presentations, magazines etc., and for display use in newspapers, advertising and promotions. Only the regular weights ships with Windows and supports the larger characters set.

BRAND COLOR

PRIMARY COLOUR

PANTONE / CMYK

 485 C / 0,81,87,15

#DA291C

SECONDARY COLOUR

PANTONE / CMYK

 BLACK / 0,0,0,100

 COOL GRAY 10C / 7,4,0,58

 COOL GRAY 7C / 3,1,0,39

 000 C / 0,0,0,0

#63666A


#000000

#FFFFFF

#97999B

COMPLEMENTARY COLOUR

PANTONE / CMYK

 2925 C / 100,30,0,13

 7738 C / 56,0,61,36

 YELLOW C / 0,13,100,0

 158 C / 0,49,85,9

 7673 C / 38,37,0,47

 7672 C / 42,51,0,48

#48A23F

#009CDE

#FEDD00

#E87722

#535486

#4C4184

Usage

Poteniall colours for usage of inventing new labels & prompting new flavours.

MOOD BOARD





Life is too short to drink cheap liquor.

Drink responsibly.