



**BRAND MANIFESTO**

@MOSTOTEQUILA | MOSTOTEQUILA.COM

MOSTO  
TEQUILA

CRAFTED  
WITH PASSION,  
ENJOYED  
WITH PURPOSE.





**Moston Tequila** is a brand that embodies authenticity and craftsmanship, deeply rooted in the traditions of Los Altos de Jalisco, Mexico. Born from the collaboration between **The Veil Brewing Co.** and **Y Tu Mamá**, it represents a harmonious fusion of cultures, families, and shared passions.

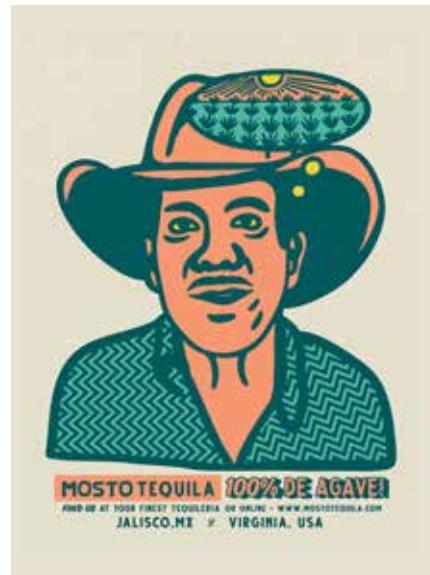
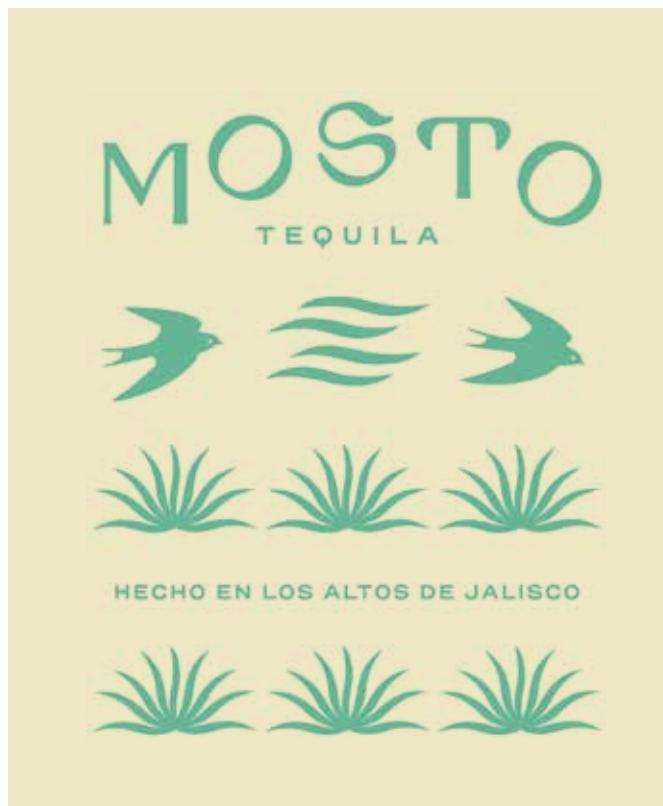
Our visual identity reflects this blend of tradition and modernity. From thoughtfully designed packaging to vibrant artistic elements, every aspect of **Moston** captures the essence of our brand. This manual serves as a guide to maintaining our unique identity while encouraging creativity and innovation in our visual expression.



## VISUAL COMMUNICATION

Our tequila brand stands at the crossroads of traditional and urban, blending the rich folk aesthetics of Mexico with cutting-edge modern design. This fusion creates a distinctive identity rooted in the heritage of Los Altos de Jalisco, while embracing contemporary influences.

By harmonizing tradition and innovation, our brand captures the essence of authentic craftsmanship, celebrating both the timeless culture and the dynamic spirit of modern Mexico.



## VISUAL COMMUNICATION



## BRAND ANATOMY



Logotype

MOSTO  
TEQUILA

The word "MOSTO" is written in a large, bold, dark green sans-serif font. Below it, the word "TEQUILA" is written in a smaller, dark green sans-serif font. Both words are centered horizontally.

Descriptor

## BRAND ANATOMY



Full Version

MOSTO



Logotype

Isotype

**SAFETY AREA**



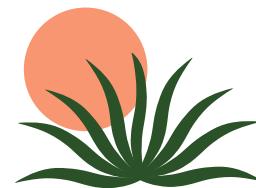
## ALTERNATIVE APPLICATIONS

This section explores a more creative and flexible interpretation of our brand, beyond the strict corporate guidelines of previous pages.

While there's room to experiment and combine the elements and colors, please use these examples as a guide or draw from existing artworks to maintain consistency with the brand's identity.



MOSTO  
TEQUILA



MOSTO  
TEQUILA



MOSTO  
TEQUILA



## BRAND COLORS

For us, color is life. That's why our brand can be applied in various colors to achieve greater visual richness, while always keeping in mind that the primary application is in Musk Green and Coral.

### MAIN COLORS

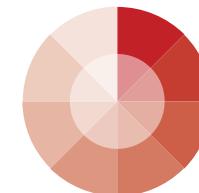
● M49Y56  
Pant. 2023C



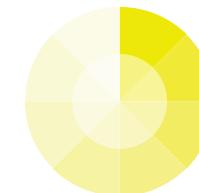
● C80M42Y100K42  
Pant. 2266C

**MOSTO**  
TEQUILA

### SECONDARY COLORS



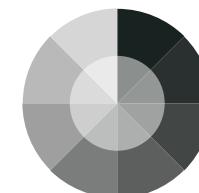
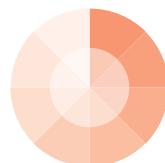
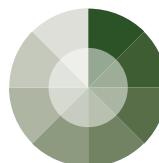
C17M100Y100K7  
Pant. 711C



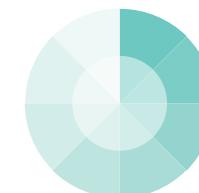
C10Y100  
Pant. 3945C



C5M5Y25  
Pant. 6190C



C78M63Y66K73  
Pant. 7547C



C55Y29  
Pant. 570C



C5M10Y5  
Pant. 663C

## TYPGRAPHY

For our brand's typography, we recommend using the fonts Sora and Playfair Display, along with their variants. However, we encourage experimentation and creativity within the provided designs and the brand manual as a guide.

In case of technical or technological limitations, Arial is suggested as a standard alternative to ensure compatibility.

Sora

A large, bold, sans-serif font sample showing the letters 'E', '1', and 'a' in a lowercase italicized style.

abcdefghijklmnñopqrstuvwxyz  
ABCDEFGHIJKLMNÑOPQRSTUVWXYZ  
1234567890.:;!"()'[]&\$%></\*

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpeſt laborum.

Playfairy  
Display

A large, bold, serif font sample showing the letters 'E', '1', and 'a' in a lowercase italicized style.

abcdefghijklmnñopqrstuvwxyz  
ABCDEFGHIJKLMNÑOPQRSTUVWXYZ  
1234567890.:;!"()'[]&\$%></\*

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpeſt laborum.

Arial

A large, bold, sans-serif font sample showing the letters 'E', '1', and 'a' in a lowercase italicized style.

abcdefghijklmnñopqrstuvwxyz  
ABCDEFGHIJKLMNÑOPQRSTUVWXYZ  
1234567890.:;!"()'[]&\$%></\*

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpeſt laborum.

## BRAND ARTWORK EXAMPLES

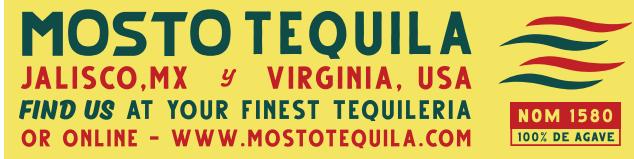


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# SAL De COLIMA

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OR ONLINE - [WWW.MOSTOTEQUILA.COM](http://WWW.MOSTOTEQUILA.COM)

NOM 1580  
100% DE AGAVE



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100% DE AGAVE

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**NOM 1580**  
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# MOSTO

## TEQUILA BLANCO

# es muy rico!

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NOM 1580  
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**TEQUILA**  
**MUY Bien!!**  
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**MOSTO TEQUILA**  
**POR FAVOR.**

## WRONG APPLICATIONS



Do not use effects or shadows



Do not alter proportions



Use the correct brand color for optimal contrast with the background



Do not apply over busy backgrounds



Do not alter accepted colors



Do not alter typography



Do not tilt



THE ESSENCE  
OF JALISCO IN  
EVERY SIP.

Proudly produced and bottled in Los Altos de Jalisco.



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