





BRAND STYLE GUIDE

The following is an identity and brand system for V-NOCH Premium Vodka. This was created to hope display the brand in a consistent and recognizable way.



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LOGO

V-NOCH identity consist of a Logo, construction, usage, along with a primary mark. The logo mark itself is available when it is used with intention as visual focus.

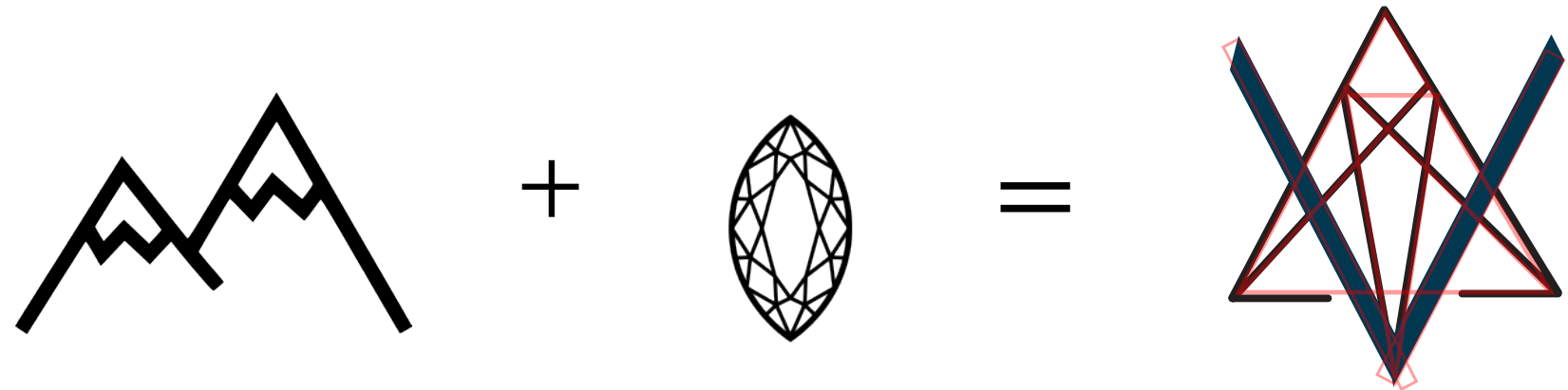


This logo has two meaning behind the construction. The primary visual; is a triangle representing the mountains of Russia, the interlocking lines are a silhouette of a fox head, the first flavor created by V-NOCH. While still looking like a crystal, showing the purity and clarity of the vodka after it's been distilled.



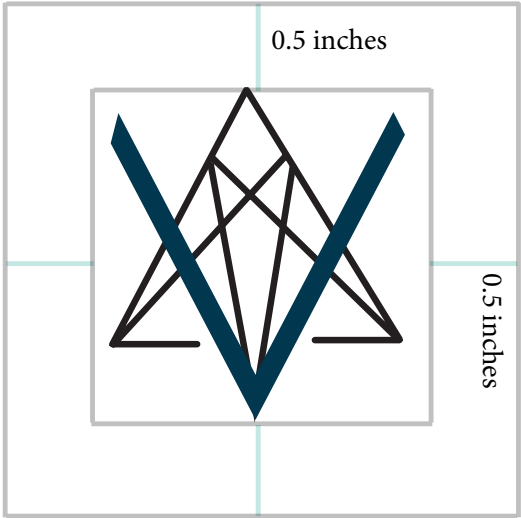
LOGO CONSTRUCTION

This logo was constructed using Adobe Illustrator, and the set measurements are locked to preserve a consistent design over all platforms.



LOGO USAGE

How we use our logo is crucial in keeping its visual meaning and identity in tact. While we can alter certain aspects of the logo without losing impact and recognition, these options are limited. The following guidelines should always be your first



Clear Spacing

When the logo is used, it should be sufficiently isolated from illustrations the minimum distance is 0.5 inches or The logo must be at least 20% of the logo mark away from illustrations, photographs, rules, page edges, or other type.



Preferred Usage

The preferred use of the signature is the primary colors with the assigned typeface on a light background. This application of the logo should always be considered as the first design option.

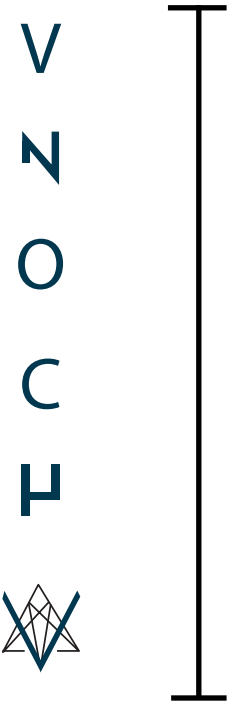


LOCATION LOCKUPS

The minimum size for logo lockups.



Minimum Length
1 inch



Maximum Length
3 inches



INTEGRITY OF THE MARK

Don't start making things up, the following are not acceptable when using the mark.

Do not stretch
the logo



Do not scale
smaller than
predetermined



Do not rotate
mark to any
degree



Do not place
over complex
photography



Do not pair with
non approved
typefaces



Do not reduce
opacity



Brand Style Guide

PRIMARY AND COLORS

The primary mark for V-NOCH is the crystallized triangle along with the other colors based on the flavor of the vodka.



COLORS

Color should be used in these for all branding elements. Use the specified codes, along with the appropriate pairing.

Fox Berry Blue



RGB	0 57 81	RGB	192 211 217	RGB	58 137 171
CMYK	100 73 45 38	CMYK	24 9 11 0	CMYK	77 35 21 1
#HEX	003951	#HEX	c0d3d9	#HEX	3a89ab

Billberry Red



RGB	108 14 26	RGB	217 69 40	RGB	169 87 38
CMYK	22 99 86 48	CMYK	10 88 99 1	CMYK	25 73 100 15
#HEX	6c0e1a	#HEX	d94528	#HEX	a95726

CloudBerry Green



RGB	115 168 66	RGB	67 47 36	RGB	20 64 46
CMYK	61 14 100 1	CMYK	53 66 74 62	CMYK	85 47 79 55
#HEX	73a842	#HEX	432f24	#HEX	14402e



TYPOGRAPHY

ANURATI should primary be used for headlines, intended to mimic the mark and the distilled process.

Aviner Book is to be used for large body copy and subtext.

ANURATI

Main

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

AVENIR BOOK

Body Copy

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

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

1 2 3 4 5
6 7 8 9 0



PHOTOGRAPHY

The V-NOCH experience calls for full bleed color, minimal photography. Photography can satisfy not just the lust for adventure and the experience the customer will have while drinking.



High Contrast/ Full color images are enhanced by adding contrast to give a bold and exciting look.



Subject/ shots are used to create a sense of being on the platforms.



Natural Lighting/ is important to light any photography with natural lighting to give it a warm and natural feeling



Black and White/ images show to class, and age of the vodka. Tradition has not changed but the drinkers have. Everyone can enjoy.



BOTTLE IMAGERY

Using animals native to Russia creates a journey the consumer will have. The Stylized animals are representing the spirits of the Russian forest, creating the vodka.



The Bear// The Bear is a powerful totem, inspiring those who need it the courage to stand up against adversity. As a spirit animal in touch with the earth and the cycles of nature, it is a powerful guide to support physical and emotional healing.



The Owl// They are the wisdom, foresight, and keeper of sacred knowledge. The owl is a great foreteller of weather conditions. Also its ability to see at night is legend among the Native Americans, and this attribute would be invoked during ceremonies when an oracle of secret knowledge was required



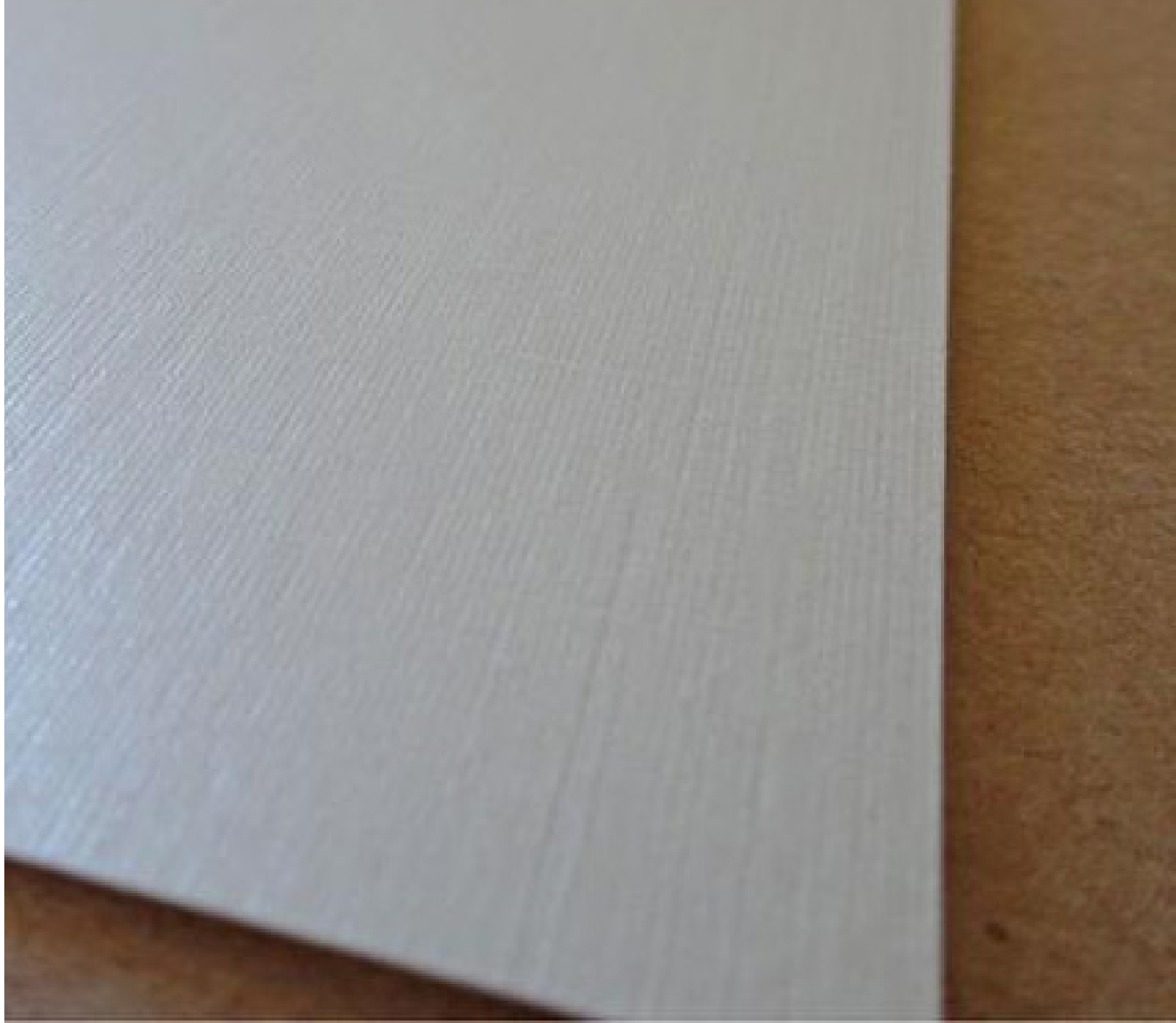
The Fox// teacher providing guidance on swiftly finding your way around obstacles. If you follow the fox totem wisdom, you may be called to use or develop quick thinking and adaptability. Responsive, sometimes cunning, this power animal is a great guide when you are facing tricky situations





MATERIAL

To create a mythical feel and capture luxury only to top brand material is used, Pearl paper and other mineral papers are made to create an iridescent shine though the bottles.









CLOUDBERRY

FOXBERRY

BILBERRY

V
N
Z
O
C
T



V
N
Z
O
C
T



V
N
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3-D Rendering Animation

Created by Madison Christiansen. A three-dementional rendering was created to show the full scope of the product. Her site can be located here.



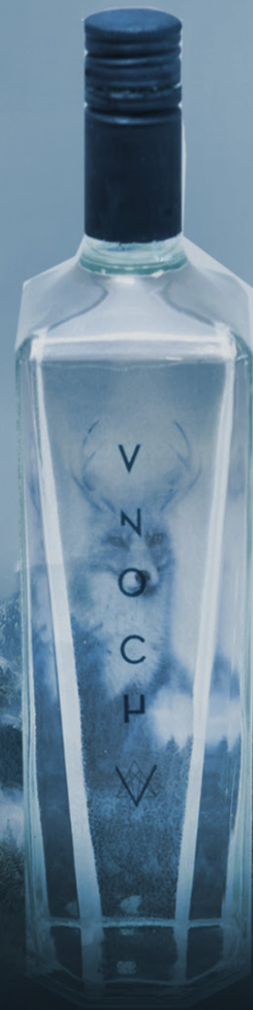


Advertisements

Interior and Outdoor

The only way to reach audiences is through advertisements. V-NOCH uses a variety of methods to reach consumers. Print based, both interior and outdoor advertisements as well as social media.





VNOCH

Lorem ipsum dolor sit amet, consectetur adipiscing 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







Commercial

Capturing a brand in a single bottle dose need accompanying visuals. All video footage in following video is royalty free found on PexelVideos



