IRVINE'S

CHEF CURATED

BRAND STYLE GUIDE

Mission Statement //

A world traveler and master of the culinary arts, Robert Irvine is a man committed to a relentless search for the unique and remarkable. A restaurant owner of blue collar roots, he believes everyone deserves a taste of the best that life has to offer. Irvine Spirits is the culmination of that dream. Each hand-crafted bottle adheres to the most stringent standards of a chef wholly obsessed with quality.

Image Style

CHEF-CURATED

PRECISION DISTILLED

EXCEPTIONAL SPIRITS

Primary Logo

This is the main logo that will be used across primary brand applications. This trademark helps audiences easily identify Irvine's brand, products, web presence, ads, and other materials, and enhances the professionalism of the brand. It is essential to the success of the brand that the logo always be applied with care and respect in every application according to these guidelines.

CLEAR SPACE

To ensure legibility, always keep a minimum clear space around the logo. This space isolates the mark from any competing graphic elements like other logos or body copy that might conflict with, overcrowd, and lessen the impact of the mark.

The minimum clear space is defined as the height of the knife. This minimum space should be maintained as the logo is proportionally resized.

IRVINE'S LOGO CAN ONLY BE USED ON WHITE BACKGROUND.

Secondary Logos

Irvine's secondary badges can be used in replace of the primary logo (but should never be used directly next to the primary logo). For instance, don't use A as the profile picture if the primary logo is used for the header — it looks repetitive and isn't a good use of the brand elements.

Badge B can be use on colored backgrounds when necessary.

A

IRVINE'S

B

IRVINE'S

B

Incorrect Usage

A few rules are necessary for maintaining the integrity of the brand. Don't compromise the overall look of the logo by rotating, skewing, or distorting in any way — that includes adding unnecessary text decorations like drop shadows and outlines. Here are a few examples of some ways you should NEVER ever consider using the logo.

A. Don't squash or stretch.

B. Don't rotate the logo.

C. Don't resize any part.

D. Don't rearrange parts or create compositions that are not already provided.

E. Don't add drop shadows or other text styles.

F. Don't change colors or put on the colored backgrounds.

A

B

C

D

E

F

Packaging Logos

It is essential to the success of the brand that the logo always be applied with care and respect throughout packaging line according to these guidelines. Following logos applicable to the packaging specified below only.

For any new product packaging use first two options. Greenery can be modified considering product origin.

GIN PACKAGING

VODKA PACKAGING

GIN & TONIC PACKAGING

Brand Colors

Color is an integral part of brand identity. Consistent use of the color palette with not only reinforce the cohesiveness of the brand, but also serves psychological purpose by communicating a certain feeling to your audience.

Deep blue is relaxing and often used to convey the importance of meaningful relationships and establishes trust and loyalty. The brown-gold tone is warm inviting. stimulates the appetite and represents dependability.
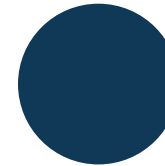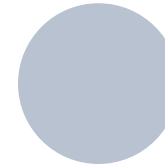
DARK BLUE
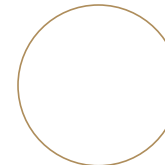CMYK: 96, 77, 41, 33
RGB: 31, 57, 85
HEX: #1f3955
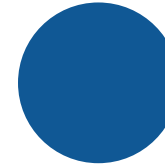
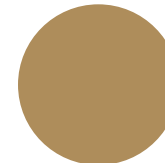**NAVY BLUE**
CMYK: 97, 71, 15, 2
RGB: 33, 87, 144
HEX: #215790
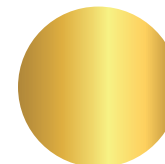
BLUE GREY
CMYK: 27, 17, 11, 0
RGB: 187, 195, 207
HEX: #bbc3cf

WHITE
CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
HEX: #ffffff

BROWN GOLD
CMYK: 32, 41, 72, 6
RGB: 168, 141, 98
HEX: #a88d62

GOLD GRADIENT

Primary Typeface

Typography is a powerful brand tool when used consistently. This set of typefaces best represent the bold and modern feel of the brand and should be used across all print & web applications.

AVENIR | Black

Use for quotes, accent words. UPPERCASE.

Size: 12 pt. Letter spacing: 200. RGB color code: #a88d62.

ABCDEFGHIJKLMNOP QRSTUVWXYZ

URW CLAREDON | Regular

Use for headlines. Title Case. RGB color code: #1f3955.

Size: 21pt. Letter spacing: 0.

ABCDEFGHIJKLMNOPQRS TUVWXYZ
abcdefghijklmnopqrstuvwxyz

AVENIR | Black

Use for subtitles. UPPERCASE. RGB color code: #a88d62.

Size: 12 pt. Letter spacing: 200

ABCDEFGHIJKLMNOPQRSTUVWXYZ

AVENIR | Book

Use for body copy. Sentence case.

RGB color code: #1f3955.

Size: 12 pt. Leading: 19 pt. Letter spacing: 0

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Glass Bottle Packaging

Supporting Graphics

Irvine's icons can be used anywhere from print to web applications. Choose suitable for the design icon color from given: blue, white and brown gold.

Can be placed on different backgrounds. For solid color backgrounds choose brand colors.

NAVY BLUE
CMYK: 97, 71, 15, 2
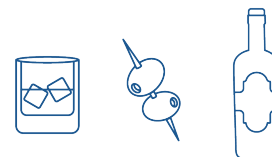RGB: 33, 87, 144
HEX: #215790

WHITE
CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
HEX: #ffffff

BROWN GOLD
CMYK: 32, 41, 72, 6
RGB: 168, 141, 98
HEX: #a88d62

BAR

FOUNDATION

NAUTICAL

KITCHEN