

SKREWBALL PEANUT BUTTER WHISKEY

BRAND WORLD

OCTOBER 2024



INTRODUCTION

TO OUR SKREWBALLS

The Skrewball Brand World is our essence, our attitude, and how we present ourselves to the world—visually, verbally, and experientially. It is the core of our identity, ensuring that wherever you encounter Skrewball, you instantly recognize the spirit of the unexpected.

While we've distilled our identity down to the essentials, we remain dynamic, versatile, and always a little unpredictable. From the bold use of our signature Skrewball logo to our irreverent tone of voice, we've crafted a brand world that Skrews the Usual and invites everyone to join in the fun.

Our visual elements and tone of voice are designed to make sure we stand out, always staying true to our charmingly mischievous nature while connecting in a meaningful way with every corner of the world.

We think you'll agree, the Skrewball Brand World has never looked so delicious. Here's to breaking the rules, having fun, and enjoying every moment with a glass of Skrewball in hand.



Welcome to the Krew.

NUTS *included*

INTRODUCTION

OVERVIEW

- Brand Heart & Purpose
- Timely Strategy
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BRAND CLOUD LINKS

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WHAT'S NEW?

- Brand Asset Changes

COPY AND TONE OF VOICE

- Overview
- Rules & Guides

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- Logo Overview
- Logo Rules & Guides
- Special Callouts

COLORS & TEXTURES

- Overview
- Rules & Guides

TYPOGRAPHY

- Typefaces
- Type Rules & Guides
- Special Callouts

MOCKUPS AND EXAMPLES

'skrōō,bôl **SKREWBALL (n')**

One who is not afraid to break away from the crowd and be their own individual.



THE COUPLING OF PEANUT BUTTER AND WHISKEY BEGAN WITH THIS UNUSUAL PAIR OF SKREWBALLS.

STEVE
YENG

A peanut butter
loving restauranteur



BRITTANY
MERRILL
YENG

A lawyer
and a chemist

Read their
amazing story
and get inspired
to create nutty
advertising.

[Read the full story here>](#)



WE'RE FOR THE MISFITS AND BLACK SHEEP.

It's right there on the label. We exist for those who crave the deliciously different, in their whiskey and in life. You don't get there by following the herd. A Skrewball isn't merely a square peg in a round hole, it's a peanut shaped peg that carves its own hole.

SPARK THE *Unimagined*

TIMELESS
NEED

THRILL OF
DISCOVERY

BRAND IDEAL

EXPLORE THE WEIRD &
WONDERFUL DETOURS

BRAND DISTINCTION

CHARMINGLY
MISCHIEVOUS

BRAND LOVER

CURIOSLY
OPTIMISTIC



BRAND IDEAL

LEAVE NOTHING
TO CHANCE

BRAND DISTINCTION

REASSURINGLY
RELIABLE

BRAND LOVER

PERFECTLY
PREPARED

TIMELESS
STRUGGLE

FEEL IN
CONTROL

OUR PURPOSE

SPARK THE *Unimagined*

In a world that finds comfort in control, Skrewball inspires the curiously optimistic to spark the unimagined by being charmingly mischievous. Because we believe that life is more fun when we choose to explore its weird & wonderful detours, so why not take the chance?



OUR TIMELY BRAND STORY



BRANDmanifesto



The same old, same old. Same bar. Same drink. Same kind of night. That's what you get when you stick to the "usual." It's...reliable at best. But for those who prefer to mix things up, it's not enough. That's where Skrewball comes in.

As pioneers of peanut butter whiskey, we know a thing or two about taking the unexpected route. After all, that's where the best stories and best discoveries are born.

So we're adding a twist to the "usual" by infusing it with our Skrewball spirit. It's a call to adventure—to venture forth and say...

SKREW THE *Usual*

SHEEP SHEET

A BRIEF OVERVIEW OF OUR DESIGN ELEMENTS



OUR PRIMARY ASSETS

PEANUT BUTTER
HEX: #D6B270
RGB: 214, 178, 112
CMYK: 17, 28, 65, 0
PMS: 7407

WHITE
HEX: #FFFFFF
RGB: 255, 255, 255
CMYK: 0, 0, 0, 0

PEANUT BUTTER DRIPS



OUR SECONDARY ASSETS

CHARCOAL
HEX: #231F20
RGB: 35, 31, 32
CMYK: 70, 67, 64, 74
PMS: BLACK C

BLACK SPECKLE

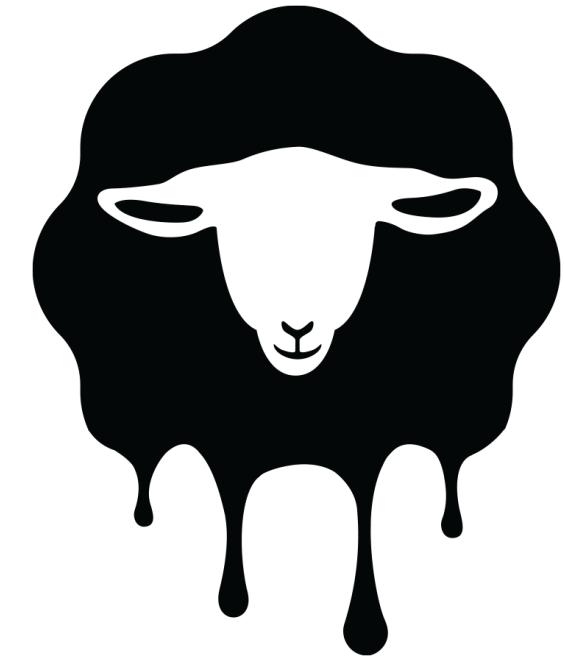
CREAM
HEX: #DFD0B3
RGB: 223, 208, 179
CMYK: 12, 15, 30, 0
PMS: 7527

WHITE SPECKLE



Important: we are the black sheep of whiskey.
Our sheep icon should never appear white.

BRAND CLOUD LINKS



SKREWBALL LOGOS



SKREWBALL PATTERNS & TEXTURES



SKREWBALL FONTS



SKREWBALL AWARDS



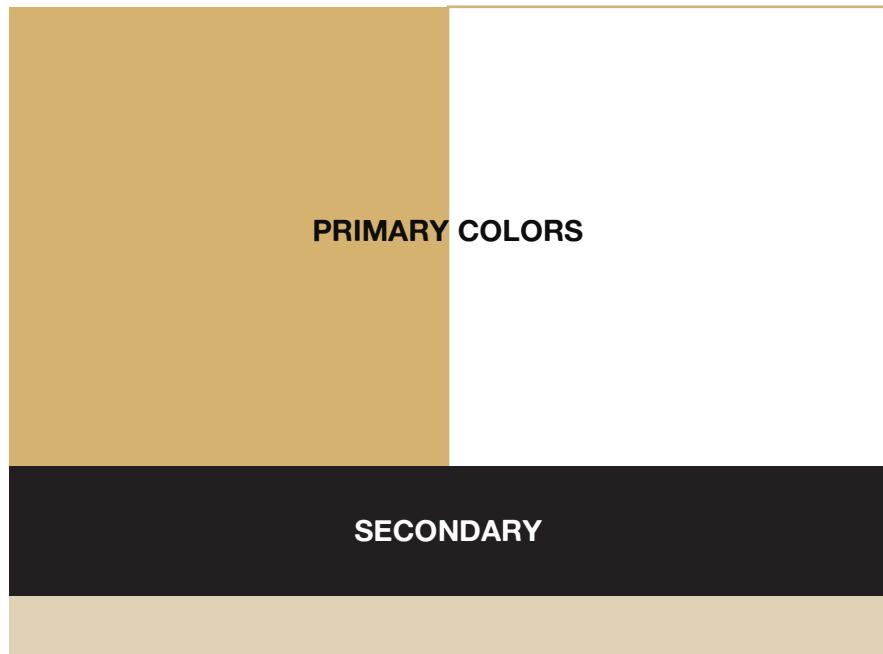
GUIDELINES

HOW WE COMMUNICATE OUR
BRAND TO THE WORLD

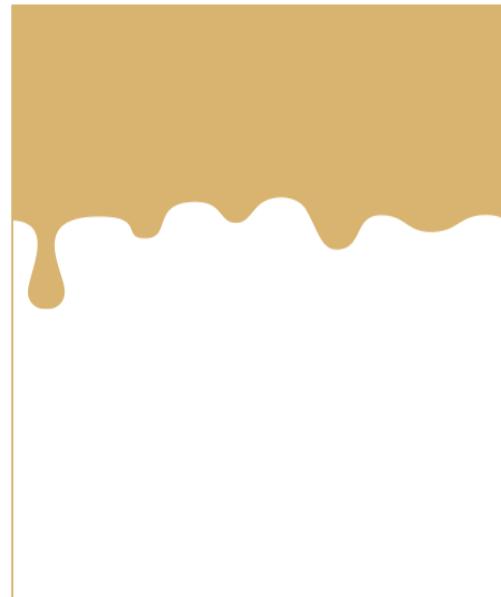
WHAT'S NEW

Less Clutter, More Skrewball—
We've simplified things, but kept
the spirit bold.

COLOR RATIO



PEANUT BUTTER DRIP



Keep it light! Our go-to palette is **peanut butter** paired with **white** for a clean, premium look. Charcoal and black should be used sparingly—or when it makes sense, like for Halloween or special occasions.

Our drip aesthetic is a bold expression of **flavor** and personality. It represents the creamy richness of **peanut butter**, creating **appetite appeal** at first glance.

PATTERNS OF OUR PAST



These elements are now reserved for packaging, where they can shine with premium finishes, like embossing.



OUR BIG IDEA & CREATIVE PLATFORM

SKREW
THE
Usual



Our detour from the status quo that leads to a discovery worth sharing.



The boring and safe routines, traditions and paths that keep new discoveries out of reach.

TONEOFVOICE

HOW WE COMMUNICATE OUR BRAND TO THE WORLD

WE ACT LIKE A BLACK SHEEP WITH A SKREWBALL *Spirit*

Black sheep thrive on doing things differently, and paired with a Skrewball spirit, they boldly challenge clichés and celebrate the unconventional. We dance like no ones watching and invite people to join in.



WE ARE

CHARMING

Unapologetically playful spirit draws folks into our world

MISCHIEVOUS

Effortlessly confident, a natural catalyst to the unexpected

BOLD

We speak from a rebel heart and a warm smile

OFFBEAT

We have a penchant for the weird and whimsical

WITTY

Quick on our feet and a bit punny

IRREVERENT

We're not afraid to poke the bear for some fun



WE ARE NOT

SACCHARINE

Schmoozing ain't our thing

MALICIOUS

We have no ill intentions

TIMID

Thou shalt not be ignored

BORING

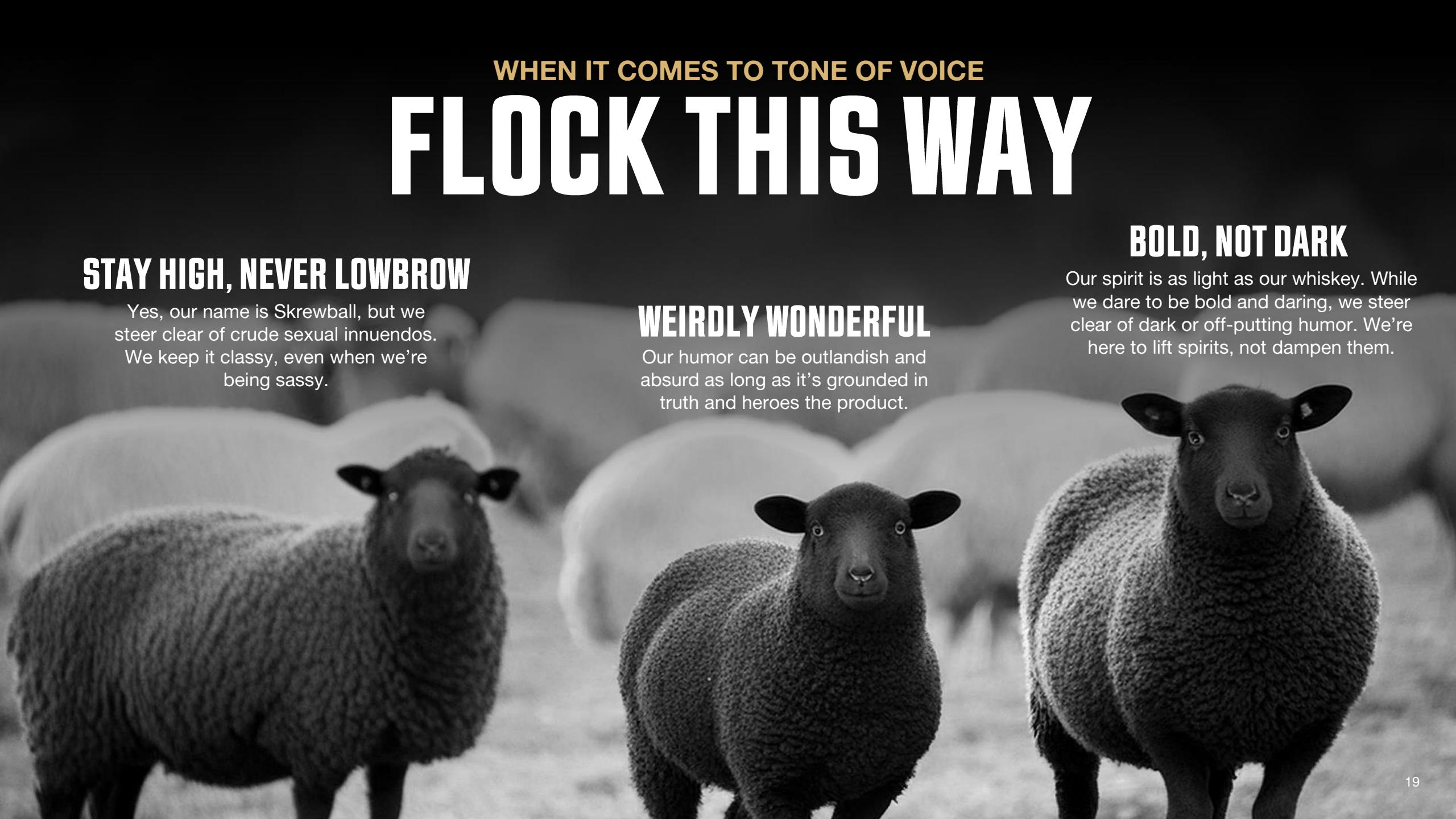
We don't settle for normal

CORNY

Cheap laughs aren't worth jack

SAFE

Never shy away for the sake of appeasement



WHEN IT COMES TO TONE OF VOICE

FLOCK THIS WAY

STAY HIGH, NEVER LOWBROW

Yes, our name is Skrewball, but we steer clear of crude sexual innuendos. We keep it classy, even when we're being sassy.

WEIRDLY WONDERFUL

Our humor can be outlandish and absurd as long as it's grounded in truth and heroes the product.

BOLD, NOT DARK

Our spirit is as light as our whiskey. While we dare to be bold and daring, we steer clear of dark or off-putting humor. We're here to lift spirits, not dampen them.

POURING PERSONALITY

LANGUAGE

STRAIGHT SHOTS &

MIXING IT UP

Skrewball speaks with a rebel heart and a warm smile, capturing the spirit of something wild yet familiar. It's not just about being funny or edgy; it's about pushing boundaries with a wink and a nudge.

Too light, and it risks falling into lowbrow territory, losing the clever edge. Too heavy, and it starts to feel forced, missing the effortless charm that makes Skrewball stand out.



SKREW RESPONSIBLY

Avoid language that insinuates overconsumption at all costs.

- Things Are About To Get Nutty
- Get Skrewed

WITTY OVER WEIRD

Funny & unexpected doesn't have to be weird or over the top. Effortless wit is the peanut butter to our whiskey. Overthinking only ruins the fun.

- Herd Mentality? Flock That

SKREW BAD VIBES

The life of the party doesn't need an attitude check. Always keep things positive, inclusive & irresistibly fun.

- Skrew It, Let's Do It
- Our Competition Is Skrewed

CLEVER WORDPLAY

Clever wordplay is critical. Emphasis on the **CLEVER**. If ya can't, then don't. Well-wrangled words go a long way, if wrangled properly...

- Meet Us At The Baaaahhh-hhrr

RELEVANCE

Authentic & applicable relevance is key. Trendy is approachable & relatable but try-hard has the opposite effect. Nuttin' too niche – capeesh?

- Skrew Around And Find Out

TO SKREW, OR NOT TO SKREW...

SKREW... IT'S IN OUR NAME AND UNAVOIDABLY INTRIGUING.

Even better, it's ours - verbal branding that when used properly can effectively communicate our message (literally) and personality (clever humor) in a subtle, yet memorable way.

Here are some tips and tricks to nailing skrew language... hold that hammer until you've thoroughly reviewed.



SKREW WORDS

AND A
FEW NUTS



- Do you have the nuts to try this?**
Playfully direct, on-brand
- Skrew it, let's do it!**
Energetic, inclusive
- Round of Skrews for the Krew**
Literal, social occasion/function
- Skrew it!**
Playful, ownable, inspiring
- Skrew [universal negative noun]**
Light-hearted, positive
- Skrew around and find out**
Playful, ownable mischief, daring
- Herd mentality, flock that!**
Playful, ownable, word play
- A nutty twist on a classic.**
Playful, ownable, flavor
- Skrewy [positive noun]**
Light-hearted, applicable
- Skrew You**
Overtly sexual, exclusive
- Wanna Skrew?**
Overtly sexual, exclusive
- Skrew Your Krew**
Implies overconsumption
- Skrew things up**
Implies mistake/error
- Skrew with [noun]**
Implies error/disrespect
- Nut up or shut up**
Overtly sexual, aggressive
- Get Skrewed**
Implies overconsumption
Potentially offensive
- Skrewing [noun]**
Negative/disrespectful
- Skrewed Up**
Implies mistake/error
Implies overconsumption

SKREWS, BALLS & NUTS...

SKREW: Bold, edgy, with a hint of rebellious charm. This is our fearless side, unafraid to stand out, but careful not to come off as harsh or abrasive.

BALL: Playful and clever. This is our wink and our laugh, the reason people love us. Too much, and it can feel forced or insincere.

NUT: Distinctive, a little quirky, and unafraid to be different. “Nut” can easily veer into cheesy puns or frat-level humor, but our aim is clever, not corny. It’s our signature flavor—a little nutty, but always authentic and never overdone.

With a name like Skrewball, it's easy to see where things could get a little cheeky.

Our voice has just the right mix of humor and edge, but it's important to keep the innuendos light, clever and in context, never over-the-top or obvious.



DOUBLE NEGATIVES

THINK MATH, NOT GRAMMAR
2 NEGATIVES = POSITIVE

Only **SKREW'** nouns that are somewhat universal in their negative connotation. Skrewing positively-connotated nouns can be perceived as offensive, antagonistic or worse... lame.

- Skrew The Usual
- Skrew Mondays
- Skrew Waiting

- Skrew Tradition
- Skrew Work
- Skrew The Holidays

INNUEN-DO'S & INNUEN-DONT'S

THIS IS WHERE THE NUTS COME IN

CONTEXT MATTERS. Literally. Make sure it works in a literal sense and isn't overtly explicit. Remember – we're the whiskey for *everyone* and don't want to alienate.

- You Don't Have The Nuts To Scan This (next to QR code)
- Morning Skrew (Skrewball & coffee cocktail)

- Suck On Our Skrewballs
- Taste deez nuts

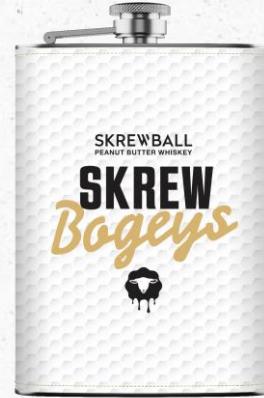
CONTEXT MATTERS

CRACKING THE NUT
LEVERAGING THE DOUBLE NEGATIVE



DOG WASTE BAG DISPENSER

Seriously, who loves poo?



GOLF FLASK

Bogey = Bad

That's all you need to know.



SUN BLOCK

Skrew sun burns. They're a pain in the back.

CHALK MUG

Why are we doing all the talking... leave it open ended!



REUSABLE STRAW

When clever branding aligns with organizational pillars/initiative that double negative delivers double impact.



LIP BALM

No one likes chapped lips. Keep it smooth like Skrewball.



SKREW WAITING BUS SHELTER

Take advantage of a captive audience with relevant messaging.

CONTEXT MATTERS

ESPECIALLY
WITH INNUEN-DO'S



GOLF TOWEL

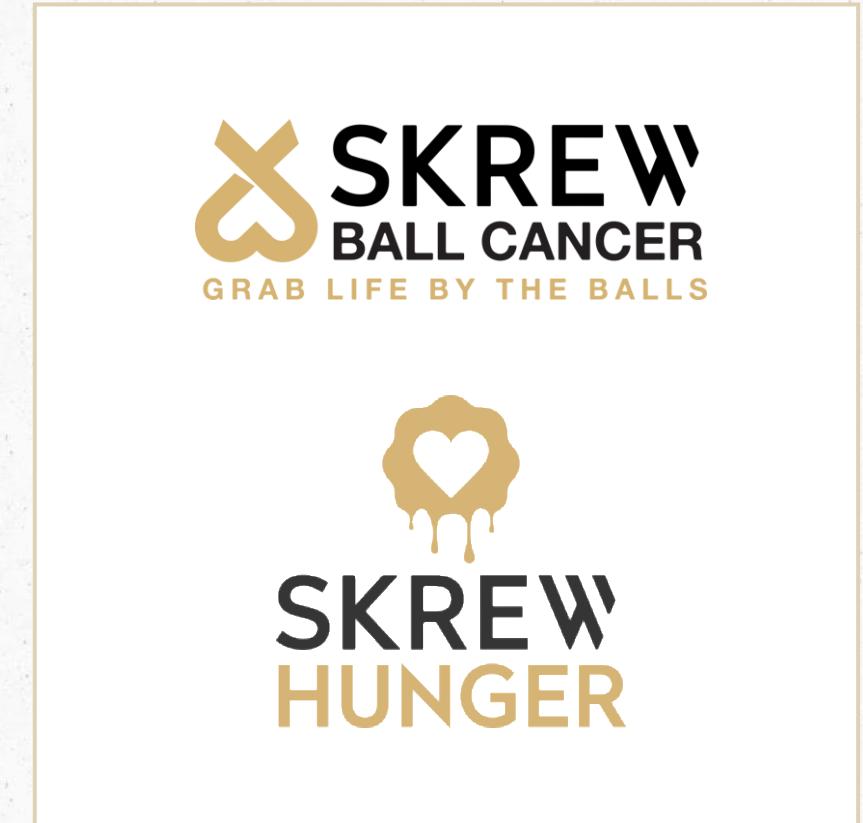


SALTY NUTS SHOT



1.75L NEW FORMAT LAUNCH
KEY VISUAL

Literally welcomed the newest (and biggest) addition with a fitting headline.



SKREW BALL CANCER & SKREW HUNGER
Align charitable efforts with brand ethos and skrew for the greater good.

WE UNDERSTAND THAT THIS ALL CAN BE A TOTAL MIND FLOCK. HERE'S A QUICK REFERENCE GUIDE FOR...

BRAND MESSAGING

WHAT IS SKREWBALL? WELL, IT'S...

- A Deliciously Nutty Idea
- Deliciously Different
- Nutty by Nature
- Absurdly Delicious
- A Delicious Detour
- Flocking Delicious
- Your One Stop Shot for Delicious

ADDING A SKREWBALL SPIN? TRY SOMETHING LIKE...

- 'Skrew the Usual'
- 'Skrewy Vibes'
- 'Skrewing Around with the Krew'
- 'Nutty Ideas'
- 'Nutty Twist on an old classic'

WHEN SKREWBALL ENTERS THE PARTY...

- Things Are About to Get Nutty
- Herd Mentality? Flock That
- You're One Step Closer to Delicious

FIRST TIME TRYING SKREWBALL?

- Skrew It, Let's Do It!
- Worth a Shot
- Keep An Open Glass
- Skrew Around and Find Out

BRAND WORLD

HOW WE LEVERAGE OUR DISTINCTIVE ASSETS

OUR DISTINCTIVE ASSETS

THIS IS OUR TOOLKIT WE CAN PULL FROM TO BUILD A COHESIVE BRAND WORLD.

BRAND NAME

Skrewball isn't just what we're called—it's who we are. It embodies a mindset that celebrates breaking the mold, standing out, and embracing the unexpected.

SKREWBALL
SKREWBALL
SKREWBALL
SKREWBALL
SKREWBALL
SKREWBALL

SHEEP ICON

The drippy sheep icon represents our black sheep mentality, a symbol for standing out from the crowd, and feels tasty.



TONE

Our tone is always charmingly mischievous.

HERD
MENTALITY?
flock
THAT

PB DRIP

A reflection of our smooth ooze and nod to the delicious peanut butter flavor.



TAGLINE

A tagline that's both an attitude and a call to action.

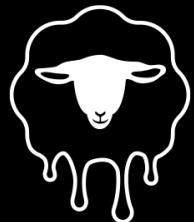
SKREW
THE
Usual

DESIGN *System*

- 1 LOGOS & LOCKUPS
- 2 COLOR & TEXTURE
- 3 TYPOGRAPHY
- 4 KEY VISUALS & LAYOUT

DESIGN SYSTEM OVERVIEW

LOGO SUITE



CAMPAIGN LOCKUPS

SKREW
THE
Usual

SKREW THE
Usual

TYPOGRAPHY

ALTE HAAS
GROTESK

JAY GOTHIC
BOLD

Grizzly

COLOR & TEXTURE



PRODUCT



PRIMARY BRAND LOGOS

Our primary logos feature a bold two-color design, with “**Peanut Butter Whiskey**” consistently showcased in our signature **peanut butter hue**. This choice not only reinforces brand identity but also highlights the rich, creamy essence that sets Skrewball apart.



Our swirl sheep logo is now reserved **exclusively** for **packaging and premium print applications**. This focused use ensures it remains a distinctive, high-impact element, reinforcing Skrewball’s identity where it matters most.



*On darker colored backgrounds
We use an outlined version.
Do not invert our sheep icon.
This would create a white sheep.



*On peanut butter color, ensure the sheep's face is white when possible.

SECONDARY BRAND LOGOS

Outlined here are logo variations designed for one-color applications. These options are intended for use on items with limited color availability, such as promotional products and wearables, ensuring brand consistency across all formats.



SKREWBALL
PEANUT BUTTER WHISKEY



SKREWBALL
PEANUT BUTTER WHISKEY



*On darker colored backgrounds
We use an outlined version.
Do not invert our sheep icon.
This would create a white sheep.



SKREWBALL
PEANUT BUTTER WHISKEY



PRIMARY BRAND MARK CLEAR SPACE

Fig 01. The clearance space around the stacked brand logo equals the height of "SKREWBALL."



Fig 01. Primary Vertical Brand Mark

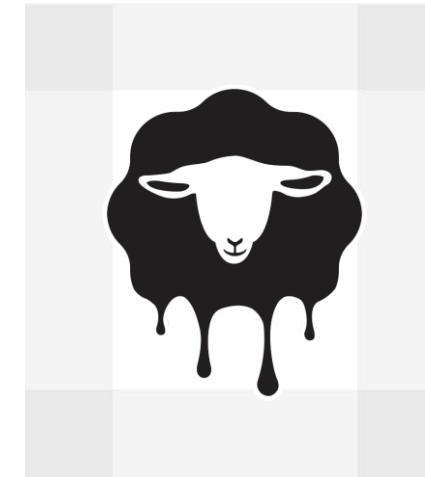


Fig 02. Sheep Icon



Fig 01. Secondary Horizontal Brand Mark

VERTICAL LOCKUP CLEAR SPACE

Fig 01. The clearance space around the hero vertical campaign lockup equals the height of the “THE.”

HORIZONTAL LOCKUP CLEAR SPACE

Fig 02. The clearance space around the hero horizontal campaign lockup equals 2/3 the height of the ‘SKREW THE’ on the top and bottom of the lockup, and 1/3 on the left and right. Because our ultrawide layouts are designed to maximize limited space, this is the only lockup that is designed with different horizontal and vertical clear space margins.

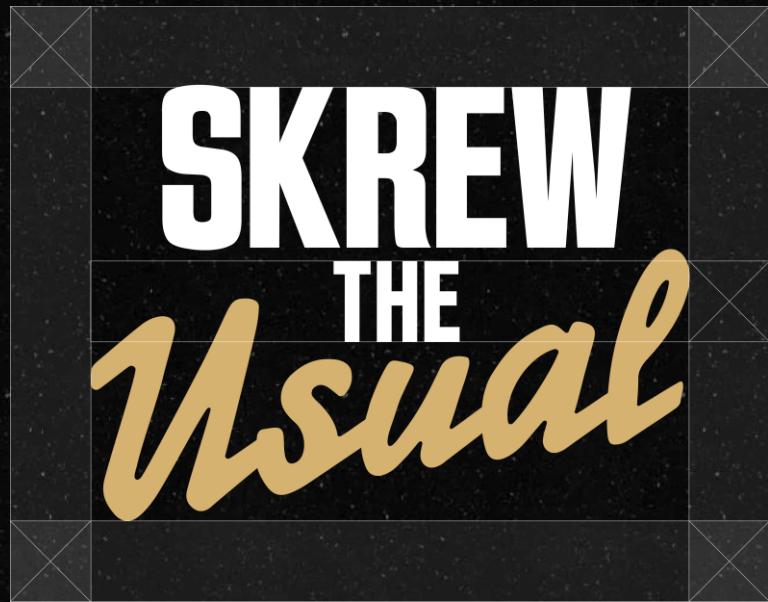


Fig 01. Vertical Campaign Lockup



Fig 02. Horizontal Campaign Lockup

COLOR PALETTE

The below overview represents the proportion of color usage across all external brand communications.

BRAND TONES (PRIMARY)

PEANUT BUTTER

HEX: #D6B270
RGB: 214, 178, 112
CMYK: 17, 28, 65, 0
PMS: 7407

WHITE

HEX: #FFFFFF
RGB: 255, 255, 255
CMYK: 0, 0, 0, 0

CHARCOAL

HEX: #231F20
RGB: 35, 31, 32
CMYK: 70, 67, 64, 74
PMS: BLACK C

CREAM

HEX: #DFD0B3
RGB: 223, 208, 179
CMYK: 12, 15, 30, 0
PMS: 7527

ACCENT TONE (SECONDARY)

PEANUT BUTTER DRIPS

TEXTURES



WHITE SHEEP PATTERN

For packaging use only—preferably with an embossed or other premium finish.

WHITE
SPECKLE

BLACK
SPECKLE

TYPOGRAPHY

We have three fonts that are meant to be mixed, matched and juxtaposed.

SUBHEAD/BODY COPY

ALTE HAAS GROTESK BOLD

Alte Haas Grotesk Regular

An individual who strays away from the cliché things in life. One who is not afraid to break away from the crowd and be their own individual.

HEADLINE

JAY GOTHIC

HEADLINE TREATMENT

To be used in combination with Jay Gothic

Grizzly

TYPOGRAPHIC SYSTEM OVERVIEW

JAY GOTHIC HEADLINE FONT

ALTE HAAS GROTESK: SUBHEAD AND BODY

Peanut butter whiskey? Why the hell not?! This harmonious blend of seemingly disparate flavors might seem a bit surprising, but it's a whole lot of delicious. A little salty, a little sweet, a little savory, and always smooth, Skrewball is unlike anything you've ever tasted before. It's a perfect celebration of the unexpected, wild, and wonderful in all of us.

BUTTON

JAY GOTHIC BOLD

ALTE HAAS
GROTESK BOLD

ALTE HAAS
GROTESK REGULAR

ALTE HAAS
GROTESK BOLD

When feeling skrewy? Use the overlap type treatment

CHARMINGLY
Mischievous

COMBINE JAY GOTHIC BOLD WITH
GRIZZLY SCRIPT USING AN OVERLAP
AND UPWARD SLANT

HEADLINE – JAY GOTHIc BOLD

IT'S THE MOST
DELICIOUS TIME
OF THE EVENING



HEY DESIGNERS!

Begin with optical kerning, tracking set to -10. Leading pixel size is 75% of type px size. Manually adjust as needed.

THE REST OF Y'ALL...

Keep your letter spacing and line spacing slightly tighter than the default settings.

DISPLAY SCRIPT - GRIZZLY

Delicious

Peanut Butter

Grizzly Script

KEEP IT
SHORT

~~To the Misfits Black
sheep and Skrewballs~~

Grizzly should only be used for 1-2 words maximum within one headline (and should ONLY be used in hero headlines).

WRITTEN
IN PEANUT
BUTTER



Whenever possible, grizzly should be in peanut butter color or white.

If peanut butter were a font, it'd look like this—smooth yet bold, playful with just the right hint of mischief. Use color and angles to spread that same energy but do so with the following guidelines in mind.

USE LOWER
CASE OR
SENTENCE
CASING

~~SKREW IT,
LET'S DO IT~~

Never use all caps.

CHOOSE
YOUR
HIGHLIGHT
WORDS
WISELY

~~the
ORIGINAL~~
THE
Original

Grizzly script should highlight words that communicate key brand attributes – flavor/taste, playful/mischiefous, premium/quality or unexpected/unimagined.

GRIZZLY SCRIPT TREATMENT

Whiskey

-5°

(Vertically) shearing our typography between a -5 degree angle (shorter phrases) and a -3 degree angle (longer words, such as on the next slide) gives us a sense of elegance & movement that mimics fast handwriting.

TYPE OVERLAP

Slightly overlaying our display script over our display sans adds dimension to a headline while bringing brand messaging to life by spotlighting key brand attributes and our playful tone.



IT'S ABSURD.
ABSURDLY
Delicious



HERE'S A
DELICIOUSLY
nutty IDEA



Smooth AS
PEANUT BUTTER

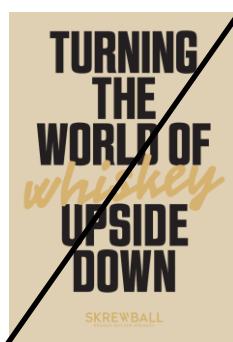
DO NOT overlap type in a way that impacts legibility.



CHARMINGLY
Mischiefous

COLOR & TYPE PAIRINGS

Whenever possible, our script typography should appear in our Peanut Butter color. When using Peanut Butter backgrounds, our script should appear in white.



Charcoal Background with Peanut Butter Accent Type



White Background with Peanut Butter Accent Type



Peanut Butter Background with White Accent Type

KEY VISUALS

MBI MASTER KVS

HIERARCHY

In terms of element hierarchy, we prioritize featuring the product and the headline prominently, with 'Skrew the Usual' as the sign-off.

NUMBERED IN ORDER OF IMPORTANCE

1. HEADLINE

2. PRODUCT / PHOTO

3. SKREW THE USUAL



It's acceptable to omit the logo if the bottle label is prominently featured.

HIERARCHY

In terms of element hierarchy, we prioritize featuring the product and the headline prominently, with 'Skrew the Usual' as the sign-off.

NUMBERED IN ORDER OF IMPORTANCE

1. HEADLINE
2. PRODUCT / PHOTO
3. LOGO
4. SKREW THE USUAL



NUMBERED IN ORDER OF IMPORTANCE

1. HEADLINE
Place in the drips
2. PRODUCT / PHOTO
3. QR CODE
4. SKREW THE USUAL



It's acceptable to omit the logo if the bottle label is prominently featured.

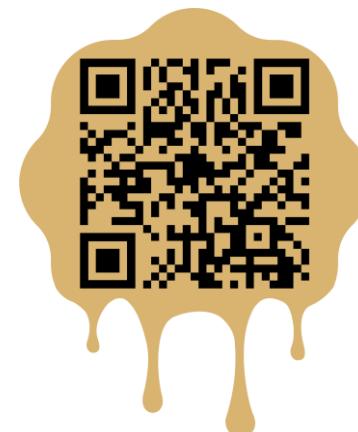
KEY VISUALS



HEADLINE GUIDANCE

PEANUT BUTTER	DELICIOUSNESS	CLEVER
PEANUT BUTTER HAS NEVER BEEN THIS SMOOTH	IT'S ABSURD. ABSURDLY DELICIOUS	HERE'S A DELICIOUSLY NUTTY IDEA
THE ORIGINAL PEANUT BUTTER WHISKEY	DELICIOUSLY DIFFERENT	HERD MENTALITY? FLOCK THAT
	UNEXPECTEDLY DELICIOUS	SKREW THE USUAL

CALL OUTS
LEVERAGE OUR
SHEEP ICON



VISUAL WORD. IN A *nutshell*



LOOK AT YOU, I THINK YOU'RE READY TO...

SKREW
THE
Usual

SO, AS WE SKREWBALLS LIKE TO SAY...



SKREW IT
LET'S DO IT!

