

Books
A Whiskey
Society.

BRAND BOOK

Welcome

04	<i>Hello!</i>
05	<i>Brand Personality</i>
07	<i>Brand Promise</i>
08	<i>Our Essence</i>
09	<i>Creative Context</i>
10	<i>Manifesto</i>
11	<i>Content Pillars</i>
12	<i>Concept</i>
13	<i>Tone/Voice</i>
14	<i>Do's n Dont's</i>

Our branding

16	<i>Our Fonts</i>
18	<i>Our Colors</i>
19	<i>Our Logotype</i>
21	<i>Our Short Logo</i>
24	<i>Our Logotypes</i>
25	<i>Graphic Elements</i>
28	<i>Our Brand in action</i>

Books
A Whiskey
Society.



Welcome



To our Whiskey Society

Deep dives into our curated whiskey
selection's history, crafting and tasting
notes.

B

B

HELLO!

Books brandbook is in your hands, it contains tools that will serve as a guide to apply our brand in everything we do and say as a company. Our brand is not just a name, logo or the way we sell our services. Our brand represents our principles and how we will communicate to get our ideas heard with one voice.

This is where it all begins.

Our brand is not only a name or a logo. Is much more; It represents who we are, our purpose and ideas that we communicate

Brand Personality

At 45, Books married the elegance of 1880s London with the leadership of a respected law firm, embodying a scholar's intellect and a whiskey connoisseur's palate. He easily navigates the realms of legal academia and strategic chess play, sharing his vast knowledge generously. Beyond his professional and academic pursuits, Books has a penchant for detective literature and enjoys writing his own novels and newspaper articles, using his analytical skills to relish both unraveling and creating mysteries. He always celebrated any accomplishments or enrichments conversations with a distinguished whiskey on the rocks.

The search for Glory

Features the intersection of whiskey, academic
knowledge and the conquest in life that each member
of this society celebrates



B

Brand Promise

A Whiskey Society

Books offers an immersive journey into the world of whiskey, enriched by the depth of historical and scholarly wisdom. It promises an environment where achievements are rewarded, connections are made, and every sip makes you feel like part of a refined whiskey society.

Our Essence

It captures the fusion of attainments in pursuit and whiskey's appreciation. Books is not just a bar but a realm where conquests, academic knowledge, and the appreciation of literature, offer a sophisticated yet approachable experience.

Creative context

The ambiance combines the stately charm of a Victorian study with the intrigue of a detective's office, filled with leather-bound books, antique furnishings, and whispers of mysteries unraveling. It is a space that invites us to pursue and accomplish the greatest goals of those capable of being part of this society.

Manifesto

At Books, we believe that a great whiskey is like a great idea that stands the test of time. Here we invite everyone to celebrate their success in life. From the depths of our library to the bottom of your glass, Books is an odyssey of intellect, tradition, and taste. Join us, and let every visit enrich your knowledge and give you the strength to conquer your goals.

Content pillars

- WHISKEY
SOPHISTICATION
- SUCCESSFUL
STRATEGY
- CULTURAL
CONNOISSEURSHIP

The core of our brand, represent our principles as a company and should guide all our decisions, communications and our personality.

Concept

- **A WHISKEY SOCIETY**
- **SEARCH FOR GLORY**
- **READING LIFE
THROUGH WORDS**

Our concept defines the way we speak, we write and how we see each other. Applied to everything we do helps us create a strong and recognizable brand.

Tone/Voice

- **SCHOLAR**
- **WARMTH**
- **EXPECTANT**
- **STRAIGHTFORWARD**

The voice of a trusted and demanding mentor who guides you through a world full of adversity with confidence and perseverance.

The Do's n Dont's

DO'S

- *Do engage with followers in a way that enlightens and invites discussion about mixology.*
- *Do weave narratives that connect whiskey.*
- *Do maintain an atmosphere of warmth and inclusivity, where every guest feels welcomed into the society.*
- *Do promoting content about chess.*

DONT'S

- *Do not enter into an argument with a hater.*
- *Do not censor opinions.*
- *Never answer with an aggressive tone without being able to give a solution.*
- *Do not post or reply without using our voice or tone, it could generate mistrust.*

Our Branding!

Our Fonts

Bradley DJR Regular

Bradley DJR Regular is a font that evokes the classic typefaces found in vintage books. It is intended for exclusive use in main titles and is prominently featured in our logotype.

AaBbCcDdEeFfGgHhIi

JjKkLlMmNnOoPpQq

RrSsTtUuVvWwXxYyZz

1234567890

Our Fonts

Nicholas

Nicholas is a versatile font with weights such as Italic, Regular, and Bold, used for subtitles and body text in every post. Combined with Bradley DJR Regular, it evokes the feeling of reading an old book.

AaBbCcDdEeFfGgHhIi

JjKkLlMmNnOoPpQq

RrSsT tUuVvWwXxYyZz

1234567890

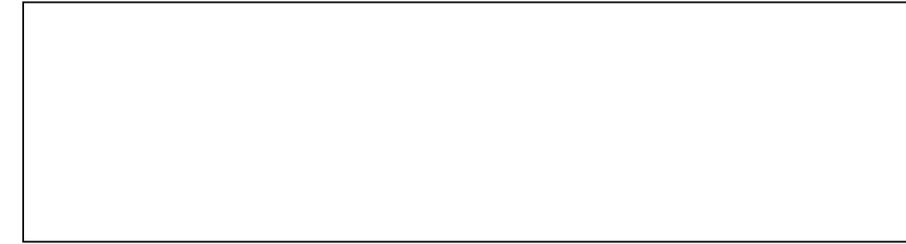
Our Colors

The colors “Coffe” and “Dun” are combined to replicate the appearance of old books. As ink deteriorates, it fades from its original color, while paper tends to yellow over time. Both colors will be applied in text and illustrations. Black and white are only complementary and will only be used when needed



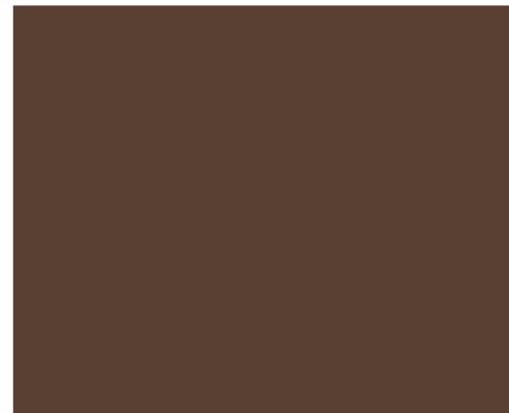
Black

CMYK 75, 68, 67, 90
RGB 0, 0, 0
HEX #000000



White

CMYK 0, 0, 0, 0
RGB 250, 250, 250
HEX #FFFFFF



Coffee

CMYK 48, 65, 71, 47
RGB 90, 63, 51
HEX #5A3F33



Dun

CMYK 2, 1, 15, 0
RGB 251, 248, 221
HEX #DFC4A0

Our Logotype

The reference to book pages, appealing to the target clientele's appreciation for sophistication, culture, and the finer things in life, like great literature and premium whiskey.

Books
A Whiskey
Society.

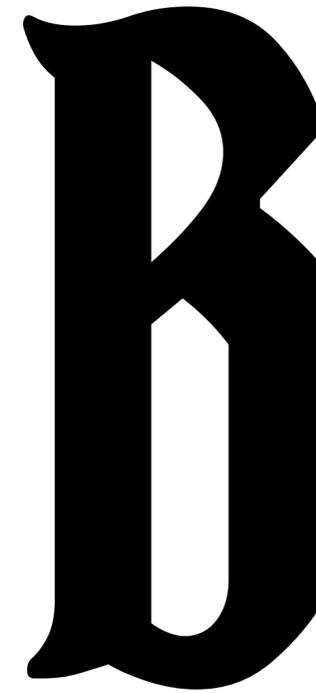
Books
A Whiskey
Society.

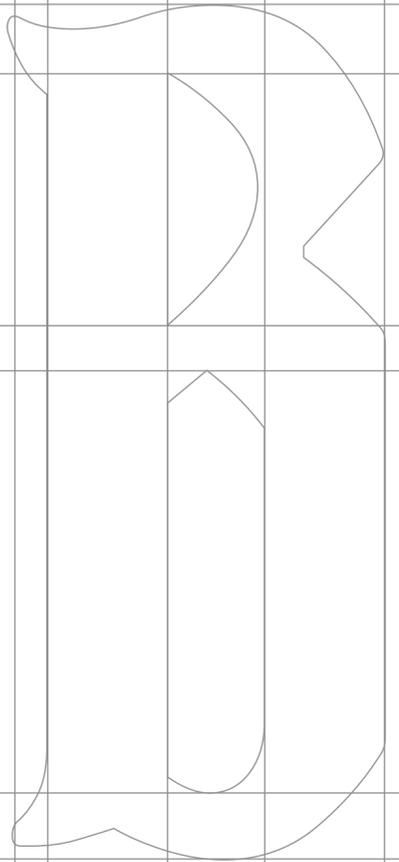
Books
A Whiskey
Society.

Books
A Whiskey
Society.

Our short logo

The bold, stylized "B" also creates a sense of luxury and elegance, reinforcing the bar's identity as a space for those who celebrate their success by indulging in refined pleasures.



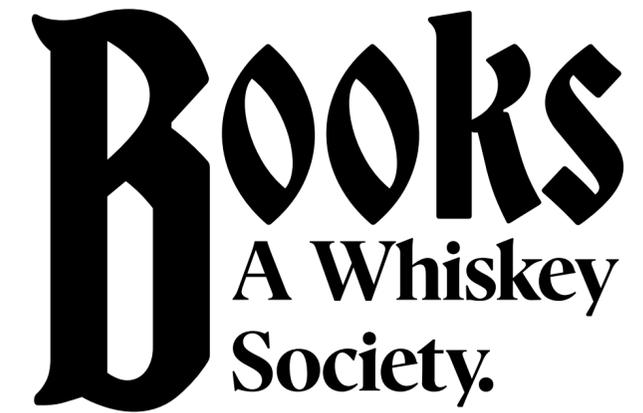


B

B

Our Logotypes

This logo combines intellectual appeal and a luxurious aesthetic, making it both symbolic and visually appealing to the bar's target audience.



Books
A Whiskey
Society.

Official Logo



B

Short Logo

Graphic Elements

The Book's Society Symbol embodies the society itself and is reserved exclusively for its members. This diamond adds an element of mystery, with its meaning known only to those deemed worthy.





Graphic Elements

Characters from books and accompanying illustrations enhance texts and passages, completing the look and feel of an old book style. These characters should be used in any material as needed, especially on our menu.



Our Brand In Action

Books
A Whiskey
Society.

(123) 456-7890
books@gustogroup.com



Books
A Whiskey
Society.

(123) 456-7890
books@gustogroup.com
booksaws.com



Books
A Whiskey
Society.



The search for Glory

Features the intersection of whiskey, academic knowledge and the conquest in life that each member of this society celebrates



B

Welcome



Borem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Whiskey Society



>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex

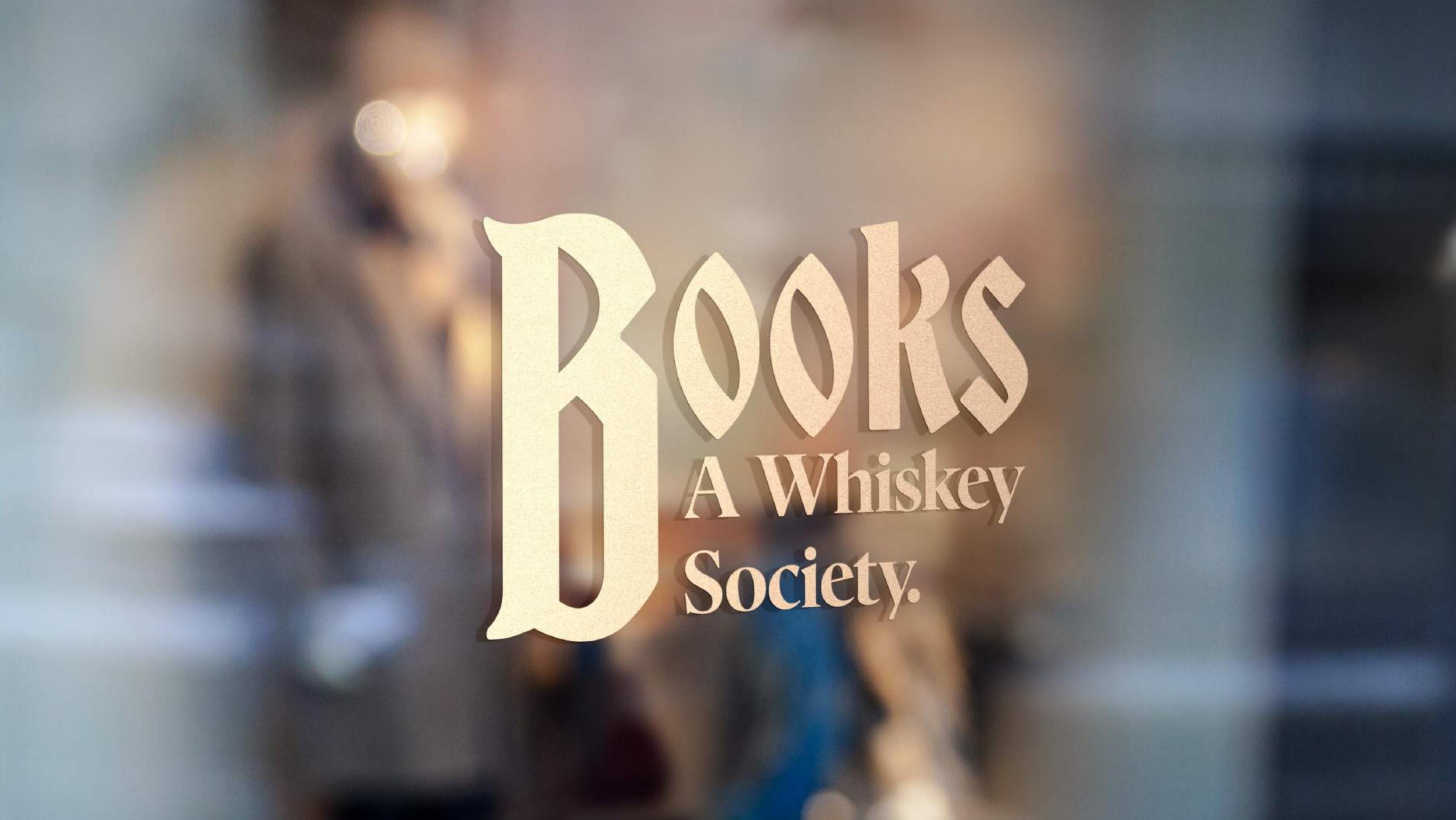
Ta commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat

>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex

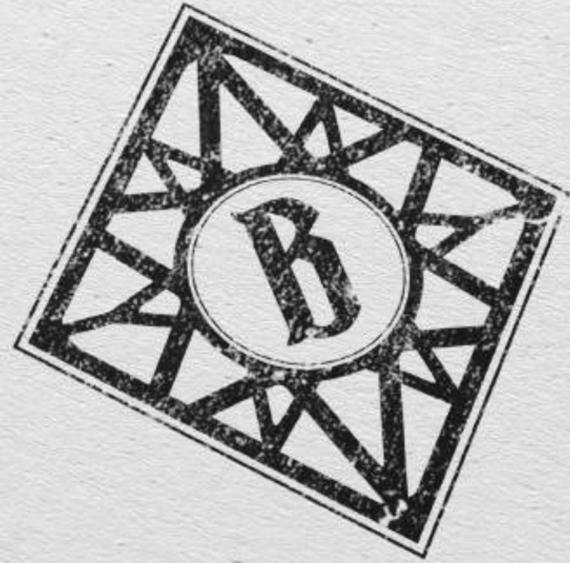
Ta commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.





Books
A Whiskey
Society.

BRAND IN ACTION



BOOKS

It requires a profound grasp of literature, history,
philosophy, and the arts as conveyed through books.

Reading life

Entail a deep and nuanced appreciation and
understanding of diverse cultural artifacts, traditions
and expressions.



It requires a profound grasp of literature, history,
philosophy, and the arts as conveyed through books.

Reading life

Entail a deep and nuanced appreciation and
understanding of diverse cultural artifacts, traditions
and expressions.



It requires a profound grasp of literature, history,
philosophy, and the arts as conveyed through books.

Reading life

Entail a deep and nuanced appreciation and
understanding of diverse cultural artifacts, traditions
and expressions.



It requires a profound grasp of literature, history,
philosophy, and the arts as conveyed through books.

Reading life

Entail a deep and nuanced appreciation and
understanding of diverse cultural artifacts, tra



The Water of Life



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 exerci tation 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

B

Reading life

Entail a deep and nuanced appreciation and understanding of diverse cultural artifacts, traditions and expressions.



It requires a profound grasp of literature, history, philosophy, and the arts as conveyed through books.

Enjoy our Food



Choose your seasoning

Season 1

Season 2

Season 3

- Books snack mix
- Pomme frites
- Onion rings
- Boneless wings
- Mussels

Dipping Sauce

Sauce 1 Sauce 7

Sauce 2 Sauce 8

Sauce 3 Sauce 9

Sauce 4 Sauce 10

Sauce 5 Sauce 11

Sauce 6 Sauce 12

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat..

B

Mixology



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 exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie



B

Enjoy



Choose your
seasoning
Season 1
Season 2
Season 3

- Books snack mix
- Pomme frites
- Onion rings
- Boneless wings
- Mussels

Dipping Sauce

- Sauce 1 Sauce 7
- Sauce 2 Sauce 8
- Sauce 3 Sauce 9
- Sauce 4 Sauce 10
- Sauce 5 Sauce 11
- Sauce 6 Sauce 12

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

B



Welcome To our Whiskey Society

Deep dives into our curated whiskey selection's
history, crafting and tasting notes.

B

Thank You

