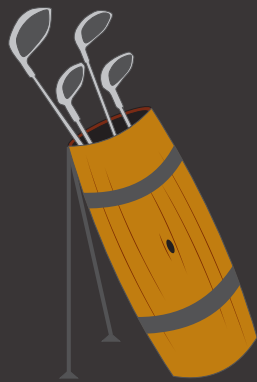


BRAND GUIDEBOOK



CAMMACHMORE
WHISKEY DISTILLERY



PROMISE STATEMENT

We will maintain Cammachmore's original quality and continue to produce scotch for whiskey connoisseurs based in Scotland. After the distillery burned down the family moved away, and Jaxon McAllister found a new love for golf to fill his time. When he died, his two sons returned to the distillery and reopened it in honor of their father. The brand will be accessible to those in Scotland and will be easily available to those after day of playing golf.





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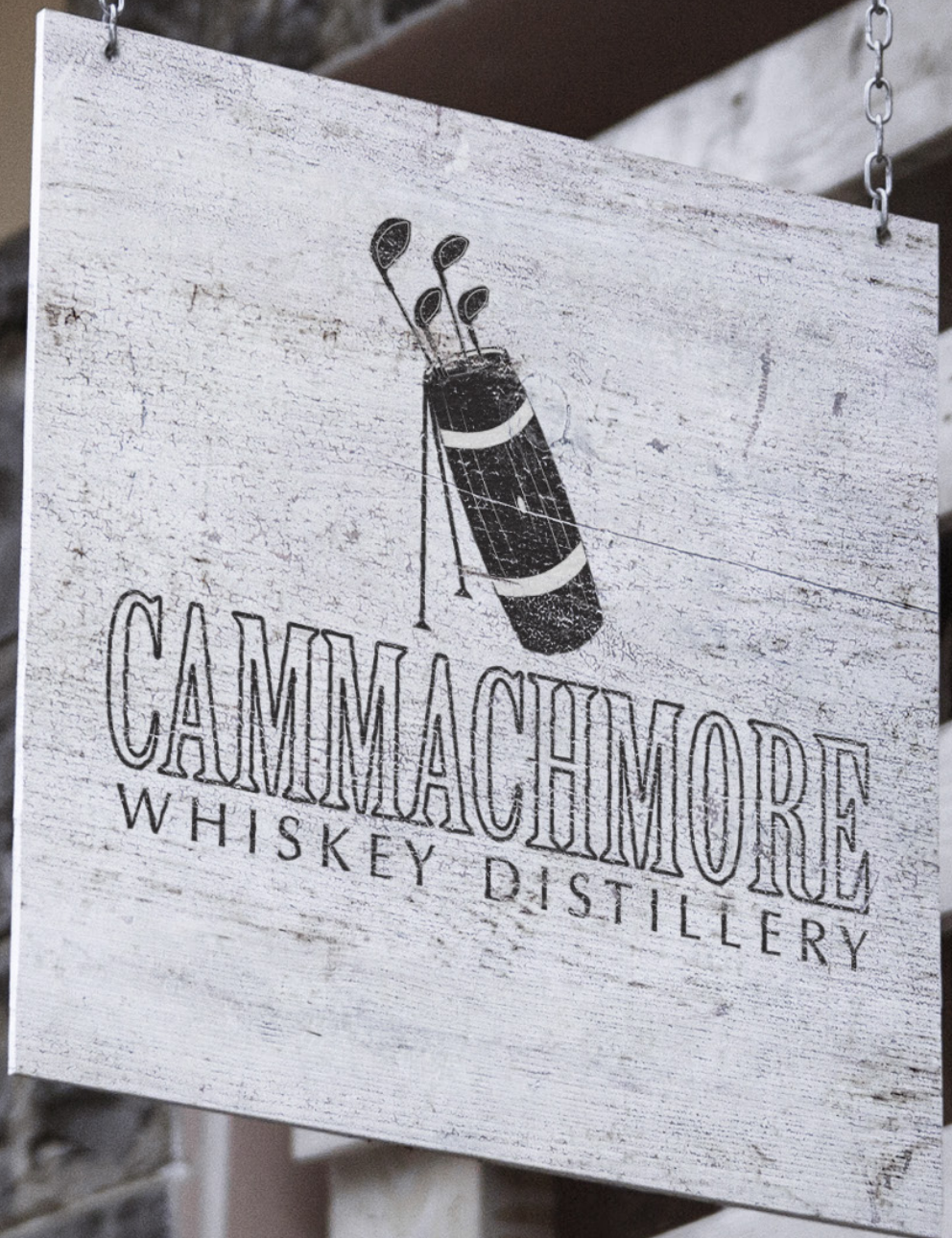
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01 OUR HISTORY

History

Production



01

HISTORY

In 1900s the Jaxon McAllister and his family ran the distillery. They lived near Cammachmore, a settlement along the coast of Scotland, south of Aberdeen facing the North Sea. In 1982 there was a terrible accident that created a massive fire, causing both the distillery and parts of their residence to burn down.

After the fire, him and his family traveled closer to St. Andrews, having no proper home and form of income. During his time there, he became a member of St. Andrews Golf Club. He spent numerous hours at the club with his dog, finding a new love for golf. He eventually passed away, leaving his wife, two sons, and Scottish terrier behind, never returning to the distillery. Over the years, St. Andrews golf course became more and more popular, and now is one of the most well known golfing destinations in Scotland. It was established in 1988 and quickly drew attention, being close to the coast. Its beautiful landscapes and nearby buildings that display traditional Scottish heritage kept peoples attention. In 1997, McAllister's two sons reopened and refurbished the distillery, and came out with two new single- malt flavors of scotch whiskey in order to appeal to the golfing community to remember their father. The crowd from those visiting the St. Andrews golf course helps keep the flow of visitors coming to tour the distillery. Both men now married, live in their refurbished home with their mother and new young Scottish terrier to remind them of their loving father.



Scotch (Scotch whiskey) originates from Scotland and is classified as a malt whiskey or grain whiskey. In the late 18th century, whiskey made from wheat and rye were introduced through commercial distilleries. These are divided into five categories: single grain, blended grain, blended, single malt, and blended malt. All whiskeys display the number of years it has been aged, which is typically no less than three years. The longer it ages, the smoother the scotch is.



01

PRODUCTION

Currently, Cammachmore is able to produce over 5,000 barrels of whiskey yearly, which is about 265,000 gallons. Since reopening Cammachmore has been able to sell about 200,000 of those gallons. Majority of Cammachmore whiskey is sold in Scotland; however close to 75,000 gallons are being sold throughout the United Kingdom, and of that, 45,000 gallons are sold in the Europe with the remaining 30,000 being sold in the United States. Currently, most people tend to drink beer and liquor such as whiskey or vodka in typical club style outings. Whiskey is typically sold at sit down bars or at liquor stores for people to enjoy at home. Most of Cammachmore sales are done in liquor stores. Since Cammachmore is so new, not many bars have invested in selling it at their locations. Cammachmore is not an afternoon style drink such as beer can be, it is typically a drink that someone will have during evening activities or at a social event for work.



02 OUR LOGO

Classic Variations

Horizontal Variations

Proportions

Logo Placement

Logo Do Not's

02

CLASSIC VARIATIONS



This is the classic version of our logo in full color and completed text. Use this to pair with other images and light backgrounds.



This is the classic version of our logo in all black and completed text. Use this when printing on light backgrounds and simple stationery items.



This is the classic version of our logo in full color and completed text. Use this to pair with other images and dark backgrounds.



This is the classic version of our logo in all black and completed text. Use this when printing on dark backgrounds and simple stationery items.

02

HORIZONTAL VARIATIONS



This is the horizontal version of our logo in full color and completed text. Use this to pair with other images and light backgrounds.



This is the horizontal version of our logo in all black and completed text. Use this when printing on light backgrounds and simple stationery items.



This is the horizontal version of our logo in full color and completed text. Use this to pair with other images on and dark backgrounds.



This is the classic version of our logo in all black and completed text. Use this when printing on dark backgrounds and simple stationery items.

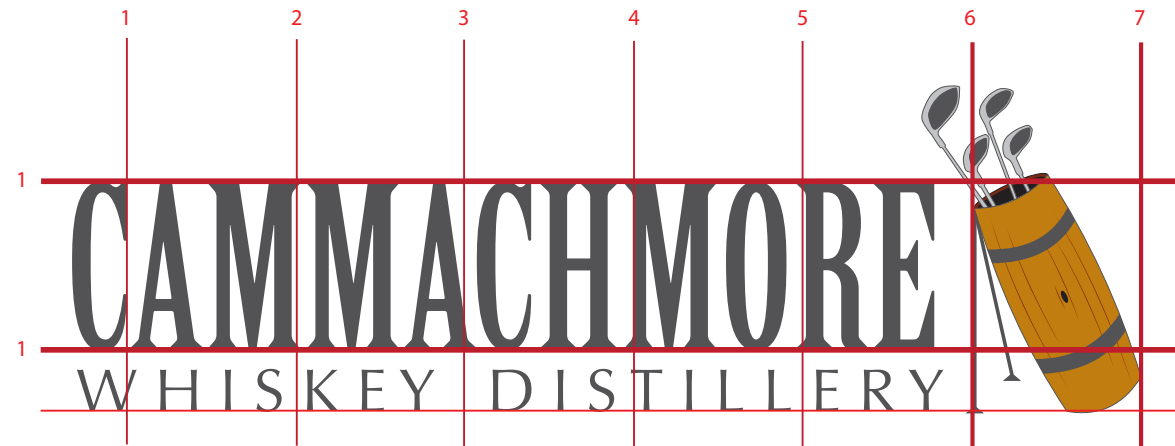
02

PROPORTIONS

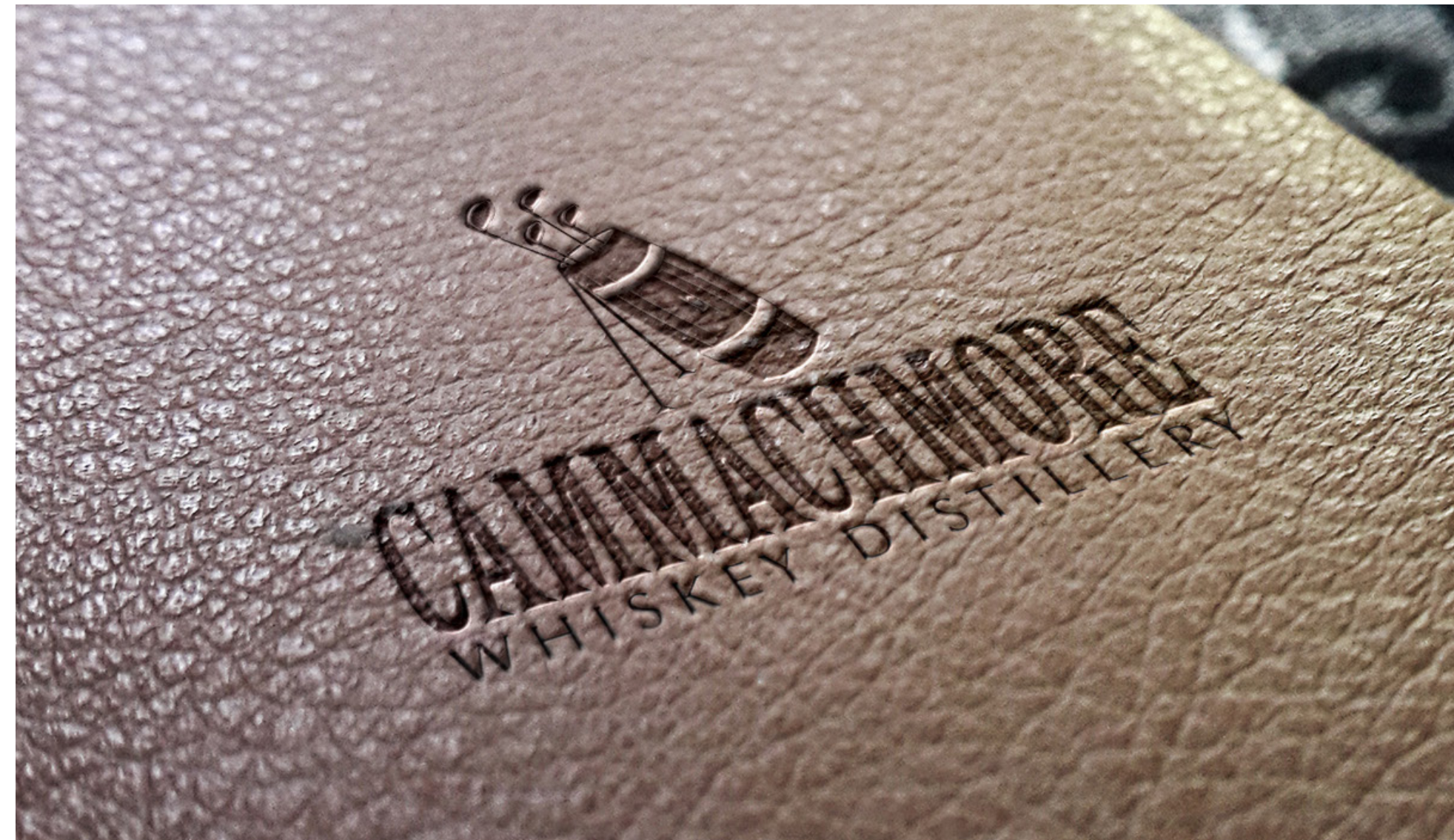
The two inside points of the hoop span the center of the logo. This width extends out three more times on either side with comfortable breathing space on either side of the word mark. The text height spans from the bottom of the barrel to the top hoop, and from the bottom hoop to the top of the barrel as indicated by the numbers on the diagram to the right.



For the horizontal logo, the height of the barrel should match the height of the word mark. The width of the barrel should be used to determine the height of "CAMMACHMORE".



Our logo should remain their primary colors, black, or white. However, if the logo is pressed, embossed, or etched into a material, such as but not limited to wood, leather, and vinyl, it may take the color and form of that material. This rule also extends to various papers of different thickness and some fabrics.



02

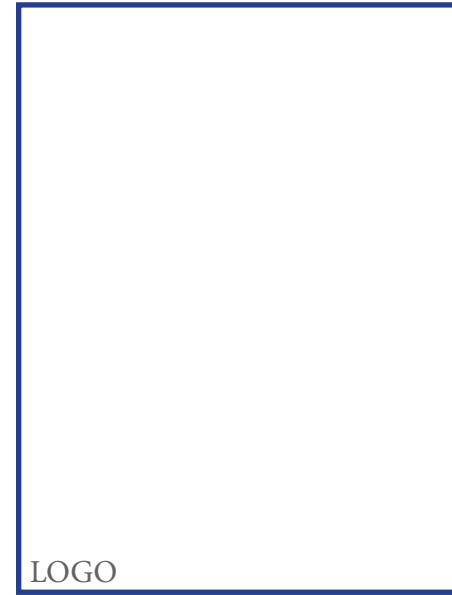
LOGO PLACEMENT

Letter Envelope:
9 in x 4 in
Bottom Right



Letter Envelope

Catalog Envelope:
9 in x 12 in
Bottom Left



Catalog Envelope

European Business Card:
2.17 in x 3.5 in
Top Center



European Business Card



US Business Card

US Business Card:
3 in x 2.5 in
Top Left

Letter Size:
8.5 in x 11 in
Top Left



Letter Size

Square Flier:
6 in x 6 in (sizes can vary)
Bottom Right



Square Flier

Horizontal Banner:
36 in x 90 in (sizes can vary)
Top Left



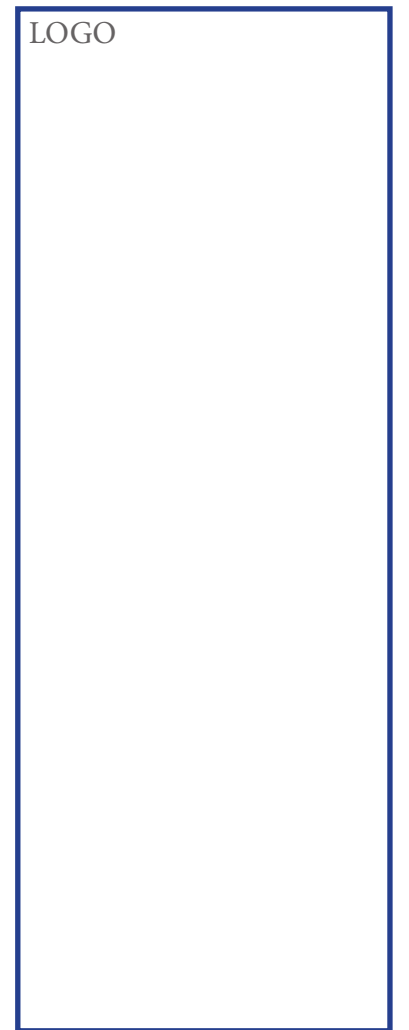
Banner

Large Posters:
50 in x 70 in (sizes can vary)
Bottom Right



Posters

Vertical Banner:
36 in x 70 in (sizes can vary)
Top Left



Banner

Vertical Flier:
5 in x 7 in (sizes can vary)
Bottom Center



Flier size



Flier size

Horizontal Flier:
7 in x 5 in (sizes can vary)
Right Center

02

LOGO DO NOT'S

Do NOT remove the sub-head.



Do NOT change the color of the word mark.



Do NOT place the word mark above the logo.



Do NOT compress the classic logo.



Do NOT put a rule around the logo.



Do NOT decrease the word mark size.



Do NOT flatten the classic logo.



Do NOT flip the classic logo and way.



Do NOT place the logo before the word mark.



Do NOT tilt the logo unless the paper is tilted.



Do NOT keep the barrel off-center.



Do NOT remove "CAMMACHMORE".



Do NOT change the color of the barrel.



Do NOT compress the word mark.



Do NOT place logo in a colored box.



Do NOT change the whole color unless it is black or white.





03 TYPOGRAPHY

Primary Typeface

Secondary Typefaces

03

PRIMARY TYPEFACE

Optima Regular
20pt font
Used as logo sub head with the word mark. Also used as other headers with text related to branding.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&*()?<>:;“”

Optima Bold
20pt font
This version of Optima can be used as larger heading for text on fliers and print outs regarding the Cammachmore brand.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&*()?<>:;“”

Optima Extra Black
20pt font
This version of Optima can be used as the heading font on large posters and banners regarding the Cammachmore brand.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&*()?<>:;“”

Aa
Aa
Aa

The sub head should always span the width of “CAMMACHMORE”. The overall height of the word mark is 5x the height of the sub head. This rule is applied to both the classic and horizontal logos, both at large and small scales.



03

SECONDARY TYPEFACES

Apple Chancery

20pt font

This typeface can be used paired with our logo and used along side Optima.

This is most commonly used on the packaging and labeling of our whiskey.

A B C D E F G H I J K L M N O P Q R S T U V Z 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 ! @ # \$ % ^ & * () ? < > : ; “ ”

Baskerville

20pt font

This typeface can be used paired with our logo and used along side Optima.

This is seen as the body text for various materials such as business letters, information sheets, and business cards.

A B C D E F G H I J K L M N O P Q R S T U V Z 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 ! @ # \$ % ^ & * () ? < > : ; “ ”

Aa

Aa



An example of the logo with wordmark on our bottle and packaged box. No matter the size or form, the proportions must remain and size restrictions prevent “WHISKEY DISTILLERY” to distract from our proud brand name “CAMMACHMORE”.



04 PHOTOGRAPHY

Photography



04

PHOTOGRAPHY

Images that are selected to represent our brand should be vibrant in color in order to create a warm and inviting environment. Our product will be accessible to those at bars and gold club houses, and will be easily available for customers to enjoy. The photos should feature a variety of activities that are featured at Cammachmore such as images of their clubhouse, to their elegant gold course, or families enjoying a lunch on the lake.



Being a whiskey consumed by older generations who enjoy a glass after a long day or social gathering rather than a club or bar scene, images that represent luxury should be used when advertising this brand. This is a picture of St. Andrews golf course in Scotland. Eye capturing images like this make for good backgrounds on banners and advertisements.



CAMMACHMORE
WHISKEY DISTILLERY



05 COLOR

Primary Colors

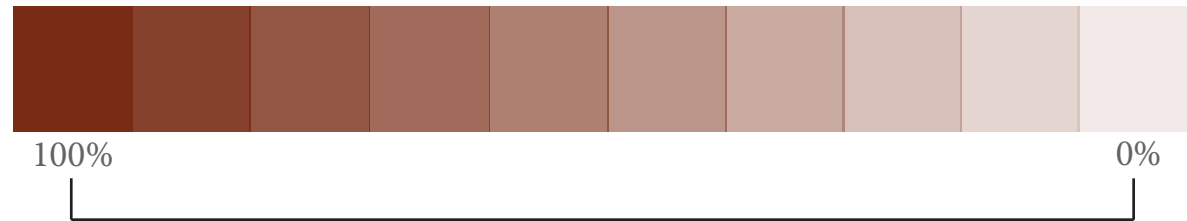
Secondary Colors

Black and White Scale

05

PRIMARY COLORS

Pantone 39-16 C
Hex #7B2900
CMYK 0% 79% 94% 60%
RGB 123-4-0



Pantone 18-8 C
Hex #C17D12
CMYK 0% 43% 100% 26%
RGB 193-125-18



Pantone 179-13 C
Hex #545456
CMYK 0% 0% 0% 82%
RGB 84-84-86



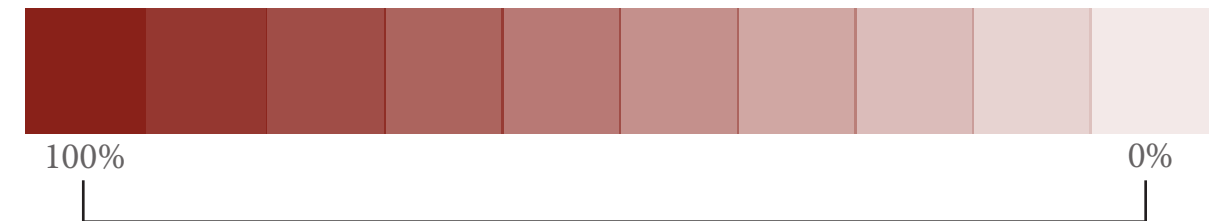
Pantone 179-4 C
Hex #C2C4C6
CMYK 0% 0% 0% 27%
RGB 194-196-198



05

SECONDARY COLORS

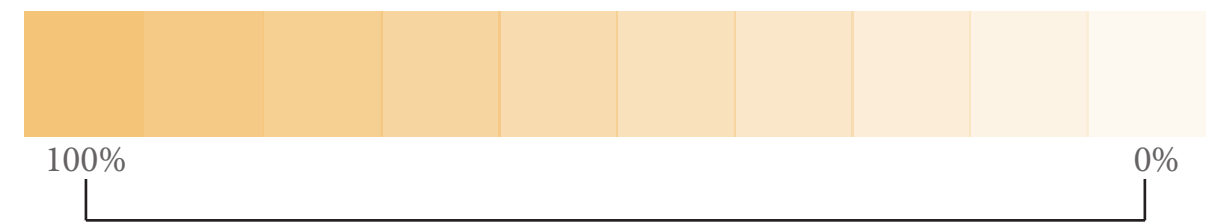
Pantone 18-15 C
Hex #882211
CMYK 0% 75% 88% 47%
RGB 53-13-7



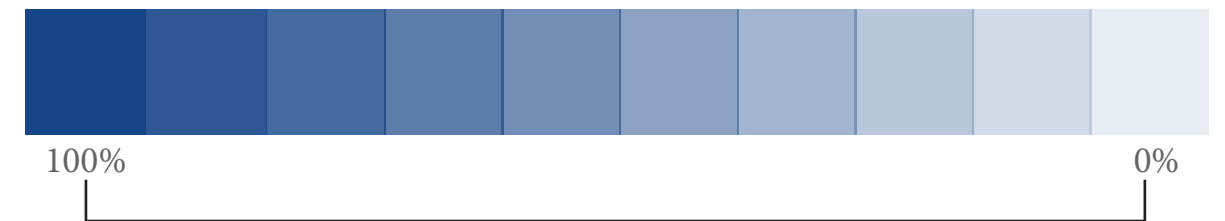
Pantone 74-96 C
Hex #778811
CMYK 13% 0% 88% 47%
RGB 47-53-7



Pantone 14-9 C
Hex #F2C379
CMYK 0% 19% 50% 5%
RGB 95-77-48



Pantone 76-87 C
Hex #114488
CMYK 88% 50% 0% 47%
RGB 7-27-53



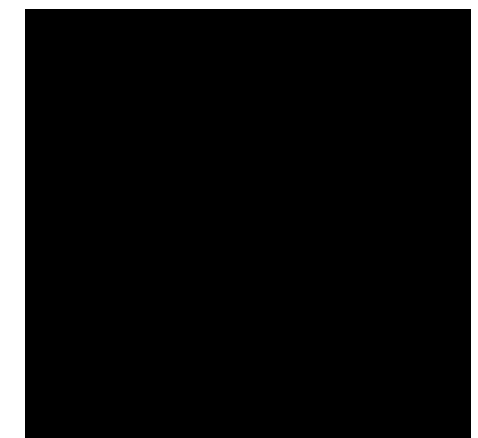
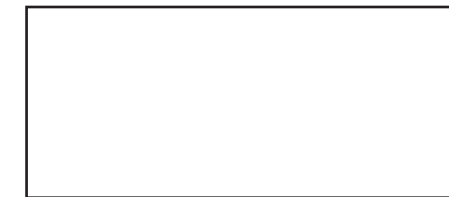
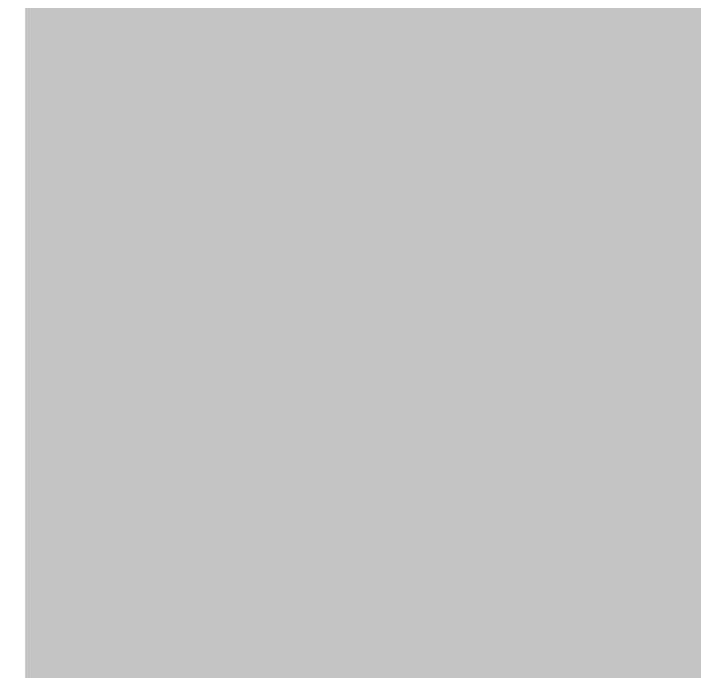
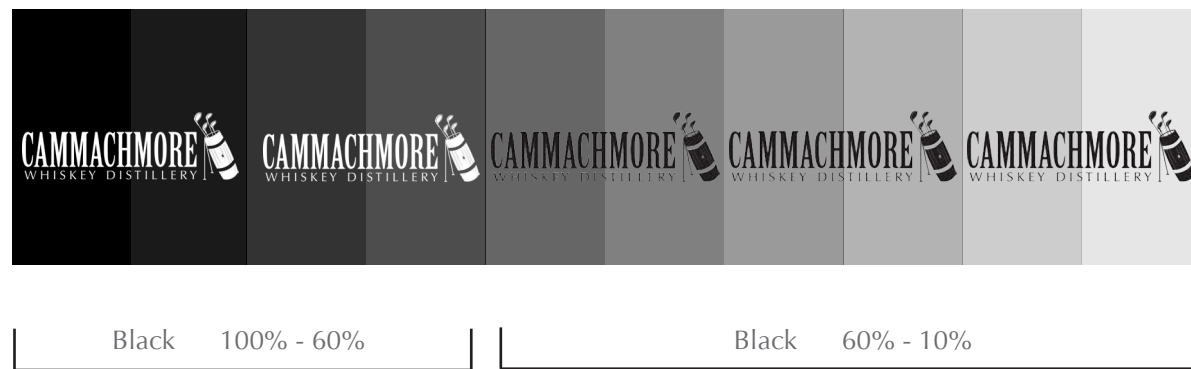
05

BLACK AND WHITE SCALE

The white fill in and outlined version of the classic logo can be used on 100% black and no less than 40% black. This rule is also applied to any other background with a dark color. From then on, the black fill in and outlined log is used from 40% black to 10%. Same rules apply in terms of background color.



The white fill in and outlined version of the horizontal logo can be used on 100% black and no less than 60% black. This rule is also applied to any other background with a dark color. From then on, the black fill in and outlined log is used from 60% black to 10%. Same rules apply in terms of background color.





06 APPLICATIONS

Stationery

Desktop View

Mobile and Tablet View

Presentation

Social Media

Packaging and Shipping

Transportation in Europe

Transportation in U.S.

Bar Items

Advertisements

Merchandise



06

STATIONERY

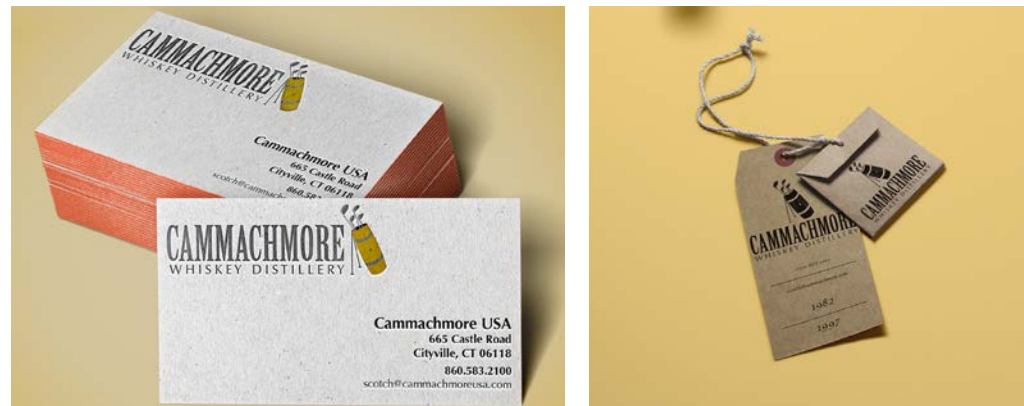
Our letterhead places our horizontal colored logo in the top left corner of the page, in line with headquarters contact information. Logo and color should be used sparingly and approval from the branding and marketing team must be given before any stationary is produced. Our US and European business cards feature our logo along with the business information for CammachmoreUSA and Cammachmore. The envelopes are a night barrel color, and information may only be printed in black. Both business cards and envelopes are displaying the Optima typeface.

The European business cards are vertical and have the same information and printed with the horizontal color logo. The backs of the cards, can either be black or white, and printed with the appropriate classic logo.



The US business cards have a standard black color that is used for all text, while the trim of the business cards are a vibrant orange.

Tags feature the classic black logo, and will share the information of Cammachmore headquarters accordingly.



Our letterhead utilizes the horizontal color logo, and displays contact information across the top. This will be the only source labeling on papers printed and sent by us.



The only visible information must be in black. Our simpler letter head will also utilize our horizontal color logo.



06

DESKTOP VIEW

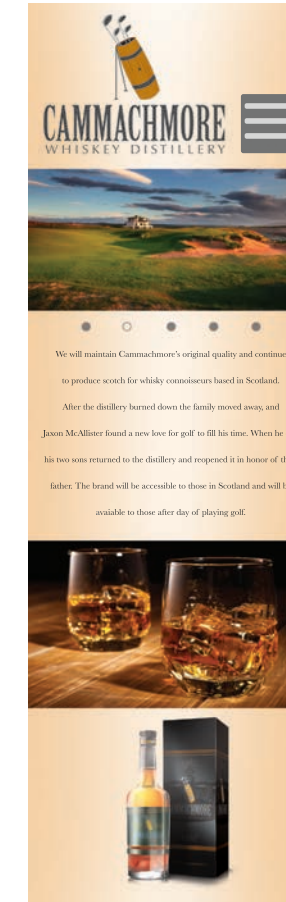
The Cammachmore website is kept clean and elegant to give an equal representation of what one would walk in to when they enter the Cammachmore Whiskey Distillery. Both the mobile and web applications will provide easy navigation to information on our brand. The website and mobile application will adhere to the standard design that Cammachmor Whiskey Distillery is known for through the use of vibrant and warm colors.



06

MOBILE AND TABLET VIEW

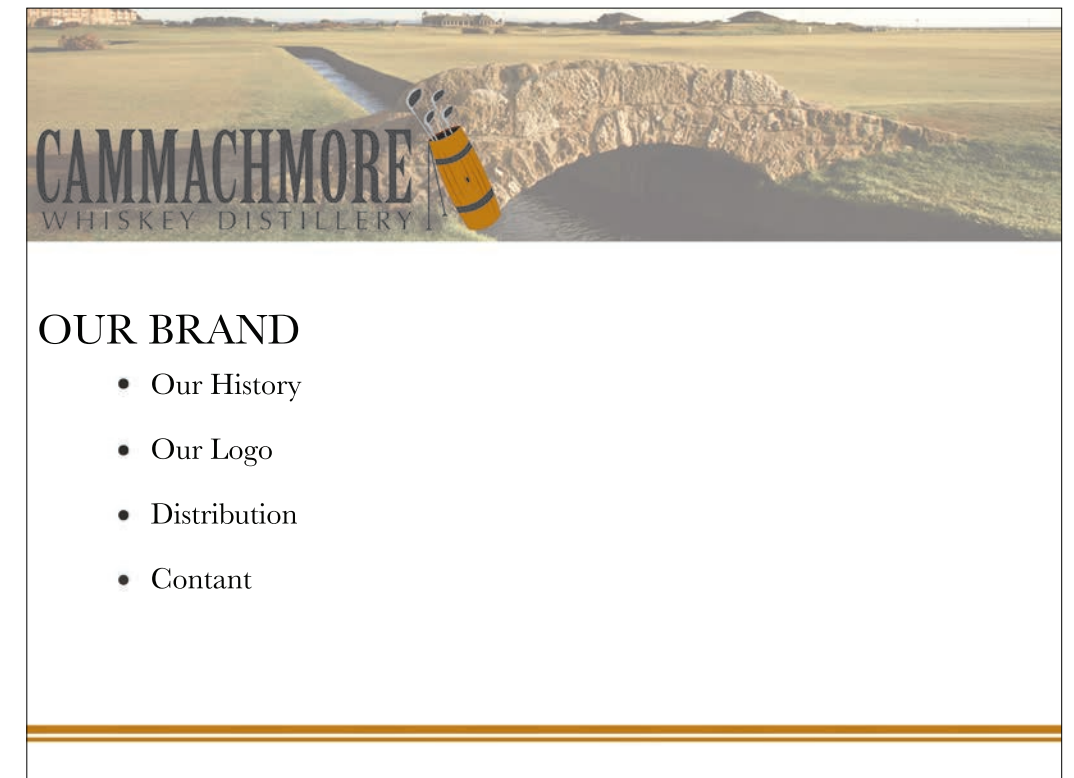
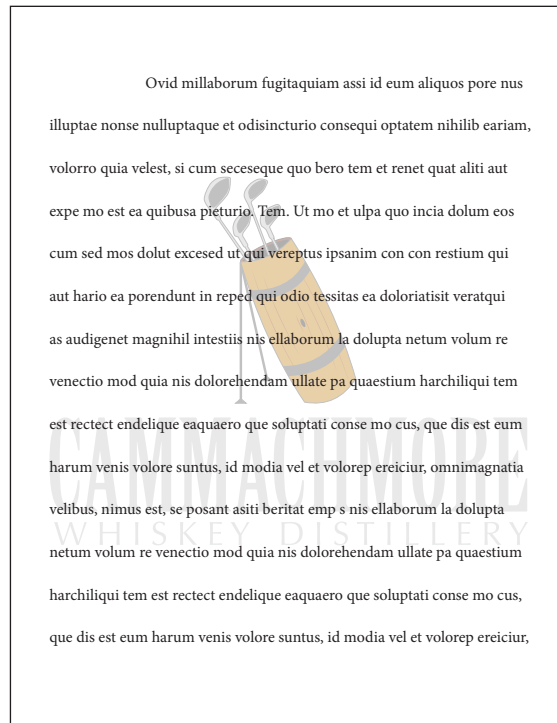
Our mobile and tablet arrangements adhere to that of the traditional desktop. Taking away as little of the experience as possible, we collapsed our menu, allowing the visitor to view our pictures and whiskey as easily as possible.



06

PRESENTATION

PowerPoint is one of the most frequently used forms of communication. It is important that it portrays a clear representation of the brand. Powerpoint should always have a clear point to what the presentation is representing. A standard slide should consist of a vibrant colored rule at the bottom and also include our logo on every slide. The slides should not have an overload of photos but just a few per slide to keep the viewers engaged. When letters are written to the public they will always be printed with our watermarked logo centered in the middle of the sheet. The word documents will not use any vibrant colors and there will not be any need for any more logo use anywhere on the document.



06

SOCIAL MEDIA

Facebook is our main form of communication through social media. We strive to share new information about our whiskey and new additions to our distillery tours to encourage visitations and consumption of our product.



06

PACKAGING AND SHIPPING

Individual bottles will be placed in boxes that are all black in color with hints of Cammachmore orange accents. The boxes will also feature our logo, as well as the date of the fire, and the date of its reopening. Each individual box will also feature the famous Scottish Royal Crown placed behind the Cammachmore logo. Cammachmore is proud to be a Scottish whiskey and makes most of its sales within Scottish territory.

For shipments around the world Cammachmore will package their bottles in special wooden crates which will be designed to ensure safe bottle delivery. The crates will be designed with only the Cammachmore logo on the outside to ensure that those handling the product know what is inside. The purpose of the logo being on the crates is a way to market the Cammachmore Scotch Whiskey.

On average, our 12-year old 750ml bottle is \$50-\$60 dollars. Our 15-year old 750ml bottle is priced to \$70-\$80. The longer they age, smoother the whiskey.



06

TRANSPORTATION IN EUROPE

Currently, Cammachmore is able to produce over 5,000 barrels of whiskey yearly, which is about 265,000 gallons. Since reopening Cammachmore has been able to sell about 200,000 of those gallons. Majority of Cammachmore whiskey is sold in Scotland; however close to 75,000 gallons are being sold through- out United Kingdom, of that 45,000 gallons are sold in the Europe with the remaining 30,000 being sold in the United States. Whiskey is typically sold at sit down bars or at liquor stores for people to enjoy at home. Most of Cammachmore sales are done in liquor stores. Since Cammachmore is so new, not many bars have invested in selling it at their locations. Cammachmore is not an afternoon style drink such as beer can be, it is typically a drink that someone will have in the evening or at a social event for work.



06

TRANSPORTATION IN THE U.S.

From the 265,000 gallons of whiskey Cammachmore is able to produce, 30,000 gallons are exported and sold in the United States. In the United states 63% of drinkers prefer beer. The transportation vehicle will deliver the liquor to stores and bars near gold courses where it can be consumed and readily available for those who enjoy whiskey after a day of golf.



06

BAR ITEMS

At bars around Scotland, Cammachmore provide the ones who serve their Scotch with some very special memorabilia. The glasses that are given to the bars are designed with logo and wordmark, to show that we take care in how our customers are served. They will also send bars custom coasters to give out to people who order Cammachmore. From glasses to coasters, the experience of drinking our whiksey should be relaxing and whole. The coasters will be a thick chip board like material, coated with a lighter paint for a light background. Our colored Cammachmore logo is then pressed into the surface.



Bars that serve Cammachmore will be located near golf clubs, or be linked to a golfing clubhouse. Typically, most of the golfing crowd are males. After a long day of these activities, they like to sit comfortably and enjoy a glass of whiskey. Our new and smooth flavors draw people in. Our 12-year aged whiskey leaves a fruity feel to your palate and has a smokey and honey finish. Our 15-year aged whiskey leaves a spicy fruit taste with a bourbon almond finish.



06

ADVERTISEMENTS

Cammachmore will be featured on a few marketing type materials. One advertisement that Cammachmore uses is on the side of double decker buses. The advertisements used on the buses are black with our logo. Also on the buses is an image of Scotch being poured in to a glass. The billboards feature the background set as a golf course to send the appeal of relaxation and luxury. The golf course used on the billboards is very elegant and has a rising sun to show the brightness and give Cammachmore an inviting image. In the corner of the billboards the full Cammachmore logo and centered is an image of the packaging and a bottle of Cammachmore Scotch. Designed similarly to the billboards there are also signs that are designed to be used on bus stops or as wall hangings. These signs feature the same rising sun image to send an open invite for people to visit the distillery.



APPLICATIONS



APPLICATIONS



06

MERCHANDISE

Cammachmore shirts are designed in a simple way to keep to the look of professionalism and elegance that Cammachmore focuses on. All the shirts that are made are designed the same and have our logo. Cammachmore also will set hats, which are designed, very similar to the shirts. Like the shirts, the hats will come in both mens and ladies fits, and feature our horizontal logo. Cammachmore will also sell pens that come in a variety of colors that represent the distillery. On the pens, our horizontal logo will be displayed with their appropriate colors.



CONTACT
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