



Fine spirits for the great outdoors.

2024

BRAND GUIDELINES



“

**ONE THING I KNOW ABOUT THE LAST
BEST PLACE IS THAT IT ISN'T A PLACE
THAT SUFFERS HALF-ASSED WHISKEY.”**

Todd Berg, Founder of Montana Whiskey Co.

There is a reason why Montana is called the last best place. It is a limited edition of one. A 94-million-acre collection of vast expanses, natural wonders, and resourceful, adventurous people.

Montana is as much a state of mind and being as it is a State. And it is here that we've taken on the responsibility to create whiskey that lives up to its name.

We've worked hard to build our brand and any representation, publishing, or promotion of Montana Whiskey Co. must abide by the guidelines set forth in the following.

Read through it carefully because we're serious about doing this right.

By using the brand assets found in the Montana Whiskey Co. media library, you agree to the terms and conditions set forth in these brand guidelines.

And when you have a job well done, give yourself a good pour and get a taste of what Montana is all about.

QUESTIONS?

Montana Whiskey Co.

USA 406.493.0828

Email: info@montanawhiskeyco.com

MONTANA WHISKEY CO. BRAND GUIDELINES



LOGO VARIATIONS

These are the **only approved variations of the Montana Whiskey Co. logo**. A custom typeface has been created for the logo. This typeface should not be used in any circumstance other than the logo or product names.

PRIMARY LOGO

Logo option A (arched logotype with elk illustration) is the primary logo option, and should be the default logo for use in all communications.

LOGO SIZE

Only use a logo with a tagline (option C or D) when it can be placed at a size **larger than 1.25"** tall. This ensures the tagline will be clear and legible.

When the logo needs to be placed at size **less than .25"** tall, use version D or F. This ensures the most important elements within each logo will be clearly visible.

Graphic options

Primary Logo A. WITH ELK - ARCH



B. WITH ELK - STACKED



C. WITH ELK - ARCH + TAGLINE



D. WITH ELK - STACKED + TAGLINE



Wordmark options

D. STACKED TWO LINES



E. STACKED TWO LINES & LOCATION



F. SINGLE LINE



LOGO USAGE

The Montana Whiskey Co. logo must not be redrawn, re-proportioned or modified in any way.

This is not an exhaustive list of all possible improper use cases.

To guarantee proper use of the logo, use artwork only as provided, without any modification.

The general concept of each improper use example shown here applies to all versions and variations of the Montana Whiskey Co. logo.

Improper Use Examples

❌ DO NOT DISTORT THE LOGO



❌ DO NOT USE NON-BRAND FONTS



❌ DO NOT USE NON-BRAND COLORS



❌ DO NOT REARRANGE ELEMENTS



❌ DO NOT SET IN NON-BRAND SHAPE



❌ DO NOT PLACE AT ILLEGIBLE SIZE



❌ DO NOT REFLECT THE LOGO



❌ DO NOT OUTLINE THE LOGO



❌ DO NOT ADD GRADIENTS



❌ DO NOT ADD SHADOW



❌ DO NOT ADD EFFECTS



LOGO USAGE CONT'D

When using the Montana Whiskey Co. logo, **ensure a generous amount of clear space** on all sides. This practice ensures legibility and avoids crowding the artwork.

The minimum amount of clear space should be **equal to the “M”** found in the word “Montana” within each version of the logo. Where possible, opt for more clear space, as **this is simply the minimum.**

When placing the logo over a solid color background, ensure the logo is legible, and contrasts sufficiently.

Similarly, when placed over a complex pattern or photograph, the logo must still be visible. To ensure visibility, pick a simple, low-contrast area of the photo, adjust the photo to increase logo visibility, or place the logo over a solid background.

Clear Space



Logo Background

PROPER CONTRAST



INSUFFICIENT CONTRAST



INSUFFICIENT CONTRAST



PROPER CONTRAST



INSUFFICIENT CONTRAST



INSUFFICIENT CONTRAST



COLOR PALETTE

These are the **only acceptable colors** within the Montana Whiskey Co. brand color palette. Please refrain from using any colors other than the swatches listed on this page.

The Color Usage Chart generally defines the visual hierarchy of each swatch within a given composition.

Montana Red is the brand's accent color. It is essential in defining the brand, but **should be used sparingly**.

Metallic Silver is a color used only in product packaging. It should not be used for any other materials.

PRINTING INFORMATION

- PMS colors should only be used when printing with a commercial printer, or high-end local print shop.
- Use the coated PMS colors when printing on coated paper. Use the uncoated PMS colors when printing on uncoated paper.
- RGB colors are only used for screen or web applications.

Primary Colors

MONTANA GREEN



PMS **UNCOATED**: 555U
PMS **COATED**: 5555C
CMYK: 45,15,40,50
RGB: 83,109,96

CREAM



PMS **UNCOATED**: 7527 U
PMS **COATED**: 7527 C
CMYK: 15,13,21,0
RGB: 214,209,196

BLACK



PMS **UNCOATED**: Black 6 U
PMS **COATED**: Black 6 C
CMYK: 60, 40, 40, 100
RGB: 0, 0, 0

Secondary Colors

MONTANA RED



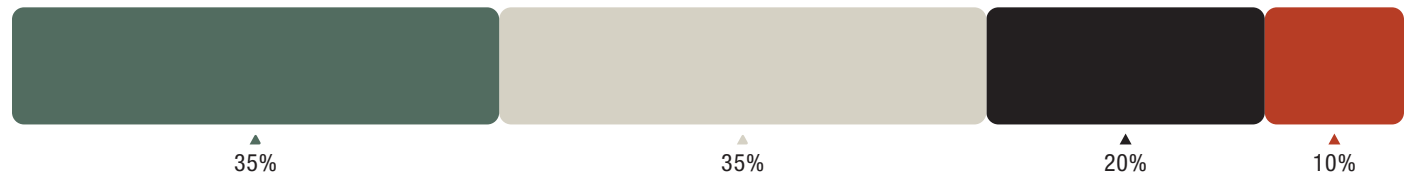
PMS **UNCOATED**: 2349 U
PMS **COATED**: 7599 C
CMYK: 20,89,100,10
RGB: 183,61,37

METALLIC SILVER (PACKAGING ONLY)



PMS **UNCOATED**: Silver U
Cool Gray 4U (non metallic option)
PMS **COATED**: Silver C
Cool Gray 4C (non metallic option)
CMYK: 0,0,0,35
RGB: 177,179,183

Color Usage Chart



TYPOGRAPHY

All typography for the Montana Whiskey Co. brand should consist of only the typefaces listed here.

When setting primary, large **headlines**, Knockout (all-caps) should be the go-to typeface. Its bold, condensed forms help set important messages apart from other elements in a composition.

Subheads should be set in Janson Text 55 Roman Small Caps.

All longer-form **body copy** should be set in Janson Text 55 Roman, and Italic when needed.

Any heading that falls **below the subhead** within the typographical hierarchy should be set in Gotham Bold.

Less important information should be set in Helvetica Neue 57 Condensed. Examples of this include page numbers, legal information, or warnings.

Primary Typography

Headlines KNOCKOUT

FINE SPIRITS

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Body Copy JANSON TEXT 55 ROMAN

Great Outdoors

abcdefghijklmnopqrstuvwxyz

Subheads JANSON TEXT 55 ROMAN
SMALL CAPS AND OLDSTYLE FIGURES

DRINK RESPONSIBLY

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Body Copy JANSON TEXT 56 ITALIC

Last Best Place

abcdefghijklmnopqrstuvwxyz

Secondary Typography

Tertiary Headers GOTHAM BOLD

GET A TASTE

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Tertiary Information HELVETICA NEUE 57 CONDENSED

Montana Traditions

abcdefghijklmnopqrstuvwxyz

PRODUCT PHOTOGRAPHY

The primary method of showing the Montana Whiskey Co. Blackfoot River Bourbon product is to crop the lowermost portion of the bottle. Cropping the product in this way adds visual interest, leads viewers into our visual assets, and helps set our brand apart.

This cropping method is **not required** for every use of the Blackfoot River Bourbon product photo, it is simply the preferred method.

TO ENSURE THE BOTTLE IS PROPERLY CROPPED:

- Bottom silver ring of bottle should be hidden
- Bottle label should be fully visible
- Distance from bottom of label to finished edge of deliverable should be at least 1/4 of label height

DO NOT CROP THE LABEL



BOTTLE IS PROPERLY CROPPED



PRINTABLE ASSETS

Montana Whiskey Co. offers a variety of downloadable print assets to accompany products in-store. Adhere to the following guidelines to ensure these are correctly produced.

POSTERS

Posters must be printed on 80 pound (or heavier), white, ledger paper (11" x 17").

SELL SHEETS

Sell sheets must be printed on 60 pound (or heavier), white paper. Two sell sheets are printed on each 8.5" x 11" sheet.

Sell sheets may be edited to include contact name, phone, email, retail price, and listing code. Use the space to the right of the bottle.

SHELF HANGERS

Shelf hangers must be printed on 80 pound (or heavier), white paper. Four sell sheets are printed on each 8.5" x 11" sheet.

Posters



17"

11"



11"

17"

Sell sheets



8.5"

11"

Shelf Hangers



11"

8.5"

LEGAL INFORMATION

Montana Whiskey Co. requires adherence to the **DISCUS Code of Responsible Practices** for Beverage Alcohol Advertising and Marketing

Find those responsible practices here for review:

https://www.distilledspirits.org/wp-content/uploads/2023/06/DISCUS_CodeofResponsiblePractices_2023.pdf

<https://www.distilledspirits.org/code-of-responsible-practices/>

ENJOY RESPONSIBLY

Always include “**Enjoy Responsibly**” in all marketing and advertising.

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