

SPIRITS OF
LUXEMBOURG

BRAND GUIDELINES

The purpose of this brand guideline is to establish a unified and consistent application of our visual identity across all platforms. Our brand is more than just a logo, it encompasses various components that together create a unique visual look and feel. These components include the logo, colors, graphics elements, and typography styles. Adhering to these guidelines will ensure a cohesive and consistent visual style across all media channels, helping to build brand awareness and recognition among our audience.

TABLE OF CONTENTS

01

About Us 1.1

02

The Logo
Our Logo 2.1

03

Logo Guidelines
Logo Variations 3.1
Logo Usage - Do's 3.2
Logo Usage - Don'ts 3.3
Clear Space 3.4
Minimum Size 3.5
Logo Misuse 3.6

04

Color Palette
Primary Colors 4.1
Secondary Colors 4.2
Gradients 4.3

05

Typography 5.1
Type Scale 5.2

06

Favicon 6.1

07

Branding Materials

08

Glossary 8.1

The “Spirits of Luxembourg” is a label developed by the Union Nationale des Distillateurs Agricoles Luxembourgeois (UNDAL) to promote high-quality spirits, liqueurs, and gins in Luxembourg. The label aims to increase consumer confidence, ensure good professional practices, diversify products, and promote regional products nationally and internationally.

The Label coordinates quality control, promotes the label, and offers valuable advice and assistance to members. Spirits of Luxembourg prioritizes regionalism, sustainability, quality, and taste, with strict controls to ensure the highest standards are met. The label welcomes partners who share these values to promote and develop the best spirits, liqueurs, and gins that Luxembourg has to offer.

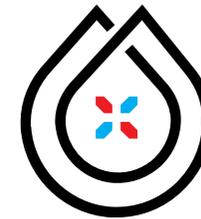




The drop is a central element of our logo because it represents the superior quality of our spirits. It also symbolizes the passion and craftsmanship that are reflected in every drop of our products. We are committed to producing spirits of the highest quality and ensuring a unique tasting experience for our customers.



The symbol "X" is composed of four detached double arrows, two in red and two in blue, which underline the reciprocal exchange through their double orientation.



The final logo is a representation of our commitment to producing high-quality spirits, liqueurs, and gin. It features three drops, each symbolizing one of the three segments covered by our label. The "X" in the logo refers to the Luxembourgish region and its tradition. The drops and the "X" come together to form a unique and memorable symbol that embodies our values of regionalism, sustainability, quality, and taste.

Our logo is the visual representation of our brand identity. It should be memorable, timeless, and easily recognizable. When creating our logo, we considered our brand values, target audience, and the message we want to convey. The logo should be used consistently across all marketing materials to create a strong and cohesive brand image.

Referring to the spirits made in the lands of Luxembourg.

Reflecting the temperament of Luxembourg to remain creative and forge its identity.

Embodying the "high spirits", joy and momentum to launch a new movement.

Representing the souls of Luxembourg; the belief that spirits made in the region are the essence of our lands and cultures.

SPIRITS OF LUXEMBOURG

THE LABEL

The Logo is the visual representation of our Label, reflecting our identity, values, and mission. It is an essential element that helps us stand out and connect with our customers. It is crucial to use the label consistently, following the guidelines provided, to maintain brand recognition and ensure that our products are perceived as high-quality and trustworthy.

Any unauthorized alteration or manipulation of the label can undermine our brand's credibility and harm our reputation. Therefore, it is essential to use the label only in the approved forms, respecting the different variations allowed for specific uses. By doing so, we ensure that our customers can easily recognize our products and trust that they meet the quality standards they expect from us. Let's treat the label as a valuable asset, protecting it from misuse and allowing it to represent our brand with pride and distinction.

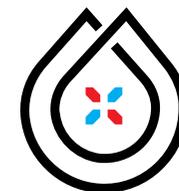
LOGOTYPE A



LOGOTYPE B



LOGOTYPE C



THE PRIMUS LABEL

The Label partners can include the standard label on all products registered in the label's database (annual communication based on the membership request). However, the Primus status is an additional designation that signifies a superior quality of products that have met specific criteria. Only partners who have the standard label for one of their products can apply for Primus status for that product. The Primus status serves as a symbol of the product's exceptional quality and serves as a guarantee to consumers that they are purchasing a premium product. Primus status is a recognition of the partner's commitment to producing top-quality products and a way to differentiate them from other products with the standard label.

PRIMEUR A



PRIMEUR B



PRIMEUR C

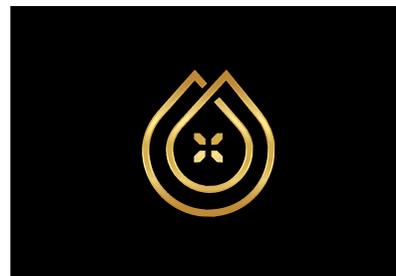


LOGO VARIATIONS

Only utilize the supplied logo files and refrain from making any alterations to the files.

Do not stretch or distort the logo proportions in any way.

You may use the logos on different backgrounds as provided by us.



LOGO USAGE - DO'S

It is important to use our Logo correctly in order to consistently enhance brand recognition. When utilizing the logo, it should be clear, readable, and prominently visible to ensure optimal visibility and impact.



LOGO MISUSE

You are not allowed to use any version of these. All these instructions will be applied to the logo variations as well.



Don't use colored logo on any background except white.



Don't mix colors in the brand name



Don't use outline style



Don't use just text without our icon
But you can use the Separate icon



Don't stretch, skew or bend the logo in any way



Don't change our original logo Fonts



Don't use drop shadows or other visual effects



Don't use the blurred logo



Don't place on a busy Photo/Pattern

LOGOTYPE A

Ensuring the optimal visibility and impact of our logo is paramount. To achieve this, it is imperative to always surround the “LOGOTYPE A” with ample clear space, free from any other graphic elements. This clear space serves as a visual buffer, allowing our “LOGOTYPE A” to stand out and make a lasting impression. By preserving this designated zone around our logo, we maintain its integrity and reinforce its brand recognition. Let us be mindful to protect the visual prominence of our logo by adhering to this best practice at all times.

The minimum clear space area is equal to “2X”

1X = Symbol X



LOGOTYPE B

Ensuring the optimal visibility and impact of our logo is paramount. To achieve this, it is imperative to always surround the “LOGOTYPE B” with ample clear space, free from any other graphic elements. This clear space serves as a visual buffer, allowing our “LOGOTYPE B” to stand out and make a lasting impression. By preserving this designated zone around our logo, we maintain its integrity and reinforce its brand recognition. Let us be mindful to protect the visual prominence of our logo by adhering to this best practice at all times.

The minimum clear space area is equal to “2X”
1X = Symbol X

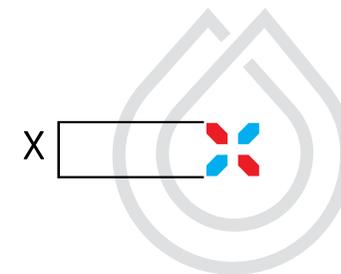
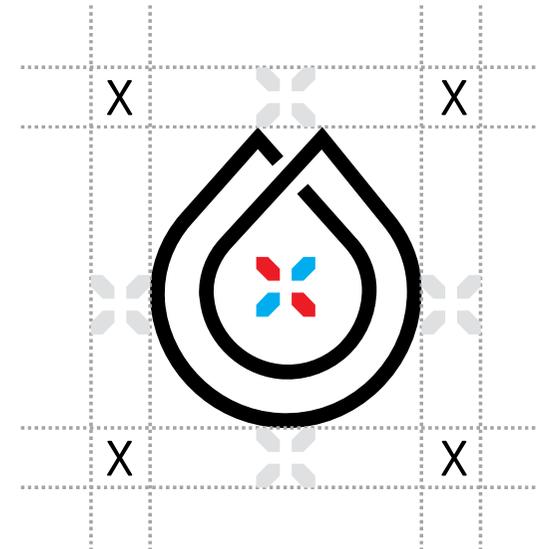


LOGOTYPE C

Ensuring the optimal visibility and impact of our logo is paramount. To achieve this, it is imperative to always surround the “LOGOTYPE C” with ample clear space, free from any other graphic elements. This clear space serves as a visual buffer, allowing our “LOGOTYPE C” to stand out and make a lasting impression. By preserving this designated zone around our logo, we maintain its integrity and reinforce its brand recognition. Let us be mindful to protect the visual prominence of our logo by adhering to this best practice at all times.

The minimum clear space area is equal to “X”

X = Symbol X



MINIMUM SIZE

LOGOTYPE A

Our “LOGOTYPE A” should always be surrounded by clear space to enhance visibility and impact. Additionally, the “LOGOTYPE A” should never be smaller than 150x50 pixels (digital) or 20x7.5 millimeters (print), even when proportionally resized. These guidelines ensure that our logo maintains its integrity and legibility, regardless of size or application.



150 PX
|
for Web screen

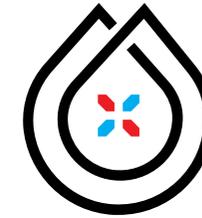


20 mm
|
for Printing

MINIMUM SIZE

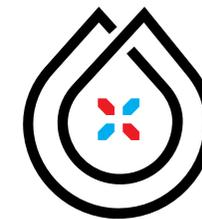
LOGOTYPE B

Our “LOGOTYPE B” should always be surrounded by clear space to enhance visibility and impact. Additionally, the “LOGOTYPE B” should never be smaller than 45x45 pixels (digital) or 8.6x8.5 millimeters (print), even when proportionally resized. These guidelines ensure that our logo maintains its integrity and legibility, regardless of size or application.



SPIRITS OF
LUXEMBOURG

45 PX
|
for Web screen



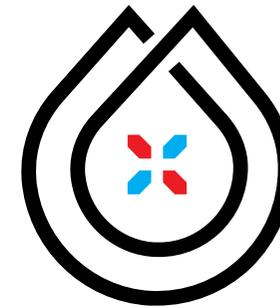
SPIRITS OF
LUXEMBOURG

8.6 mm
|
for Printing

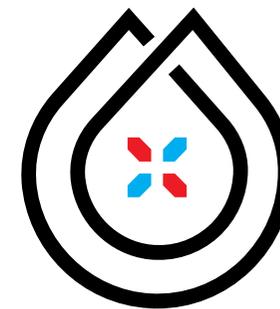
MINIMUM SIZE

LOGOTYPE C

Our “LOGOTYPE C” should always be surrounded by clear space to enhance visibility and impact. Additionally, the “LOGOTYPE C” should never be smaller than 50x45 pixels (digital) or 7x6.5 millimeters (print), even when proportionally resized. These guidelines ensure that our logo maintains its integrity and legibility, regardless of size or application.



50 PX
|
for
Web screen



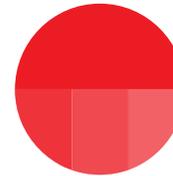
7mm
|
for Printing

COLOR PALETTE

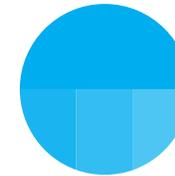
Our label color palette is meticulously curated to represent our label's identity with precision and consistency. These carefully chosen colors evoke emotions, convey our label message, and create a memorable visual identity. Our color palette is a powerful tool that enhances label recognition and helps establish a cohesive visual presence across all brand materials.

The Primary colours are key identifiers of the SPIRITS OF LEXUMBOURG Label. They are composed of Red and Blue.

Primary Colors

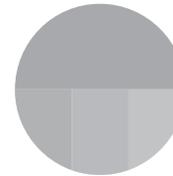


WEB EC1C24
CMYK 1 | 99 | 97 | 0
RGB 236 | 28 | 36
Pantone 485

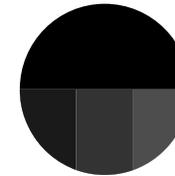


WEB 00ADEE
CMYK 70 | 15 | 0 | 0
RGB 0 | 173 | 238
PROCESS CYAN

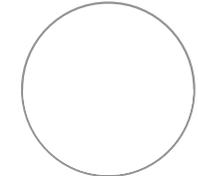
Secondary Colors



WEB A7A9AC
CMYK 36 | 28 | 27 | 0
RGB 167 | 169 | 172



WEB 000000
CMYK 75 | 68 | 67 | 90
RGB 00 | 00 | 00



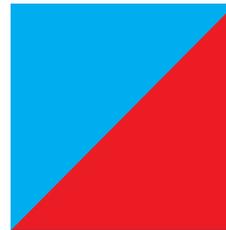
WEB FFFFFFFF
CMYK 0 | 0 | 0 | 0
RGB 255 | 255 | 255

Gradient

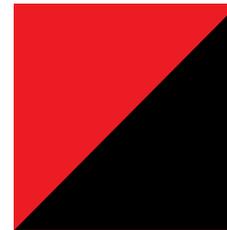


COLOR COMBINATIONS

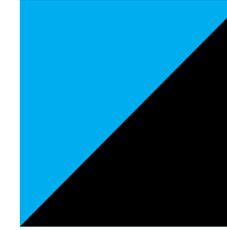
We have carefully selected a few color combinations that feature our label's primary and secondary colors. While you have the flexibility to explore other color options, it is crucial to ensure that our label color remains prominent and stands out in any combination you use. Our label color should be easily recognizable and distinct, representing our label's identity and maintaining consistency across all label elements.



Do
Mix these colors



Do
Mix these colors



Do
Mix these colors



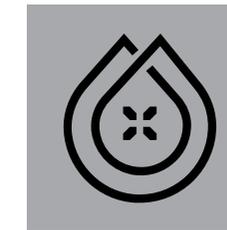
Do
Mix these colors



Do
Use colors
from palette



Do
Mix these colors



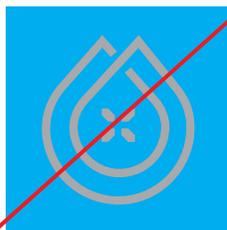
Do
Mix these colors



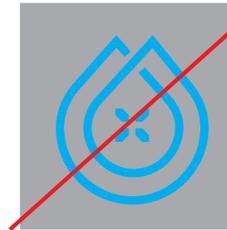
Do
Mix these colors



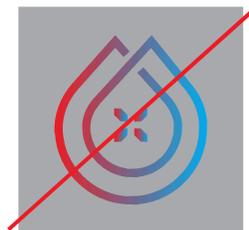
this is not acceptable
contrast of text
& background



this is not acceptable
contrast of text
& background



this is not acceptable
contrast of text
& background



this is not acceptable
contrast of text
& background

Typography and font selection play a significant role in our visual identity, as they unify our messaging and create familiarity and consistency across all our communication channels when used effectively. While there are no rigid rules for font size or color selection, it depends on the context and situation to maintain visual coherence and label recognition. Our typography choices should align with our label's tone, voice, and overall aesthetic, ensuring a cohesive and polished look in all our label communications.

VERLAG

Aa

Book	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#\$\$%^&*()_+=":?<>
Bold	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#\$\$%^&*()_+=":?<>
Black	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#\$\$%^&*()_+=":?<>

BRANDON GROTESQUE

Aa

Regular	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#\$\$%^&*()_+=":?<>
Medium	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#\$\$%^&*()_+=":?<>
Bold	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#\$\$%^&*()_+=":?<>

TYPOGRAPHY HIERARCHY

In our label's typographic system, we exclusively utilize the “Verlag” font for headlines, subheadings, and buttons in our communications. For body text, such as long paragraphs or other text, “Brandon Grotesque” is the preferred font.

However, in certain cases, you may also use “Brandon Grotesque-Bold” for subheadings to add emphasis and hierarchy. This consistent and intentional use of typography helps maintain a cohesive and polished visual identity across our label communications, ensuring clarity and consistency in our messaging.

Title-1

Hello We are SOL

Title-2

Hello We are SOL

Lead-1

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut

Lead-2

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut

Paragraph

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exercitation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui

Button

Get Started

Get Started

Learn More

Hover

Get Started

Get Started

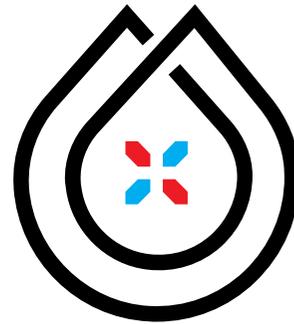
Learn More

Link

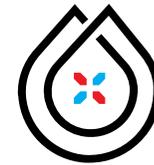
Learn More

Learn More

The Favicon of “Spirits of Luxembourg” is essentially a streamlined version of our app icon, which serves the purpose of identifying our label on web browsers and mobile operating systems.



128



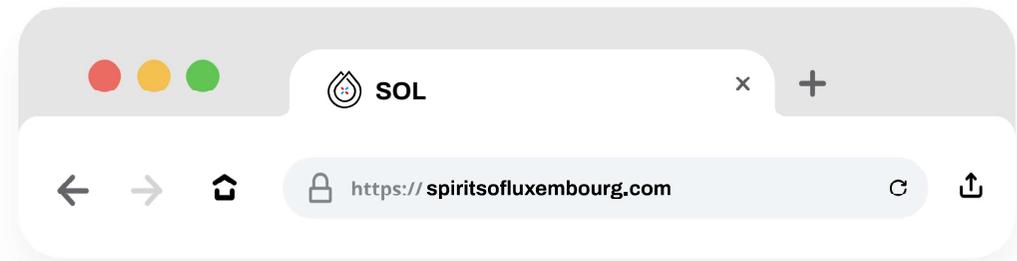
64



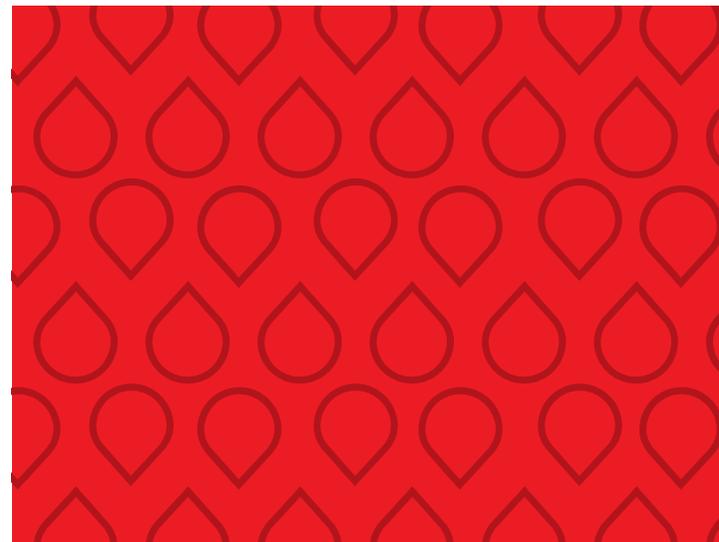
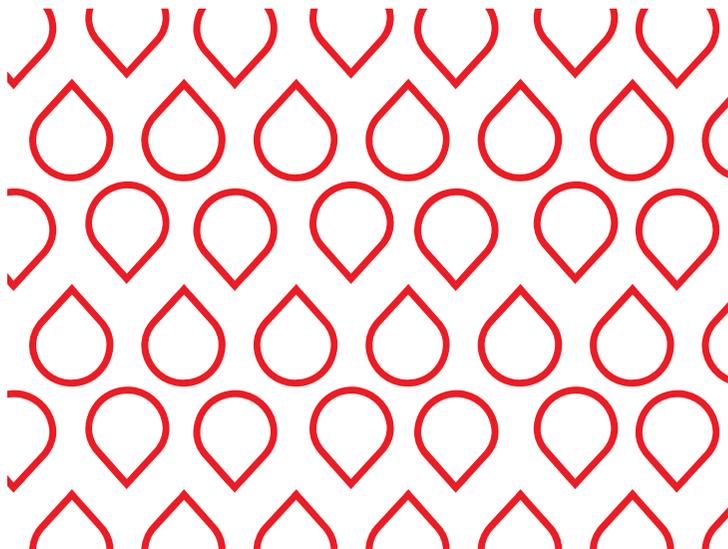
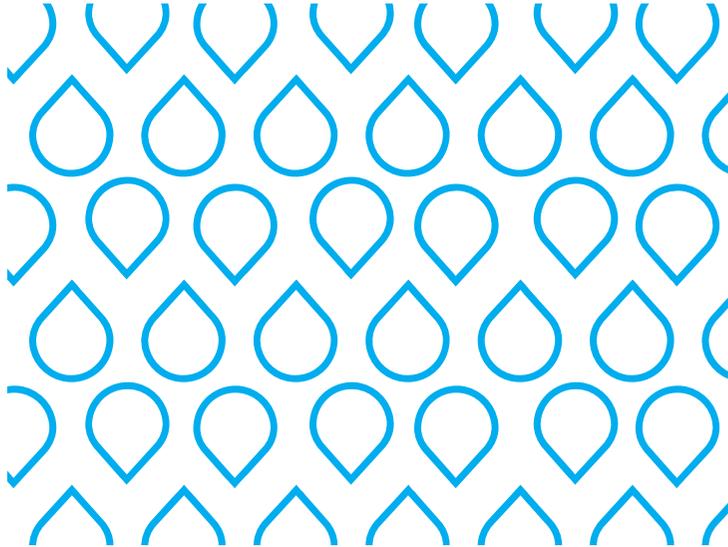
48



32

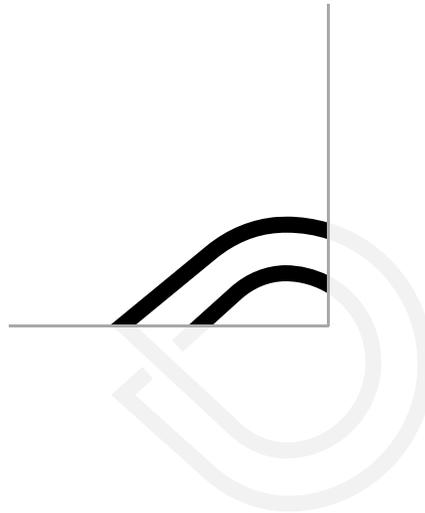
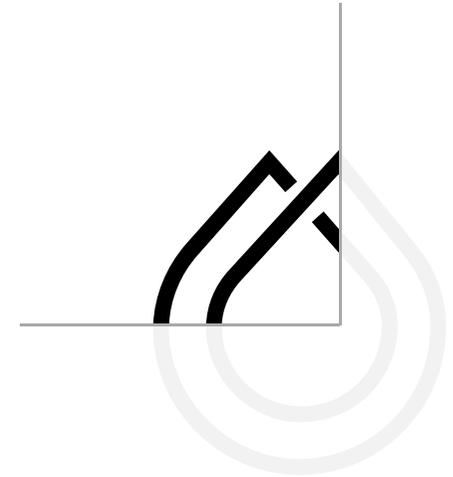
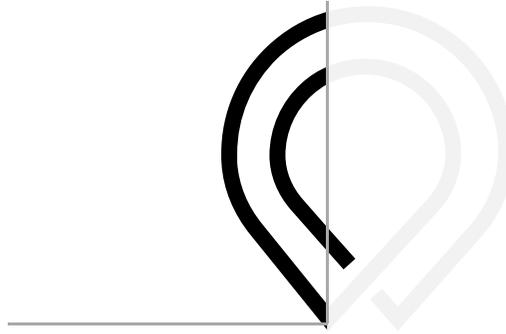


PATTERN



GRAPHICAL USAGE

The various components of LOGOTYPE C can be utilized to create diverse layouts and design variations.



PRIMEUR STICKER

Introducing the Primus Stickers – a symbol of excellence and distinction in the world of spirits. Only the highest quality products that have undergone rigorous testing and meet our strict standards earn the privilege of carrying this prestigious label. These products not only bear our standard label, but also a unique sticker featuring an NFC chip that allows consumers to access detailed information about the product, its origin, and the production process.

The Primus Stickers are a mark of quality and a testament to our commitment to delivering exceptional spirits to our customers. By providing transparency and traceability, we are ensuring that consumers can trust and rely on the products that bear this label. So when you see the Primus Sticker, you can be confident that you are choosing a premium product that has been carefully crafted with the highest standards of quality and excellence.



LOGO SIMULATED











SPIRITS OF
LUXEMBOURG

SPIRITS OF
LUXEMBOURG



SPIRITS OF
LUXEMBOURG



SPIRITS OF
LUXEMBOURG

GLOSSARY

JPEG/JPG

JPEG is a lossy raster format that stands for Joint Photographic Experts Group, the technical team that developed it. This is one of the most widely used formats online, typically for photos, email graphics and large web images like banner ads. JPEG images have a sliding scale of compression that decreases file size tremendously, but increases artifacts or pixelation the more the image is compressed.

AI

AI is a proprietary vector image format that stands for Adobe Illustrator. The format is based on both the EPS and PDF standards developed by Adobe. Like those formats, AI files are primarily a vector-based format, though they can also include embedded or linked raster images. AI files can be exported to both PDF and EPS files (for easy reviewing and printing), and also JPEG, PNG, GIF, TIFF and PSD (for web use and further editing).

EPS

EPS is an image format that stands for Encapsulated PostScript. Although it is used primarily as a vector format, an EPS file can include both vector and raster image data. Typically, an EPS file includes a single design element that can be used in a larger design.

PDF

PDF stands for Portable Document Format and is an image format used to display documents and graphics correctly, no matter the device, application, operating system or web browser. At its core, PDF files have a powerful vector graphics foundation, but can also display everything from raster graphics to form fields to spreadsheets. Because it is a near universal standard, PDF files are often the file format requested by printers to send a final design into production. Both Adobe Photoshop and Illustrator can export straight to PDF, making it easy to start your design and get it ready for printing.

PNG

PNG is a lossless raster format that stands for Portable Network Graphics. Think of PNGs as the next-generation GIF. This format has built-in transparency, but can also display higher color depths, which translates into millions of colors. PNGs are a web standard and are quickly becoming one of the most common image formats used online.

TIFF/TIF

TIFF is a lossless raster format that stands for Tagged Image File Format. Because of its extremely high quality, the format is primarily used in photography and desktop publishing. You'll likely encounter TIFF files when you scan a document or take a photo with a professional digital camera. Do note that TIFF files can also be used as a "container" for JPEG images. These files will be much smaller than traditional TIFF files, which are typically very large.

RGB

(Red, Green, Blue) color mode is for anything that is computer-based design. This includes websites, apps, banner ad and any other design created for electronic use.

Raster

Raster images are made up of a set grid of dots called pixels, where each pixel is assigned a color value. Unlike a vector image, raster images are resolution dependent. When you change the size of a raster image, you shrink or stretch the pixels themselves, which can result in a significant loss of clarity and produce very blurry images.

CMYK

(Cyan, Magenta, Yellow, Black) color mode is used for print design. This includes logos, business cards, stationary, illustration, packaging and any other designs used for print.

Lossless

Lossless image formats capture all of the data of your original file. Nothing from the original file, photo, or piece of art is lost—hence the term “lossless.” The file may still be compressed, but all lossless formats will be able to reconstruct your image to its original state.

Vector

Vector images are made up of points, lines, and curves that can be infinitely scaled without any loss in image quality.

Lossy

Lossy image formats approximate what your original image looks like. For example, a lossy image might reduce the amount of colors in your image or analyze the image for any unnecessary data. These clever technical tricks will typically reduce the file size, though they may reduce the quality of your image.



THANK YOU

The content of this booklet is protected by copyright. No part of this publication may be reproduced, published, changed translated or used without prior authorization of the UNDAL. Furthermore, by handing over this booklet, explicitly no right of use is being accorded. The information and ideas in this booklet are strictly confidential and may not be distributed or transmitted in any form or by any means without the prior written permission of the publisher.