

# Content

## INTRODUCTION

Our Story .....	3
Sipsmith? Why Sipsmith? .....	3

*The reasons why this document is so important and the history behind our epic quest to bring back the art of traditional gin distillation to London.*

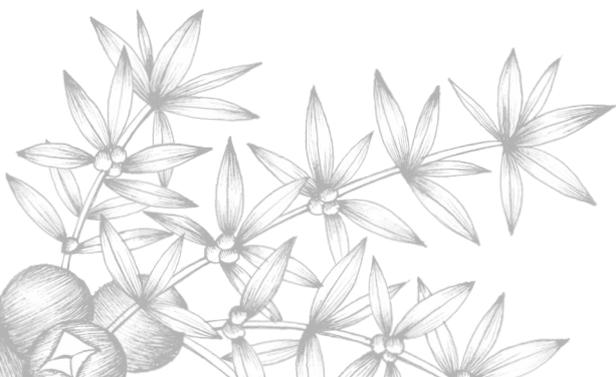
## VISUAL IDENTITY

Our logo .....	4
Typography .....	9
Colour Palette .....	10
Illustration .....	11
Executional Directions .....	12

*Some things are top secret here at the Distillery, this is not one of them. This covers the knowledge and the tools you need to keep our brand looking as good as it should.*

<b>VOICE AND TONE</b> .....	<b>13</b>
-----------------------------	-----------

*The characterful and charming way our Founders talk is the very same way our brand needs to talk, so if you haven't had the pleasure of meeting them yet, do go ahead and read on.*





## *Our Story*

It all began in 2009, in a tiny workshop in Hammersmith, London. Two childhood friends, Fairfax and Sam, had an unwavering belief in things well made - the way they used to be, the way they should be. So they set up London's first traditional copper distillery since 1820. Their mission was simple: to bring London Dry Gin

of truly uncompromising quality and character, back to the city where it first earned its name.

Every bottle of Sipsmith is hand crafted in genuinely small batches. Every drop of every batch is lovingly laboured over by hand, by our dedicated Distillers. No regimented timings, no automatic cuts, just a craftsman's flair and a passion for gin well made. We believe this is the only way to craft spirits of this quality.



## *Sipsmith?* *Why Sipsmith?*

Sipsmith? Why Sipsmith? Well, much like wordsmiths love to craft all things wordical, we love to craft all things sippical. Like gin.



# SIPSMITH<sup>®</sup>

## *London*

### *Our icon*

Prudence, our first still, is a work of art in copper. It is from the beautiful swan's neck, what we deem to be the most important part of the still, that we have drawn inspiration for our logo. The swan is an elegant bird, known as the "Royal Bird", because they are owned and protected by the Queen.

### *Our name*

Fairfax's father, a silversmith, is the inspiration behind our name. A combination of "sip" - meaning to drink slowly, savour and enjoy - and "smith" - representing the skill and passion for loves laboured over by hand.

### *Our home*

We are incredibly proud to call London our home. London was the birthplace of gin in 1689, but sadly the art of traditional small batch distillation became outlawed in 1751. In 2008 we pioneered a change to the law to bring back gin made the way it used to be, the way it should be, becoming the first copper pot gin distillery in London for nearly 200-years.

## Our Logo

This is one of our most important brand assets and the main visual representation of our brand, that's why we must use it in a considerate and consistent way.

### PRIMARY LOGO

The main version of our logo has the swan in all it's illustrated beauty.

*USE FOR: Printed materials | Digital | White background | in case of doubt*

*DON'T USE FOR: Copper foiling | Engraving | Vinyl | Stencil | Busy and dark backgrounds*

### ALTERNATIVE LOGO

Our illustrated swan is full of character but its intricate lines mean it can not be used everywhere. For situations where the illustration is hard to reproduced and the detailed swan is not clear, we use a simplified version of this icon.

*USE FOR: Copper foiling | Engraving | Vinyl | Stencil | Busy and dark backgrounds*

*DON'T USE FOR: Printed materials | Digital | White background | in case of doubt*



## LOCKUP

The proportion, spacing and positioning of the elements of our logo should always be respected.

This is the lockup you can use without doubt. For exceptions where this might not work we have a few rules that need to be followed.



## RULES

1. Don't think about the logo as separate elements. It was designed to have all parts working as one.
2. If you need to resize the logo, resize everything, keeping its original proportions, spacings, and alignments.
3. Our swan icon should never be displayed without the type 'Sipsmith' below.
4. The type 'London' should always be present. Only in exceptional circumstances where the word becomes illegible it might be removed.
5. Our logo is always black and white. The types 'Sipsmith' and 'London' are black in light backgrounds and white in dark backgrounds. The illustrated swan icon never change its colour.

## MINIMUM SIZE

Our logo must not be reproduced smaller than 17mm wide for print and 115px for digital. This ensures that its legible and correctly displayed.

*Minimum Width*  
Print: 17mm | Web: 115px



## CLEAR SPACE

Use the height of the type 'Sipsmith' as the reference for the minimum clear space around the logo.



## BACKGROUNDS

Legibility is key so any backgrounds that interfere with this should be considered with care. In case this happens a white tab respecting the clear space around it is suggested.

If the black lines of the swan illustration blend with the background you should replace the illustration with the simplified icon.



## INCORRECT USAGE

Consistency is extremely important when using our logo, that's why it is so important to use the artwork provided, making no modifications to it.

Some incorrect uses are shown below to illustrate the importance of following this guidelines.



SIPSMITH®  
London

*Why? The swan illustration is bigger than it should be.*



SIPSMITH®  
London

*Why? The type 'London' is smaller than it should be.*



SIPSMITH®  
London

*Why? The swan illustration had it's colours inverted*



SIPSMITH®  
London

*Why? The swan used for the copper foiling is wrong.*



SIPSMITH®  
London

*Why? The types 'Sipsmith' and 'London' are bolder.*



SIPSMITH®  
LONDON

*Why? The type 'London' it's in the wrong font.*



SIPSMITH®  
London

*Why? The logo was recoloured.*



SIPSMITH®  
London

*Why? The type 'London' was recoloured.*



SIPSMITH®  
London

*Why? The swan is unaligned.*



SIPSMITH®  
London

*Why? The spacing between letters in the type 'Sipsmith' was modified.*



SIPSMITH®  
London

*Why? The logo is distorted.*



SIPSMITH®  
London

*Why? The types 'Sipsmith' and 'London' are outlined.*

# Typography

A big part of keeping our visual identity consistent lays in using the correct typography across all touch points.

## PRIMARY TYPEFACE

Baskerville Old Face is our main typeface, a classic and elegant design with great legibility.

Recommended for copy, it can also be used for headlines. This is the go-to typeface.

*Variations: Baskerville Old Face doesn't have variations so if italic and bold versions are required use Baskerville BT Italic/Bold.*

## Baskerville Old Face

A B C D E F G H I  
 J K L M N O P Q R  
 S T U V W X Y Z  
 a b c d e f g h i j k l m  
 n o p q r s t u v w x y z  
 0 1 2 3 4 5 6 7 8 9

## SECONDARY TYPEFACE

PF Bodoni Scrip Pro Light is a complementary typeface, after the primary Baskerville Old Face.

It has the character and detail of fine fountain pen writing, it's delicate yet remarkable, making it great for headlines, especially short ones. Its intricacy means it is not very easy to read so should be avoided in long copy and used with consideration.

*Variations: PF Bodoni Scrip Pro has a regular and a bold version if required.*

## PF Bodoni Scrip Pro

A B C D E F G H I  
 J K L M N O P Q  
 R S T U V W X Y Z  
 a b c d e f g h i j k l m  
 n o p q r s t u v w x y z  
 0 1 2 3 4 5 6 7 8 9

# Colour Palette

Our colour palette comes directly from the label of our bottles. The best way to know if you are using the right colours is to compare them to the bottles itself as printers have different calibrations and the final result may differ.

## PRIMARY BRAND COLOUR

### LONDON DRY GIN GREEN



Pantone 7729u      R0 G43 B34  
C70 M0 Y50 K70    #002b22



### SLOE GIN RED

Pantone 208u      R59 G21 B28  
C38 M78 Y40 K39    #3b151c



### LONDON CUP ORANGE

Pantone 109u      R211 G151 B0  
C0 M25 Y100 K0    #d39700



### LEMON DRIZZLE YELLOW

Pantone Yellow u    R229 G197 B0  
C0 M4 Y93 K0      #e5c500

#### JUNIPER BLUE

Pantone 659u  
C46 M22 Y0 K0  
R160 G184 B218  
#a0b8da

#### FLAG RED

Pantone RED u  
C13 M90 Y68 K3  
R191 G53 B51  
#be3432

#### FLAG BLUE

Pantone BLUE u  
C100 M72 Y0 K32  
R0 G44 B95  
#002c5f

#### RAFFLES GREY

Pantone 447u  
C58 M45 Y48 K40  
R69 G72 B69  
#454845

#### COPPER FOIL

Gold Foil HC355  
*Don't imitate  
copper with  
printing.*

## *Illustration*

A style that could be straight out of the history books is our signature swan illustration found on ever one of our bottles. Hand made drawings using fine lines in either black and white or blocked colours. It's a very particular way of showing our inspiration on history and integral part of our visual identity.

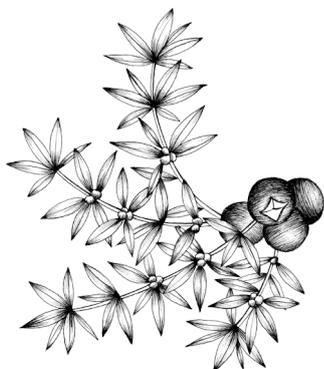
We have one lady in London, Vicky, who creates these illustrations.

For any bespoke needs, do let us know.



## **BOTANICALS**

Each of our labels showcases the main botanical on our spirits within the bottle, so these illustrations are an essential part of the label design.



**JUNIPER** - London Dry Gin,  
Sloe Gin and V.J.O.P.



**BORAGE & LEMON  
VERBENA** - London Cup



**LEMON** - Lemon Drizzle

## *Executional Guidelines*

Every touch-point must have a premium look, whilst at the same time reflecting the artisanal, hand crafted and authentic nature of Sipsmith. It's not an easy balance to strike, so do get in touch with us for guidance.

These guidelines will help you achieve the quality of execution that we have built Sipsmith on in the UK and we entrust you to be guardians of every important detail.



### **PAPER STOCK**

The paper we use should be robust, classy and uncoated with a finish characteristic of a wool- or felt-like texture. When available we like to use Tintoretto Gesso, 300gsm.



### **COPPER**

Our stills, our label and our bar are all made with real copper and this is how everything else should be too. Real, authentic copper, something that is never printed or faked.



### **EXHIBITION STANDS**

The distillery is a unique place that will amaze any visitor, so whenever we are away from it we need the space and stand to feel like an extension of the distillery, helping people understand why our gin is so special and our brand so unique. Absolutely no pop-up banners and cheap looking promotional materials.



## *Contact us*

We are sure you will have specific questions and bespoke needs for your market. Please do contact us on the details below. We are passionate about building Sipsmith internationally and seeing the love grow for our gin across the world, so any questions you have, big or small, please do drop us a line. We are sure we can help.

### **ALESSANDRO PEROTTONI**

*Brand Design Manager*

[alessandro@sipsmith.com](mailto:alessandro@sipsmith.com)



### **SHELLEY MACINTYRE**

*Global Head of Marketing*

[shelley@sipsmith.com](mailto:shelley@sipsmith.com)



### **MARGUERITE BOYLE**

*Junior Designer*

[mags@sipsmith.com](mailto:mags@sipsmith.com)

