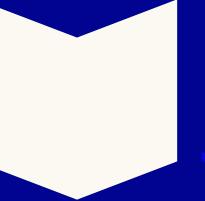
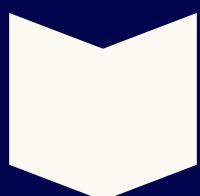


Ballantine's



BRAND World

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CONFIDENTIAL

WELCOME TO A PREVIEW OF OUR NEW BRAND *Brand* *World*

This fresh Brand World marks the beginning of Ballantine's journey to becoming a true **LIFESTYLE BRAND**.

It is built to reflect our vision — a brand with attitude.
One that goes beyond product to inspire people to be their true selves.

This evolution is grounded in what Ballantine's has always stood for:
being **Courageously Real, Positively Open**, and a **Democratic Scotch** for everyone.
Creatively, it brings to life a bold new direction — one that feels **vibrant, dynamic, and unstaged**,
full of **contrast** and a touch of **playful irreverence**.

For now, we've refreshed some key brand elements to give you a sneak peek of what's coming.
If you're working on any local projects and want to align them with the new Brand World vision,
reach out to the Global team — we're here to help make it work in a way that fits with your market needs.

The **full Brand World** will be revealed as part of the **November IBP**. It'll give you everything you need to make sure
Ballantine's shows up consistently and distinctively across all consumer touchpoints and our growing portfolio.

Stay tuned — it will soon be your go-to guide for how Ballantine's inspires people to unleash
THE REAL YOU, OPENLY.

STAY TRUE!

Brand Communications & Digital Director:

MARNIE CORRIGAN



BRAND BOOK

BRAND HEART MODEL & STRATEGY



BRAND POSITIONNING

Consumer Target and
Competitor Analysis

—
Positioning and
Differentiation

BRAND WORLD



EXPRESSION OF THE BRAND WORLD THROUGH THE 5 SENSES

Timeless Brand DNA Pillars

—
Timely Creative Direction
& Principles

—
Universe of experiences engaging
the 5 senses on all the touchpoints
(graphic, trade, visual, storytelling...)

BRAND CULTURAL PLATFORM



VOICE OF THE BRAND IN THE SOCIETY

Brand Voice crossed with
Consumers' values to drive
a conversation

—
Relevant Cultural Territory

—
Cultural activation ecosystem
(brands, talents and
partners to work with)

CONTENT

- 
1. EXECUTIVE SUMMARY
 2. DETAILED GUIDELINES & APPLICATIONS
 3. TONE OF VOICE

1

EXECUTIVE Summary

- STRATEGIC INTENT
- BRAND ETHOS
- TIMELESS BRAND DNA PILLARS
- TIMELY CREATIVE
- DIRECTION & PRINCIPLES



BALLANTINE'S

Strategic Intent

THE ENDURING ESSENCE
OF OUR BRAND, WHICH IS
THE FOUNDATION OF
EVERYTHING WE DO.



BALLANTINE'S

Strategic Intent

Above and beyond a definition of a brand identity, the Ballantine's Brand World is the expression of an attitude

The man who started it all, George Ballantine Sr., once said "stay true and excellence will always be by your side."

It is this belief that has guided our brand for almost two centuries. More than just coming up with a good liquid, George Ballantine created a unique whisky that anyone could enjoy on any occasion.

Differentiated to any other brands, our bottle is square and brown contrasting with our unexpected cursive typography.

Universally liked. Unchanged since 1910. We have remained confidently consistent over the years staying true to ourselves and not chasing the trends simply for the sake of it.

This confidence in being true to who we are is the attitude we want to inspire consumers with, so that they stay true and inspire others to do the same.



— THE ATTITUDE OF A LIFESTYLE BRAND, ONE THAT GOES BEYOND PRODUCT AND INSPIRES YOU TO BE YOUR TRUE SELF.

BAILLANTINE'S

Brand Ethos

OUR UNIQUE
AND DISTINCTIVE BRAND
POINT-OF-VIEW THAT SHOULD
INSPIRE CONSUMERS.



BALLANTINE'S

Brand Ethos

In a world where there's considerable pressure to conform, showing up as yourself can seem intimidating, perhaps impossible.

— We believe that staying true to yourself can have a positive impact on you and others around you — getting more out of life and making more real, authentic moments and connections. It might not be easy; Ballantine's inspires you to have the confidence to embrace it.



BALLANTINE'S

Timeless DNA

**THE ENDURING ESSENCE
OF OUR BRAND, WHICH IS THE
FOUNDATION OF EVERYTHING
WE DO.**



BALLANTINE'S

Timeless DNA



COURAGEOUSLY
Real

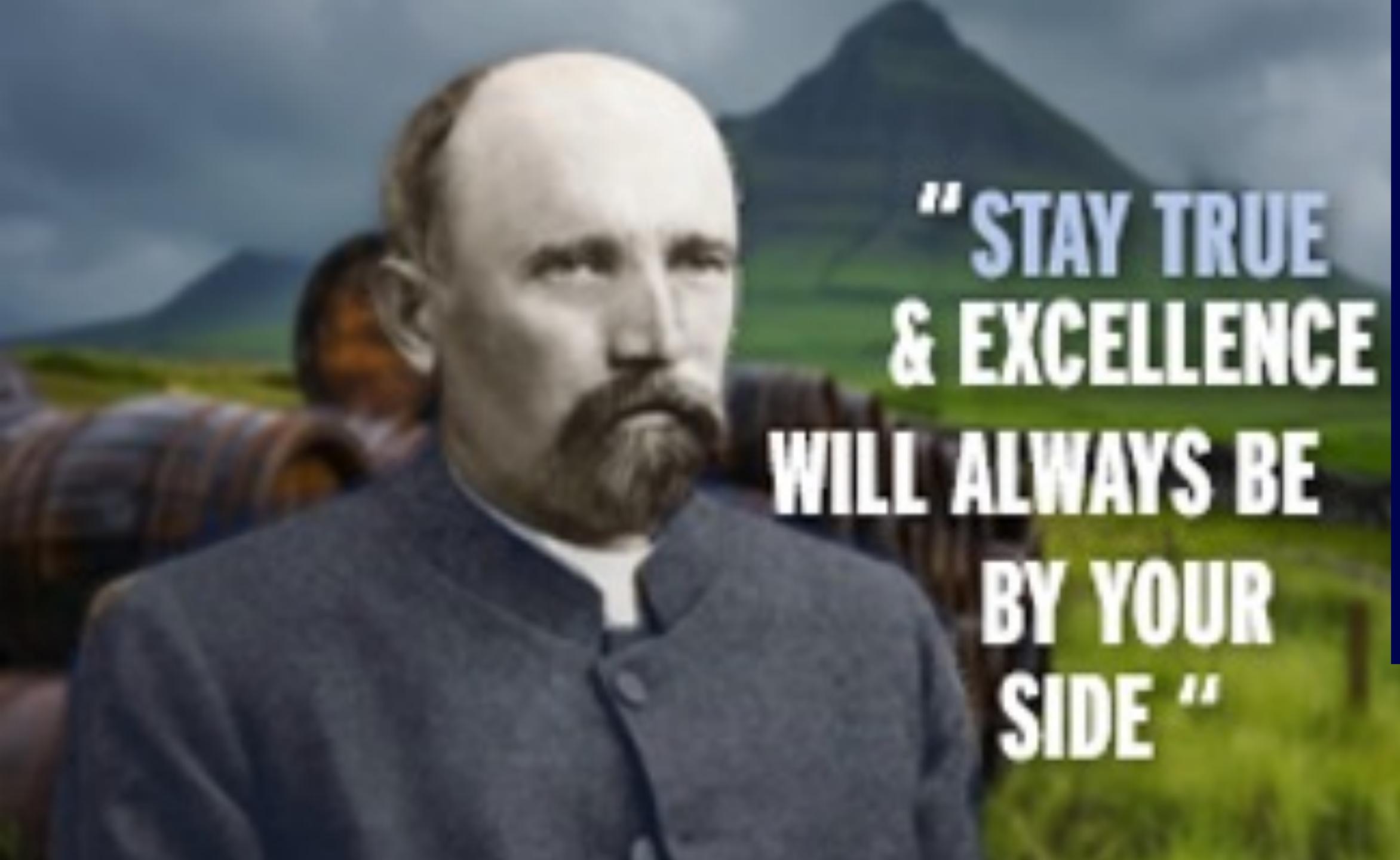
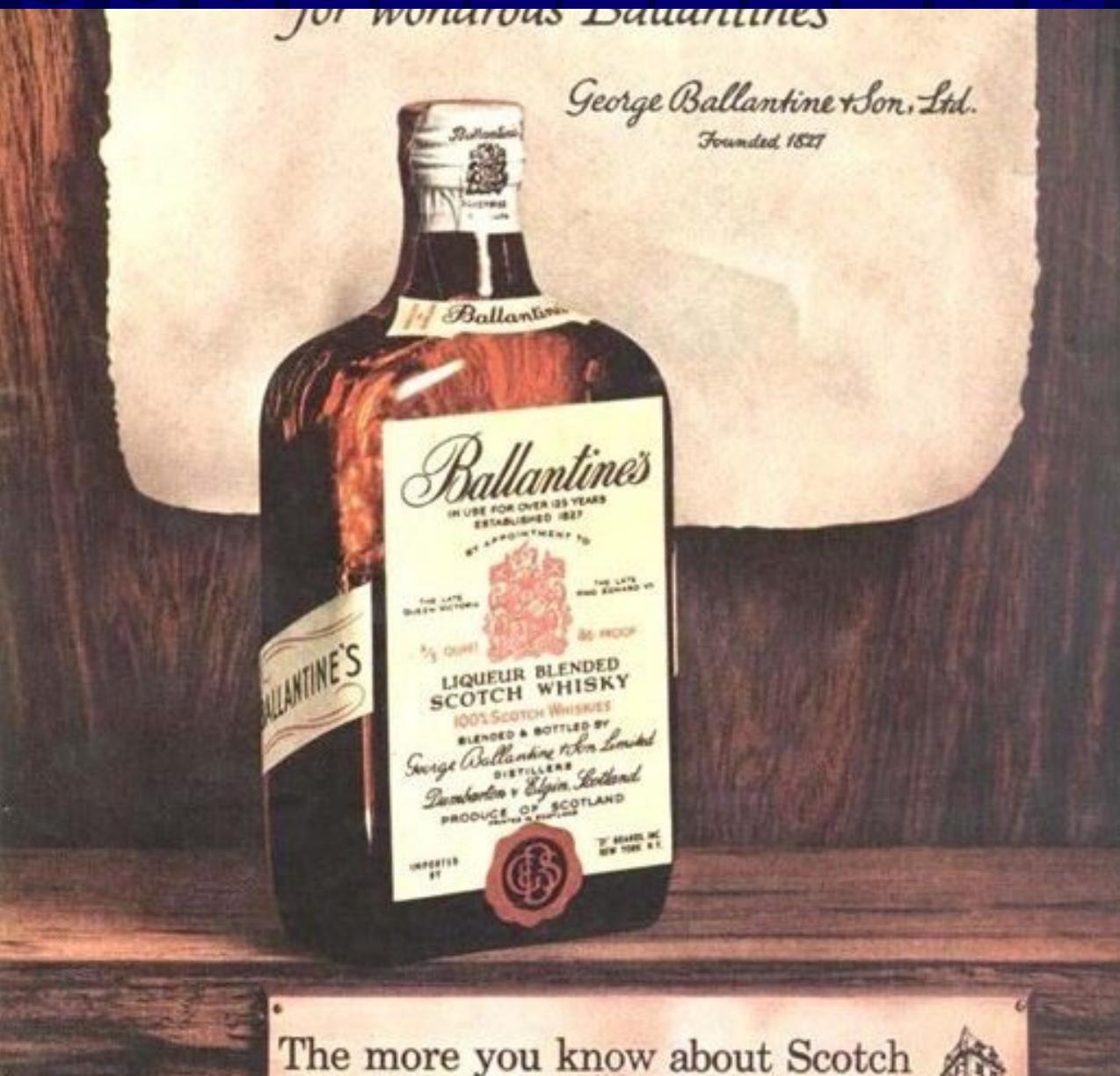


POSITIVELY
Open



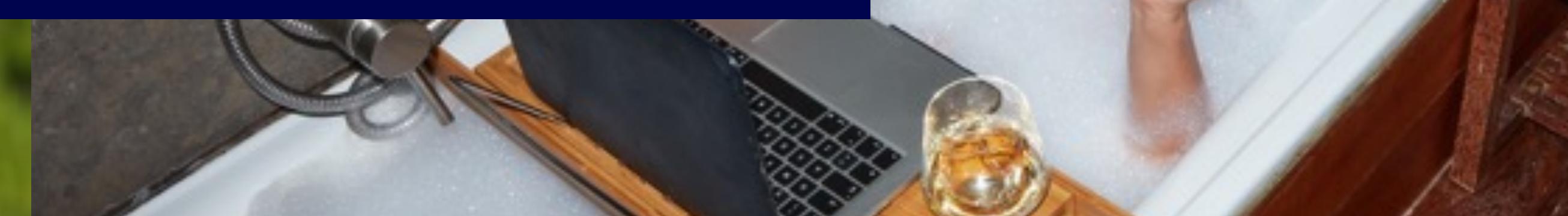
DEMOCRATIC
Scotch

KEY WORDS: SELF-CONFIDENT – TRUE & AUTHENTIC – PROUDLY TIMELESS – NOT CHASING TRENDS



COURAGEOUSLY REAL

We are distinctive and confident about who we are. Our square brown bottle was designed during prohibition so that American salesmen could conceal a bottle or two of Ballantine's Finest in their briefcases should the cops come calling. We haven't changed its iconic shape because it is who we are, and we are proud of its distinctive character. The timeless design strikes a balance, between the familiar and a style that's refreshingly modern. How we approach our product is also reflective of how we see ourselves - a mindset rooted in our firm belief in who we are that gives us the confidence to show up as our true selves.



KEY WORDS: WELCOMING – OPEN – OPTIMISTIC – POSITIVE – INCLUSIVE – FRIEND TO ALL



POSITIVELY OPEN

Our brand embodies the spirit of 'a friend to all humankind' – characterised by inclusivity, light-heartedness, positivity, and openness. With this belief, we strive to build connections and champion real life.



KEY WORDS: ACCESSIBLE – BALANCED & ROUNDED BLEND – DEMOCRATIC – GROUNDED



DEMOCRATIC SCOTCH

Our whisky, sourced from the four corners of Scotland and shared with the world, embodies a rounded and balanced blend, grounded in our belief that it is accessible to all - on any occasion, at any time.



TIMELY CREATIVE DIRECTION *& Principles*

**HOW WE EXECUTE THE TIMELESS
BRAND DNA IN A TIMELY MANNER.**

**(One creative direction and four principles
as a framework to ensure creativity and consistency)**



BALLANTINE'S TIMELY CREATIVE DIRECTION & PRINCIPLES

"REAL YOU, OPENLY"

A world that champions those who are confident to live as their true selves and inspires real, authentic moments & connections.



VIBRANT & DYNAMIC

We infuse our world with vibrancy and dynamic energy. We seek to capture the charismatic essence of action and movement, embracing the spirited and lively flow of life. Whether it's through bold visuals or expressive storytelling, our work exudes an electrifying vitality and a captivating sense of movement.



UNSTAGED

We capture genuine authenticity through real people, objects, and environments in their unfiltered, unscripted state. By abstaining from glossy enhancements and staged setups, we want to encapsulate the true essence and emotion of every moment and connection.



UNEXPECTED CONTRAST

We love to play with unexpected contrasts in everything from colours and settings to the people involved. By showcasing diverse spaces, we aim to reveal more about the people within them, creating a dynamic and engaging visual narrative.



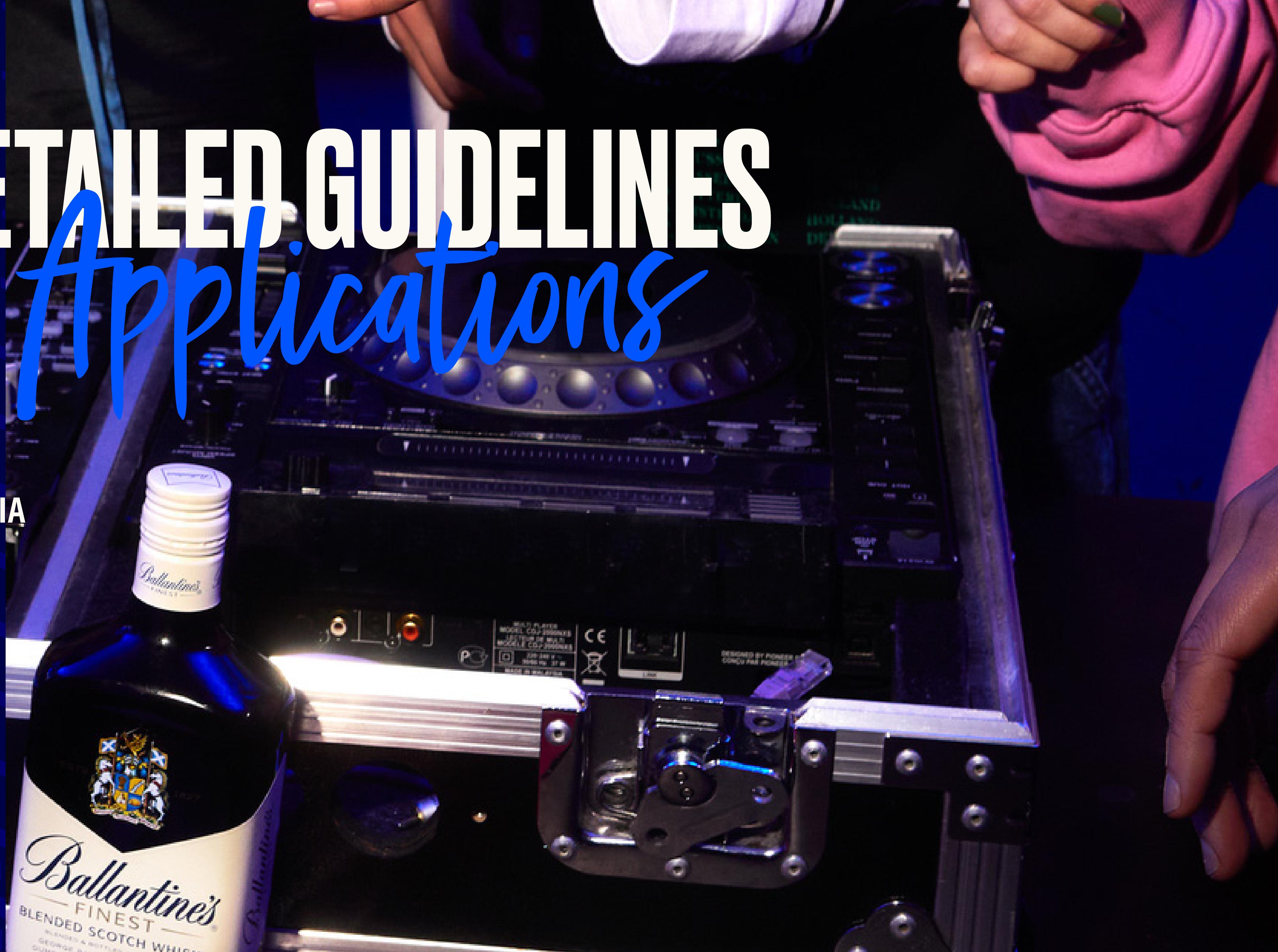
PLAYFULLY IRREVERENT

We are playfully irreverent in our tone - we don't show up either stuffy or too serious, we like to keep things fun and lively (but never childish or silly). There is nothing rebellious or arrogant, we are just confident in being ourselves and not worrying about what others think.

2

DETAILED GUIDELINES & Applications

- INGREDIENTS
- GRAPHIC & MEDIA
- TRADE



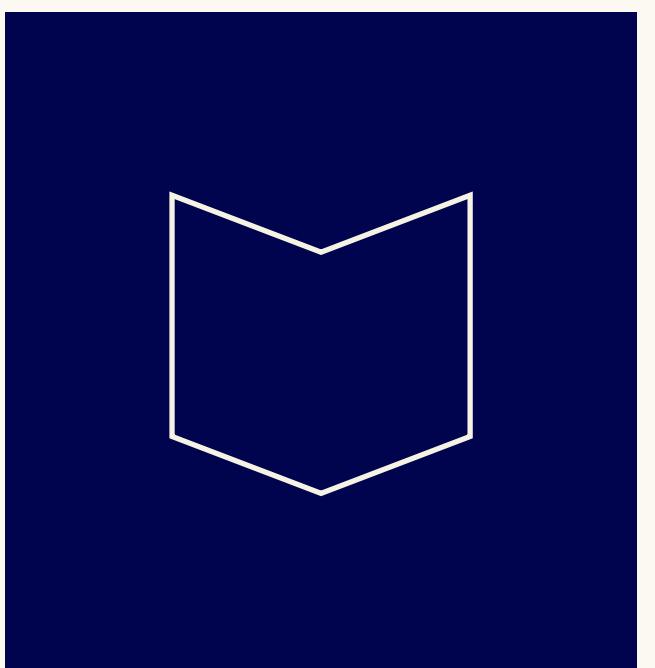
INGREDIENTS



OUR INGREDIENTS



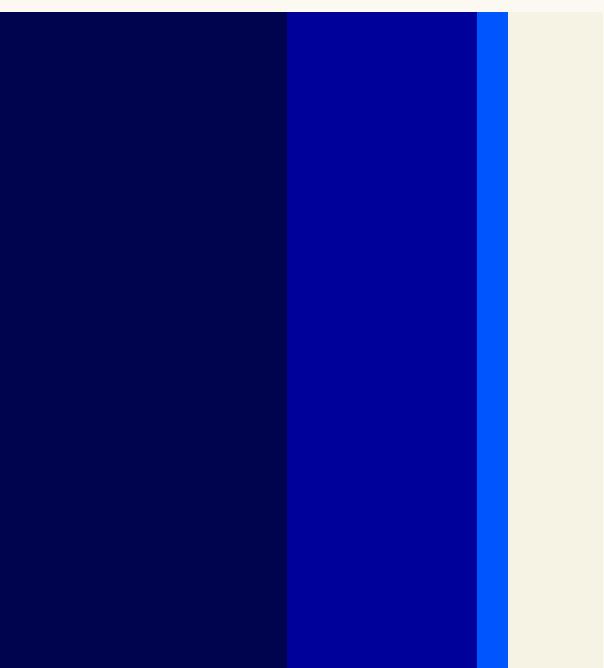
BRAND BLOCK



CHEVRON SHAPE



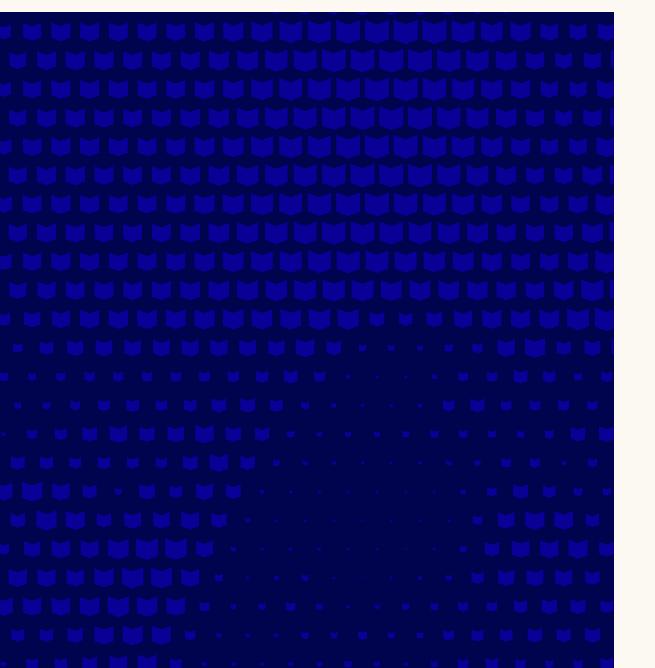
FONT



COLOUR PALETTE



SIGNATURE



PATTERN



OUTLINE

From heraldry tradition,
it is a symbol of strength, constancy
and confidence,
echoing Ballantine's values.

BRAND BLOCK

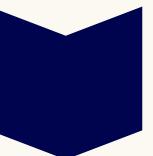
Logotype

Our brand block is composed of Ballantine's Wordmark and Chevron. The chevron creates graphic balance and distinctiveness to assets.

It connects the timeless classic wordmark to other timely assets and provides vibrancy and standout - to be a sign of continuity and stability while catching the eye on stay true message (bottle, people, tagline...)

The brand block is available either in blue or off-white.
The size of the chevron must remain unchanged.

Ballantine's



Ballantine's



BRAND BLOCK

Clear Space

To maintain the legibility and visual impact of the logo, a minimum clear space must be preserved around it at all times.

This space acts as a protective zone into which no graphic elements or text, may encroach, regardless of the medium or context.

The safe space is defined by the height of "B" and must be maintained on all four sides of the logo.



Minimum size



BRAND BLOCK

Cropping

The Ballantine's logo may be intentionally cropped in certain graphic compositions to create a bold, modern and editorial impact. This usage must be done strategically and sparingly, ensuring that the brand remains clearly recognisable, even when part of the logotype extends beyond the layout.

The cropped version should respect the logo's proportions and flow. It must never distort or obscure key identifying features, such as the capital "B" or the distinctive apostrophe and serif endings.

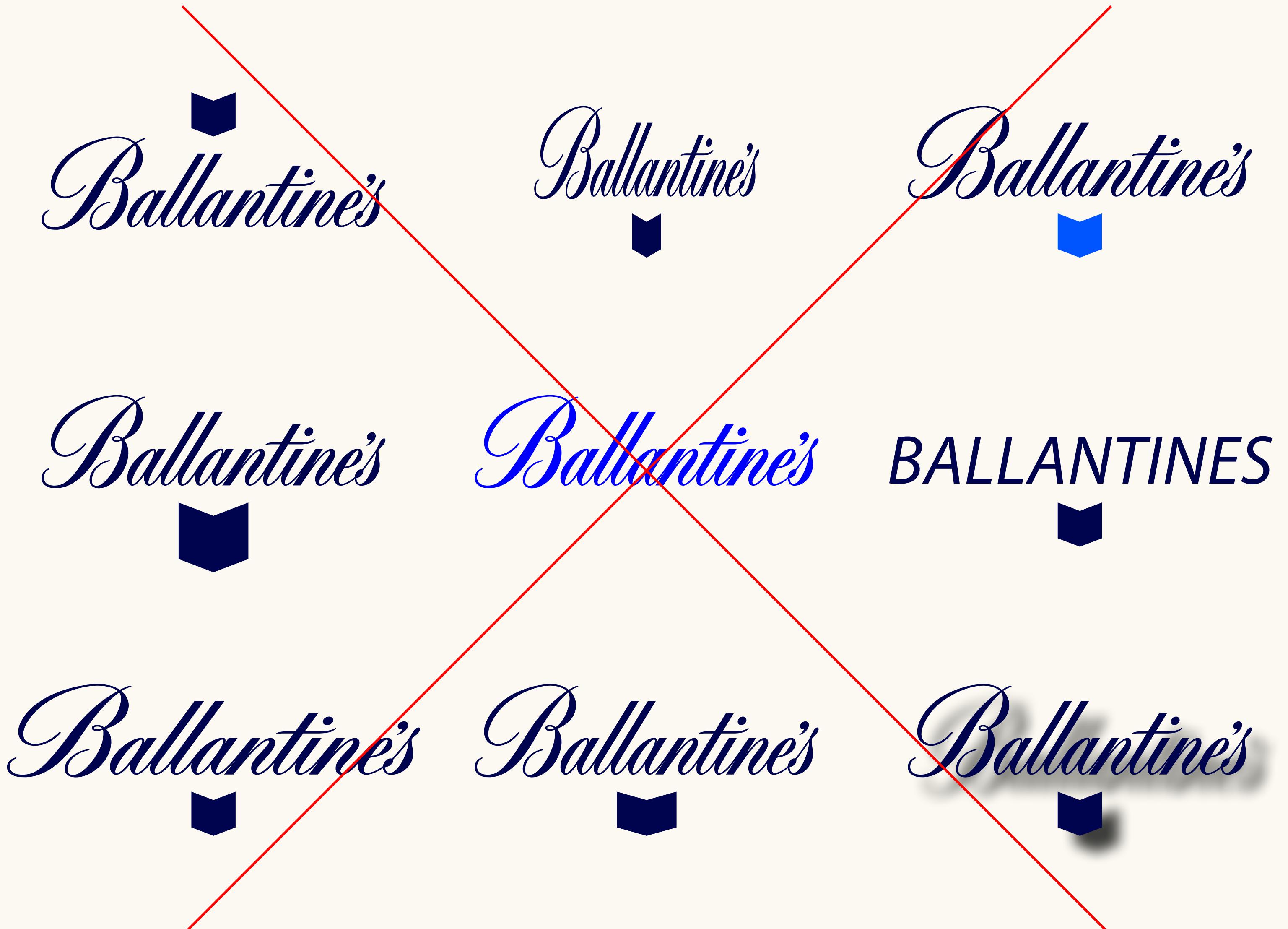
This treatment is primarily used in large-scale layouts (print, OOH, digital headers) to bring visual energy and break away from conventional branding structures – while still staying true to the Ballantine's spirit.



BRAND BLOCK

Don'ts

To preserve the integrity of the logo, it must never be altered in any way. Do not stretch, distort, rotate, change colors, add effects, or modify any elements of the logo. Avoid placing the logo on busy backgrounds or applying shadows, outlines, or filters that compromise its clarity and recognition.



BRAND BLOCK Collaboration

In co-branded communications, the Ballantine's logo should always appear with equal visual weight to the partner brand, ensuring balance and mutual respect.

Two compositions are permitted:

- Stacked format (logos centered, one above the other)
- Side-by-side format with a divider line to clearly separate the two identities.

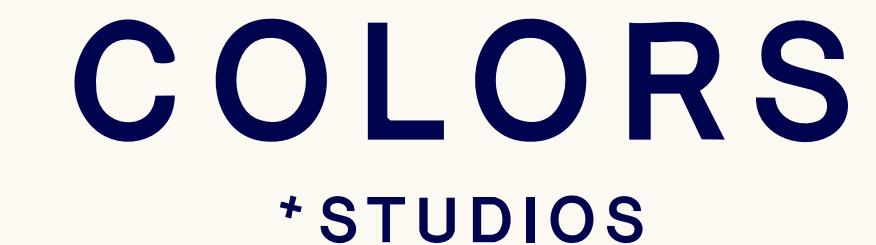
The Ballantine's logo must always include the chevron and use the brand's primary color (Ballantine's blue or off-white, depending on background).

Maintain consistent spacing and alignment to preserve a clean and premium look across all collaborations.

Stacked



Side-by-side

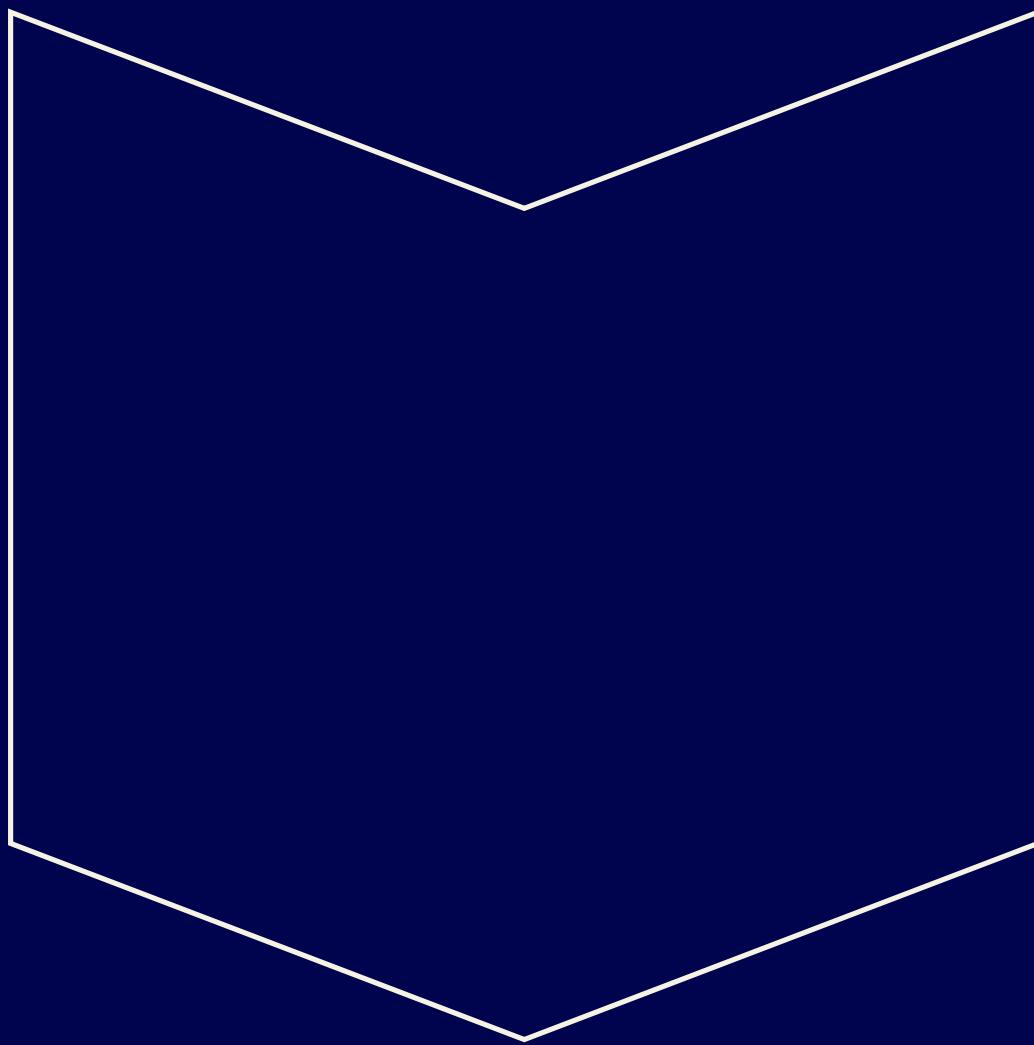
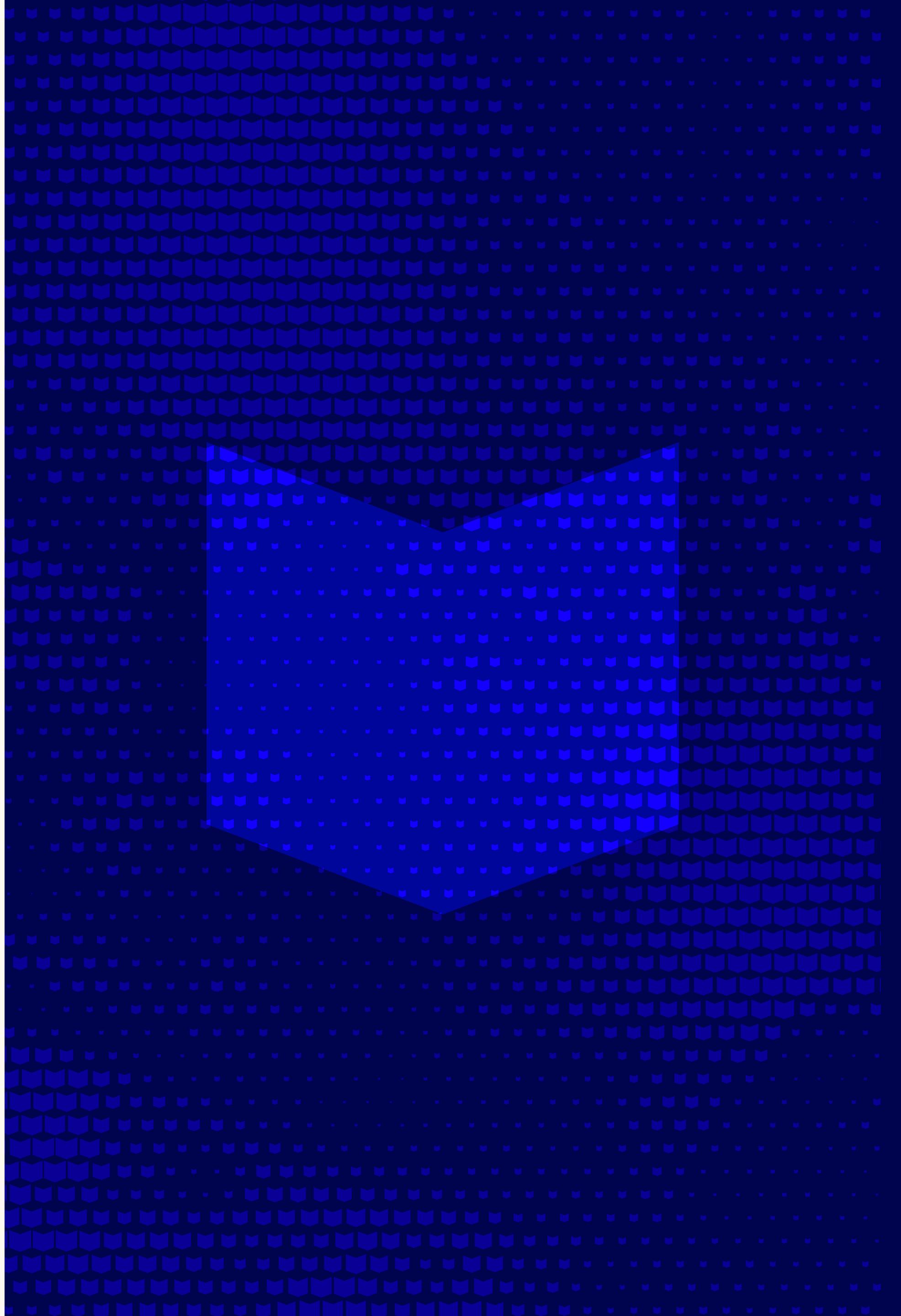


CHEVRON Shape

The chevron is the brand's signature icon. It has been elevated to form a central element of the brand block. Beyond its role within the brand block, it also stands alone as a versatile design element, adaptable across various applications - from graphism to trade and events.

Echoing Ballantine's values and heraldic tradition, the chevron symbolises strength, constancy, and confidence.

The primary version of the Chevron is the full one, either filled with the chevron pattern, or as a transparent element over images. The secondary version is lighter, consisting of the chevron outline only.



FONT Headlines

The Headlines font system is composed of three complementary styles that work together to create contrast, rhythm, and dynamism across all brand communications:

A typographic duo for taglines:
— A bold font for confidence and impact: These Druk styles convey boldness and clarity, helping headlines assert the brand's voice with strength and precision.
— A handwritten font for an unstaged, human touch: Speyside is used sparingly to bring authenticity and warmth. It adds a sense of spontaneity and emotional nuance to the otherwise structured system.

For titles and taglines, always favour a tight leading to reinforce compactness and visual impact.

Speyside is often intertwined with the Druk typefaces, overlapping or crossing over to create a layered, expressive effect that reinforces the brand's bold and dynamic tone.

DRUK MEDIUM

A B C D E F G H I J K M N O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 9

DRUK WIDE MEDIUM

A B C D E F G H I J K M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 9

SPEYSIDE

A B C D E F G H I J K M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

FONT

Body Copy

For all body copy, the typeface Acumin Condensed is used across a range of weights to ensure clarity, consistency, and flexibility.

This neutral and contemporary typeface ensures excellent readability, especially in dense layouts or smaller formats, and allows the core brand elements to stand out without competition.

ACUMIN PRO LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ACUMIN PRO LIGHT ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ACUMIN PRO REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ACUMIN PRO ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ACUMIN CONDENSED LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ACUMIN CONDENSED LIGHT ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ACUMIN CONDENSED REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ACUMIN CONDENSED ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ACUMIN PRO MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ACUMIN PRO MEDIUM ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ACUMIN PRO BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ACUMIN PRO BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ACUMIN CONDENSED MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ACUMIN CONDENSED MEDIUM ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ACUMIN CONDENSED BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ACUMIN CONDENSED BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

FONT Do & Don'ts

DO

- Overlay the handwritten font on Druk in a way that feels intentional and balanced.
- Ensure both fonts remain legible and distinct.
- Use a limited number of words in Speyside to create emphasis or emotion.
- Keep a clear vertical and horizontal alignment between the two styles.

DON'T

- Don't let the handwritten text overwhelm or fully cover the Druk Medium text.
- Don't use long phrases entirely in the handwritten font – it should be used for highlighting only.
- Avoid stacking too many levels of text or creating crowded, chaotic layouts.
- Never use similar sizes between the two fonts – contrast is key.

LOREM
Ipsum

Lorem
IPSUM

LOREM
Ipsumnibh
TINCIDUNT

LOREM IPSUM
Tincident

Lorem
IPSUM
TINCIDUNT

LOREM
Ipsum
TINCIDUNT

CONSECTETUER
IPSUM
Tincident

~~LOREM
Ipsum
tincidunt~~

~~LOREM
Ipsum
TINCIDUNT~~

~~LOREM
Ipsumtincidunt~~

Avoid using two lines of handwritten

Avoid using excessive line spacing
It must overlay

Keep line lengths balanced

COLOURS Palette

Building on our existing colour world, we are enhancing it with more vibrancy, yet maintaining consistency.

We play with 2 dominant blues contrasted with cream and a touch of electric blue from finest label as the hero SKU for master brand.

Do not use off white over large area, it must only be used as copy colour.

Further development work on guidelines for use of SKU colours has begun and will be finalised ahead of May IBP.

PANTONE 2372

CMYK: (WIP)

RVB: 0/0/80
HEX: 000050

PANTONE 2736

CMYK: (WIP)

RVB: 0/0/155
HEX: 00009B

PANTONE 285

CMYK: (WIP)

RVB: 0/85/255
HEX: 0054FF

PANTONE 9142 (50%)

CMYK: (WIP)

RVB: 250/248/236
HEX: FAF8EC

Please ensure any projects requiring application of colour are validated by the global brand team.

SIGNATURE

"Stay True" is the brand signature. It reinforces the brand's core message and should be used consistently to ensure recognition and coherence.

It must always appear in Druk Medium typography to align with the brand's bold and impactful tone of voice.

- The signature should be set in the same colour as the Ballantine's wordmark, and is therefore available in two colours only:

- Ballantine's Blue
- Off-white

Two versions are available for flexibility across layouts:

- Horizontal
- Vertical

When used in the same composition as the tagline, the "Stay True" signature must always appear smaller than the tagline, maintaining visual hierarchy and avoiding competition between the two elements.

STAY TRUE

STAY TRUE

STAY TRUE

PATTERN

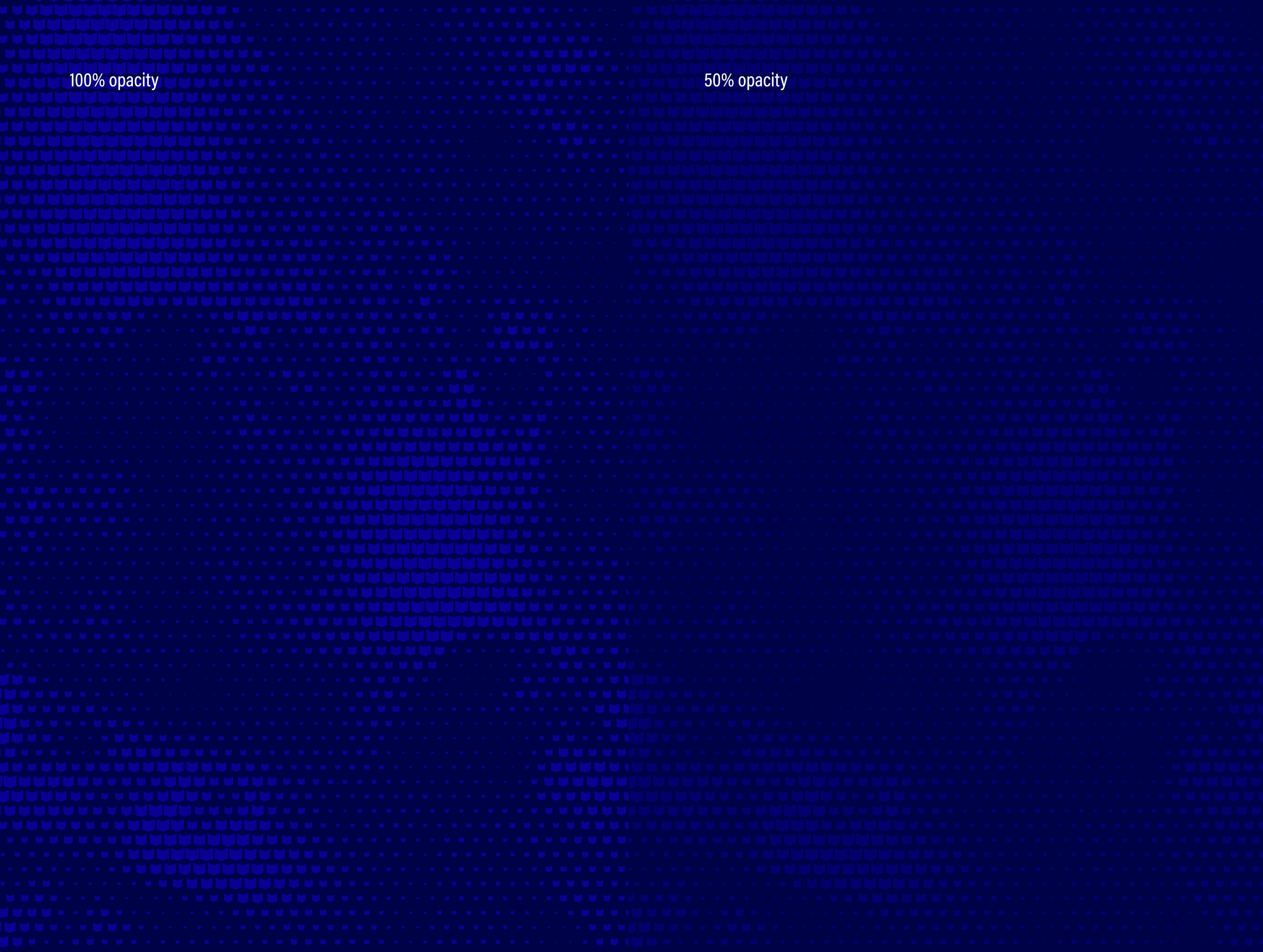
A custom pattern has been created to bring vibrancy and dynamism to the brand's visual language. It is based on the repetition of chevrons at various scales, creating a dynamic texture.

The pattern can be used across multiple applications, including:

- Graphic compositions (print and digital)
- Trade
- Key visual (KV) backgrounds

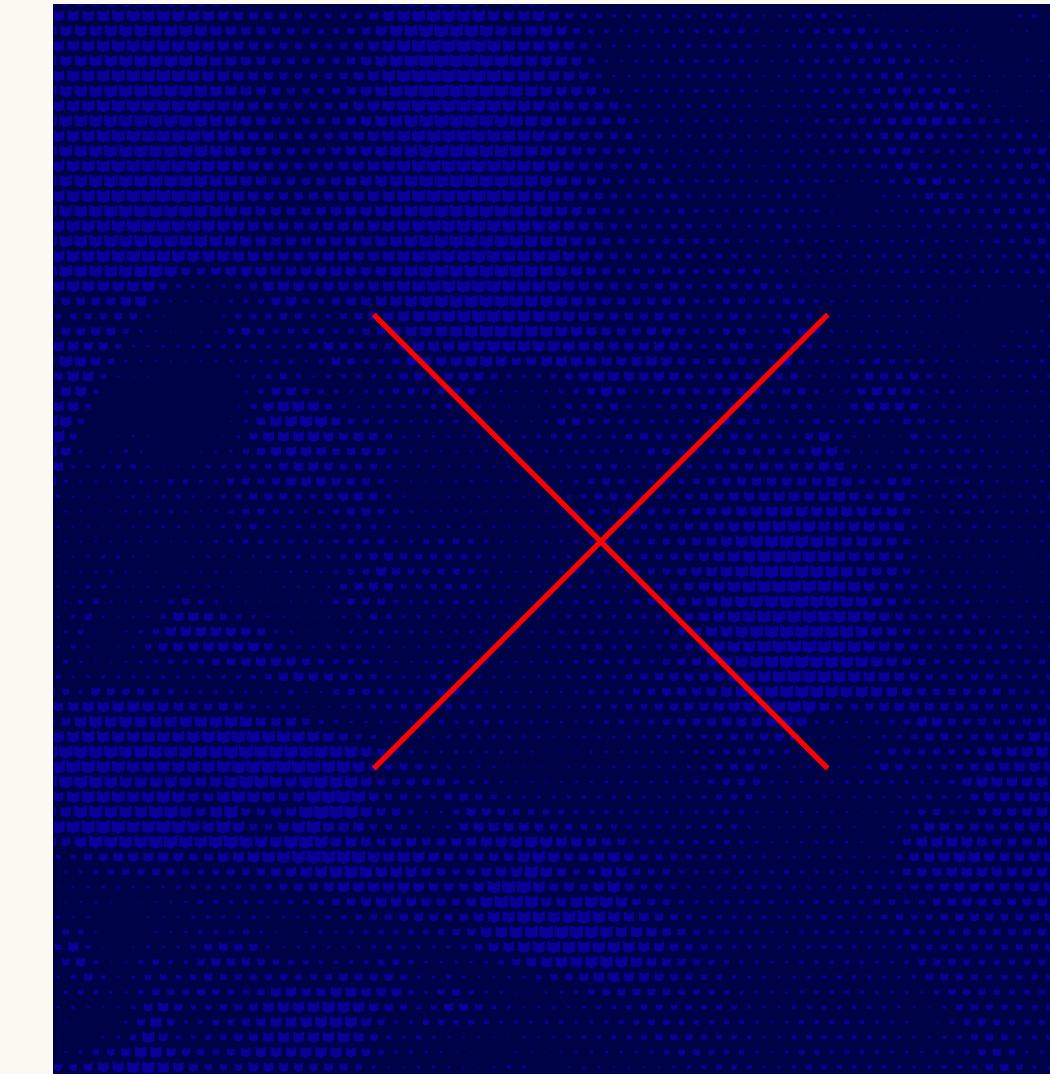
When placing copy or key messaging over the pattern, its opacity can be reduced to improve readability — with a recommended minimum opacity of 50%.

Use the pattern thoughtfully to enhance layouts without overpowering core elements like typography or product imagery.

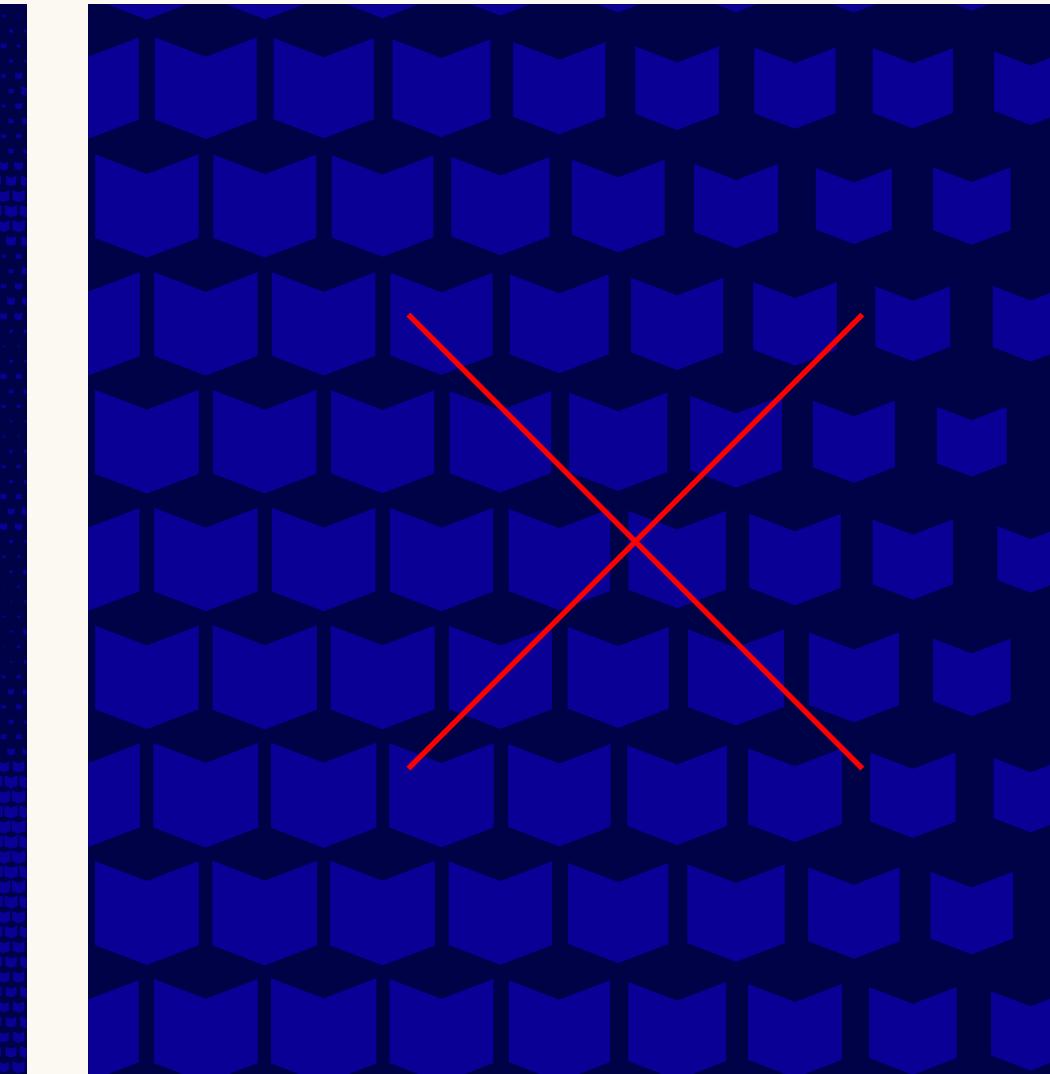


PATTERN *Don'ts*

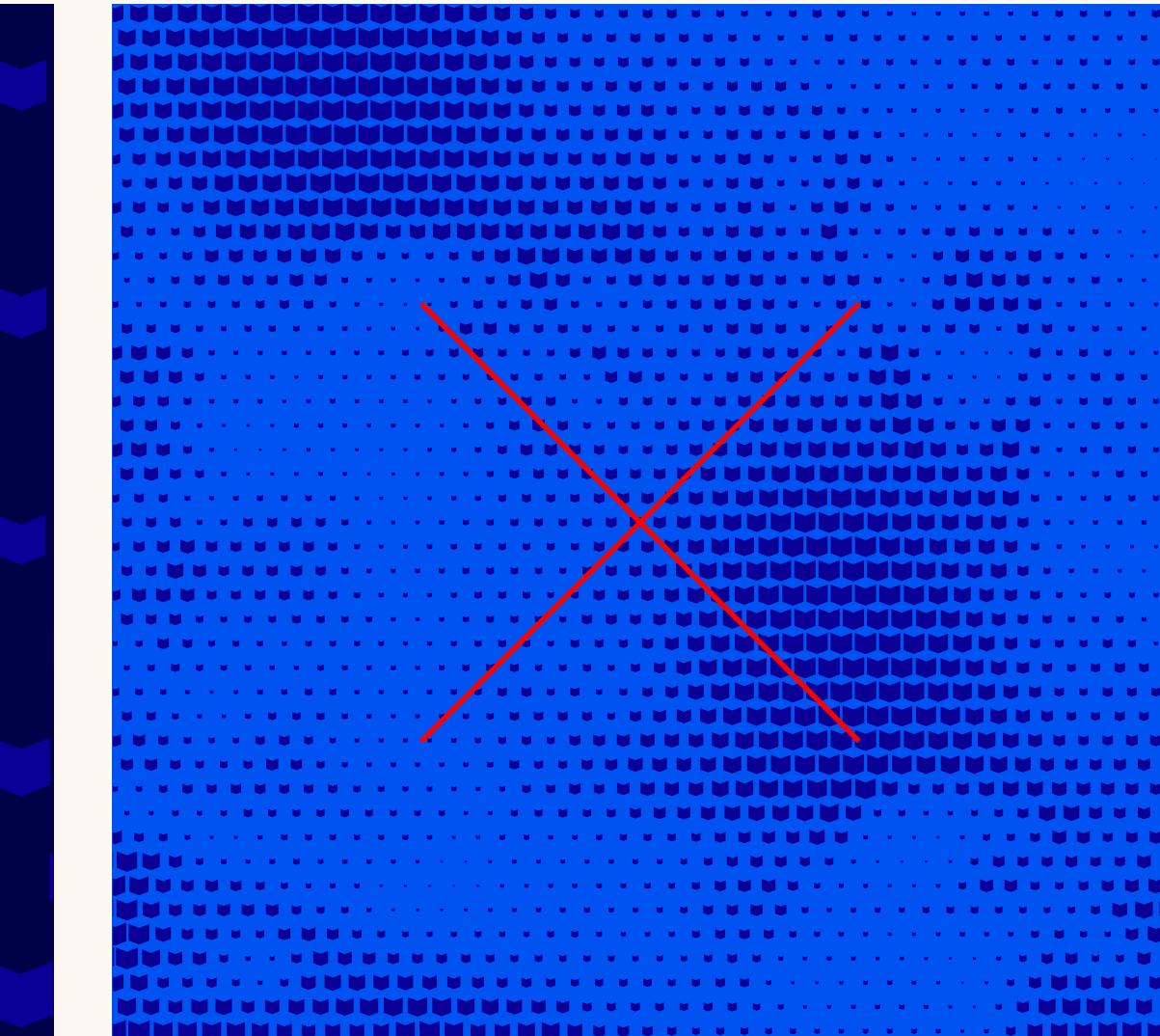
The pattern must not be modified in shape, scale, or colour.
It should always support the layout, not overpower it.



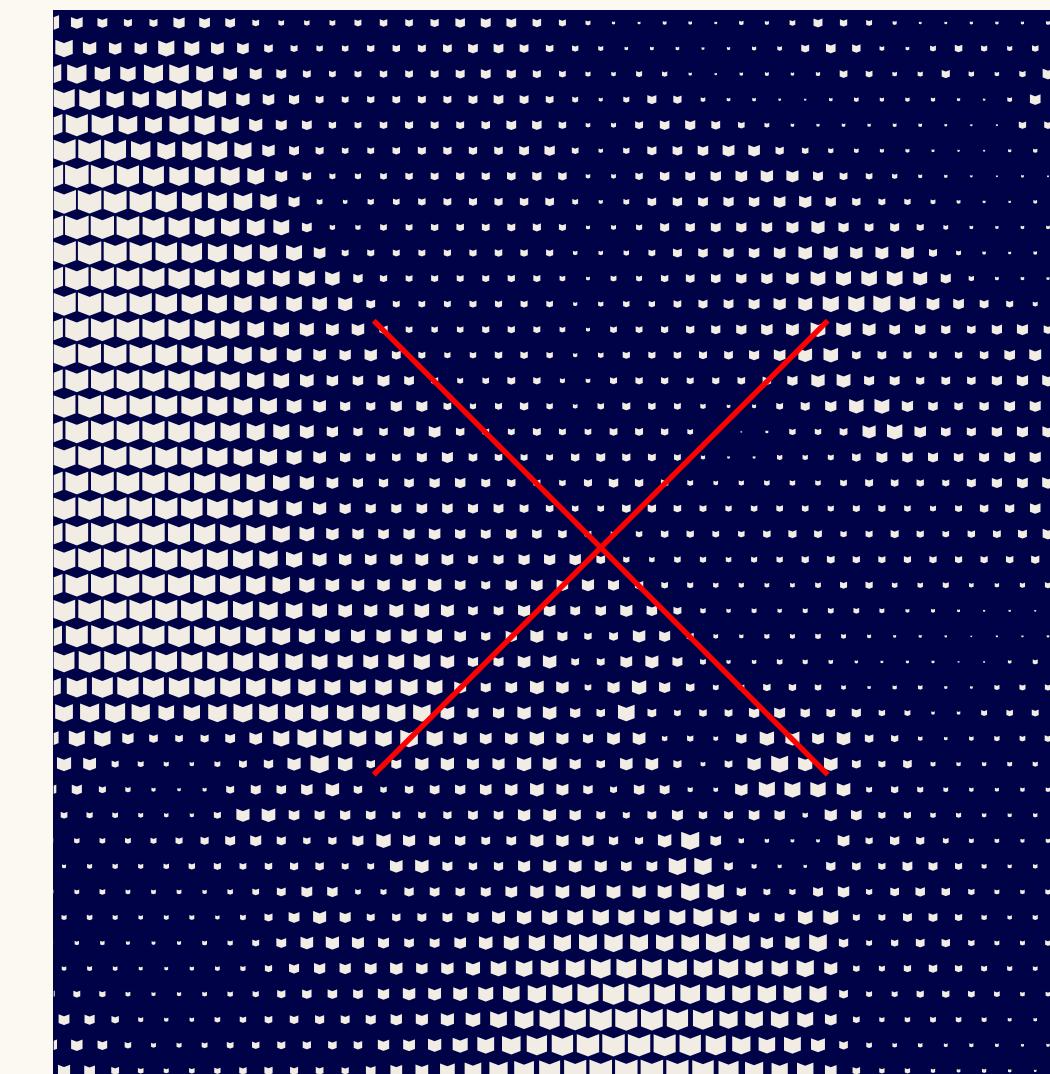
Don't scale too small



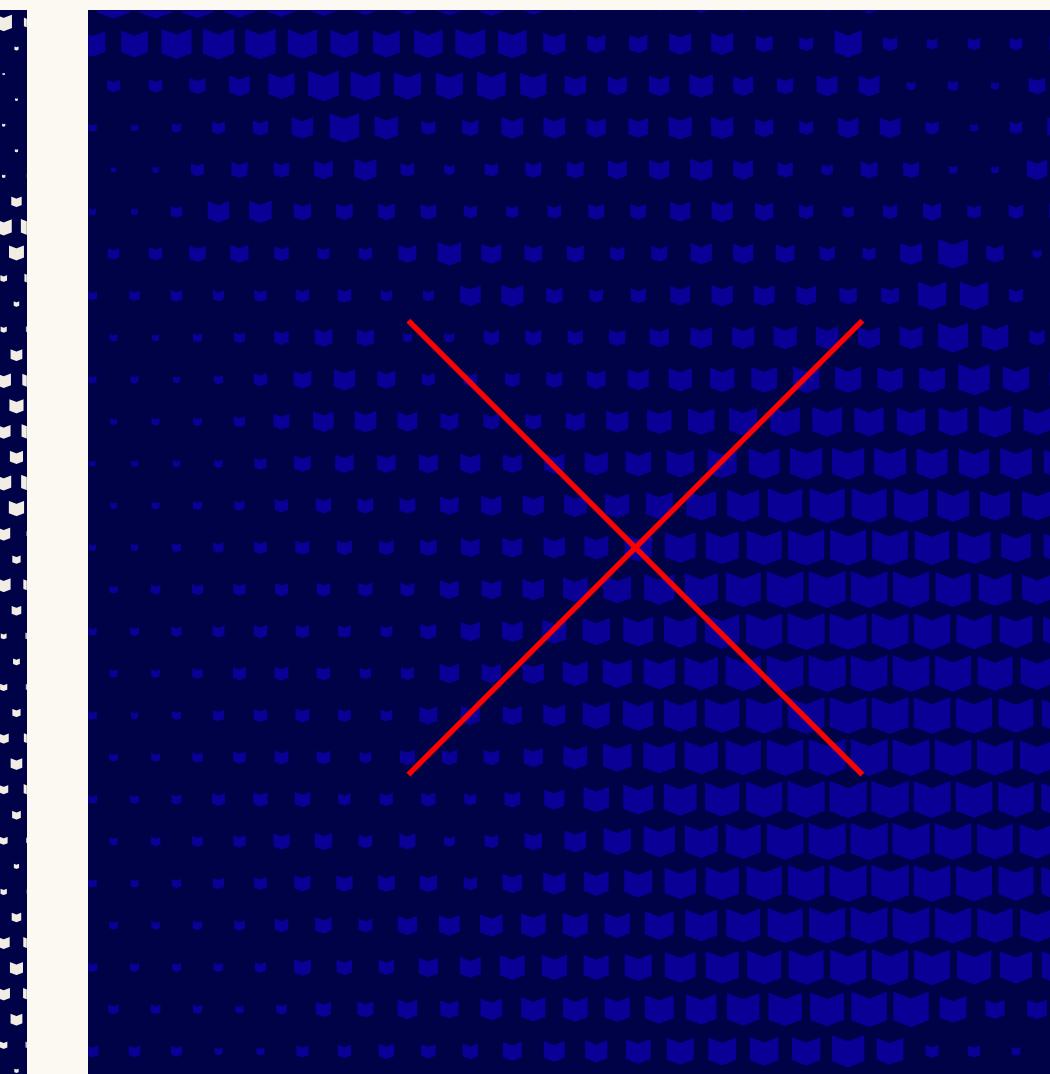
Don't scale too large



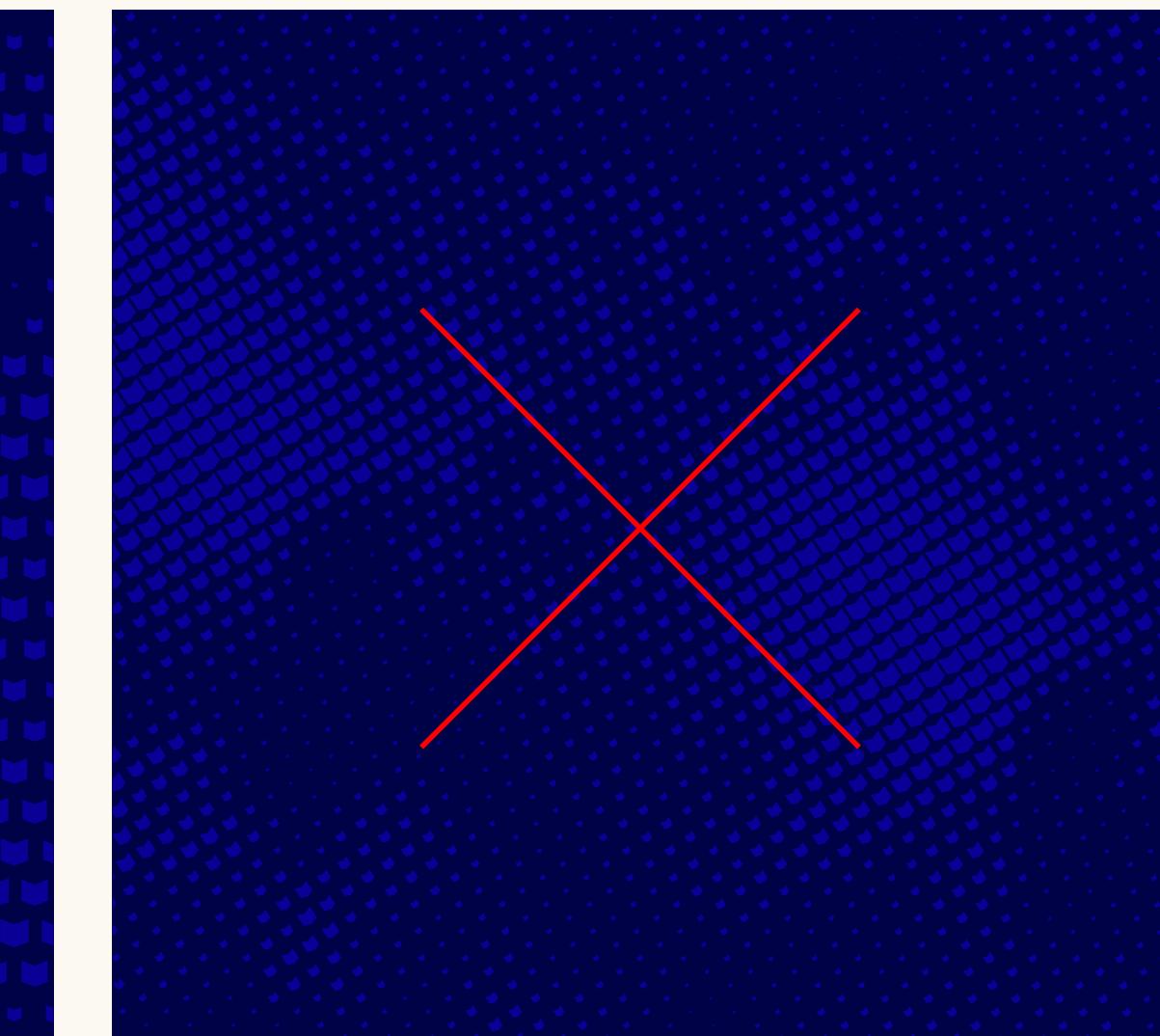
Don't change the background colour



Don't change the pattern colour



Don't distort or stretch the pattern



Don't rotate the pattern

OUTLINE

We bring to life electrifying vitality and a captivating sense of movement through how we communicate, incorporating simple yet effective graphic cues.

The coloured outline is used on visuals to enhance bottle or character — only on a simple background (plain chevron pattern VS lifestyle).



GRAPHIC & MEDIA



APPLICATIONS

Graphic & Media



THE FOLLOWING ARE SIMPLE REFERENCES TO INSPIRE HOW THE NEW ELEMENTS MIGHT COME TOGETHER. THESE ARE NOT FINAL DESIGNS—THE FINAL LAYOUT RECOMMENDATION WILL BE RELEASED IN THE NOVEMBER IBP



TRADE



APPLICATIONS

Trade

THE FOLLOWING ARE SIMPLE REFERENCES TO INSPIRE HOW THE NEW ELEMENTS MIGHT COME TOGETHER. THESE ARE NOT FINAL DESIGNS—THE FINAL LAYOUT RECOMMENDATION WILL BE RELEASED IN THE NOVEMBER IBP



3 TONE OF *Voice*

- INTRODUCTION
- BRAND PERSONA
- WRITING WITH PLAYFUL IRREVERENCE



INTRODUCTION



INTRODUCTION

**Hey! We're Ballantine's.
We're from Scotland and we've been
making whisky for 198 years.
But don't go thinking we're all dusty
casks and solemn nods...**

Sure, whisky has history. We respect that. But we keep things a bit more light-hearted. We're not worried about what other people think.

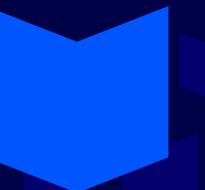
In a world full of expectations, we've got the guts to stay true.
That's why, when we speak, it's not in hushed tones from a leather armchair
- it's from across the table, drink in hand.

This all comes together in a tone that we call 'Playful Irreverence'
and it's something we'd love you to Stay True to.



A BRIEF GUIDE TO THE GUIDE

**The tone of voice you'll read about in the next few pages
is something we use to help define how we talk and act out in the world.
It doesn't include specific executions or consumer facing copy lines
(these will be in the November IBP)
but it breaks it down a little so that you can stay true to our
spirit whenever you're writing for Ballantine's.**



BRAND PERSONA



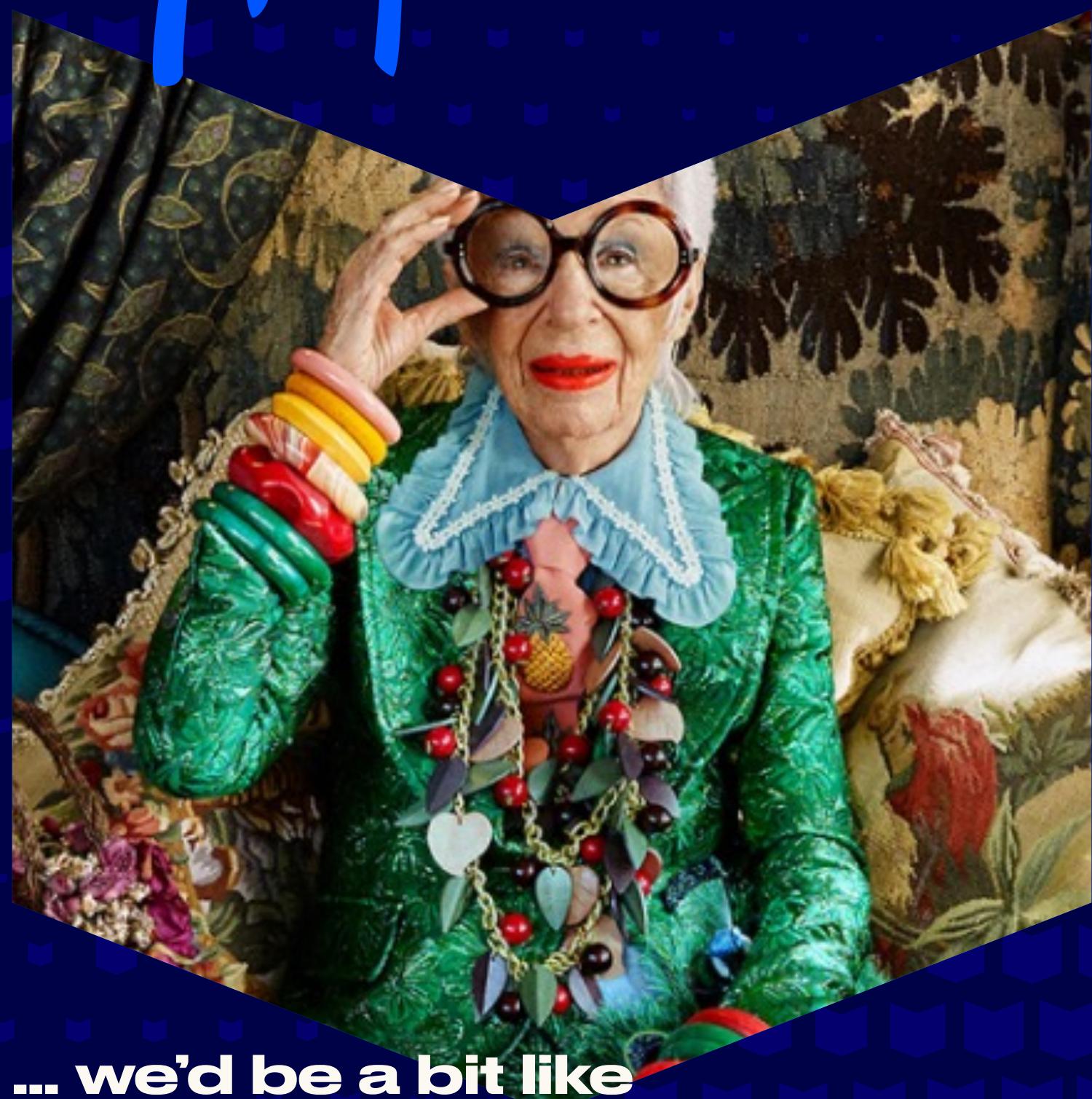
BRAND PERSONA

IMAGINE WE WERE A Person...



... we might be **Timothée Chalamet**

Rolling up to his movie premiere on a lime bike, no one could accuse Timothée of taking life, or himself too seriously. He's self-aware and witty, and you know he'd be good to chat to over a Ballantine's.



... we'd be a bit like **Iris Apfel**

Defying fashion norms with bold colours and unexpected combinations, her style is a playful subversion that proves self-expression has no age limit. Iris has the guts to stay true to herself.



... we'd sound like **Rosalia**

Despite her global stardom, Rosalia steadfastly refuses to become a pop diva. She continues to be casual and lighthearted in her socials and interviews. We like to think she's doing it with a Ballantine's in her hand.

WRITING WITH PLAYFUL IRREVERENCE



WRITING WITH PLAYFUL IRREVERENCE

THE KEY TO *Playful Irreverence*

TALK LIKE A PERSON

There's nothing irreverent about talking in addy brandspeak. Our audience talks like real people, so we should too.

FIND HUMOUR IN TRUTH

We want people to sip their whisky not spit it out laughing. So keep things playful with surprising insights, self-awareness, and a wry smile rather than overt gags.

KEEP IT CASUALLY CONCISE

A few relatable, to-the-point words will always beat a paragraph of flowery ones. Leave lengthy, thoughtful rambles to our competitors.

**WRITING WITH
PLAYFUL
IRREVERENCE**

FINDING THE *Sweet spot*

BE AUTHENTIC NOT DIFFICULT

We say surprising things in interesting ways but we're never different just to get a reaction.

ACT LIGHT-HEARTED NOT SILLY

We want to put a smile on our audience's faces, not make them roll their eyes.

HONESTY IS BETTER THAN BLUNTNES

We say exactly what we're thinking but we're never rude or dismissive.

CHILLED BEATS UNBOTHERED

We speak calmly, with a quiet confidence, but we're never uninterested in people or whisky.

BE INSIGHTFUL NOT PANDERING

We say things our audience can relate to but not just what we think they want to hear.

GIVE SUPPORT NOT INSTRUCTIONS

We're not here to tell people who to be and what to buy, we're just here to show them we get them.

WRITING WITH
PLAYFUL
IRREVERENCE

FINDING THE SWEET SPOT

Examples

**IT TAKES GUTS
TO KEEP THE SAME
BOTTLE FOR
198 YEARS.**

DO
Quiet confidence with a wry sense
of self awareness.

**WHEN YOUR
BOTTLE'S GOT THIS
MUCH SWAG,
WHY CHANGE?**

DON'T
Trying and failing to use slang,
with a brash, cocky attitude.

WRITING WITH
PLAYFUL
IRREVERENCE

FINDING THE SWEET SPOT

Examples

DON'T LIKE IT
ON THE ROCKS?
TAKE THEM OUT.

DO
Unpretentious, straightforward,
and an everyday kind of empowering.

WHATEVER,
IT'S JUST WHISKY.

DON'T
Comes across as dismissive and uncaring,
as well as denigrating our whisky.

THANK
You