

# UN

## BRAND GUIDELINES

[WWW.UNSPOKENDISTILLING.COM](http://WWW.UNSPOKENDISTILLING.COM)

# **Welcome**

to the unspoken stories of the spirits everyone loves, and to the brand that is bringing distilling out of the prohibition era and into the modern world.

**Our brand is the first story we would like to share.**

The following guide serves to educate and standardize the application of our brand and assets across the board for consistency in brand recognition.

If you have any questions about the Unspoken Distilling brand or its applications, please reach out to the brand ambassadors at [alyssa@unspokendistilling.com](mailto:alyssa@unspokendistilling.com)

UN•SPO•KEN  
DISTILLING CO.

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# 01

## CORPORATE LOGO

### BRANDED ASSETS + PLACEMENT SECTION

**All Unspoken Distilling logo and graphics should be placed AS IS.**

Scaling of graphics at consistent and pre-established proportions is permitted, but no adjustments to the graphic paths are allowed. This ensures maximum consistency of brand recognition across all deliverables.

Unspoken Distilling, should be case-sensitive in every spelling instance of body copy.

We thank you in advance for your corporation and assistance in helping us achieve the highest standards of brand consistency across the board.

# APPLICATION OF CORPORATE LOGO + VARIATIONS

Unspoken Distilling ambassadors will share branded graphics in full color, and/or black and white options, depending on projects and marketing platforms. **There should be NO ADJUSTMENT to any of these shared files** that alter the logo and branding **IN ANY WAY** by individuals, sponsors, or vendors. This ensures the maximum amount of consistent brand recognition across platforms and projects.

The *formal variation* of the Unspoken Distilling logo is seen below.



## SPECIAL VARIATIONS + BRAND ASSETS

The following are branded variations of the Unspoken Distilling logo. They include different color applications that brand ambassadors will share at their discretion for applications.

**These special variations or assets, of the logo are not to be adjusted by individuals under any circumstances.**

Variations of approved branded logos are limited to the following options: **formal logo, casual logo, and submark.**

The casual logo asset is the text "UN•SPO•KEN" in a blue, serif, all-caps font, enclosed within a thin grey rectangular border.

casual logo asset

The submark asset is the letters "UN" in a blue, serif, all-caps font, enclosed within a thin grey rectangular border.

submark asset

## SPACING + BACKGROUND VARIATIONS

Unspoken Distilling logos and branded assets are to be placed with equal negative space around the graphic. It is recommended to have .25" as the margin when placing the corporate logo in any use, at a minimum .125" must be the margin around the graphic. **Unspoken Distilling logo placement should be on a clean and non-busy background.** The black and white logos may be used as a mask on photo backgrounds, IF and ONLY IF the brand name is legible. If you are unsure of easy legibility in your design, it is a hard NO for that treatment.

Unspoken Distilling reserves the right to request specified corporate logos or branded assets be used in any scenario upon their discretion.

**NO adjustment to graphic paths allowed.**



**Approved margin spacing is .25" or roughly 24 pixels, when using ALL Unspoken Distilling logos and branded graphics.**



# 02

## BRAND FONTS

In order to deliver the most consistent branding across the board, Unspoken dictates what typography should be used in branded visuals. We reserve the right to request specific typography (open source or licensed fonts) be used in applications across the board, and at request per discretion.

**General guides are included below.**

The primary font will be an open source sans serif, google font. The secondary will be an open source serif, google fonts. NO SCRIPT, ornamental or handwritten fonts are approved for Unspoken Distilling or affiliated programs/products. Special exceptions at the discretion of Unspoken Distilling brand ambassadors at the corporate level ONLY. No adjustments to the original proportions of branded font families are prohibited. All rules and regulations of the established fonts and their designers are to be followed.

All propitiatory files will use the approved brand fonts which require licensing and will be executed within design regulations as defined by the typography guides. All social and web content will use the open source fonts, unless ambassadors specify otherwise.

**Unspoken Distilling brand standards indicate a 80% sans serif font to be used, and 20% of serifs allowed in designs across the board. All visual marketing should follow a 1:4 ratio of serif to sans serif font usage.**

### SERIF FONT

Operetta Font Family (5)

[Download HERE](#)

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### SANS SERIF FONT

Dunbar Font Family (8)

[Download HERE](#)

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### OPEN SOURCE SANS SERIF FONT

Josefin Sans Font Family (8)

[Download HERE](#)

UN•SPO•KEN SANS SERIF FONT

# Dunbar

5 variable options approved for use

Regular

*Italic*

Medium

Bold

Extra

Aa

---

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890?!\*+(.,)

---

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890?!\*+(.,)

---

MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890?!\*+(.,)



UN•SPO•KEN SANS SERIF FONT

# Joesfin Sans

10 variable options approved for use

Light

*Italic*

Regular

Semibold

Bold

Aa

---

## BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890?!\*+(.,)

---

## REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890?!\*+(.,)

---

## LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890?!\*+(.,)

UN•SPO•KEN SANS SERIF FONT

# Operetta

5 variable options approved for use

Light

Regular

Medium

Demibold

Bold

Aa

---

## DEMI BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890?!\*+ (.,)

---

## REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890?!\*+ (.,)

---

## LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

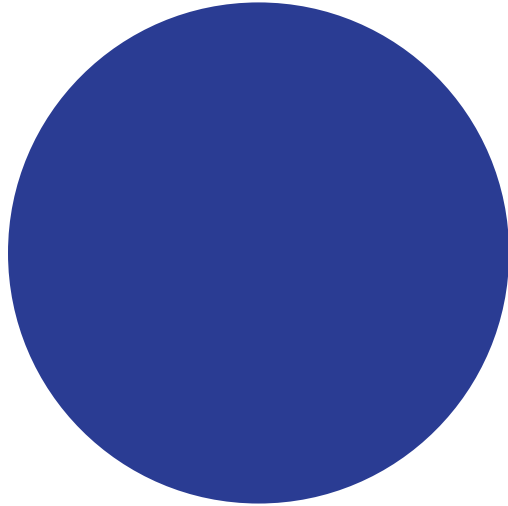
1234567890?!\*+ (.,)

# 03

## CORPORATE BRAND COLOURS

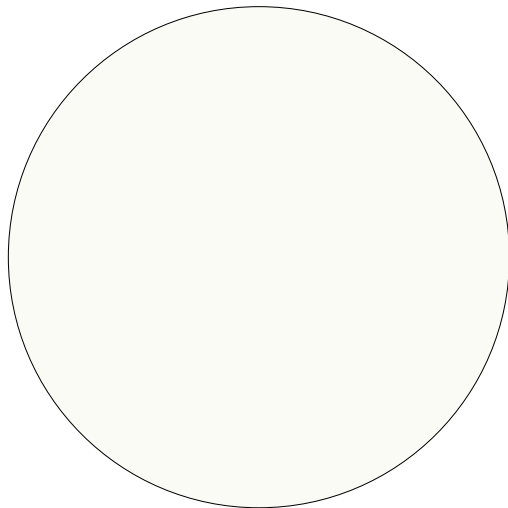
The primary and secondary brand colours are outlined in this section. Colours will be used to provide consistent visuals for the corporate identity, products, and services included in Unspoken Distilling endeavours.

## PRIMARY BRAND COLOURS



### UNSPOKEN NAVY

C 99% M 93% Y 3% K 0%  
R 42 G 60 B 147  
#2a3c93

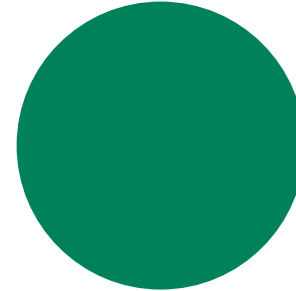


### UNSPOKEN WHITE

C 0% M 0% Y 2% K 1%  
R 251 G 251 B 245  
#fbfbf5

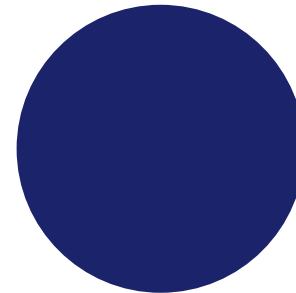
The use of 'paper source' white is reserved for use based on application and available resources.

## ACCENT COLOURS



### EMERALD

C 80% M 0% Y 70% K 35%  
R 0 G 129 B 89  
#008159



### DARK NAVY

C 99% M 93% Y 3% K 35%  
R 27 G 35 B 106  
#1b236a



### GOLD FOIL

Gold foil application will be at the discretion of the brand, and dependent on the project and available resources.

There is no alternative for the use of authentic gold leaf foil in CMYK or RGB space profiles.

**Do not create spot colours to replicate this accent.**

# UN•SPO•KEN PALETTE RATIOS

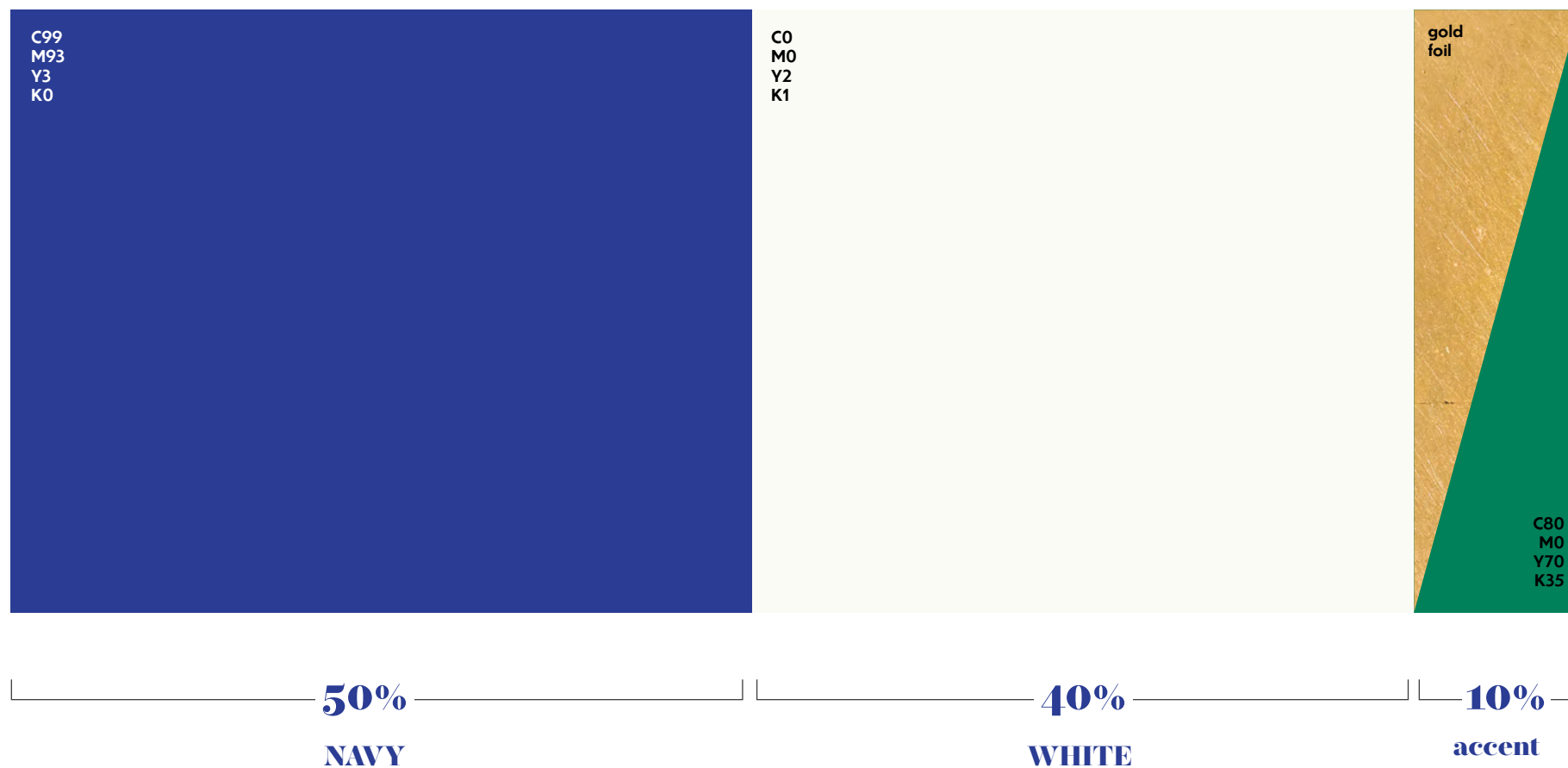
Unspoken Distilling requires a specific ratio of the overall palette to ensure consistent brand recognition across marketing and product lines.

The following visual breaks down the ratio of the parent company, Unspoken Distilling, for all brand ambassadors to use as guidance.

Unspoken Distilling reserves the right to interchange colours and/or ratios for speciality product lines that are included under the parent company's endeavours.

All branded campaigns and products that receive a special palette variations should be complimentary to the parent branding as outlined in this guide.

UNSPOKEN DISTILLING branded palette ratios = 50% navy; 40% whites; 10% accent



# SUMMARY & CONTACT

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If you have any questions about the Unspoken Distilling brand or its applications, please reach out to us.

We appreciate you joining us as an ambassador for our brand, and helping us ensure all collateral fits within the specified parameters of this guide.



(XXX) XXX-XXXX



info@unspokendistilling.com



www.UnspokenDistilling.com



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TK TK



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