CROW GIN

EST.1700

"It's crystal clear"

BRAND
IDENTITY GUIDE

CROW GIN

EST.1700

"It's crystal clear"

BRAND
IDENTITY GUIDE

CROW GIN
EST. 1700
Using the crystal clear waters of the
Yellowstone River Valley
MONTANA
DRY GIN
CROW GIN
MONTANA

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USING THE GUIDE

This guide is here to help keep the Crow Gin brand - on brand and flowing!

Crow Gin is all about bringing the history of the Crow tribe to life, and keeping the spirit of the waterfalls alive.

Within this guide is our core, what we use to design and keep on brand. All of these guides relate to physical and digital branding and promotional designs, unless stated otherwise.

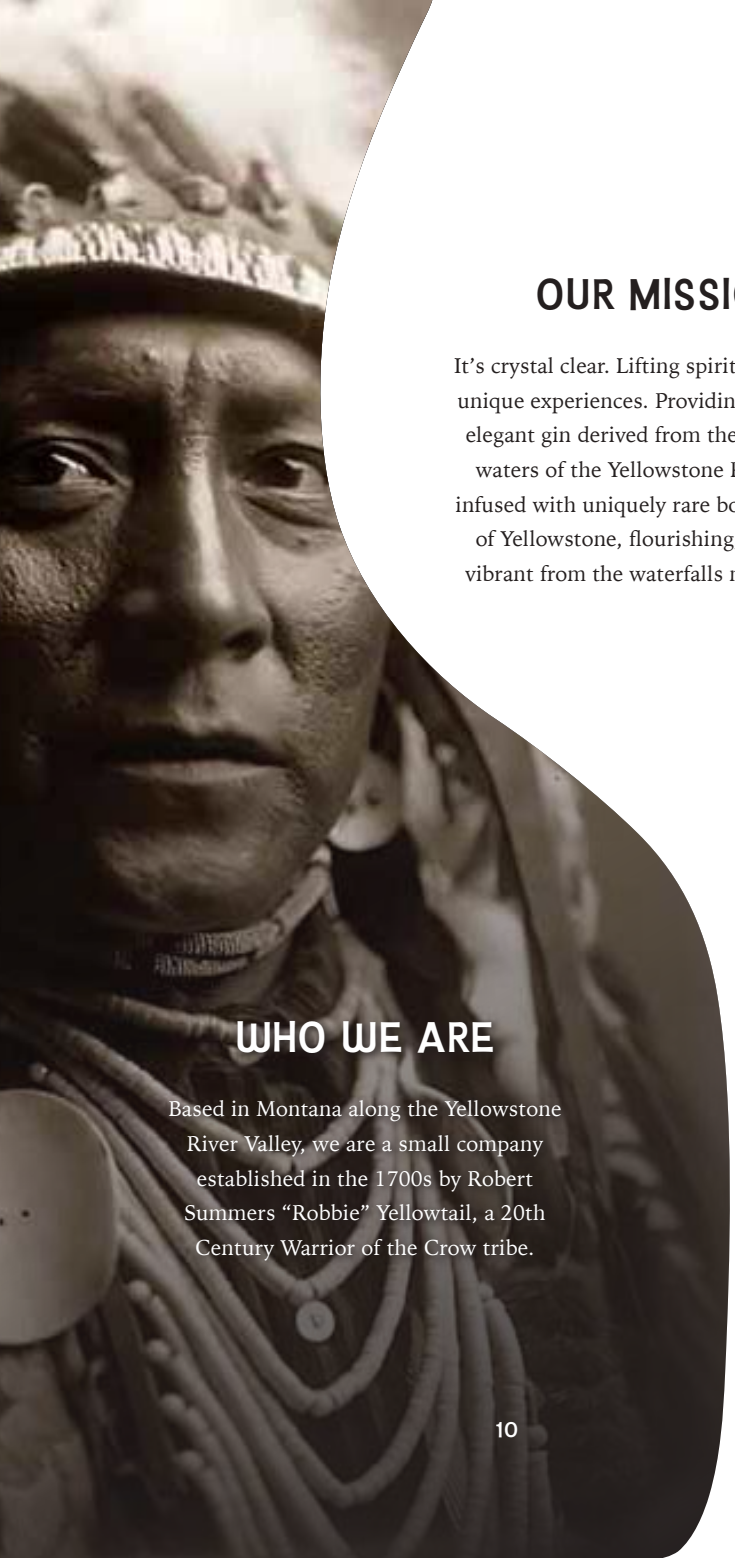
We have **two kinds of branding**, one for our **Original Crow Gin** and one for our **Small Batch Premium Grow Gin**. Make sure when branding you use the correct colour schemes and imagery for either of the brands.

There is one crucial rule... Never re-create the Crow Gin logo from scratch, always use the approved & provided graphics.

"It's crystal clear"

THE BRAND

Who we are, our story and what makes us, us...



OUR MISSION

It's crystal clear. Lifting spirits and creating unique experiences. Providing you with an elegant gin derived from the crystal clear waters of the Yellowstone River Valley, infused with uniquely rare botanical plants of Yellowstone, flourishing, strong and vibrant from the waterfalls misty vapour.

WHO WE ARE

Based in Montana along the Yellowstone River Valley, we are a small company established in the 1700s by Robert Summers "Robbie" Yellowtail, a 20th Century Warrior of the Crow tribe.

OUR STORY

Legends recall a time when Crow tribes began preserving water by fermentation for long hunting trips. Derived from the crystal clear waters of the Yellowstone River Valley, infused with its uniquely rare botanicals. The botanicals flourish, strong and vibrant, from the waterfalls misty vapour, and are the native delicacy in the valley, the Crows have been consuming this drink for centuries.

Within minutes of drinking the substance they found it created a sense of euphoria, improving their confidence and enhancing their endorphins. However after some time and many failed hunting trips they realised too much threw off their aim, making them unsteady on their feet and causing bouts of dizziness.

As a result it became a celebratory drink, to lift their spirits during celebrations, meetings and rituals... Nowadays it is simply known as Crow Gin.

WHAT WE SAY

There are only a few words that we say about ourselves and...

"It's crystal clear"

OUR BELIEFS

We are a **QUALITY** brand from the **MAJESTIC** and **SPIRITUAL** Yellowstone River Valley. Using our in-**DEPTH** knowledge, we have filled **ELEGANT** bottles with our **RARE** botanical infused gin... Crow Gin.

CROW GIN
EST. 1700
Using the crystal clear waters of the
Yellowstone River Valley
MONTANA
DRY GIN

THE LOGO

From top to bottom, our logo and how it flows...

FROM TOP TO BOTTOM

This is our core logo. It takes on a premium vision, interpreting both Yellowstone River Valley and gin combined, becoming an in depth icon of the Crow Gin brand.

Our logo takes on two forms, a shapely gin glass and a majestic waterfall in one.

Starting with the outer rock form, creating the gin glass, line detail representing the waterfall and the ripples forming the base of the gin glass, bringing the whole design together.

FROM TOP TO BOTTOM

This is our core logo. It takes on a premium vision, interpreting both Yellowstone River Valley and gin combined, becoming an in depth icon of the Crow Gin brand.

Our logo takes on two forms, a shapely gin glass and a majestic waterfall in one.

Starting with the outer rock form, creating the gin glass, line detail representing the waterfall and the ripples forming the base of the gin glass, bringing the whole design together.

Rock formation

Negative gin glass

Waterfall detail

Water ripple

OUR LOGO VARIATIONS

Our logo should be used on all branding, bottles and promotions. Our primary version should be used where possible. Exceptions are made for areas where the primary version is unsuitable, alternative versions may be used.

Primary

CROW GIN
EST.1700

Alternative Versions

CROW GIN
EST.1700

CROW GIN

CLEAR SPACE

Always leave space around any of the logo variations, including the logo type, the height of the last water droplet within the logo.

LOGO DO'S

Our logo is part of our core. It cascades over every aspect of our brand, story and products. Here are a few rules to help keep it flowing with elegance, spirit and depth.

Only use the primary colour scheme for the logo

Logo can be used negatively where necessary

Always scale the logo proportionally

Opacity can be adjusted only on photo backgrounds

Can be used as a symbol or as a combination logo

Use contrasting colours when placed over imagery

LOGO DON'TS

To avoid any disastrous designs we have set a few don'ts that must be adhered. There's no re-routes around these, so lets just avoid any whirlpooling disappointments.

Never stretch, warp or rotate the logo in any way

Never place the logo in a box or frame

Avoid adding effects; unless necessary

Never mix the colours of the logo elements

Never place text over the logo for any reason

Never fill the logos with an image

OUR ELEMENTS

There are four elements that have evolved from our logo; the rock formation, the gin glass, the ripples and the waterfall detail.

The Rock Formation

The Rock Formation

The Gin Glass

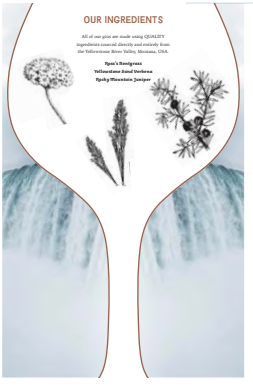
The Ripples

The Waterfall Detail

USING THE ELEMENTS

Our elements should be used thoughtfully on promotions, merchandise, and advertisements. Be careful not to over use them.

Each element can be used smoothed out or left as normal with the rock detail and rugged effect.



Can be filled with imagery, any of the colours from the colour schemes apart from copper foil.

No two elements when used together can be filled with imagery, at least one must be a solid colour.

OUR RAINBOW

Our colours, from light to dark
and what represents us...

ORIGINAL SCHEME

We are grey and black with a little turquoise.
Our colours are here to create consistency and
shape a deeper connection to the brand.

Our original colour scheme and its extended
tones are to be used primarily for backgrounds,
text, headings and elements for **both** the
original and **premium branding**.

EROSION	ANOXIC	CASCADE
Pantone: P 172-16 C	Pantone: Black 6 C	Pantone: 3145 C

White can also be used with limited use

PREMIUM SCHEME

We are grey and black with a little turquoise and hints of copper foil.

The premium colour scheme can **only** be used for the **small batch premium branding**, for text, headings, backgrounds and elements. The copper foil can **only** be used for subtle detail within the branding, see next page.

EROSION	ANOXIC	CASCADE	DISTIL
Pantone: P 172-16 C	Pantone: Black 6 C	Pantone: 3145 C	Pantone: 20-0058 TPM

White can also be used with limited use

COLOUR USAGE

Our colours are just as important as the logo, they define who we are and make us stand out from the crowd. Follow this guide to get the most out of them. Remember not to over use them or they will lose impact.

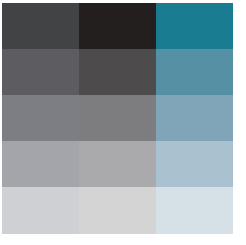
Only use our colours for the brand, white is accepted

No coloured overlays within the brand

Colour of an element can be grey, turquoise or white

Ciis conestiostes ut et alikuhk njkque quo voluptsae nonsequo torporum qfeeffuas as que volupt ati aut expedit aut pel enwimus nienis aut ausst dipsa culparum eaturw? Sa volorem oloritffjy alisqui nemgd Eperovidis a dolo volest officids fuscius ex id essecte Vita premporio quodi se con prat voluptio. Ut aut dundunt fuga. Us et essit harcidepo escidenisci derrum ea quunduc iasitat quid everum, comni nis autestist landis amenis simus molum que ratio volum, que vellupt assum, voliessi nvelesate nih Read More...

Turquoise is to be used for ‘read more’, and links etc



Tints can be used for backgrounds and text

Ciis conestiostes ut et alikuhk njkque quo voluptsae nonsequo torporum qfeeffuas as que volupt ati aut expedit aut pel enwimus nienis aut ausst dipsa culparum eaturw? Sa volorem oloritffjy alisqui nemgd Eperovidis a dolo volest officids fuscius ex id essecte Vita premporio quodi se con prat voluptio. Ut aut dundunt fuga. Us et essit harcidepo escidenisci derrum ea quunduc iasitat quid everum, comni nis autestist landis amenis simus molum que ratio volum, que vellupt assum, voliessi nveles ate nihioiajh geikpsl

Body of text should be either black, white or grey

COPPER DETAIL

Only to be used for our small batch (premium) branding for subtle detail; including break lines, seams, and headings. It should never be used for body of text, backgrounds or label colours.

TYPE AND TONE

The ups and downs of our type and our tone...

OUR TYPEFACES

We have three typefaces; Iowan Old Style - Roman, BaileywickJFGothic and Lakeside, each work together harmoniously creating hierarchy and depth into the design.

PRIMARY

Cc Gg

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789
!@#£%&(,.;:?')

Iowan Old Style – Roman

A typeface used for the body of text, headings and captions. Bold can also be used to highlight key words.

Size - Never to be below 5pt

Kerning - Between 10 - 60

Minimum Leading - Can be determined by - 'Font size' x 1.7 = 'Leading'

SECONDARY

Cc Gg

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789
!@#£%&(,.;:?')

BaileywickJFGothic

This typeface should only be used for headings, sub headings, and small areas of text that need highlighting.

Size - Never to be below 6pt

Kerning - Between 40 - 80

Minimum Leading - Can be determined by - 'Font size' x 1.2 = 'Leading'

SCRIPT

Cc Gg

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789
!@#£%&(,.;:?')

Lakeside

The only typeface to be used for quotes and statements. Never to be larger than the largest typeface used.

Size - Never to be below 9pt

Kerning Always - 0

Minimum Leading - Can be determined by - 'Font size' x 1 = 'Leading'

CENTRED ALIGNMENT

Alignment of all text should **always be centred**. There are exceptions for poster design when the text will not work around the image, then left or right alignment can be used.

CROW GIN

EST.1700

Using the crystal clear waters of the Yellowstone River Valley

MONTANA

DRY GIN

USING THE CASES

Upper-case should be used for headings and sub headings ONLY.

Text including quotes and body of text should be in Sentence case.

Main titles used on promotions, posters, packaging and books can be in either Title Case or Upper-case.

AMPERSAND OR AND

Ampersands should **never** be used instead of the word ‘and’, we want to keep our English traditional. Applies to all text.

CONTRACTIONS

We want to stay traditional and clear so we generally avoid using contractions for text. ‘We are’ always sounds better than ‘We’re’. It is a way of taking short cuts and that is not what we do.

OUR TONE OF VOICE

What we say matters. We are quite traditional, yet fun at Crow Gin and we want our writing and tone to reflect that.

Our tone of voice should be used at all times. When writing it should be elegant, with in-depth meaning, yet being fun and friendly, being crystal clear at all times. We like the use of metaphors but only with relation to waterfalls and water.

DO'S

Keep the copy **traditional**, take inspiration from the Crow Tribe.

We always say "**it's crystal clear**" so make sure to keep it **clear** and **concise**.

Majestic, voice the beauty and scale of our gin and where it comes from.

Some Examples

We are channelling...
Infused with botanicals, flourishing...
Derived from the crystal...
Dropping to our depths...

DON'TS

Don't base the copy towards a particular **gender**, we want to appeal to everyone.

Unapproachable or **sarcastic**, everyone should feel welcome to buy the gin, so use friendly and enticing words.

We don't want to seem **cute**, we are a quality and elegant brand, so keep the copy traditional and well thought through.

Complicated, we want to be clean and clear, everything should be easy to understand.

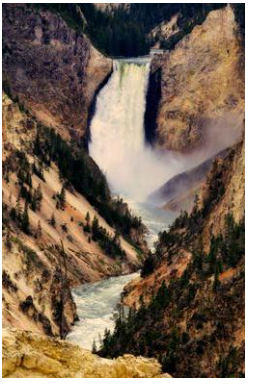
We want to be there, we don't was to seem **distant** and **uncaring**. Our words have a strong in-depth meaning

IMAGERY

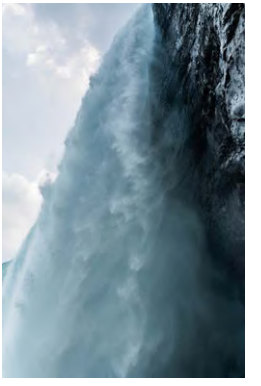
How we want to be seen and how to reflect it...

SETTING THE SCENE

It's important that what we believe and what we say is reflected within our visuals. Keep the imagery majestic and elegant.



Use images of the Yellowstone Waterfalls from a distance to show the spectacular view



Close up imagery of the waterfalls and rivers can be used to show the vapour and water textures

Scenic images of the canyon, valley, river and waterfalls can be used, including images with people

SETTING THE SCENE

Try not to over use imagery, we want them to have an strong impact with every use, so be respectful and thoughtful.

Bottle imagery with a waterfall behind should be used at all times when used in relation to the gin

Photos containing either both or single bottles can be used in relation to the exact gin being advertised

Imagery of gin and tonics or specific ingredients either in a glass or close up can be used thoughtfully

IMAGERY USAGE

Remember to show multiple areas of the brand, but also remember who we are. Avoid any imagery which reflects badly on us.

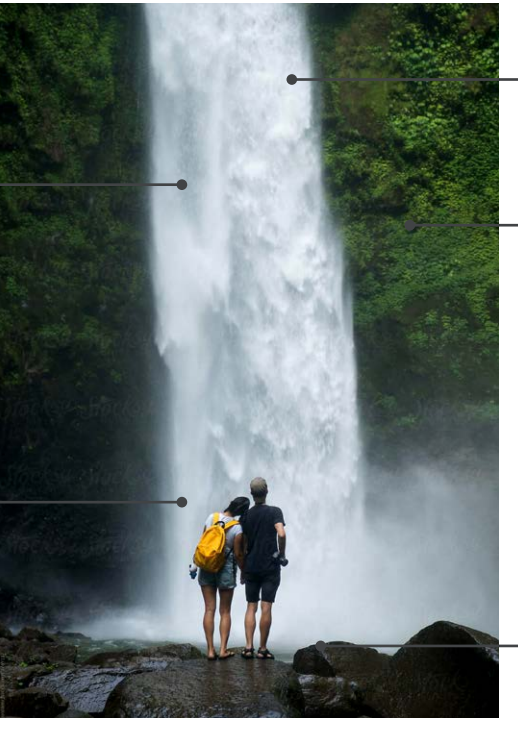
Don’t use snowy or icy imagery, it creates a harsh feel and creates the wrong visual of the brand

Don’t use imagery that isn’t from the Yellowstone River - Close up imagery of water or waterfalls are exempt

Always show the front part of the bottle, including the logo in all bottle imagery and advertisement

IMAGERY ANATOMY

To reflect the beauty and scale of the waterfalls, try to use tall and elegant imagery when possible throughout any designs.



Main focus waterfall

Tall image scale of waterfall

Saturated imagery

Looking up to show height of the waterfall

People reflecting the social side of Crow Gin

THE GIN BOTTLES

The products overall and what they actually contain...

CROW GIN
EST. 1700
Made using the waterfalls of the
Yellowstone River Valley
MONTANA
SMALL BATCH GIN
170

OUR SMALL BATCH GIN

Our premium, stronger version of our original dry gin. Derived from the crystal waters of the Yellowstone River Valley, infused with rare botanicals flourishing from the waterfalls misty vapour, then distilled using the power of the waterfalls.

OUR ORIGINAL GIN

This is Crow Gin, our more affordable original 40% Montana dry gin. Derived from the crystal clear waters of the Yellowstone River Valley, infused with rare botanicals flourishing strong and vibrant, from the waterfalls misty vapour.

ORIGINAL DRY GIN

Our labels are formed using the rock element from our logo, wrapping around the bottle to form the negative gin glass. Containing all the necessary information to understand our gin.

FRONT **TOP LABEL** **BACK**

SMALL BATCH GIN

The small batch gin label varies slightly compared to the original. It has Robert's signature along the bottle neck, label colour, and different text on the front and back.

FRONT **TOP LABEL** **BACK**

OUR LABEL SHAPE

Our label is derived from our logo, using the basic rock element, wrapping it around the bottle to form the negative gin glass on the front. The label shape should never change or be adjusted in any way.

BOTTLE SHAPE

The bottle shape should always be a tall sleek, fully glass bottle to replicate the waterfalls.

COPPER SEAM

The copper seam is **only** for the small batch premium bottle, and its advertisements.

SIGNATURE

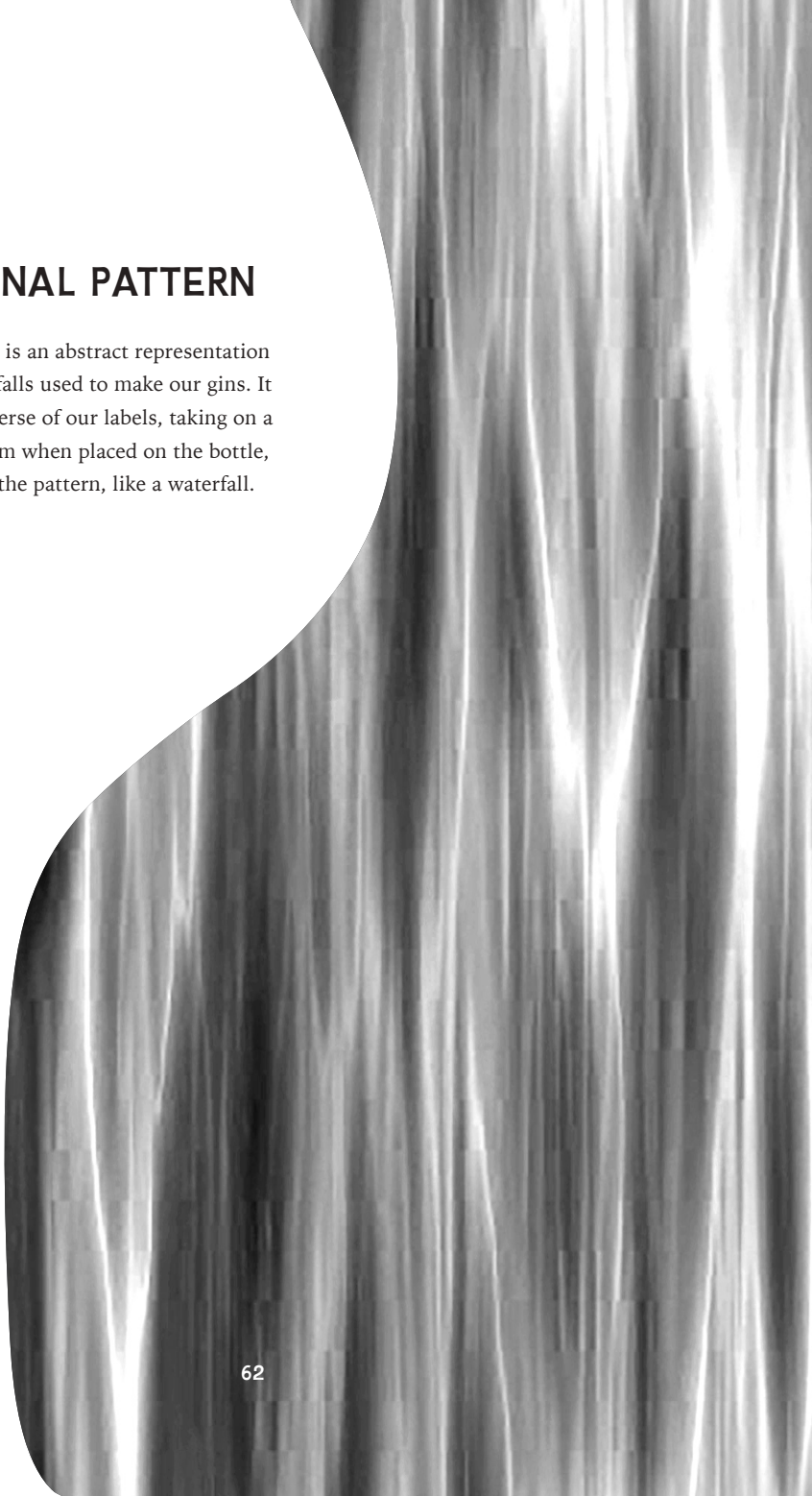
The signature is **only** to be used on the small batch premium bottle and on its advertisements.

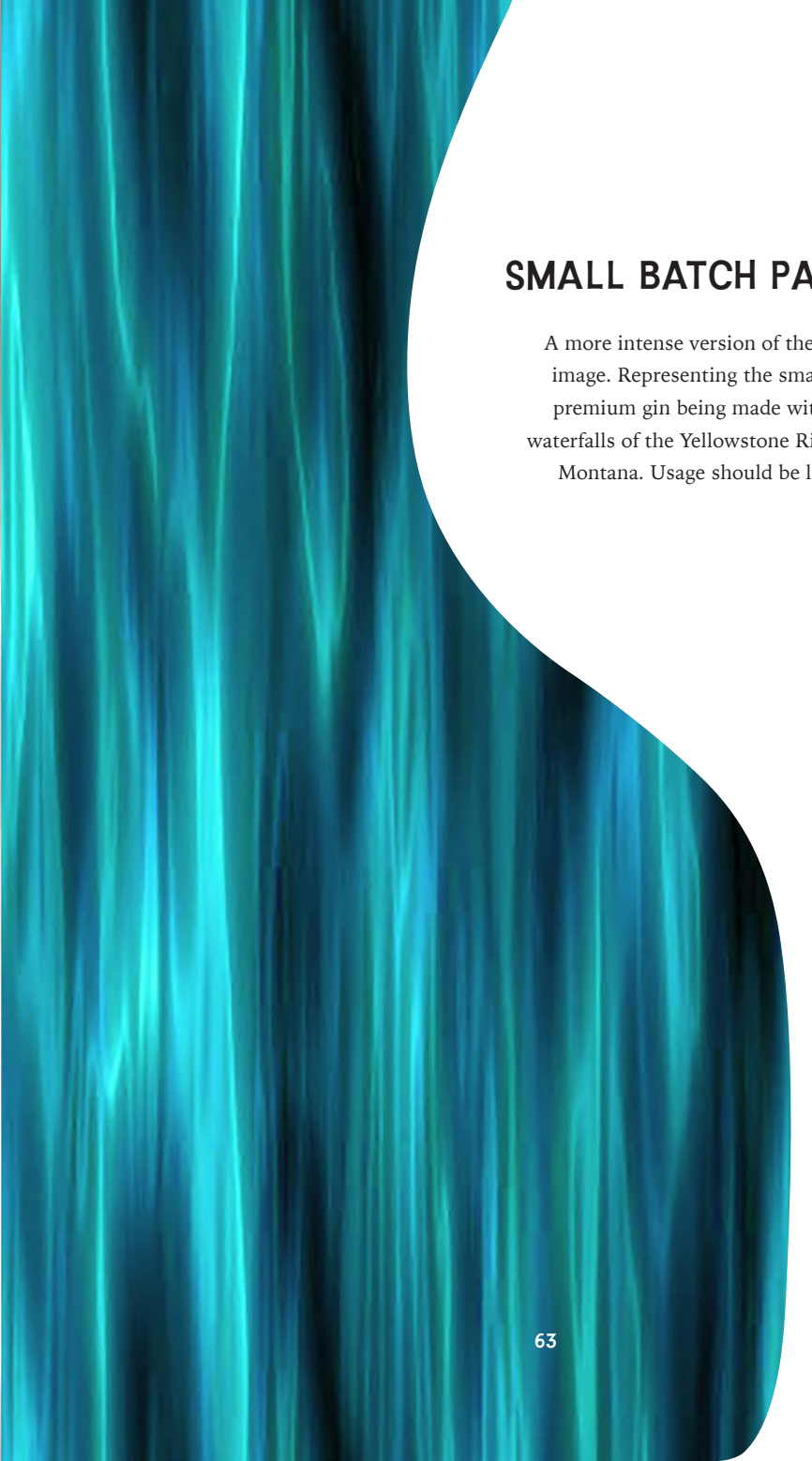
ARROW

The arrow can be used on either branding for page breaks etc, as long as it is horizontal.

ORIGINAL PATTERN

This pattern is an abstract representation of the waterfalls used to make our gins. It is on the reverse of our labels, taking on a different form when placed on the bottle, distorting the pattern, like a waterfall.





SMALL BATCH PATTERN

A more intense version of the original image. Representing the small batch premium gin being made within the waterfalls of the Yellowstone River Valley, Montana. Usage should be limited.

OUR BOTANICALS

We have three main botanicals in both of our gins. All three are the rarest plants, found only at Yellowstone River Valley, Montana.

ROSS'S BENTGRASS

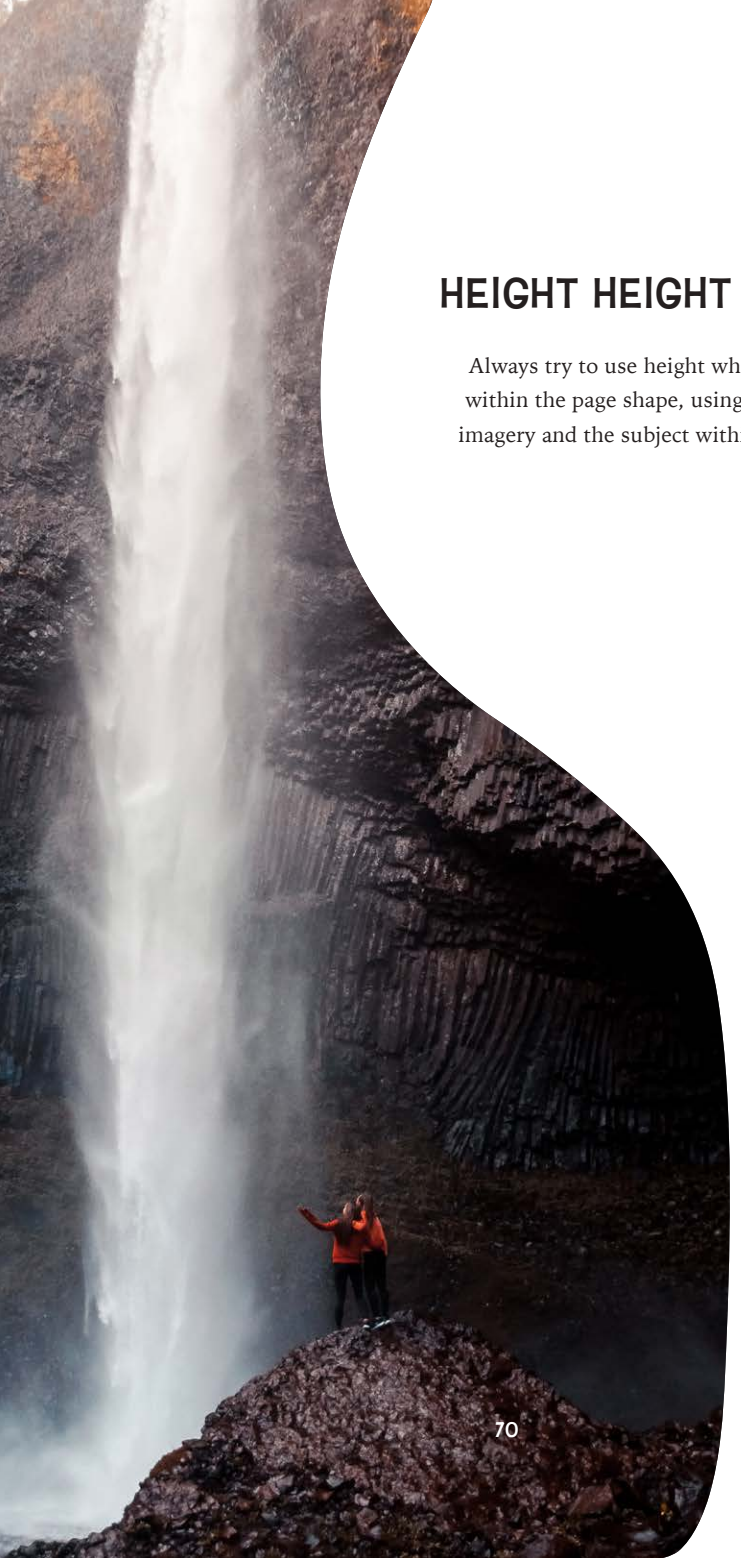
YELLOWSTONE SAND VERBENA

ROCKY MOUNTAIN JUNIPER

Always use the outline version of the botanicals in designs

DESIGN PRINCIPLES

Our process, our aims and how we bring it all together...



HEIGHT HEIGHT HEIGHT

Always try to use height when possible, within the page shape, using tall-slender imagery and the subject within the image.

CENTRAL

Try to keep all elements and text within a design central, it creates a calming and relaxed effect, there are some exceptions with the type (see tone and type for more information).

SYMMETRY

Symmetry is encouraged, with the designs and imagery, keeping the waterfalls, rivers, bottles and type central, but it is not a crucial rule.

TAG LINE

Our tag line should be used in some form on most design pieces. It can vary from; “it’s crystal clear” to “the choice is crystal clear” or “it’s the crystal clear choice” etc.

“It’s crystal clear”

“The choice is crystal clear”

“It’s the crystal clear choice”

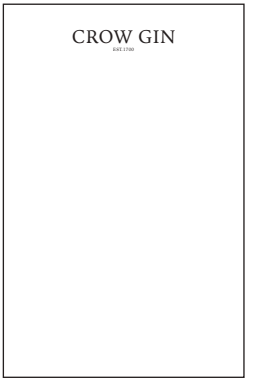
CLEAN AND SIMPLE

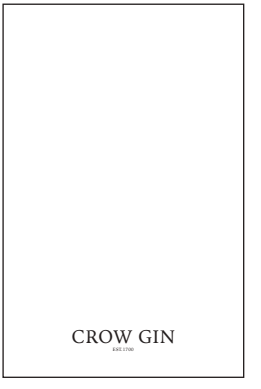
Always make designs clean and simple,
make sure there is plenty of spacing between
text and elements, and don't fill them with
unnecessary elements or information.

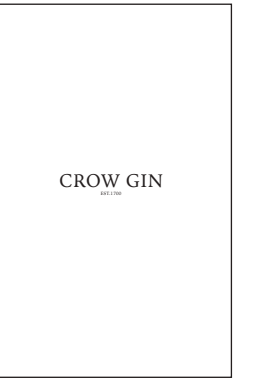
"It's crystal clear"

LOGO PLACEMENT

The logo placement should always be central,
either at the top, bottom or middle of the page.
This applies to any of the logos being used.





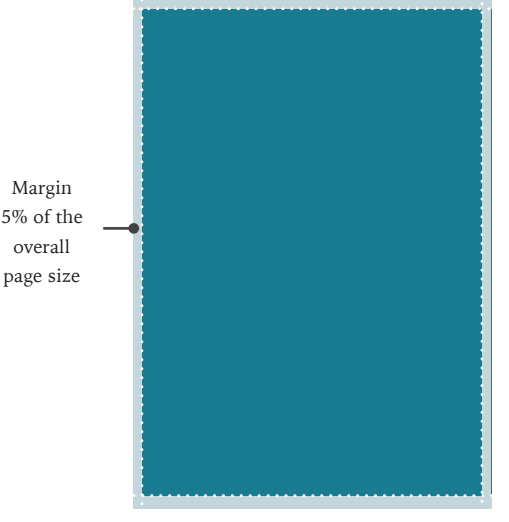


HIERARCHY

If the logo type is being used on a design, it should always be the largest piece of type within any design. If not, then the main message should be the largest piece of type within any of the designs.

MARGINS

The margin around the page should always be at least **5%** of the overall page size being used.



SHOW SOME BOTTLE

The bottle itself is a representation of our brand and should be seen. Always make sure at least one bottle is in full view, facing front with the whole bottle visible.

WATERFALL IMAGERY

Whenever using the gin bottle imagery containing the waterfalls, make sure when positioning the image it shows all or part of the waterfall in the background.

TYPE COLOUR SCHEME

Try to keep the type colours similar to the image colour scheme. If the imagery has blue hues, use some turquoise within the type to create harmony.

KEY LINES

We usually use key lines for our website (see page 89). They can also be used subtly to highlight key pieces of information.

CROW GIN
EST. 1700
Made using the waterfalls of the Yellowstone River Valley
MONTANA
SMALL BATCH GIN
CROW GIN
EST. 1700
Using the crystal clear water of the Yellowstone River Valley
MONTANA
DRY GIN

CROW GIN
EST.1700
"The crystal clear choice"
CROW GIN
MONTANA
Find out more at: crowgin.com

LAYOUT AND DESIGN

Here is an example of one of our poster designs. This highlights the main areas of design that should be followed.

Correct amount of spacing

Logo largest type

Form of tag line

Margin 5% of the overall page size

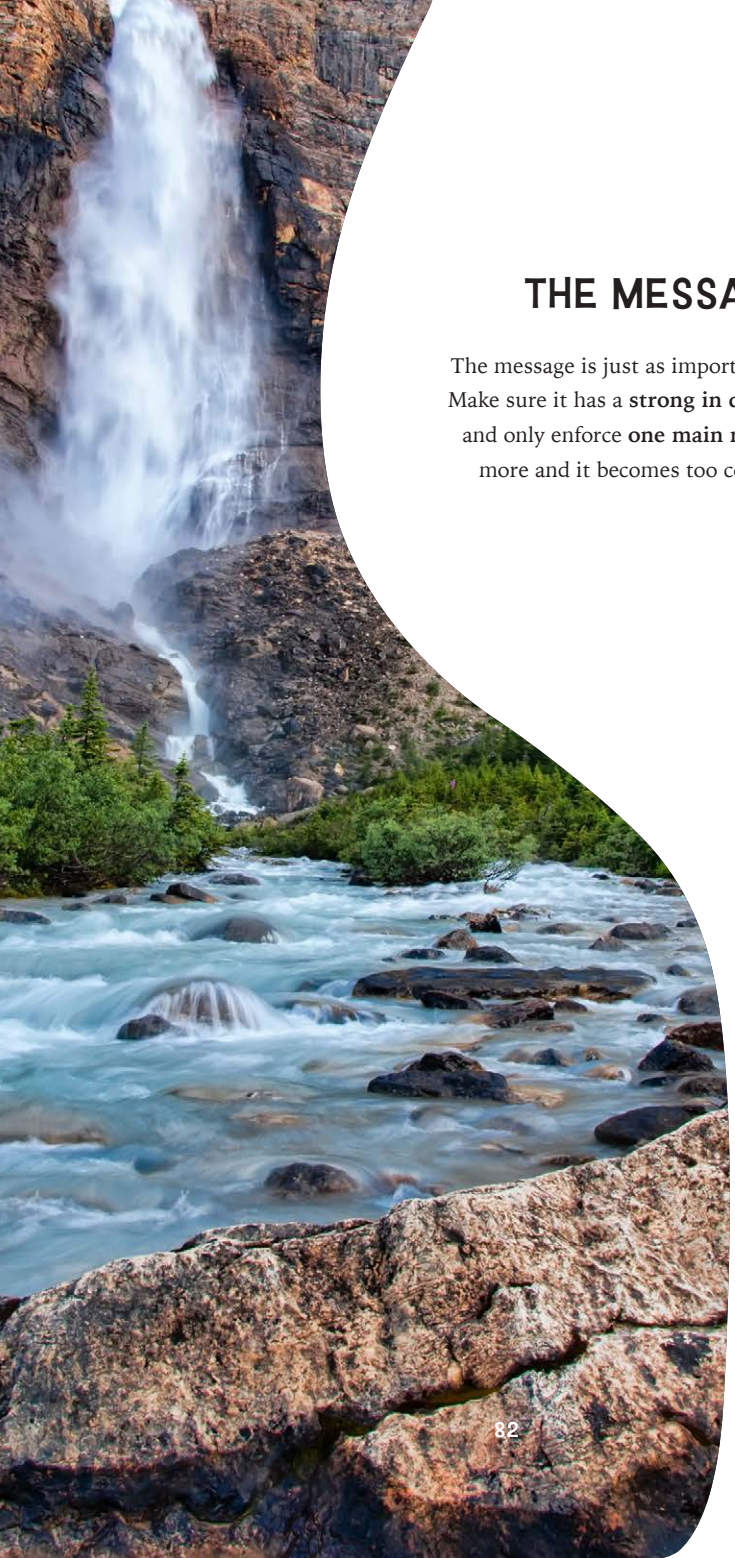
Visual of waterfall

Centred focus image of gin bottle

Further information

PROMOTIONS

The strategies, designs and how to implement them...



THE MESSAGE

The message is just as important as the gin. Make sure it has a **strong in depth** meaning and only enforce **one main message**, any more and it becomes too complicated.

EMBRACE THE WATERFALL

Use waterfalls as inspiration where you can, they are the key to our success, so use them!

MAKE IT FLOW

Just like a waterfall every design, promotion and poster should flow, from the imagery to the type, make sure it all works together.

MAJESTIC

The overall vibe we want is to feel majestic, highlight the water and waterfall visuals

ELEGANCE

If the design doesn't look **elegant**, don't use it.

BE UNIQUE

Don't follow the lead, be as powerful and majestic as a waterfall. Make your own paths, your own ideas.

WE WORK BEST

Place us around shops, restaurants, towns, cities, supermarkets, festivals and bus stops. These are the best places to catch peoples eye.

MINIMAL DISPLAY

We are “crystal clear”. Our designs work best when placed in display stands with minimal or zero rims to create the clean and clear feeling.

Avoid used bulky stands

Use stands with limited rims

CROW GIN
EST.1700
Made with waterfalls
CROW GIN
MONTANA
Find out more

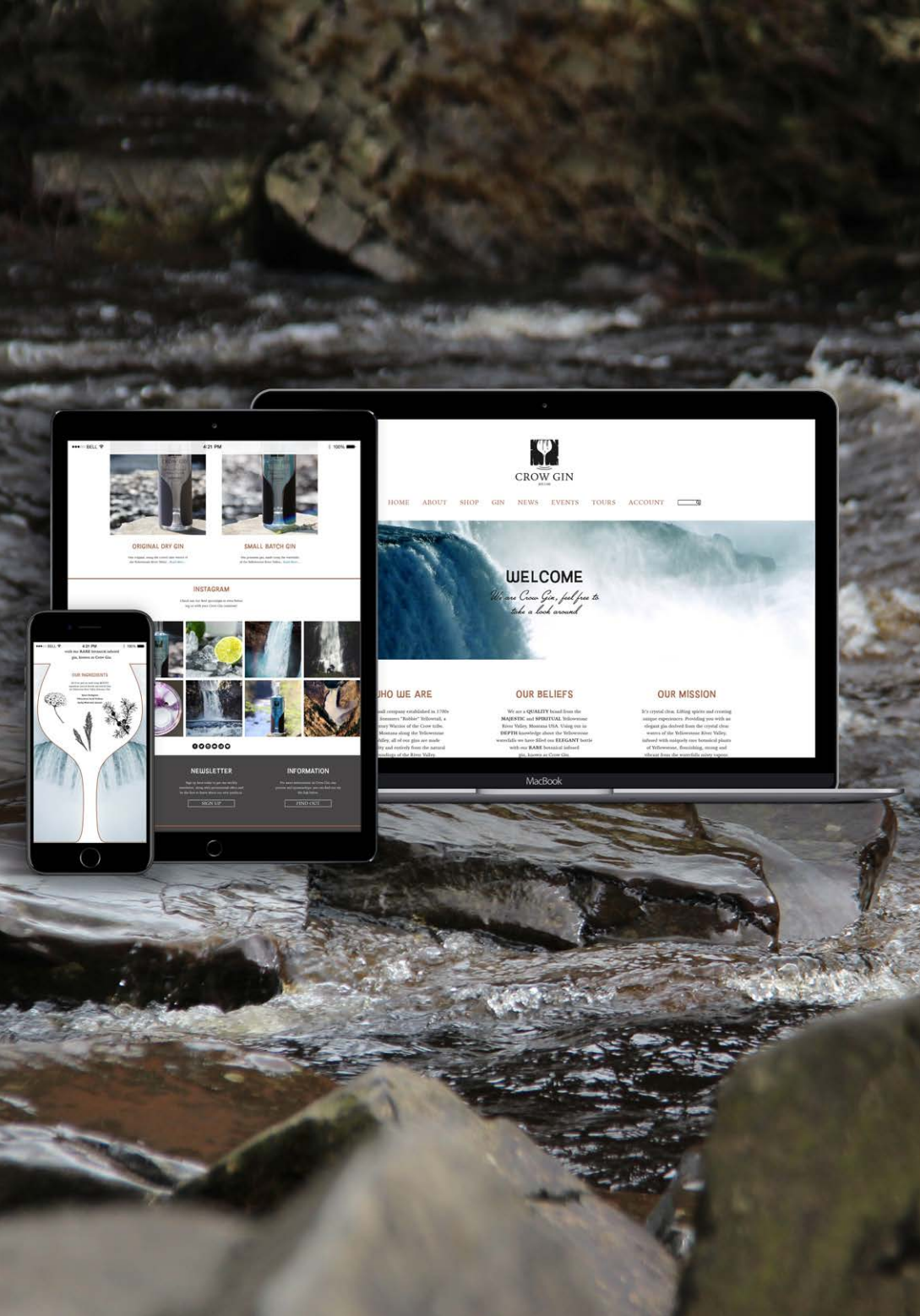
PROMOTIONAL MEDIA

When it comes to shelf presence, point of sale, ambient media and other areas of promotion, we have a few themes that should be followed.

You want to think about “It’s crystal clear” and clarity, so the shelving should always be made of glass when possible. Always remember the water and waterfall aspects, including height and try to incorporate them into the designs.

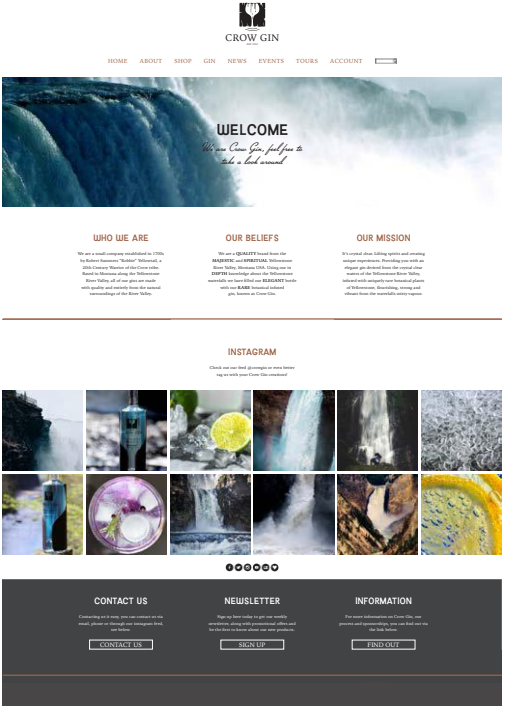
Example of shelf presence using glass and water fountain

CROW GIN
MONTANA
DRY GIN
CROW GIN
MONTANA
SMALL BATCH GIN


4:21 PM
ORIGINAL DRY GIN
SMALL BATCH GIN
INSTAGRAM
NEWSLETTER
INFORMATION
SIGN UP
FIND OUT
4:21 PM
OUR INGREDIENTS
CROW GIN
HOME
ABOUT
SHOP
GIN
NEWS
EVENTS
TOURS
ACCOUNT
WELCOME
We are Crow Gin, feel free to take a look around
OUR BELIEFS
OUR MISSION
MacBook

ONLINE WEBSITE

Online helps in every aspect of our brand,
it can be accessed from almost everywhere.
Design it as you would any other piece of
design for Crow Gin, follow the guides.



We are Crow Gin

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Designed by Amy Braddock

"It's crystal clear"

It's crystal clear. Lifting spirits and creating unique experiences. Providing you with an elegant gin derived from the crystal clear waters of the Yellowstone River Valley, infused with uniquely rare botanical plants of Yellowstone, flourishing, strong and vibrant from the waterfalls misty vapour.