Version 1.0
Fruity Tipples

Brand Guidelines

Welcome

Welcome to the Fruity Tipples Brand Guidelines.

Here, you'll discover the essence of the Fruity Tipples brand and the tools to maintain a consistant and fruitful presence.

Fruity Tipples is all about homemade, real fruit and great tasting, artisan liquers. These guidelines enable you to keep the brand authentic and true to it's essence in every interaction with the customer.

Contents

Logo

1.0

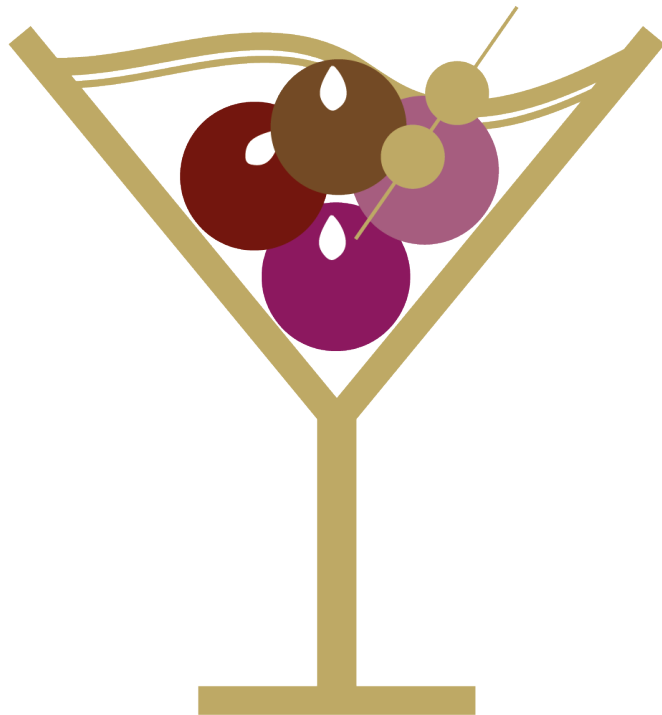# Master Logo

FRUITY TIPPLES

CRAFT LIQUEURS

Landscape Logo

Logomark

Main Logomark

Alternative Logomark

The primary logomark is designed for application on either white or black backgrounds, while the alternative logomark is intended for use on colored backgrounds.

Tagline

Primary Tagline

CRAFT LIQUEURS

Alternative Tagline

CRAFT LIQUEURS

The primary tagline is suitable for application on either white or black backgrounds, while the alternative tagline is designed for use on colored backgrounds.

Correct Logo Application

Maintaining a consistent application of the brand's logo across various materials and platforms is vital. This ensures the logo's integrity in terms of placement, colour and size, reinforcing brand recognition and a polished brand image.
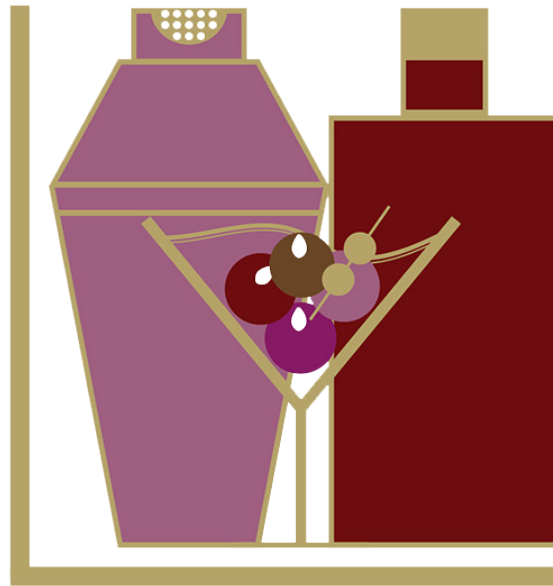
Incorrect Logo Application

Instances where the brand's logo is utilised incorrectly or inconsistently. This guideline helps avoid common mistakes, ensuring that the logo is always correctly sized, positioned and coloured to maintain the brand's identity and professionalism.

Sub-Brand

1. Logo
2. Landscape Logo
3. Logomark
4. Correct Logo Application
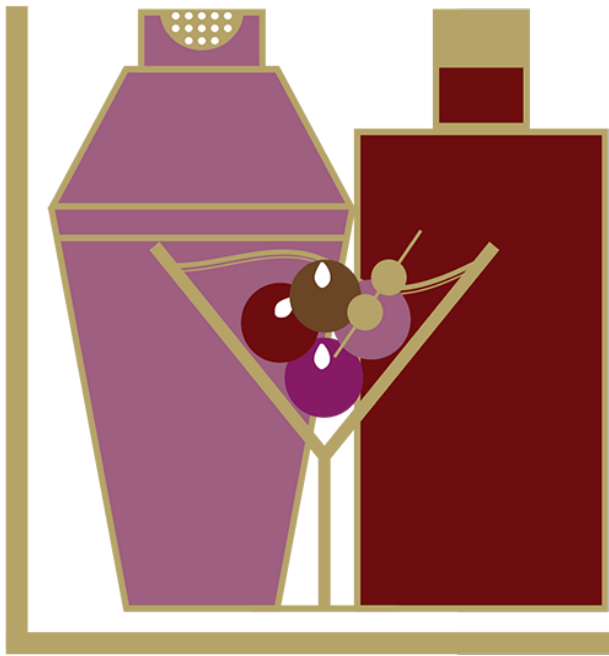5. Incorrect Logo Application
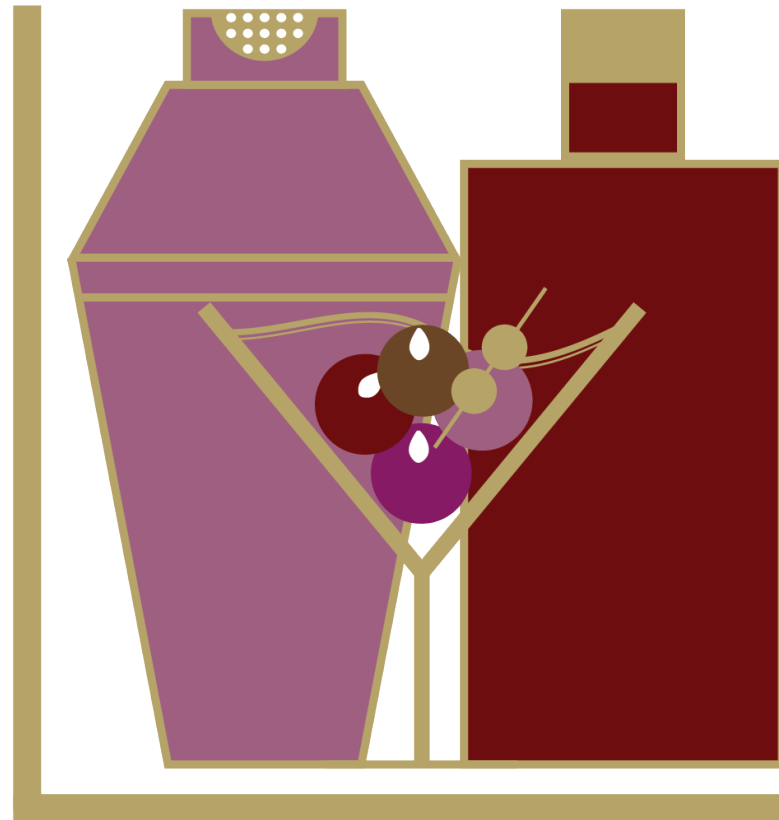
2.0

Logo

COCKTAILS
IN A BOX

Landscape Logo

COCKTAILS
IN A BOX

Logomark

Correct Logo Application

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Incorrect Logo Application

Instances where the brand's logo is utilised incorrectly or inconsistently. This guideline helps avoid common mistakes, ensuring that the logo is always correctly sized, positioned and coloured to maintain the brand's identity and professionalism.

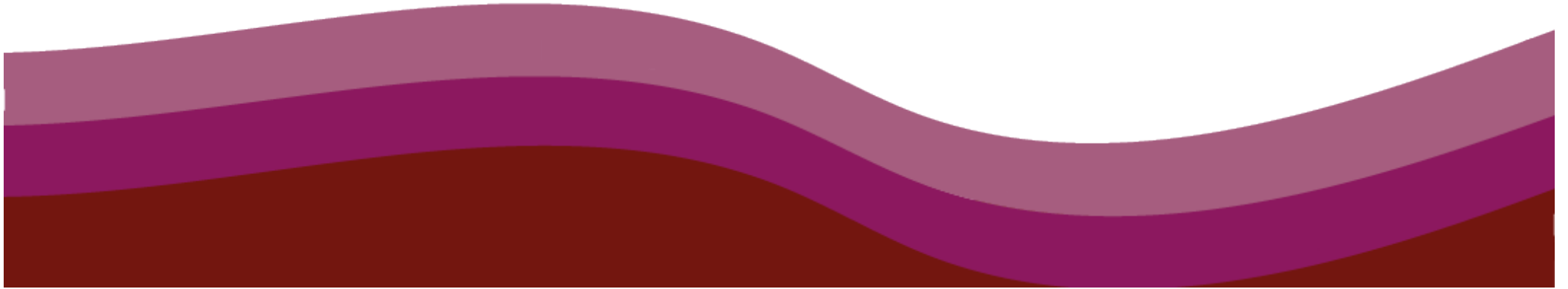# Pattern

1. Primary Pattern
2. Secondary Pattern

3.0

Primary Pattern

The wave graphic represents the Fruity Tipples icon and is predominantly used in web (as a divider or background element) and marketing materials such as social media posts and advertising.

Secondary Pattern

The secondary pattern is intended to complement the primary pattern, but it cannot be utilised independently.

Colour
Scheme

1. Primary Colours
2. Secondary Colours

4.0

Primary Colours

Royal Gold
Hex: BEA965
R   190
G   169
B   101

Royal Red
Hex: 73160E
R   115
G   22
B   14

Plum Pink
Hex: 8C185F
R   140
G   24
B   95

Cosmetic Pink
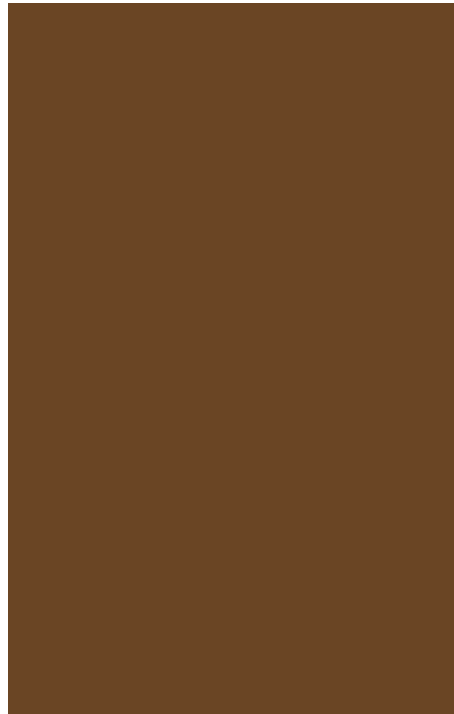Hex: A65D7F
R   166
G   93
B   127

Royal gold is suitable for all applications except as a background color for the main logo and sub-brand logo. The remaining primary colors are applicable for all uses.
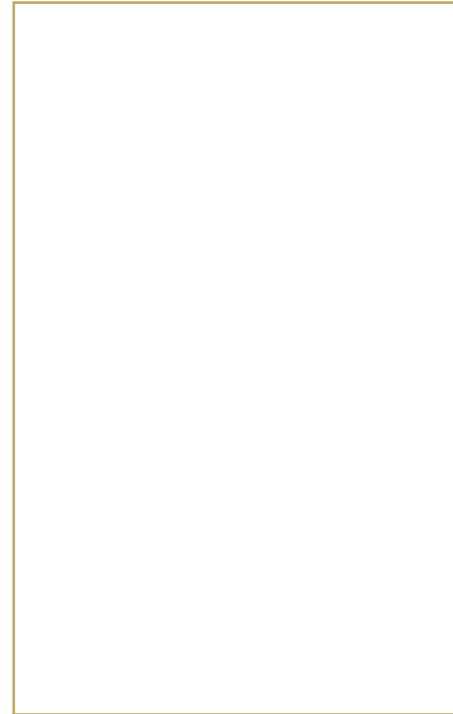
Secondary Colours

Brown
Hex: 734A25
R   115
G   74
B   37

White
Hex: FFFFFF
R   255
G   255
B   255

Brown is exclusively utilised in the Fruity Tipples main logomark. White can serve as the text color
over a gold background or function as the background color itself.

Typography

1. Primary Typeface
2. Secondary Typeface

5.0

Primary Typeface

Myriad Pro Regular

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
123456789!@£$%^&*

To ensure consistency, Myriad Pro Regular should always be used for headers and heroes and can either be in caps or lower case lettering.

Secondary Typeface

Helvetica   abcdefghijklmn
opqrstuvwxyz
123456789!@£$%^&*

To ensure consistency, Helvetica should be used for body text and sub-headings. This should always be in lower case but it can be light, regular or bold.

Social Media

1. Strategy
2. Audience Personas
3. Platform Focus
4. Hashtag Banks
5. Post Templates

6.0

Strategy

Understand Your Target Demographic
Concentrating on Instagram and Facebook would be more advantageous since your primary audience predominantly utilises these platforms.

Determine a Consistant Upload Schedule
Consistently posting daily offers the most advantages, yet maintaining a minimum frequency of three times per week is acceptable. Rotate between standard posts and stories, scheduling them appropriately. Additionally, link your Instagram and Facebook accounts to enable simultaneous posting on both platforms.

A Consistant Brand Is Key
Ensuring a username that is easily discoverable through searches is important. Opt for a professional profile picture, ideally featuring a properly sized logo. Pay close attention to where you direct your bio link, as it plays a crucial role in converting Instagram followers into valuable customers. Don't forget to include a link to your website. Posts should harmonize with your brand and color schemes to maintain an aesthetic appeal.

Keep Track Of Social Media Analytics
Switch your account to a business profile. This facilitates the monitoring of your current and potential audience demographics, as well as their interactions with your content. Keep track of metrics such as likes, follows, shares, views, and website clicks.

Encourage Interactions With Your Posts
Ask questions, run polls or surveys, host contests or giveaways, respond promptly to comments, encourage tagging and sharing, share user-generated content, use interactive features like quizzes and question stickers.

Audience Personas

Fruity Tipples main target audience are women age between 30 and 60. Refer to these personas when looking for inspiration to post. How can Fruity Tipples solve their problems?

Name: Alison

Age: 45

Children: Has teenage twins agd 15

Career: Works Part-time

Hobbies: Enjoys going for walks and spending time with the family.

Issue: Her friends birthday is coming up and she doesnt know what to get her.

Name: Sarah

Age: 56

Children: Never had any children

Career: CEO of a her own company

Hobbies: Enjoys working, travelling

Issue: Holding a company party and would like a cocktail making section.

Name: Emily

Age: 32

Children: Has two young children age 2 & age 4

Career: Full-time mum

Hobbies: Enjoys lunch with friends and playing with her children

Issue: Needs a last-minute christmas present for her sister.

Platform Focus

Instagram

Facebook

Hashtag Banks

A hashtag bank is a collection of commonly used hashtags for specific topics or campaigns, helping users save time and maximise social media reach and engagement. These belong in the comments section of your post. Hashtag banks save time, ensure consistency, maximize reach, and enhance engagement on social media. Below I have created two different hashtags banks which you can alternate between.

#CraftCocktails #Mixology
#CocktailHour #DrinkResponsibly
#CheersToThat #CocktailCulture
#SipAndSavor #HappyHourOnline
#HomeBar #LiquidArtistry
#CocktailInspiration #TasteTheCraft
#CocktailOfTheDay #DrinkLiqueurs
#BarEssentials #CocktailEnthusiast
#OnlineMixology #LiqueurDelivery

#LiqueurSipper #CraftedCocktails
#MixItUp #CocktailTime
#ToastToTaste #SipCraft
#CocktailMagic #LiqueurLuxury
#PourPerfection #DrinkInStyle
#ArtOfThePour #FlavorFusion
#OnlineBar #DrinkDelight
#CocktailConnoisseur
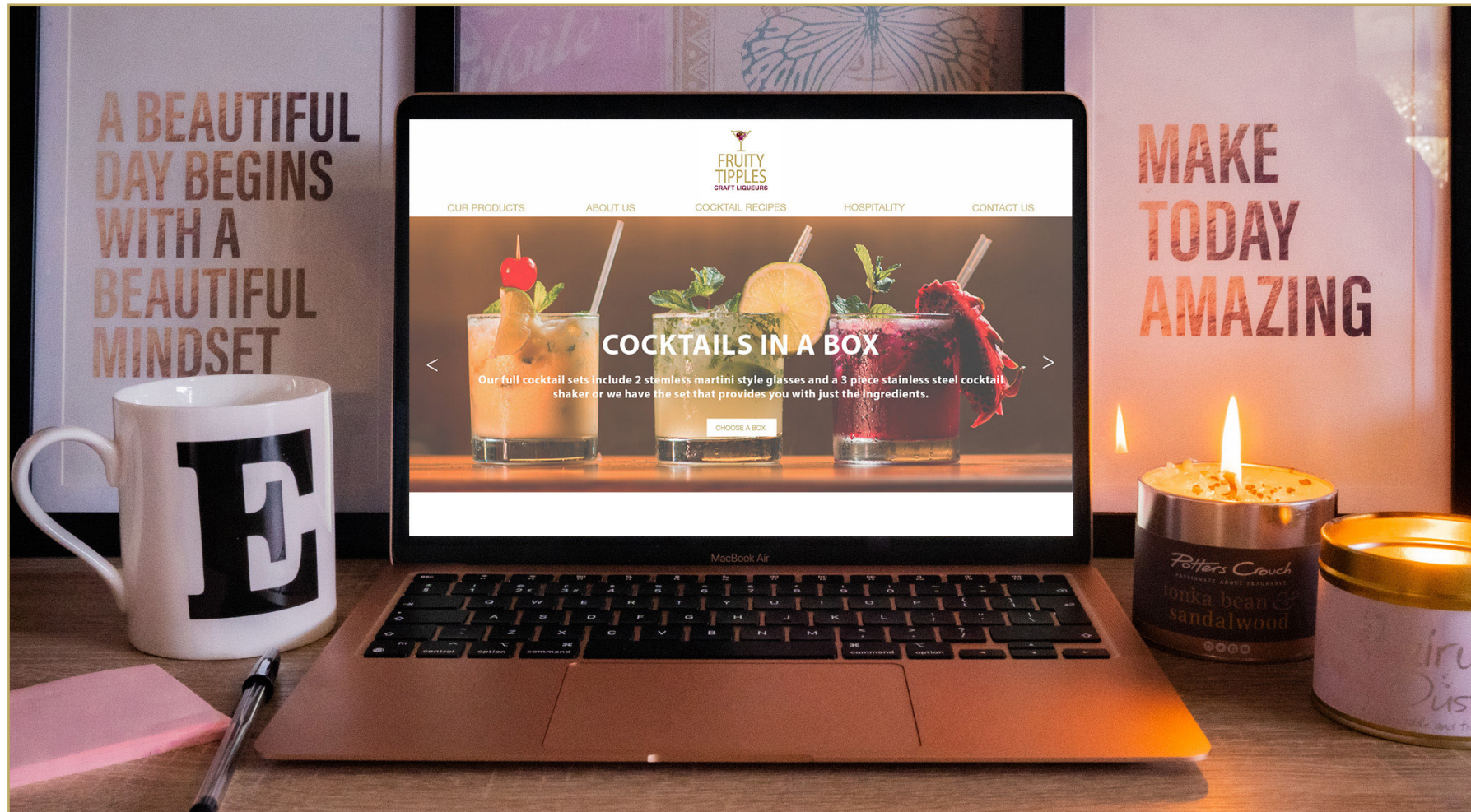#SpiritedSips #MixMaster

Post Templates
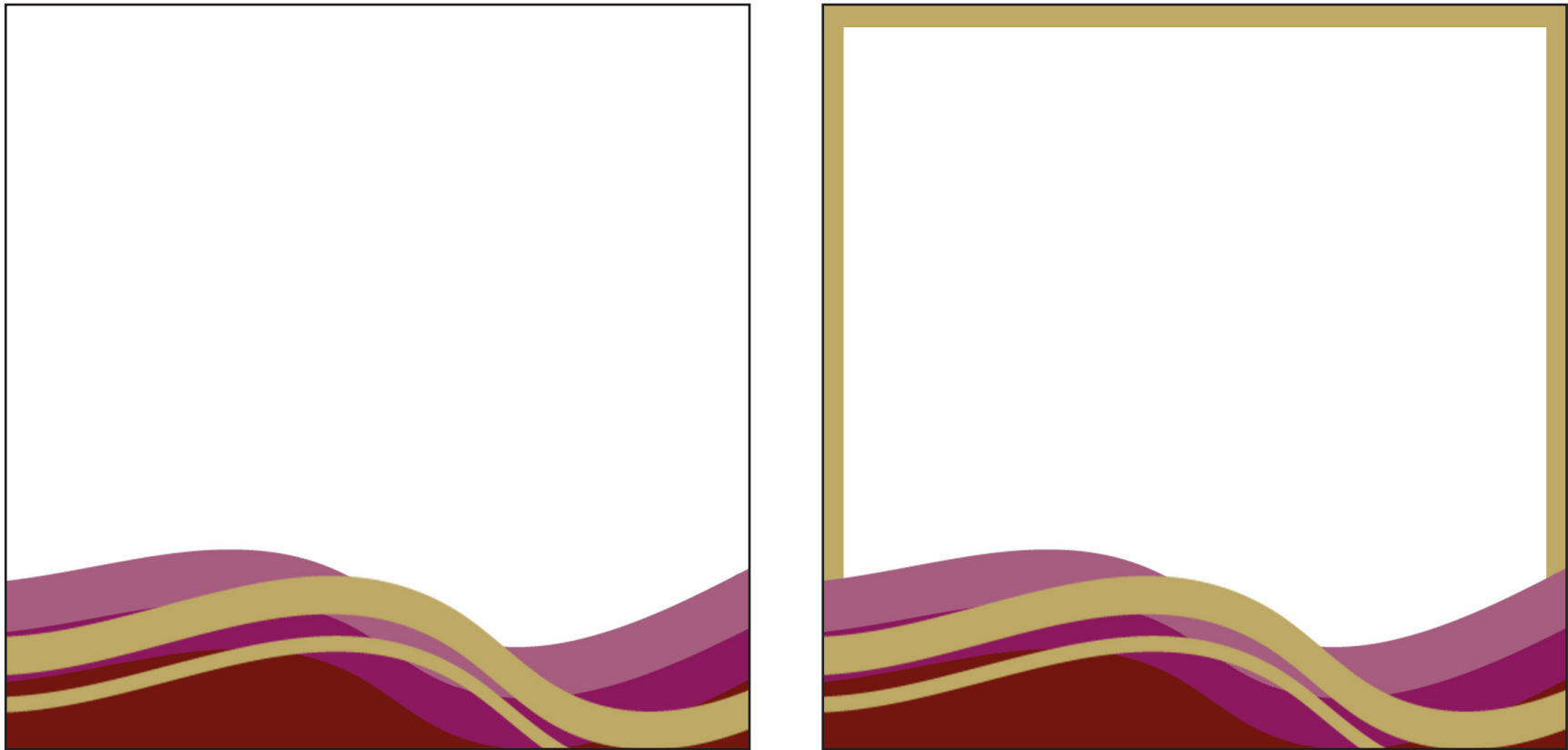
Main Logo Application

1. Business Cards
2. Website
3. Bottle Labels

7.0

Business Cards

Website

Liqueur Bottle Labels

Sub-Brand Application

1. Packaging
2. Website

8.0

Packaging

Website

Product Photography

9.0

1. Liquer Bottle
2. Liqueur Bottle with Fruit
3. All Liqueur Bottle's
4. CIB Packaging
5. CIB Contents
6. Cocktail

Liqueur Bottle

Liqueur Bottle with Fruit

All Liqueur Bottle's

CIB Packaging

CIB Contents

Cocktail

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