

Day Owl

ROSÉ

BRAND STANDARDS GUIDE



LOGOS

PRIMARY LOGO

Day Owl



LOGO WITH ROSÉ

VERTICAL

Day Owl
ROSÉ

HORIZONTAL

Day Owl **ROSÉ**

OWL ILLUSTRATION

THE OWL ILLUSTRATION IS PART OF THE PRIMARY PACKAGING AND SHOULD BE USED AS A SUPPORT ELEMENT FOR THE BRAND. IT IS **NOT PART OF THE LOGO LOCKUP.



PRIMARY USAGE

Owl illustration is to be used against a dark background (Pantone 7416 preferred). Owl illustration is to be built out of screens of white. The lighter pink is to be built out of white set to 45% opacity, with the white areas set to 100% opacity. Use this 2-layer illustration whenever possible.



ONE COLOR USAGE

A simplified one-color version may be used, only against a light-colored background. The pink areas of the owl are built out of Pantone 7415. Only use one-color version when printing limitations apply. Use 2-layer illustration in all other cases.

OTHER ELEMENTS

TAGLINE

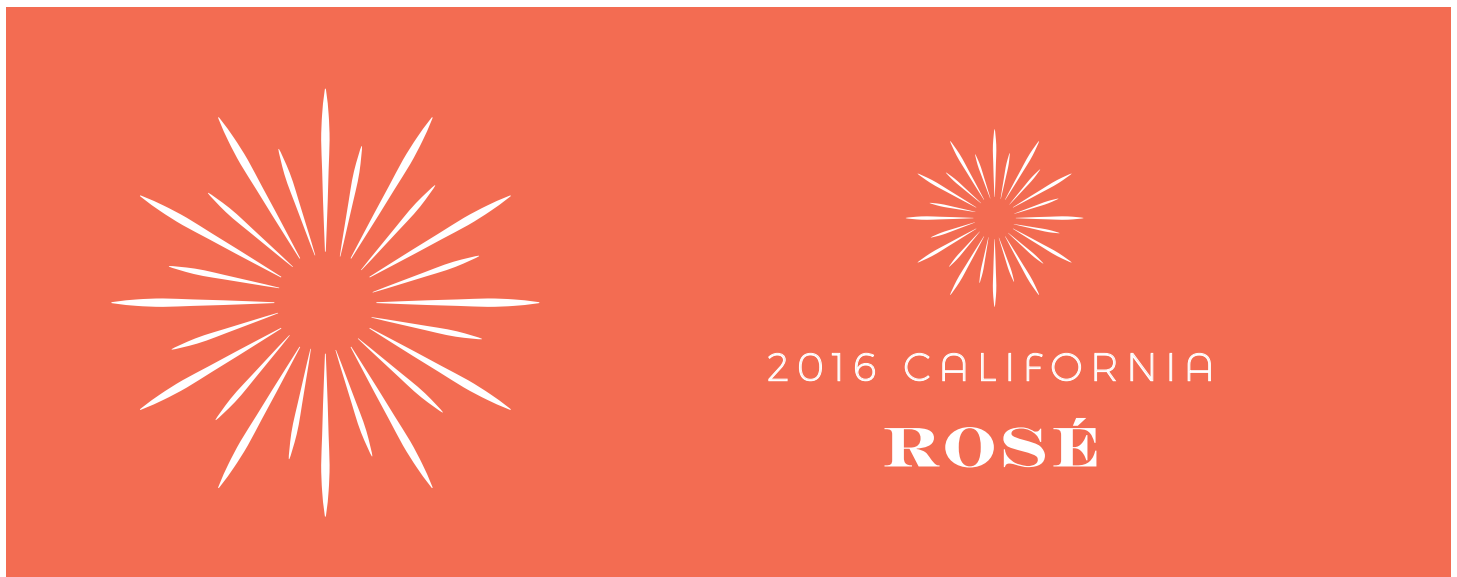
KUENSTLER SCRIPT

Live for the Day

MONTSERRAT LIGHT WITH ALTERNATE CHARACTERS

LIVE FOR THE DAY

BURST GRAPHIC



USAGE

MINIMUM LOGO CLEAR SPACE

There must be clearance around the Day Owl logo that is no 1/4 of the cap height of the Capital letters. Within this space, you may not have any text or strong graphics that may detract from the wordmark.



ROSÉ LOCKUPS

The placement of ROSÉ must be as shown. ROSÉ must be at least half the cap height away of the capital letter from the wordmark. This also applies in the lockup's horizontal presentation.



USAGE

DO NOT DO:



DO NOT MAKE NEW LOCKUPS

Maintain established lockups in all cases.



DO NOT ROTATE OWL ILLUSTRATION

Do not change the angle of logo or owl illustration.



DO NOT ALTER OWL ILLUSTRATION

Do not change or add new features to current owl illustration.



DO NOT USE NEW TYPOGRAPHY

Do not introduce new typography for the Day Owl logo or Rosé.



DO NOT STRETCH LOCKUP

Wordmark or illustration may not be stretched in any way.



DO NOT CHANGE SCALE OF LOGO

Relationship between words in wordmark must be maintained.



DO NOT USE OVER OTHER COLORS

Only use colors that are in existing Day Owl color palette.



DO NOT USE OVER IMAGE

Do not use over any photography or graphics.



DO NOT USE ON BUSY TEXTURES

Logo must be on solid background color from the Day Owl color palette.

TYPOGRAPHY

LOGO

Kuenstler Script Medium

*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789*

PACKAGING

Montserrat Regular

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789**

Montserrat Ultra Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

ALTERNATE CHARACTERS

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

ENGRAVERS DT SOLID

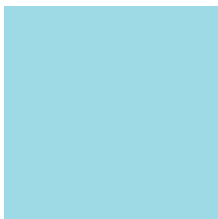
**AA BB CC DD EE FF GG HH II JJ KK LL MM NN OO
PP QQ RR SS TT UU VV WW XX YY ZZ
0123456789**

Garamond Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

COLOR

COLOR PALETTE

	PANTONE	CMYK / RGB
ROSÉ COLOR	 PMS 7416 WEB: F26C52	 CMYK: 0/70/75/0 RGB: 243/112/75 WEB: F3704B
LIGHT PINK	 PMS 7415 WEB: F7BFAD	 CMYK: 0/20/21/0 RGB: 252/210/191 WEB: FCD2BF
BLUE	 PMS 629 WEB: 9DDAE6	 CMYK: 35/0/13/0 RGB: 162/218/222 WEB: A2DADE
GREY	 60% WARM GRAY 1C WEB: ECEBE7	 CMYK: 2/2/6/0 RGB: 242/238/234 WEB: F2EEEE

ON PACK APPLICATIONS

BOTTLES



CASE

