

Iloha Spirits

The logo for Iloha Spirits is centered on a dark blue background. The word "Iloha" is written in a light beige, rounded, sans-serif font. The letter 'i' has a long, curved swoosh that extends downwards and to the left. A horizontal dotted line starts from the end of the swoosh and extends to the right, ending with a small airplane icon. Below "Iloha", the word "Spirits" is written in the same light beige, rounded, sans-serif font.

.....
2021 BRAND GUIDELINES
.....

LOGO VARIATIONS

STACKED VERSION

This is the preferred version of the logo. This lock-up should be used whenever possible.

CIRCLE VERSION

In some cases it may be advantageous to place the logo within a shape. In this case a circle should be used and the logo sized within as shown here.

HORIZONTAL VERSION

This is an alternate version of the logo. This version is to be used only in situations where the available space requires a horizontal orientation.



LOGO USAGE

CLEAR SPACE

It is critical to maintain an area of clear space when using the logo. For the Liba Spirits logo, this clear space is defined by the plane icon as shown in the diagram. The surrounding clear space ensures the visual integrity of the signature while helping it command attention. No other design element or typography may fall within this area.

This rule should always be applied across all media.

MINIMUM SIZE

The minimum suggested size for the logo is 5/8" tall.



LOGO USAGE

WHAT TO AVOID

The Liba Spirits logo elements and their relationships to each other have been carefully designed and spaced and should never be altered in any way. Always use approved artwork. Outlined here are several examples of how NOT to alter the logo.



LOGO USAGE

BLACK AND WHITE

Liba Spirits primary logo is a one-color mark that can appear as a positive or reversed application. Both options are the preferred versions and should be used whenever possible for communications, including print advertising, collateral, direct marketing and signage.

POSITIVE

The black logo should only be placed on neutral backgrounds, preferably white. Always ensure significant contrast between the logo and background. Do not place the logo on patterned or textured backgrounds.

NEGATIVE

The reverse version should only be placed on 100% black or solid colored backgrounds. Always ensure significant contrast between the logo and background.



BRAND ELEMENTS

EXTENDED BRANDING GRAPHICS

LOGO WITH TAGLINES

This lockup includes company tagline and description typeset in half-circles and placed to accentuate the stacked logo. Additionally, it includes the established-by date in the lower right-hand corner. These elements are approved violations of the clear-space rule set forth earlier. This version may be used whenever a little extra pizzazz is called for.

OVAL BADGE

This graphic may be used to accentuate Liba Spirits branding where the primary logo is not necessary.

ICON

The “LS” icon may be used in a circle or alone as another way to accentuate Liba Spirits branding.



BRAND ELEMENTS

COLOR

COLOR

The logo can be used in color in two primary ways—Tone-on-tone and on neutral background.

TONE-ON-TONE

The one-color positive, solid logo can be placed on colored backgrounds as in the examples here. Always ensure significant contrast between the logo and background. Do not place the logo on patterned or textured backgrounds.

NEUTRAL BACKGROUND

The one-color positive, solid logo can also be used on a neutral background. Always ensure significant contrast between the logo and background. Do not place the logo on patterned or textured backgrounds.



BRAND ELEMENTS

COLOR

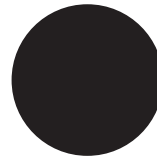
MAINTAIN CONSISTENCY

Color plays an important role in the Liba Spirits brand, affecting how people see us and how we choose to be seen.

Because of this, color demands a high level of precision and consistency throughout our communications.

For print media, use the Pantone® Matching System (PMS) to specify ink colors whenever possible. This will ensure consistent and optimum results. When the use of PMS is not possible, refer to the CMYK (cyan, magenta, yellow and black) color builds. The percentage listed for each color represents the 4-color process build for that particular PMS color.

Online, use the hexadecimal codes listed below. For other digital media, such as PPT or video, use the RGB (red, green and blue) values.



BLACK

C 0, M 0, Y 0, K 100
R 0, G 0, B 0
#000000



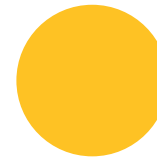
PMS 7527 C

C 12, M 10, Y 14, K 0
R 214, G 211, B 210
#D6D3D2



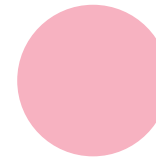
PMS 179 C

C 0, M 88, Y 85, K 0
R 224, G 60, B 57
#E03C39



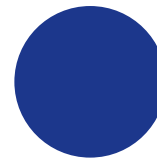
PMS 1235 C

C 0, M 25, Y 94, K 0
R 255, G 185, B 42
#FFB29A



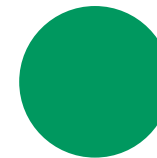
PMS 700 C

C 0, M 37, Y 9, K 0
R 242, G 172, B 194
#F2ACC2



PMS 2746 C

C 100, M 91, Y 0, K 10
R 25, G 25, B 152
#191998



PMS 2245 C

C 100, M 0, Y 83, K 10
R 0, G 134, B 86
#008656

BRAND ELEMENTS

TYPOGRAPHY

OVERVIEW

The use and style of typography is of equal importance to the Liba Spirits brand as identity and color. Typography gives voice to the brand—speaking to the distinctly different characters, habits and behaviors of the audience.

PRIMARY TYPEFACE

The primary typeface is Palanquin. It is a functional sans serif typeface with humanist elements and just the right amount of character. Although the family includes a wide variety of weights, we opt to use Light, Medium and SemiBold to maintain consistency.

Palanquin is available via Google Fonts and licensed under the Open Font License.

SECONDARY TYPEFACE

The secondary typeface is Fairweather. It is a fresh and contemporary condensed sans-serif typeface with a vintage flavor. Although the family includes a wide variety of weights, we opt to use Regular and SemiBold to maintain consistency.

Fairweather is available with an Adobe Creative Cloud subscription, or for purchase at MyFonts.com.

ACCENT TYPEFACE

Rocketto Signature Bold is a unique handwritten font with a balance of elegance and fun. It is available for purchase at CreativeMarket.com.

PRIMARY

- Palanquin Light
- ABCDEFGHIJKLMNOPQRSTUVWXYZ
- abcdefghijklmnopqrstuvwxyz
- 0123456789!@#%&(')
- Palanquin Medium
- ABCDEFGHIJKLMNOPQRSTUVWXYZ
- abcdefghijklmnopqrstuvwxyz
- 0123456789!@#%&(')
- Palanquin SemiBold
- ABCDEFGHIJKLMNOPQRSTUVWXYZ
- abcdefghijklmnopqrstuvwxyz
- 0123456789!@#%&(')

SECONDARY

- | | |
|------------------------------|----------------------------|
| • Fairweather Regular | Fairweather Semibold |
| • ABCDEFGHIJKLMNOPQRSTUVWXYZ | ABCDEFGHIJKLMNPOQRSTUVWXYZ |
| • abcdefghijklmnopqrstuvwxyz | abcdefghijklmnopqrstuvwxyz |
| • 0123456789!@#%&(') | 0123456789!@#%&(') |

ACCENT

- Rocketto Signature Bold
- ABCDEFGHIJKLMNOPQRSTUVWXYZ
- abcdefghijklmnopqrstuvwxyz
- 0123456789!@#%&(')