

A. SMITH BOWMAN DISTILLERY

DESIGN + BRAND GUIDELINES

LET THE PIONEER SPIRIT SHINE



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A. Smith Bowman
DISTILLERY





BRAND GUIDELINES

WHAT ARE BRAND GUIDELINES?

This brand guidelines document, which some might also call a brand style guide, should be used to govern the composition, design, and general look-and-feel of A. Smith Bowman Distillery's branding and voice. These guidelines should dictate the content of our logo, website, advertisements, and any other marketing or sales collateral.

Successful brands communicate consistently and clearly for their audiences, and this "rule book" will ensure that everyone involved with A. Smith Bowman Distillery stays on the same page and presents a unified vision of our brand to the public.

A. SMITH BOWMAN DISTILLERY

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SECTION 1

01 INTRODUCTION AND CONTEXT OF THE PIONEER SPIRIT


WHAT IS “PIONEER SPIRIT”?

Pioneer has numerous meanings, depending on the subject being described, but all of them boil down to one thing: Being first. Regarding the legacy of the A. Smith Bowman Distillery brand, we can easily stake claim to “pioneer” based on the fact that we are the oldest distillery in Virginia.

However, when it comes to the Bowman family legacy in Virginia, “pioneer spirit” takes on a very proud and literal legacy. George Bowman was one of the first to explore, settle, and build a home in the Shenandoah Valley. His sons — Joseph, Issac, Abraham, and Johannes — were all officers in the Continental Army, as well as the earliest pioneers to settle areas of eastern Kentucky, which are now part of Virginia.

Bravery in exploration, courage in battle, a quest for discovering the unknown — these are all early American ideals that are also the founding characteristics of the Bowman family legacy.

“Pioneer Spirit” is much more than just a tagline. With just two simple words, “Pioneer Spirit” is a powerful creed that proudly remembers one of Virginia’s founding families, explains the American ethos, and represents the entirety of the work we do every day at A. Smith Bowman Distillery.



INTRODUCTION AND CONTEXT OF THE PIONEER SPIRIT





SECTION 2

02 BRAND LOGO SYSTEM

Our logo is the key building block of our identity, the primary visual element that identifies us. The signature is a combination of the symbol itself and our company

name – they have a fixed relationship that should never be changed in any way.



THE BRAND FONTS AND TYPOGRAPHY

THE LOGO

The A. Smith Bowman Distillery logo consists of the still, the signature, and DISTILLERY. The still can be used as an art element **ONLY** if the full or alternate logo mark is used somewhere in the design.

The logo should be the primary presentation of the brand.

Use of any stylized, animated, hand drawn, or other versions of an official logo is not permitted. This undermines the logo system and brand consistency. Please consult with A. Smith Bowman Trademark Licensing if you have any questions or need further help.



1) The Primary Logo

This is the primary version of the logo. When adding the logo to a design, this version should be used first.

LOGO ON DARK



3

LOGO ON LIGHT



4

3) The Logo Light Version

will be used when the background color is dark colored.

4) The Logo Dark Version

will be used when the background color is light colored.

Recommended formats:

.eps | .ai | .png | .jpg | .tiff

ALTERNATE VERSION

If the primary logo does not fit the space required due to the height of the still, this version of the logo can be used.

Examples of places where this version of the logo can be used is: website banners, small promotional goods (i.e. pens/pencils), small ads with limited space, etc.

The alternate logo features the name 'A. Smith Bowman' in a cursive script, with 'A.' and 'Bowman' being larger and more prominent than 'Smith'. Below this, the word 'DISTILLERY' is written in a clean, uppercase, sans-serif font. The entire logo is framed by two horizontal lines, one above and one below, which are slightly thicker than the text itself.

A. Smith Bowman
DISTILLERY

LOGO CONSTRUCTION, CLEAR SPACE, AND COMPUTATION

It is important to keep brand marks clear of any other graphic elements. To regulate this, an exclusion zone has been established around the brand mark.



CLEARSPACE

Full Logo

Definition

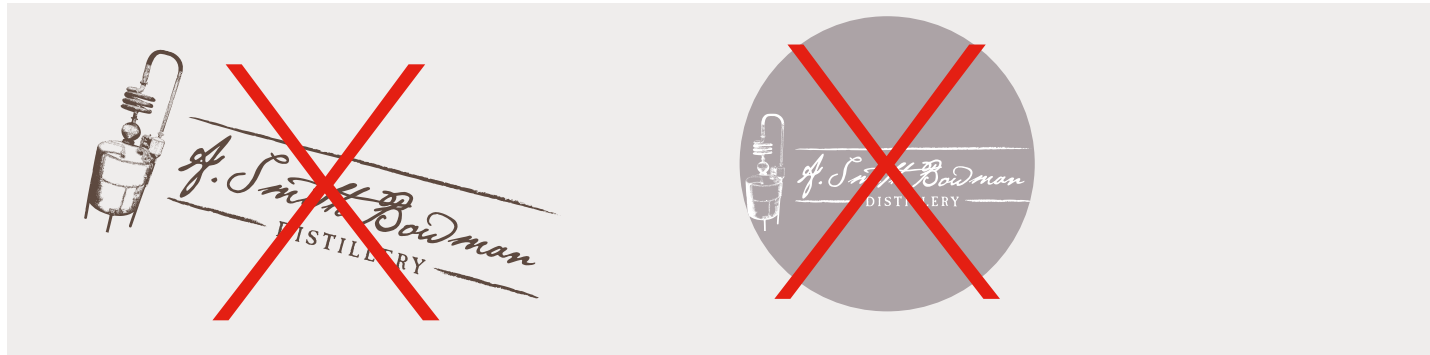
Whenever using the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.

Computation

To work out the clearspace, use the width of the still all around the logo.

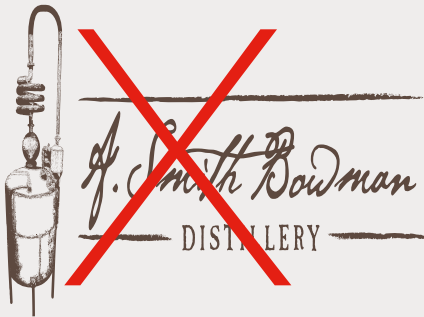
WHAT NOT TO DO!

Do not apply any of the following alterations to the logo design. Contact Madison+Main to discuss changes to logo appearance.



DON'T ROTATE

DON'T PUT INSIDE A SHAPE



DON'T STRETCH



DON'T SQUASH



DON'T CHANGE THE COLOR



SECTION 3

03 BRAND TYPOGRAPHY SYSTEM

Typographic hierarchy is another form of visual hierarchy, a sub-hierarchy per se in an overall design project. Typographic hierarchy presents lettering so that the most important words are displayed with the most impact so users can scan text for key information. Typographic

hierarchy creates contrast between elements. There are a variety of ways you can create a sense of hierarchy. Here are some of the most common techniques for A. Smith Bowman layouts.



THE BRAND FONTS AND TYPOGRAPHY

THE FONT

Several digital revivals of Caslon's Egyptian have been made, for commercial use Cyrus Highsmith of Font Bureau (adding an invented lower case) and for private use by

Justin Howes and James Mosley. Howes' revival is used for signage at Dulwich Picture Gallery, designed by Soane.

SECONDARY FONT

Caslons Egyptian

DESIGNER :
FONT BUREAU

CASLONS EGYPTIAN

Bold

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

Regular

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

TYPE EXAMPLES

Figures

0 1 2 3 4 5 6 7 8 9 0

Special Characters

! “ § \$ % & / () = ? ` ; : i “ ¶ ¢ [] | { } ≠ € ‘
« Σ ® † Ω ” / ø π • ± ‘ æ œ @ Δ ° ª © f ð , å ¥ ≈ ç

THE BRAND FONTS AND TYPOGRAPHY

THE FONT

Caslon Antique is a decorative American typeface that was designed in 1894 by Berne Nadall. It was originally called "Fifteenth Century," but was renamed "Caslon Antique"

by Nadall's foundry, Barnhart Bros. & Spindler, in the mid-1920s. The design of the typeface is meant to evoke the Colonial era.

SECONDARY FONT Caslon Antique

DESIGNER :
BERNE NADALL

CASLON ANTIQUE

Bold

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

Regular

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

TYPE EXAMPLES

Figures

0 1 2 3 4 5 6 7 8 9 0

Special Characters

! " § \$ % & / () = ? ` ; : j " ¶ ¢ [] | { } = ÿ ' « » ® † Ω · / ø π • ± ' æ œ @ Δ ° ª © f ò , à ¥ ≈ ç

**CONTEXT TEXT
AND INNER HEADLINES**

Caption
Text

A. Smith Bowman Typography
- Caslons Egyptian Light - Regular
6 pt Type / 9 pt Leading

Copy Text

A. Smith Bowman Typography
- Caslons Egyptian Light - Regular
8 pt Type / 11 pt Leading

Headlines
Copytext

A. SMITH BOWMAN TYPOGRAPHY
- Caslons Egyptian Light - Capital Letters
10pt Type / 10pt Leading

**HEADLINES AND
TYPOBREAKS**

Sublines
Sections

SUBLINE TYPOGRAPHY
- Caslons Egyptian Bold - Capital Letters
16pt Type / 16pt Leading

Big
Headlines
and Title

TITLE TYPOGRAPHY

- Caslons Egyptian Bold - Capital Letters
34pt Type / 30 pt Leading

Sequencer
and
Title for
Marketing

HEADLINE

- Caslons Egyptian Bold - Capital Letters
48pt Type / 48 pt Leading



SECTION 4

04 BRAND COLOR SYSTEM

THE PRIMARY COLOR SYSTEM AND COLOR CODES

Color plays an important role in the A. Smith Bowman Distillery brand identity program. The colors below are recommendations for various media. A palette of primary colors has been developed, which comprise the “One Voice” color scheme. Consistent use of these colors will

contribute to the cohesive and harmonious look of the A. Smith Bowman brand identity across all relevant media. Check with your designer or printer when using the brand colors that they will be always be consistent.

PRIMARY COLOR SYSTEM

Explanation:

A. Smith Bowman Distillery has two official colors: Brown and Tan.

Usage:

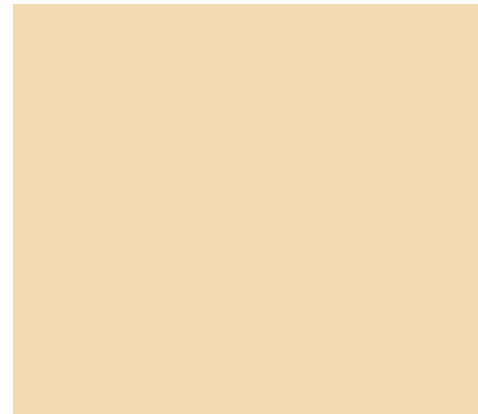
Use them as the dominant color palette for all internal and external visual presentations of the brand.



PRIMARY COLOR BROWN

COLOR CODES

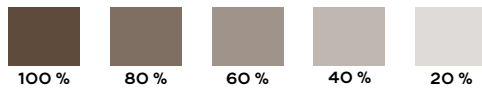
Pantone : 7519 CP
sRGB : 94 81 69
HTML : #5E5145
CMYK : 24 42 45 68



PRIMARY COLOR YELLOW

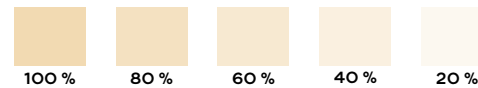
COLOR CODES

Pantone : 7506 CP
sRGB : 242 219 179
HTML : #F2DBB3
CMYK : 00 07 25 01



100 % 80 % 60 % 40 % 20 %

COLOR TONES



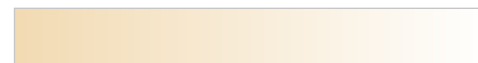
100 % 80 % 60 % 40 % 20 %

COLOR TONES



Brown Gradient

THE GRADIENT



Yellow Gradient

THE GRADIENT

SECONDARY COLOR SYSTEM

Explanation:

The Secondary colors are complementary to our official colors.

Usage:

Use them to accent and support the primary color palette.



Tones

COLOR CODES

Pantone : 174 CP
sRGB : 155 65 36

HTML : #9C4124
CMYK : 08 86 100 36



Tones

COLOR CODES

Pantone : 186 CP
sRGB : 201 42 57

HTML : #C92A39
CMYK : 02 100 85 06



COLOR CODES

Pantone : 186 CP
sRGB : 137 118 75

HTML : #89764B

SECTION 5

05 IMAGES AND ILLUSTRATIONS





THE A. SMITH BOWMAN BRAND IMAGE :

Brand Images are responsible to transfer the values of A. Smith Bowman Distillery to our customers or our potential customers. It is a composite psychological impression that continually changes with the brand's circumstances, media coverage, performance, pronouncements, etc. A. Smith Bowman uses various brand advertising techniques to enhance our public image in order to improve our desirability as a supplier, employer, customer, borrower, partner, etc.

EXAMPLES FOR A. SMITH BOWMAN BRAND IMAGE SYSTEM

Requirements:

- Depth of field
- Warm tones
- Genuine, candid shots of people
- Etching illustrations



06

SECTION 6

BRAND VOICE

BRAND NAME DISCIPLINE

BRAND VOICE

BRAND PERSONALITY



BRAND NAME DISCIPLINE

“WE ARE A. SMITH BOWMAN DISTILLERY!”

A. Smith Bowman Distillery

A. Smith Bowman (Second Reference Only)

~~Bowman~~

~~Bowman Distillery~~

~~A. S. Bowman~~

~~Bowman Brothers Distillery~~

~~A. Smith Bowman Distilling~~

Whenever you talk about the brand — whether online, on a label, in conversation, at a speaking engagement, anywhere, any time — refer to the company and the brand as **A. Smith Bowman Distillery**. In written communication, on second reference, A. Smith Bowman Distillery can be referred to as **the Distillery**. Make sure Distillery is capitalized if used as a proper noun. In most cases, if “the” is modifying “Distillery” it would be considered a proper noun.

WHY CAN’T I JUST SAY “BOWMAN?”

There is a historical negative legacy surrounding the name “Bowman” when it comes to liquor in Virginia. When many people in this area hear the name “Bowman,” especially in conversation regarding distilled spirits, there is a high probability that they will immediately think about one of the following things:

- The value brand of liquor their parents and grandparents drank.
- Plastic bottle liquor that is typically found in the rail at a local happy hour hot spot.
- Virginia Gentleman

WHY IS USING THE PROPER, FULL NAME IMPORTANT?

Maintaining a strict discipline when it comes to the name of the brand is very important to help us change the existing perception of the brand and our products. To successfully re-establish the Bowman name in the liquor world as a high-quality craft spirits brand, we need to change public perception. By using the full name in everything we do, we are making a clear delineation between the Bowman value bottles on the bottom shelf and A. Smith Bowman Distillery’s hand-crafted, award-winning products.

BRAND VOICE

WHAT DOES BRAND VOICE MEAN?

Brand Voice describes how we talk about our brand and determines how we want to be perceived. Think of it as A. Smith Bowman Distillery's tone of voice. It's not what we say, but how we say and write it. Our brand voice informs all of our written copy, including our website, social media messages, emails, and packaging.

WHAT IS A. SMITH BOWMAN DISTILLERY'S BRAND VOICE?

We are:

- Humble (We never brag about ourselves)
- Conversational (Easy To Communicate With)
- Knowledgeable (But Not A Know-It-All)
- Friendly (Warm & Welcoming)
- Familiar (Like An Old Acquaintance)
- Fun (Let's Have A Good Time)
- Generous (What Can We Do For You?)

In everything we do, A. Smith Bowman Distillery should sound like the place to be and the people to know. By the nature of our business, we should always be fun, warm, and welcoming. Our interactions (both one-way communication and in-person) should exude the finest examples of Southern hospitality and friendliness. When it comes to our products, we know what goes into every drop and we have all the answers at the ready, but we've love to hear what others have to say, too!

BRAND PERSONALITY



WE LOVE THIS BRAND.

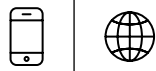
**A. Smith Bowman Distillery
Brand Collection**



CONTACT

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Richmond, VA 23219
madisonmain.com



DOWNLOAD

Direct
Link :



<https://bit.ly/2EdYAj>

Scan to download the complete
Brand Design Brand Manual



**A. Smith Bowman Distillery
Brand Collection**