



FASHION VODKA IDENTITY GUIDELINES





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Introduction



Objective

To ensure global brand identity by communicating a single brand image and a single brand personality consistently around the globe.

This guide is a key element of the FASHION VODKA Corporate Identity Strategy as it clearly illustrates how to apply the visual components of our brand and it specifies how to use the FASHION VODKA logo, slogan, colours and typefaces.



Brand Personality

The unique FASHION VODKA personality is a combination of the brand's functional and emotional benefits and values.

FUNCTIONAL BENEFITS

FASHION VODKA **Luxury Collection**

The product is derived from only the highest quality raw materials. It is distilled four times, then filtered through a "Slow-flow Ultra-filtration" process and allowed to "rest" for several weeks before bottling. The result is a well balanced, super premium vodka with delicate texture, and soft long-lasting finish. Simply unique.

FASHION VODKA **Party Collection**

The product is produce from raw materials of the highest quality. The raw spirit is quadruple distilled using the method of continuous still columns to produce a characteristic neutral alcohol. Then undergoes a triple filtration through specially designed carbon filters. The result is a smooth and delicate Vodka. The entry is bright and airy and finishes quite rich and harmonious.

EMOTIONAL BENEFITS

The FASHION VODKA incorporates the attributes and core values of fashiontv (FTV™), the largest fashion medium in the world, and a name synonymous with fashion, glamour, sophistication, beauty and luxury.

It is filtered through centuries of heritage and breathes new life into a closely guarded, secret recipe dating back to 1783.



Brand Values

Our brand values are at the core of our brand. They summarize our promise to our customers, showing people not only what we do, but how we do it.

Everything that bears FASHION VODKA name should live up to these attributes.

Glam, fashionable, chic, social, modern, stylish, trendy, cosmopolitan, prestigious, pure, sensual, and fun.

Confident, positive, reassuring, distinctive, luxurious, inspirational, superior.



The Logo



History of the crest logo

The FASHION VODKA Logo is a most powerful and visible symbol which should instantly be recognised as shorthand for what the brand represents and must be the most prominent expression of the brand.

Correct and consistent usage of the logo will protect FASHION VODKA from a branding and legal standpoint.

Each element of our logo is a piece of custom-designed artwork and thus there is only one authorized logo. Only the authorized logo can be used in any method of printed communication like advertising, P.O.S items, promotional material, stationery, press releases, pricelists, etc.

Approved artwork can only be downloaded from www.f-bev.com/agents



VODKA
LUXURY COLLECTION
MICHELADAM



FASHION
PARTY COLLECTION
VODKA



The Logo



Rationale

The FASHION VODKA Logo integrates the established f diamond – the fashiontv trademark – with white eagle wings.

The f diamond illustrates the clarity that fashiontv offers its viewers around the globe when showcasing the glamorous world of fashion.

The white eagle wings symbolise power, victory, energy and kingship.

The coexistence of these two elements stands for freedom and supremacy, purity and glamour, strength and elegance, independence and nobility – all attributes deeply embodied in the character of FASHION VODKA.



VODKA
LUXURY COLLECTION
MICHEL ADAM



FASHION
PARTY COLLECTION
VODKA



The Logo



Core elements

crest



descriptor

VODKA
LUXURY COLLECTION
MICHEL ADAM

Core elements

crest



descriptor

FASHION
PARTY COLLECTION
VODKA



Colour

The logo only appears in the four colour variants shown on this page. CMYK breakdowns will be determined by individual application software.



crest /
Black Pantone HEX K C

descriptor/
Black Pantone HEX K C / Red Pantone 185 C



crest /
white

descriptor/
white / Red Pantone 185 C



crest /
Black Pantone HEX K C / Gold Pantone 871 C

descriptor/
Black Pantone HEX K C / Red Pantone 185 C / Gold Pantone 871 C



crest /
white / Gold Pantone 871 C

descriptor/
white / Red Pantone 185 C / Gold Pantone 871 C



The Logo



Exclusion zone

In order to maximise its visual presence the logo requires a surrounding area clear of any other graphic elements or text. The minimum exclusion zone is 33% of the width and height of the FASHION VODKA logo. Always allow at least this amount of clear space around the logo.

It is important that this rule is observed and the exclusion zone is maintained at all times. The recommended minimum clearance is to protect the logo. The logo will appear on many different applications and formats and this will help to give it clarity and presence. This is not a placement guide. It is a minimum only.





The Logo



MINIMUM SIZE

Our logo must be clearly visible and reproduced consistently. For this reason a minimum size has been established. The size is 25mm measured across the width of the logo. The logo does not have a maximum reproduction size.

ALTERNATIVE SIZES

The logo is reduced or enlarged proportionately to accommodate alternative sizes. It must never be compressed or expanded but always scaled up or down in proportion.





The Logo



Horizontal Logo

Horizontal usage of the logo.





Usage



wrong usage

wrong usage





Colour shows our spirit and promotes brand recognition. It should be used on all our communications.

Our corporate colours

FASHION VODKA Luxury Collection RED

Pantone # e70033 / PANTONE 186 C
C0, M100, Y80, K0;
R231, G0, B51;
100% - 0% Tint

FASHION VODKA Party Collection RED

Pantone # e70033 / PANTONE 186 C
C0, M100, Y80, K0;
R231, G0, B51;
100% - 0% Tint

FASHION VODKA Luxury Collection BLACK

Pantone # 231f20 / PANTONE HEX K C
C0, M0, Y0, K100;
R0, G0, B0;
100% - 0% Tint

FASHION VODKA Party Collection BLACK

Pantone # 231f20 / PANTONE HEX K C
C0, M0, Y0, K100;
R0, G0, B0;
100% - 0% Tint

FASHION VODKA Party Collection GOLD

Pantone PANTONE HEX K C
C19, M37, Y97, K0;
R211, G161, B48;
100% - 0% Tint



Slogan



Simply, the expression of our brand essence.

THE ESSENCE OF FASHION



Slogan

Usage

FASHION VODKA **Luxury Collection**

x



y

y/4

x/2

Slogan with logo

x



VODKA
LUXURY COLLECTION
MICHELADAM

THE ESSENCE OF FASHION

y

y/10

x



Slogan

Usage

FASHION VODKA Party Collection

x



x/2

Slogan with logo

x



x



Typography

Typeface

PRIMARY TYPEFACE

Trajan Pro (Regular and Bold), our primary typeface, sets a stylish, contemporary tone for all FASHION VODKA **Luxury Collection** communication. FASHION VODKA **Party Collection** communication.

TRAJAN PRO REGULAR

TRAJAN PRO BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
vwxyz
BCDEFGHIJKLMNOPQRSTU-
vwxyz
0123456789 §\$%&/()=? @# (!?,:)

ABCC 0123 .! ?#

ABCDEFGHIJKLMNOPQRSTUVWXYZ
BCDEFGHIJKLMNOPQRSTUvwxyz
0123456789 §\$%&/()=? @# (€!?,,:)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
BCDEFGHIJKLMNOPQRSTUvwxyz
0123456789 §\$%&/()=? @# (€!?,,:)

SECONDARY TYPEFACE

Use **Bodoni (Book and Book Italic)** (secondary typeface) in continuous text for all printed communications.

Bodoni Book

Bodoni Book
Italic abcdefghijklmnopqrstuvwxyz
BCDEFGHIJKLMNOPQRSTU-
vwxyz
0123456789 §\$%&/()=? @# (!?,:)

AbCc 0123 .! ?#

abcdefghijklmnopqrstuvwxy
z
BCDEFGHIJKLMNOPQRSTUvwxyz
0123456789 §\$%&/()=? @# (!?,:)

abcdefghijklmnopqrstuvwxy
z
BCDEFGHIJKLMNOPQRSTUvwxyz
0123456789 §\$%&/()=? @# (!?,:)



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