



**CURATED COCKTAIL KITS DELIVERED TO YOU**



# **CREATE NEW MEMORIES**

**Mixtify was started with the goal of helping others create new experiences and memories**

**We create curated cocktail kits based on your taste preferences and deliver them right to your door, allowing you to enjoy a new experience in the comfort of your own home**



# OUR VALUES

## CUSTOMER CENTRIC

No matter what we do, we always keep our customers front of mind

## ENSURE QUALITY

Everything from our products to our customer service must be of the utmost quality

## BE ADVENTUROUS

We're always innovating to surprise and delight our customers

## CREATE EXPERIENCES

We want to create memorable experiences for our customers



**MIXTIFY**





Primary



**MIXTIFY**



**MIXTIFY**

Secondary



Symbol

## OUR LOGOS

Please don't edit our logos, and especially avoid the following:



**MIXTIF**

Distorted shape



**MIXTIF**

Tilted



**MIXTIF**

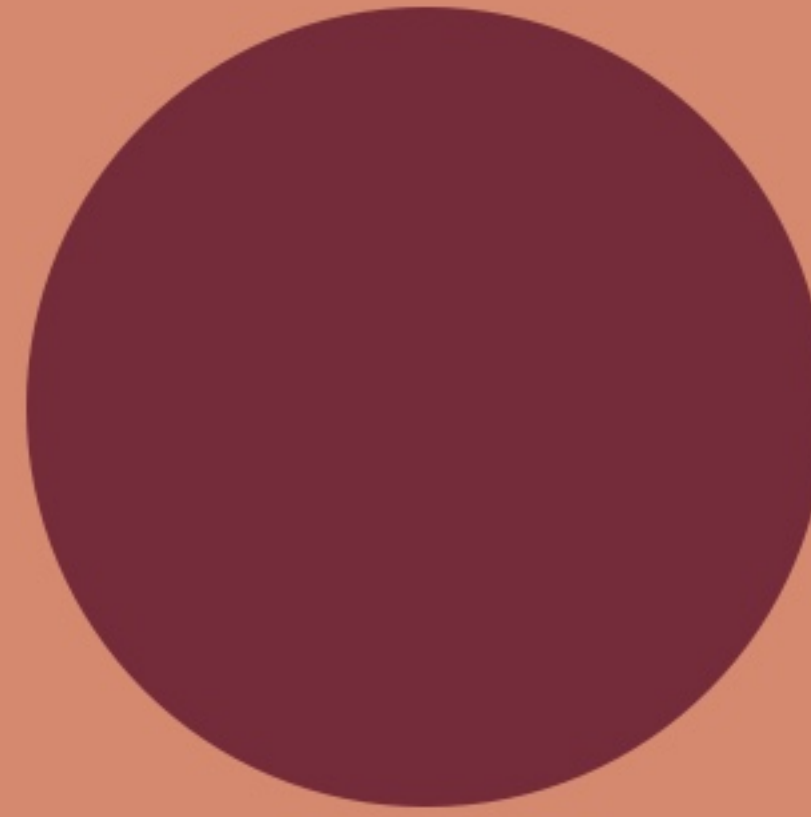
Changed font



# COLOR PALETTE



**#2F1228**  
Primary



**#742B3A**  
Secondary



**#70A288**  
Accent



**#D5896F**  
Accent



**#DAB785**  
Accent

**We like to keep things fun and interesting**

Feel free to use these colors with white and black  
It's also ok to change the opacity



# ALEGREYA SANS SC

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

THIS IS OUR LOGO AND HEADER FONT  
IT SHOULD ONLY BE USED IN BOLD TYPEFACE



## SOURCE SANS PRO

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

This font should be used for all subheaders and copy  
It can be used in Regular and Semibold



# PRODUCT IMAGES



Product images must be well lit, in focus, and feature the end product  
The lighting should be warm and play off the glass

# BRAND IMAGES



Brand images should feature the product in a social setting  
We want to convey the



# OUR BRAND VOICE

## **We love to have fun and keep it real**

Our brand voice is fun, edgy, and tongue-in-cheek but with an air of sophistication. It's ok to use slang and cursewords, but do it in a tasteful way, ya feel?



## **Be straightforward and clear**

While we love to add puns and witty descriptions, we also want to make sure that our customers are able to clearly and easily understand our product, services, and message