



OAKLORE
DISTILLING CO



BRAND BOOK
V1 06.10.22

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Website
www.OakloreDistilling.com



Address
11136 Monroe Rd. Matthews, NC 28105

OUR STORY

At Oaklore, our passions are great spirits and the stories that come along with them. After deciding to create our own, we spent years honing and perfecting both the art of distilling and our signature lineup of spirits.

And when we found our perfect distillery location, only to be met with outdated zoning laws, we worked with local lawmakers to change them.

Oaklore spirits are crafted with complete dedication to the process, ingredients, quality, and presentation.

Because that's the only way we know. Enjoy!

OUR MISSION

"Create exceptional spirits to be shared with the community, helping to grow our collective story."

BRAND ATTRIBUTES

Authentic

Trustworthy, Grounded, Open

Oaklore is real, and so are the people who built it. We're genuinely interested in the people of our community, so come share a drink and your story.

Bold

Creative, Experimental, Unique

From our entrepreneurial spirit to the spirits themselves, we believe calculated risks create greatness. As the saying goes, "fortune favors the bold."

Inviting

Kind, Welcoming, Casual

You may call it southern charm, but we're focused on creating the best experience possible, one that feels like a home, not a business.

Fun

Passionate, Excited, Joyous

We're not investors out to make a buck. We simply have a passion we want to share with you, and hope you come to enjoy it as much as we do.

VOICE

Our name, logo, and website are visual identities of our brand, but our voice is our brand expressed in written form. Although we can utilize different tones within our voice, it always acts as our messaging framework. Consider the following when writing in the Oaklore voice:

Be Personable

We are real, down-to-earth people who care about the community, so we should be relatable. We utilize a more conversational writing style, focused on clarity and relatability.

Honesty is the Best Policy

People can see through “corporate-speak”, so be honest and upfront in communications. If we make a mistake, don’t try to talk around it or make excuses, acknowledge it and work to make it better.

Have Some Fun

Don’t be afraid to have a little fun. Be quirky in communications when applicable and show some personality behind the brand.

Get to the Point

Be concise with content. We want people to spend more time drinking and less time reading. That means simpler words, shorter sentences, and bullet points when applicable.

Avoid Industry Jargon

We’re spirits experts, but that doesn’t mean everyone is. Be thoughtful in your word choice and the amount of industry lingo you use—you don’t know what level of expertise your reader has.

TONE

While our brand voice doesn't change, our tone can depending on the communication and audience.

Our tone is:

- Active: Utilize active voice instead of passive. In active voice, the subject of the sentence does the action. In passive voice, the subject of the sentence has the action done to it.
- Positive: Lead with positive language instead of negative. It sets the tone for the communication.
- Plainspoken: Write for clarity, cohesion, and comprehension.
- Authentic: Be honest and straightforward. At the end of the day, all we're doing is having a conversation.
- Confident: We know our stuff. Act confidently, not condescendingly, to help garner influence.

Our tone is not:

- Arrogant
- Complicated
- Tone-deaf
- Vague
- Deceitful
- Unreliable

GRAMMATICAL GUIDELINES

Subheads

Subheads should be written with initial caps and should not end with a period.

Lists

Use a colon after a complete sentence that introduces a horizontal list.

Oxford Comma

Use the Oxford (or serial) Comma before the word “and” at the end of a list.

Em Dashes

Em dashes can take the place of commas, parentheses or colons. Use them without any spaces between the words they separate. Use them sparingly, and only once per paragraph.

All Caps

Use all caps only for eyebrows on headlines or for other ways of guiding readers through an editorial experience. Never use them for emphasis in copy.

Title Case

When writing in title case, always capitalize the first and last word of the phrase. Other parts of speech, including articles, coordinating conjunctions, and prepositions should be lowercase.

IN-TEXT STYLING

URL

When writing out the URL, capitalize the “O” and “D”. It should always be written as OakloreDistilling.com or have a color treatment that separates the two words.

Oaklore In-Text Uses

There are a number of Oaklore variations that are acceptable to use:

Acceptable Use Cases

- Oaklore
- Oaklore Distilling
- Oaklore Distilling Co.
- Oaklore Distilling Company
- ODC (only as abbreviation)

Unacceptable Use Cases

- OAKLORE
- Oaklore Distillery
- Oak Lore
- OakLore
- OAKlore
- oakLORE

LOGOS & USAGE

Our primary logo includes the Oaklore name and logo mark. When space is limited, use the stacked version or emblem. Use secondary and alternative logos only as needed. Alternative color options include white or Oaklore tan.

	PRIMARY LOGO (HORIZONTAL)
	SECONDARY LOGO (STACKED)
	SECONDARY LOGO (EMBLEM)
	ALTERNATIVE LOGOS (AVATAR, ICON, ODC)

MINIMUM LOGO SIZE & SPACING

Minimum Size

Establishing a minimum size ensures that the impact and legibility of the logo is not compromised in application.

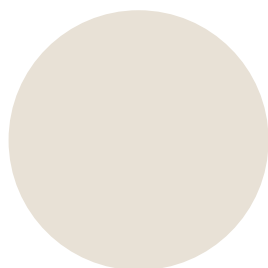
- The Oaklore horizontal logo should never be smaller than 70px in digital or 20mm in print
- The Oaklore stacked, emblem, or alternative logos should never be smaller than 21px in digital or 6mm in print

Logo Spacing

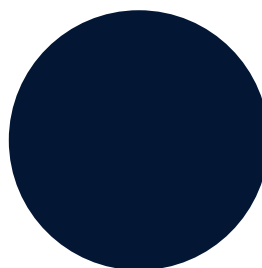
To ensure the logo stands on its own, please avoid placing anything within the area designated as minimum clear space, which is 2x the pixel width of that between the tree branches/roots and Oaklore script.



BRAND COLORS



Pantone: 7527 (50%)
HEX: E8E1D6
RGB: 232, 225, 214
CMYK: 8, 9, 14, 0

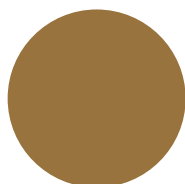


Pantone: 296
HEX: 031633
RGB: 03, 22, 51
CMYK: 96, 85, 47, 62

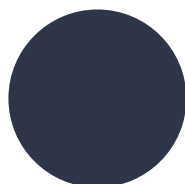
BOTTLE COLORS (CMYK)



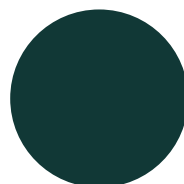
5, 5, 10, 0



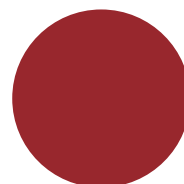
35, 50, 85, 15



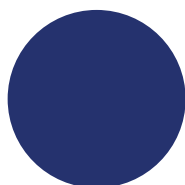
83, 73, 47, 45



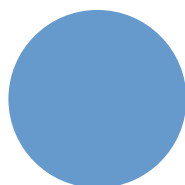
88, 55, 66, 56



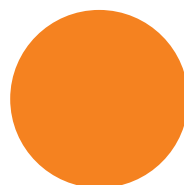
30, 97, 88, 201



100, 93, 27, 141



60, 30, 3, 0



0, 60, 100, 0

BRAND FONTS

Primary Fonts

NEXA RUST SANS, BLACK 03 OR BOOK 03

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890**

GIN

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890**

TRADE SUPPLY REGULAR

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890**

Digital & Print Fonts

Sansita Swashed Light

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890*

Rubik / Rubik Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

