



ERISTOFF MASTER BRAND MARK
VISUAL GUIDELINES FOR OFF-PACK USAGE

THE ERISTOFF MASTER BRAND MARK



The Eristoff Master Brand Mark is the key off-pack visual representation of the brand's values, providing a strong, distinctive visual identity. It consists of 2 key elements from the pack design: the Wolf Device and the Eristoff Word Mark.

These elements must never be altered in any way or the Wolf Device used separately off pack as this weakens our legal claim on this unique brand trademark.

The Eristoff Master Brand Mark will be used across a variety of applications and therefore the following guidelines provide a range of solutions that will provide flexibility without damaging the consistency and integrity of the Master Brand Mark.

There are three versions:

- CMYK
- two colour
- single colour (including a reverse production option).

It is important that these approved guidelines are applied every time that you reproduce the Master Brand Mark.

Whenever the Eristoff Master Brand Mark is used it must also be accompanied by the legal trademark line -

Eristoff is a registered trademark and the wolf device is a trademark.

CMYK LOGO



This version of the logo should be used wherever possible in all off-pack communications. The blue vignette is achieved from a CMYK breakdown to replicate the gloss and metallic finish of the packaging label. It is made up from given values that must not be changed from the supplied artwork.

The relationships of the elements must not change in size, position or colour.

Examples of usage would be all primary print and POS work.



Minimum size = 25mm

CMYK LOGO ALTERNATIVE BACKGROUNDS



It is recognised that there may be occasions where the Master Brand Mark is applied to a solid blue or metallic silver (or a grey match) background to communicate either the primary brand colours (blue) or premium values (metallic).

In such instances the above versions of the Master Brand Mark should be used.

TWO COLOUR LOGO



PMS
294



PMS
877

This version of the logo should be used whenever the full colour logo cannot be reproduced due to size or print restrictions. The vignettes are turned to flat colours simplifying the logo.

The relationships of all elements must not change in size, position or colour.

Examples of usage would be all secondary print and POS work.



Minimum size = 25mm

SINGLE COLOUR LOGO



On a silver substrate

White on
PMS 294



PMS 877
on PMS 294



PMS
294



PMS
877

This one colour logo should only be used whenever the other versions cannot be reproduced due to size or print restrictions. It exists in both standard and reverse production format. It must always feature the dominant brand colour of blue plus either white or silver (or a grey match) to maintain the equities of the packaging.

The relationships of all elements must not change in size, position or colour.

Examples of usage would be some merchandise, POS and screen printing.

This version of the logo can be used for embossing and debossing.



Minimum size = 15mm



MINIMUM CLEAR AREA



In order to protect the integrity and legibility of the Eristoff Master Brand Mark, a minimum clear area has been established indicated by the blue dashed line.

The height of the Eristoff word represents the value "X" and the minimum clear area is measured by half of this value as indicated.

RESTRICTED USE



CMYK logo



Two Colour



One Colour



In certain exceptional limited circumstances where the space available for the Eristoff Master Brand Mark is restricted and its legibility would be compromised, it is acceptable to use the following alternate format off pack. As with the standard Eristoff Master Brand Mark, the relationships of the elements must not change in size, position or colour.

There are three versions:

- CMYK
- two colour
- single colour (including a reverse production option).

Examples of usage would be perimeter/pitch boards or narrow premium items such as pens.

MISUSE OF THE MASTER BRAND MARK



Do not distort the logos



Do not rotate the logos



Do not delete elements



Do not use any alternate typeface (however close) for the Eristoff word mark



Do not violate the logo



Do not use incorrect backgrounds



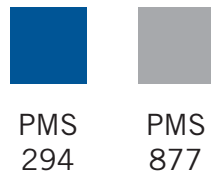
Do not use the Wolf Device in isolation of the Eristoff word mark



Do not change the colour ways

This shows some basic misuses of the logos. If you have any queries on how to implement or use the off-pack logos, please contact the ERISTOFF brand team on +44 (0)1932 826400.

BRAND COLOURS



Special Instructions: Please note that these Pantone references are based on an assumption that the substrate they are being printed on is coated white paper. If you are using another substrate, please ensure that you use a Pantone book and the above coated paper references to match against the colour you achieve on your substrate.

Under no circumstances use these references for packaging as the Eristoff labels are printed on metallic paper using unique colour references.

BRAND TYPEFACES

ATSackers Gothic Light/Medium/Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!£&*()/?

Trade Gothic Regular/Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxy**z**

1234567890!£&*()/?

Arrow Light/Regular/Bold/Extra Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxy**z**

1234567890!£&*()/?

Consistent typography styles help to establish a strong and distinctive brand identity. Above is a set of recommended typefaces that complement the Eristoff Master Brand Mark and packaging design and that are consistent with the values of the brand and its category.

ERISTOFF LINE EXTENSIONS



The Eristoff vodka Master Brand Mark should be the primary off pack brand visual identity used for consumer brand communication materials unless there are strong exceptional reasons for a different local strategy (e.g. restrictions on advertising full strength spirits). Only when such a strategy has been formally approved should the following line extension marks be used.

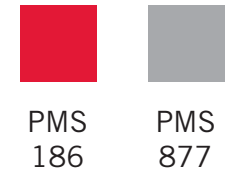
ERISTOFF RED



CMYK logo



Two colour logo



Single colour logo



Single colour on a silver substrate



White reversed out
of PMS 186



PMS 877 reversed
out of PMS 186

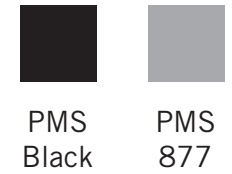
ERISTOFF BLACK



CMYK logo



Two colour logo



Single colour logo



Single colour on a silver substrate



White reversed out of black background



PMS 877 reversed out of black background

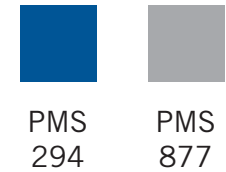
ERISTOFF ICE



CMYK logo



Two colour logo



Single colour logo



Single colour on a silver substrate



White reversed out
of PMS 294



PMS 877 reversed out
of PMS 294

CYRILLIC TEXT



ОРИГИНАЛЬНЫЙ РЕЦЕПТ КНЯЗЯ ЕРИСТОВА ОТ 1806

Original Recipe of Prince Eristoff of 1806

The Eristoff bottle features a line of Russian cyrillic text engraved around the lower base, which reinforces the brand's authentic Russian heritage.

This can be a useful secondary design detail to add a touch of authenticity, especially on 3-D POS (such as glasses) where it can act as a physical feature that brands the item with a distinctive element from our proprietary bottle design.

Where space restrictions exists, the following shortened versions can be used.

ОРИГИНАЛЬНЫЙ РЕЦЕПТ 1806

Original Recipe 1806

КНЯЗЬ ЕРИСТОВ 1806

Prince Eristoff 1806

КНЯЗЬ ЕРИСТОВ

Prince Eristoff