

B.R. Distilling Company
Brand Guidelines 2024 – v2.0



Blue Note Bourbon
Brand Usage Guidelines

BLUE NOTETM
STRAIGHT BOURBON WHISKEY

Primary Logo

We're excited to provide you with the B.R. Distilling Company family of brands logos for use on marketing materials. To deliver a consistent message, we've created this simple guide.

If you'd like to use the Blue Note Bourbon logo, please follow these rules and guidelines.



MAIN LOGO



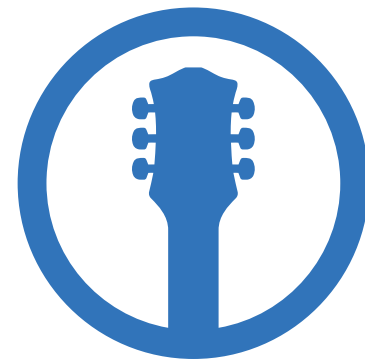
Minimum width: 1 inch

Blue Note Bourbon Icon

The Blue Note Bourbon icon seen on product seals should only be used on product or packaging as a nod to the brand identity, and never as a replacement for the Blue Note Bourbon logo itself.



ICON



ICON



Minimum width: .5 inch/25 pixels

Primary Logo Treatment

DO:

- Use the logo to brand all material created for Blue Note Bourbon
- Only show the logo in blue, white, or black. As displayed here.
- Additional Product Lines (Blue Note Juke Joint and Blue Note Crossroads) may use alternate logos as shown here, if needed.



BLUE NOTE
STRAIGHT BOURBON WHISKEY



BLUE NOTE
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BLUE NOTE
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BLUE NOTE
STRAIGHT BOURBON WHISKEY



BLUE NOTE
JUKE JOINT



BLUE NOTE
STRAIGHT BOURBON WHISKEY



BLUE NOTE
CROSSROADS

Primary Logo Misuse

DO NOT:

- Alter, rotate, or modify the logo
- Obstruct the logo
- Surround the logo with other characters or creatures
- Use our logos with colors other than prescribed PMS colors

*Refer to the examples here for a visual representation of what NOT to do.



Never add a drop shadow to the logo.



Never set the logo in a non-brand color.



Never reduce the opacity of the logo.



Never turn the logo upside-down



Never use a gradient on the logo.



Never squeeze or stretch the logo.

Improper Logo Selection

When using the Blue Note Bourbon brand, please

DO NOT:

- Use the Blue Note Bourbon wordmark without STRAIGHT BOURBON WHISKEY descriptor
- Use the outdated Blue Note badge
- Stacked version for use ONLY when execution / platform calls for it,



BLUE NOTE™



BLUE
NOTE™



BLUE
NOTE™

Product Naming

Blue Note Bourbon is the umbrella brand. Under this brand, we offer the following products.

In typewritten verbiage, please refer to the brand in the following ways:

- Blue Note Juke Joint
- Blue Note Uncut
- Blue Note Crossroads
- Blue Note Premium Small Batch (also referred to as Blue Note 9-year)
- Blue Note Single Barrel Reserve
- Blue Note 17

In typewritten verbiage, please **DO NOT** refer to the brand in the following ways:

- Blue Note Whiskey
- Juke Joint Whiskey
- Juke Joint Bourbon
- Crossroads Bourbon



Blue Note Juke Joint



Blue Note Uncut



Blue Note Crossroads



Blue Note Premium Small Batch
(also Blue Note 9-year)



Blue Note
Single Barrel Reserve



Blue Note 17

Branded Item Naming

Always name initiatives with Blue Note Bourbon as the branding/sender.

For example, please follow the nomenclature for drink/cocktail names as:

- Blue Note Old Fashioned
- Blue Note Juke Joint Sour
- Blue Note Crossroads Manhattan

DO NOT list cocktails as, “Juke Joint Old Fashioned” or “Crossroads Manhattan.”



Brand Colors

The Blue Note Bourbon brand has two main colors and two secondary colors. The main logo consists of the two main colors. Use different combinations of colors to create accents and collateral. Always ensure proper color contrast for legibility.

BLUE

CMYK: 87/69/33/16
RGB: 55/81/114
HEX: #253A6A
Pantone: 295U

ROYAL

CMYK: 84/51/1/0
RGB: 61/122/202
HEX: #3174BA
Pantone: 2174U

GRAY

CMYK: 31/24/25/0
RGB: 178/180/179
HEX: #B3B4B4
Pantone: 7538U

LIGHT

CMYK: 1/3/7/0
RGB: 253/244/233
HEX: #223C63

Typefaces

Most headlines should be set in SS Hilborn Three. Gotham Bold/Ultra can be used for headlines. Subheads and some special headlines should be set in SS Hilborn One. Label body copy should be set in Coronamatic 67. Body copy should be set in Gotham or TT

HEADLINE

SS HILBORN THREE

ABCDEFGHIJKLMNO
PQRSTUVWXYZ

SUBHEAD & BODY COPY

SS HILBORN ONE

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
\$49.99
\$29.99

LABEL BODY COPY

Coronamatic 67

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmno
pqrstuvwxyz

BODY COPY

Gotham

Bold
ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmno
qrstuvwxyz

BODY COPY

Book
ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmno
qrstuvwxyz

ALT BODY COPY

TT Hoves

Regular
ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmno
qrstuvwxyz

Potisioning
Statement

Below is Blue Note Bourbon’s current positioning Statement / Tagline.
SS HILBORN THREE should be used when possible. Can be used in proximity to Blue
Note Bourbon logo or standalone statement,

HEADLINE

SS HILBORN THREE

ABCDEFGHIJKLMNO
PQRSTUVWXYZ



FINISHED WITH SOUL

FINISHED WITH SOUL

FINISHED WITH SOUL

#FINISHEDWITHSOUL

Blue Note Rye Whiskey
Brand Usage Guidelines

BLUE NOTE
RYE WHISKEY

Primary Logo

We're excited to provide you with the B.R. Distilling Company family of brands logos for use on marketing materials. To deliver a consistent message, we've created this simple guide.

If you'd like to use the Blue Note Rye Whiskey logo, please follow these rules and guidelines.



MAIN LOGO

Minimum width: 1 inch



Product Naming

Blue Note Bourbon is the umbrella brand. Under this brand, we offer the following products.

In typewritten verbiage, please refer to the brand in the following ways:

- Blue Note Juke Joint
- Blue Note Uncut
- Blue Note Crossroads
- Blue Note Rye Whiskey
- Blue Note Rye
- Blue Note Premium Small Batch (also referred to as Blue Note 9-year)
- Blue Note Single Barrel Reserve
- Blue Note 17

In typewritten verbiage, please **DO NOT** refer to the brand in the following ways:

- Blue Note Whiskey
- Juke Joint Whiskey
- Juke Joint Bourbon



Blue Note Rye Whiskey

Brand Colors

The Blue Note Rye Whiskey brand has two main colors.
The main logo consists of the two main colors.
Always ensure proper color contrast for legibility.

GREEN

CMYK: 89/39/66/25
RGB: 9/102/89
HEX: #253A6A
Pantone: 295U

ROYAL

CMYK: 84/51/1/0
RGB: 61/122/202
HEX: #3174BA
Pantone: 2174U

Typefaces

Most headlines should be set in SS Hilborn Three. Gotham Bold/Ultra can be used for headlines. Subheads and some special headlines should be set in SS Hilborn One. Label body copy should be set in Coronamatic 67. Body copy should be set in Gotham or TT

HEADLINE

SS HILBORN THREE

ABCDEFGHIJKLMNO
PQRSTUVWXYZ

SUBHEAD & BODY COPY

SS HILBORN ONE

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
\$49.99
\$29.99

LABEL BODY COPY

Fabello

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmno
pqrstuvwxyz

BODY COPY

Gotham

Bold
ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnop
qrstuvwxyz

BODY COPY

Book
ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnop
qrstuvwxyz

ALT BODY COPY

TT Hoves

Regular
ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnop
qrstuvwxyz

B.R. Distilling Company
Brand Guidelines 2022 – v1.0

