



DON'T HURRY - BE HAPPY



ABOUT SLOTH GIN

Enjoy the unique taste and style of Latin Amercia and the Caribbean at home with the stylish and outstanding Sloth Gin while supporting a good cause to protect sloths and their habitat.

The Sloth Gin convinces both by its tropical touched flavor and the unique design. Sloth Gin inspires both gin enthusiasts and nature-conscious gourmets and the design of the high-quality glass bottle impresses with its high casting quality with its characteristic Boho Jungle look.

The recipe is a tribute to the Caribbean and delights with a unique composition of classic gin ingredients such as juniper, lime and pink pepper combined with exotic fruits such as pineapple, passion fruit and coconut. The refreshing citrus notes of lemongrass and star fruit, perfectly balanced with the slight spiciness of ginger, complete the recipe and make Sloth Gin a unique taste experience.

As a Premium Dry Gin, Sloth Gin is produced

completely without any additives using natural ingredients and carefully handcrafted in small batches.

Our mission is to make the world a little bit better with Sloth Gin! Therefore, we look at the entire value chain, from the glass production in Italy, to the thoughtful and natural distillation of our tropical gin, to the final decoration of the bottle in a workshop for people with disabilities in Germany, that no one comes up short. We rely on high-quality materials and look closely when it comes to quality.

In addition, with each bottle of Sloth Gin 15% of the proceeds go to sustainable projects for animal welfare and reforestation of rainforests in Central America and thus contributes to a better future.



TABLE OF CONTENTS

Serial Number		Page Number
01	Brand	Page 4
02	Logo	Page 9
03	Typography	Page 13
04	Color Guide	Page 17
05	Stationery	Page 22
06	Gallery	Page 25
07	Contact	Page 28



THE BRAND



Brand Mission
Brand Vision and Tonality
Brand Values
MoodBoard

BRAND MISSION



Happiness.

Sustainability.



Freedom.

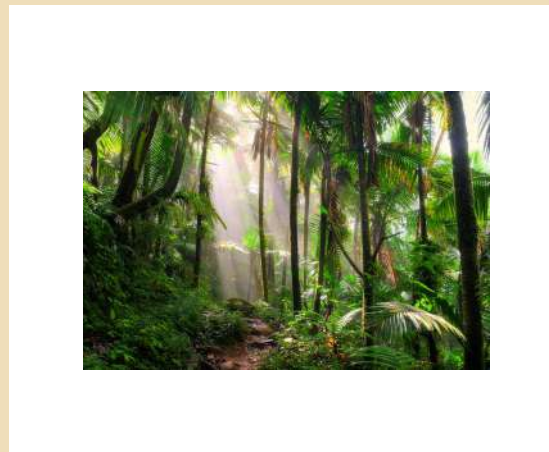
Don't Hurry - Be Happy!

Enjoy your Life! Pura Vida!

Enjoy the unique taste and style of Latin America and the Caribbean at home with the stylish and outstanding Sloth Gin while supporting a good cause to protect sloths and their habitat.

Enjoyment.

Bohemia.



BRAND VISION AND TONALITY

Vision

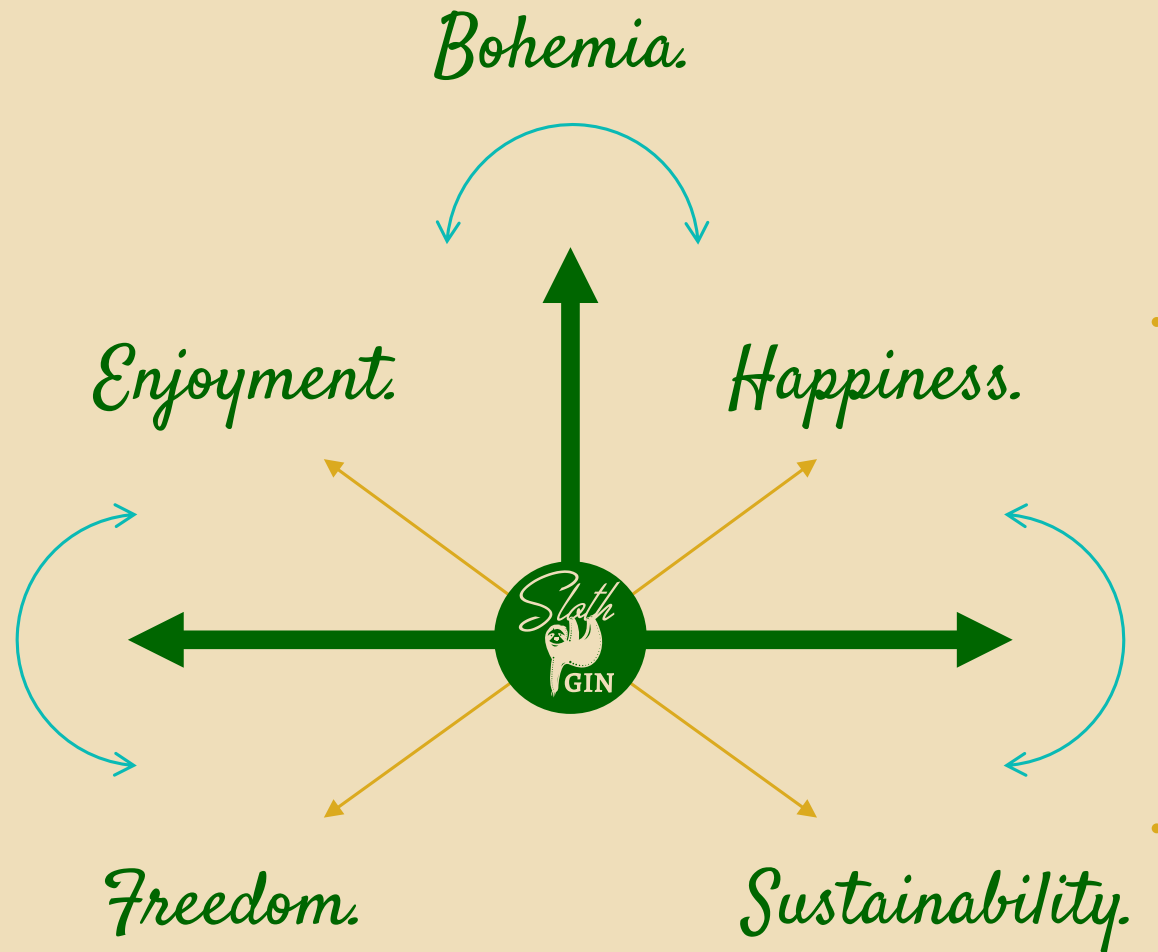
Sloth Gin should first be one of the well-known gins around the world and delight both gin enthusiasts and nature-loving gourmets. In addition to Sloth Gin, other beverages such as Ice Tea, Maté and various tonic beverages will expand the product range.

Tonality

At Sloth Gin, enjoyment and pleasure are key. The tone is enthusiastic, personable and warm. The choice of words is youthful and trendy and is always welcoming, inclusive, personal and friendly.



BRAND VALUES



MoodBOARD



LOGO



Primary Logo
Logo Clear Shape
Logo Grid
Logo Usage



LOGO USAGE



- If you need to place the logo on an image, photo, or some color, use the version of logo with white face of sloth (attached files).
- Where necessary, it is possible to use a black and white version of the logo (attached files).
- Do not rotate the logotype.
- Always try to use the free space and give the logo some air to breathe. Use the exclusion zone as a certain minimum of space, do not forget about it! Try using white or branded colors for the background, as on these examples.

TYPOGRAPHY



Logo Typafaces
Secondary Typeface
Use of Type

LOGO TYPEFACES

A A

ALEGREYA SC BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1 2 3 4 5 6 7 8 9 0

Aa

Great Day Bold

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

Secondary Typeface

Secondary font, sans serif, used for blocks of text and dilution of design, additional space

Aa

Montserrat Family

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

THIN. EXTRA-LIGHT. LIGHT. REGULAR. MEDIUM. ITALIC. SEMI-BOLD. EXTRA-BOLD. BLACK.

Aa

Satisfy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

USE OF TYPE

**Montserrat Italic used only for the short explanations like this one.*

PRIMARY HEADLINES

SUPER.HEADLINED

-

Alegreya Bold - UPPERCASE or Title Letters
30pt Type Minimum

SECONDARY TITLES

D O N ' T H U R R Y - B E H A P P Y

-

Alegreya Bold - Capital Letters
12pt Type Minimum / 750pt Tracking

CONTENT TEXT AND INNER HEADLINES

This text is reserved for copy text and huge text amount. **Take it, use it.**

-

Montserrat Light or Regular
8 pt Type Minimum

DESIGN ACCENT FONT

14 Botanicals Ananas

-

Satisfy - Title Case
18-pt Type Minimum

*Optional

COLOR GUIDE



Brand Colors
Brand Pattern
Color Combinations
Color Tints

BRAND COLORS

Our colors define our brand. They are boho, tropical beaches, nature friendly and represent our values.

The corporate color palette includes colors - cadmium green, goldenrod, tiffany blue and dutch white, also we use black and white. Also, references for CMYK, RGB, names and codes for uniformity on different media are included.

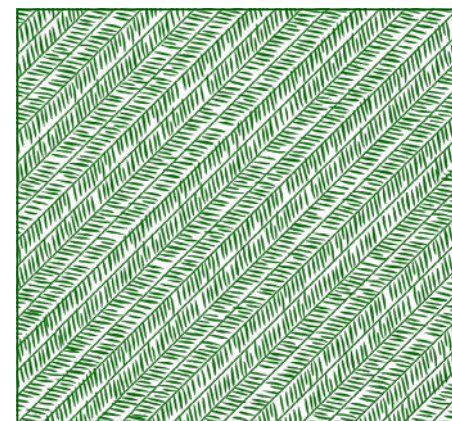
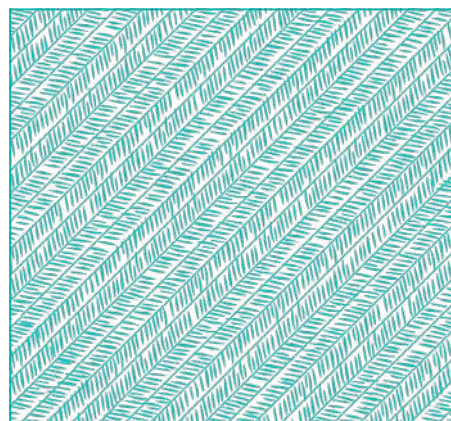
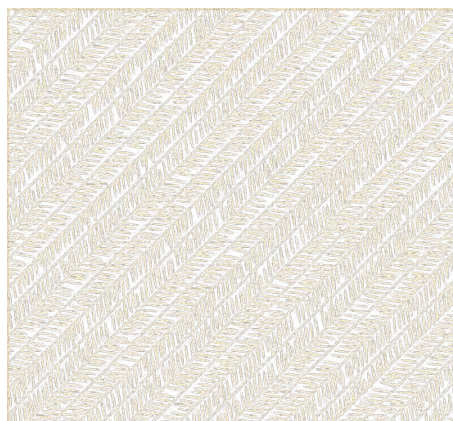
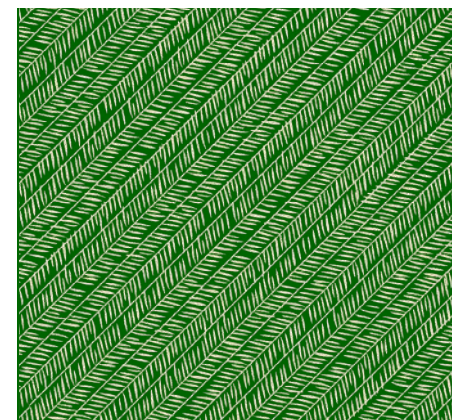
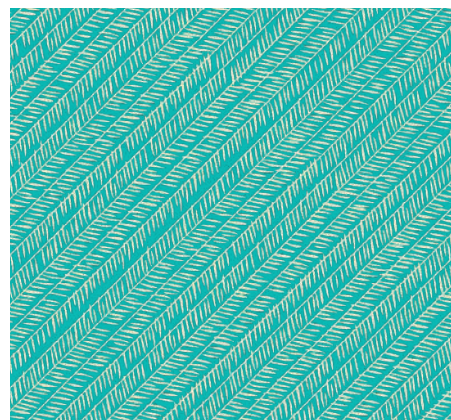
<div>Cadmium Green #006600</div>	<div>Goldenrod #dbaa1f</div>	<div>Tiffany Blue #0abab5</div>	<div>Dutch White #efdfbb</div>
RGB 0/102/0	RGB 219/170/31	RGB 10/186/181	RGB 239/223/187
CMYK 89/32/100/27	CMYK 14/32/94/3	CMYK 73/0/36/0	CMYK 8/12/32/0
<div></div>	<div></div>	<div></div>	<div></div>
<div></div>	<div></div>	<div></div>	<div></div>
<div></div>	<div></div>	<div></div>	<div></div>

BRAND PATTERN

Graphic brand pattern is valid for use as a separate auxiliary graphics provided with logo and slogan or without them.

We recommend not using patterns or other graphic elements that are not provided for in the corporate identity.

Where necessary, it is possible to use a black and white version of the pattern (attaced files).



COLOR COMBINATIONS

Despite the fact that our brand has 4 main colors, without black and white, we cannot use them all together. To avoid a color mess, we will use three or two primary colors, as indicated below, as well as black and white.

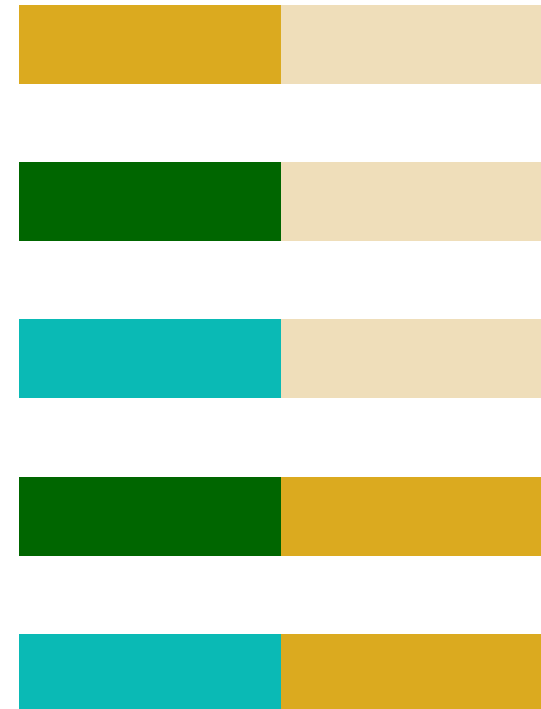
Triple colors combinations



In these combinations, we can use colors in equal quantities as indicated above and also less or more as indicated below, this will not affect the quality of the design.



Double colors combinations

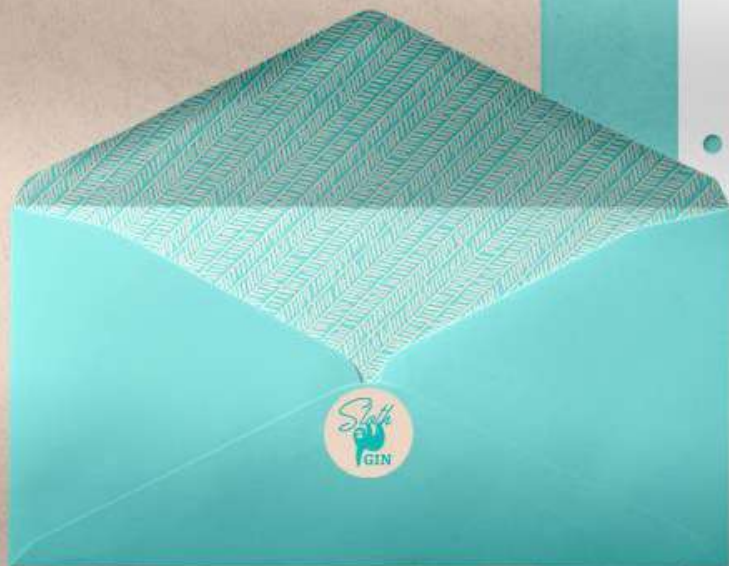



STATIONERY



Business card
Invoice
Envelope







INVOICE TO:

Name Surname

250 Johnson Road

Elk Grove Village, Illinois

INVOICE

#8572222

NO	DESCRIPTION	QTY	PRICE	AMOUNT
1	Branding Strategy	1	\$100.00	\$100.00
2	Company Logo	1	\$200.00	\$200.00
3	Revision	4	\$50.00	\$200.00
4	Design Consultation	3	\$75.00	\$225.00
5	Brochure	2	\$90.00	\$180.00
6	Website Design	1	\$100.00	\$100.00
7	Business Card	1	\$50.00	\$50.00
8	Advertising	1	\$50.00	\$50.00
9	Branding	1	\$50.00	\$50.00
			Sub Total	\$1,125.00
			Tax (5%)	\$19.00
			GRAND TOTAL	\$1,144.00

GALLERY



Image Direction
Social Media

IMAGES DIRECTION

For our images we use 25% of goldenrod soft light filter, this gives the images a uniqueness, warmth and soulfulness of the moment.

We want content that is focused on nature, our product, and happy moments. To do this, the photo should have emotions, the beach, the jungle, sloths, drinks, surfing and everything related to the easy life in the boho jungle style.



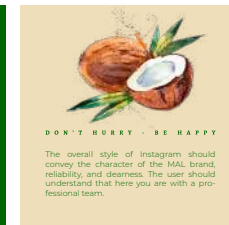
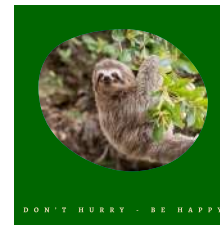
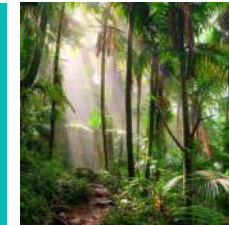
SOCIAL MEDIA

The overall style of Instagram should convey the character of the Sloth Gin brand, boho, and nature-friendly. The user should understand that there is a tropical product. The taste of gin and the smell of the sea should be transmitted from posts and stories

The color scheme and fonts should match the brand identity to continue the brand story.

Tiles and additional elements should be aesthetically beautiful, but with a touch of unconventionality (for example, an unusual arrangement of headings or rounded photos), this indicates that the brand is keeping up with modernity and has its own unique approach.

Since the brand is very bright, it is recommended to make a mosaic of photos and elements with brand colors space. Thus, air will appear on the page and the viewer's eyes will not get tired.



CONTACT US



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Thank You!