



**KALIX  
GIN**



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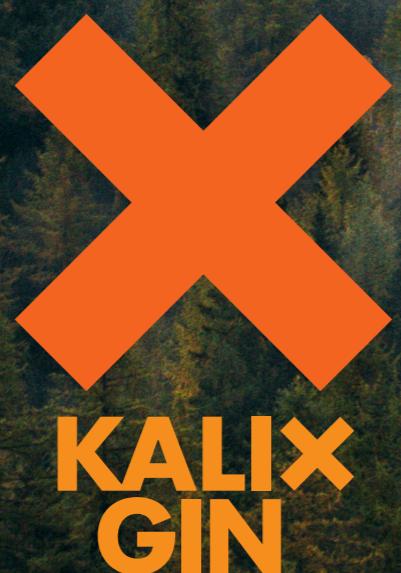
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## OUR COMPANY

EVER SINCE THE CLOSE BROTHERS ERIK AND JAN WERE YOUNG, NATURE HAS ALWAYS BEEN A CORE PART OF THEIR LIVES. THE RIPPLING STREAMS CRAMPED WITH VENDACE WITH THEIR SIGNIFICANT ROE, THE MOUNTAINOUS WIDES AND THE DARK NORTHERN FORESTS DURING AUTUMN HUNTS IS WHAT GAVE THE BROTHERS THE IDEA TO CREATE THIS GIN.

MADE WITH LOCALLY HARVESTED JUNIPER, BLUEBERRIES, LINGONBERRIES AND SPRUCE TOGETHER WITH WATER FROM LOCAL STREAMS, THIS GIN PRESENT TO YOU THE CORE OF THE NORTHERN WILDLIFE OF SWEDEN.

PERFECT TOGETHER WITH A DRY TONIC AND SOME FRESHLY PICKED BERRIES, IN A CRAFTED COCKTAIL ON A LATE NIGHT OUT OR JUST SIMPLY AS IT IS IN A GLASS WITH A LARGE CUBE OF ICE.



# LOGOTYPE AND USAGE

## Correct use of logotype



Our logotype is inspired from many parts of northern Sweden; hunting, the roe and the city where the Gin is crafted.

The first thing we want people to notice about the brand is the 'X'. As long as it's possible, the text 'Kalix Gin' should be included.

There are two ways the "Kalix Gin"-text should be presented next to the 'X', either underneath (*see left*) or attached to the left (*see below*).

Also notice that when the company name is attached to the right, the text is not centered but set to the left instead.



The size of the 'X' in the logotype should never be smaller than 10 milimeters in print, alt. 40 pixels in digital size, and the 'Kalix Gin' part of the logotype should be proportionate to the 'X' at all times.

# LOGOTYPE GUIDELINES

## Wrong use of logotype



1.



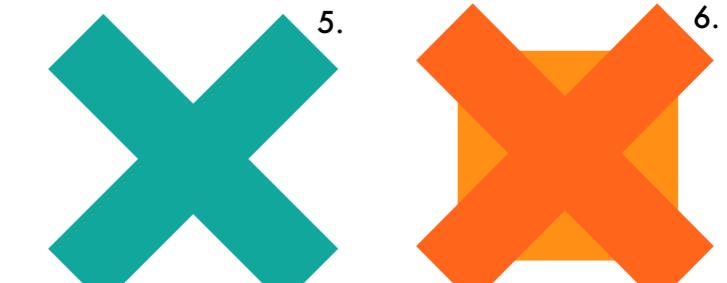
2.



4.



3.



5.



6.

To have our logotype as consistent as possible, there are some rules that must be followed:

1. Never place the logotype letters in a different way than the ones presented on page 6.
2. Never present the 'Kalix Gin' part of the logotype too close or far away to the 'X'.
3. Never use any other fonts in the logotype than the one presented.
4. Never mix the two different versions of the logotype together. If the 'Kalix Gin' text is presented under the 'X', it should be centered and if it is placed to the left of the 'X' the 'Kalix Gin' text should be aligned to the left.
5. Never change the colors of the logotype. It should always be presented in our orange or black colors.
6. Never present the orange logotype on an orange background.

# TYPOGRAPHY

## Futura Bold - Logotype + Headlines

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ  
abcdefghijklmnopqrstuvwxyzåäö  
1234567890?!#€\$¢%&/()[]=

## Futura Medium - Subheader

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ  
abcdefghijklmnopqrstuvwxyzåäö  
1234567890?!#€\$¢%&/()[]=

## Adobe Garamond Pro - Regular Text

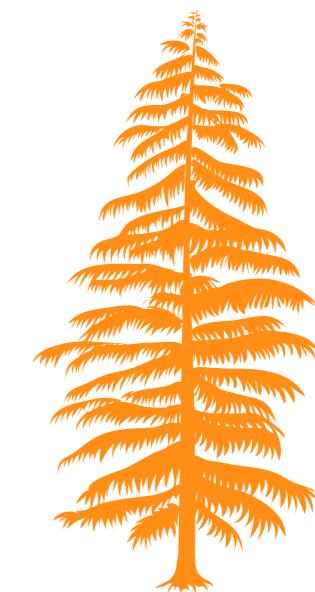
ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ  
abcdefghijklmnopqrstuvwxyzåäö  
1234567890?!#€\$¢%&/()[]=

# BRAND COLORS



Primary Color

HEX	#FF671d
RGB	255, 103, 29
CMYK	0, 74, 95, 0
PANTONE	165 C



Secondary Color

HEX	#FF9015
RGB	255, 144, 21
CMYK	0, 54, 95, 0
PANTONE	1495 C



Complement Colour

HEX	#3D441D
RGB	61, 68, 29
CMYK	66, 51, 96, 52
PANTONE	5747 C



Complement Colour

HEX	#000000
RGB	0, 0, 0
CMYK	0, 0, 0, 100
PANTONE	PMS Black



## Moodboard

When connecting to the customer we deliver a broader image of our brand than just a picture. We portray a lifestyle in our printed media with a feeling of freedom, friendship and joy.

Although our brand is created through the love of nature, we do not only show pictures which origin from there, but also pictures from cocktail bars, bistros and other places connected to a cheerful relaxed mood. Preferably these pictures should be presented in dim light with contrasts that pop when seeing them in print or through social platforms such as Instagram or Facebook. Pictures on people usually achieve more interactions through these platforms, but do not overuse these kind of pictures, hence it might appear generic.

