

# **SATCHA**

**THE BRAND BOOK**

# BRAND VOICE

Satcha is a drink for creatives who are stuck without any ideas. Drinking our vodka is a surefire way to loosen up and stop caring about whether or not your ideas are good, only that you have them flowing.

# BRAND VOICE

TONE

VOICE	DESCRIPTION	DO	DO NOT
CREATIVE	USEFUL, INNOVATIVE, OPEN-ENDED	ILLUSTRATIVE, INTERPRETIVE, ARTSY	PEN TOOL STYLE VECTORS
ROUGH	SKETCHY, HUMAN, BARE-BONES	SKETCHY LINES, MINIMAL COLOR	MANY COLORS, CLEAN LINES
WELCOMING	INVITING, ENTERTAINING	DIRECT VOICE, UPBEAT	INDIRECT VOICE, CORPORATE
COCKY	CONFIDENT, PERSUASIVE	ASSUMING, CONVINCING	“MAYBE” OR QUESTIONING

# PRODUCT

While Satcha's main focus is our imported, authentic Russian Vodka, we are also a creative company too. We provide companion products like sketchbooks and shot glasses for our creative consumers - they need somewhere to put their Satcha-induced ideas, of course.



# PRODUCT - LABEL



# PRODUCT - LABEL MOCKUP



# PRODUCT - SKETCHBOOKS

Satcha branded sketchbooks can be purchased on the company website [Satcha.com](http://Satcha.com) and other respective partner sites. There are a few covers, each of which have sketchy extended illustrations of our logo, a tag line, or a combination of both.



# PRODUCT - COASTERS

Satcha branded coasters can be distributed to different places that serve alcohol or are sponsored by Satcha vodka ourselves. Additionally, they can be purchased online in our merchandise shop.



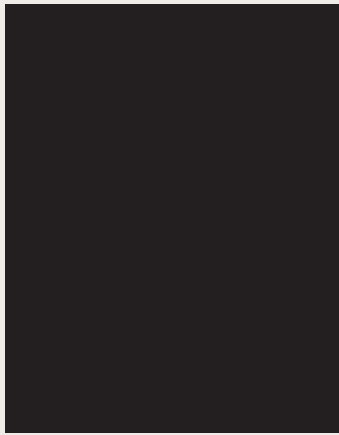
# COLOR PALETTE

Satcha relies on minimal color, being a brand that encourages thinking for one self and creativity. Additionally, we stick to a 3 color scheme to make our sketchy designs feeling raw.



# COLOR PALETTE

The main colors of any design should be Antler Black and Parchment white. Gold Nectar should only be used for accents.

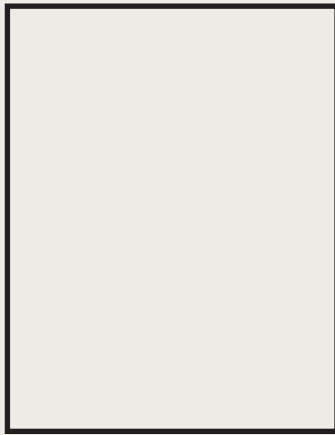


**ANTLER  
BLACK**

#000000

**R: 0 G: 0 B: 0**

**C: 0 M: 0 Y: 0 K: 100**



**PARCHMENT  
WHITE**

#edeae6

**R: 237 G: 234 B: 230**

**C: 6 M: 5 Y: 7 K: 0**



**GOLD  
NECTAR**

#f7941d

**R: 247 G: 148 B: 29**

**C: 0 M: 50 Y: 100 K: 0**

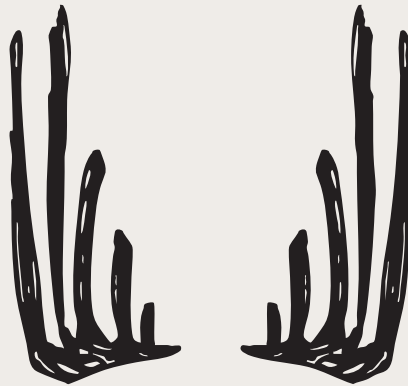
# LOGO SYSTEM

Satcha is representing by both our bold wordmark and our mascot, The Deer.

Our mix of harsh and sketchy appearances reflect our brand's punchy and sketchy style.

# LOGO - ICONOGRAPHY

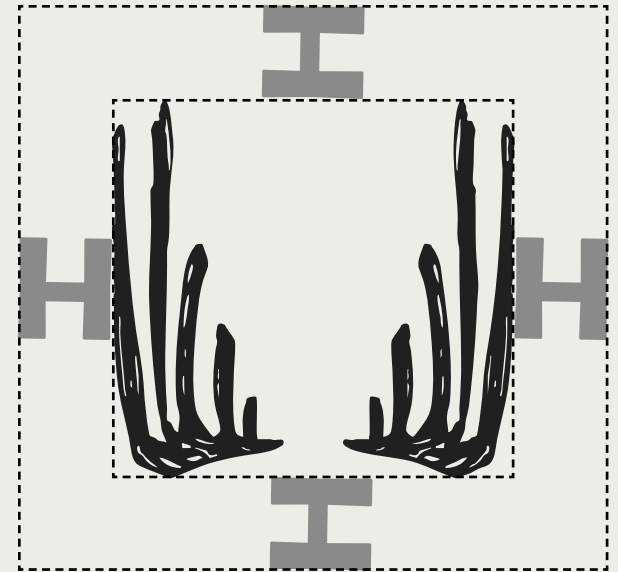
The Deer is the face of Satcha. It can stand on it's own or have it's horns seperated into a second icon.





# LOGO - ICONOGRAPHY

Here is the spacing  
between the icons.



# LOGO - WORDMARK / COMBO

This is our  
wordmark and  
one combo-mark.  
It is bold to draw  
in attention even  
when The Deer is  
not present.

**SATCHA**

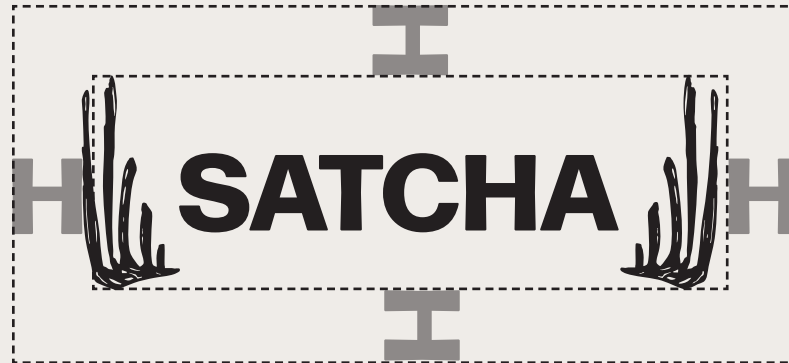
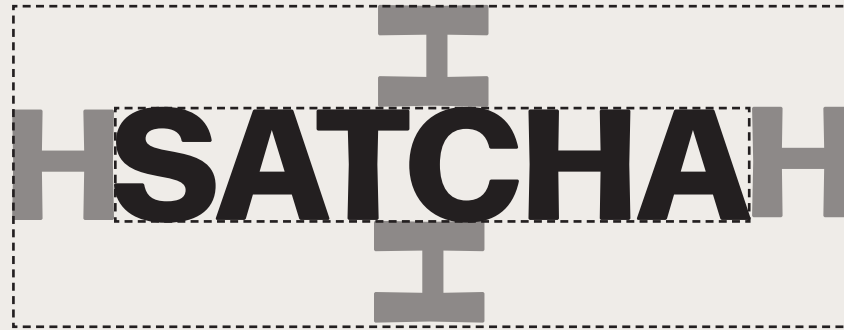


**SATCHA**



# LOGO - WORDMARK / COMBO

Here is the  
spacing between  
the wordmark and  
combomark.



# LOGO - COMBO

Finally, here is our combo-mark. It can be used to fill wider spaces.



The Deer on right side.



**SATCHA**

The Deer above Satcha.



The Deer on right side.

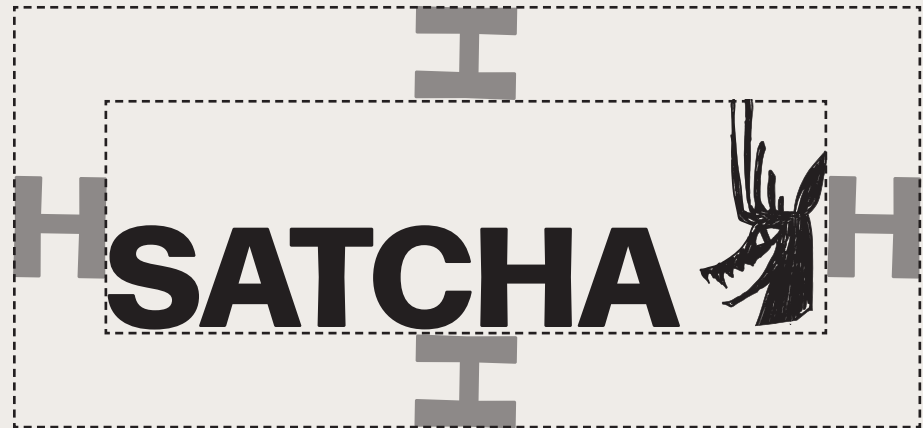


**SATCHA**

The Deer above Satcha.

# LOGO - COMBO SPACING

Here is the spacing  
between the combomarks.



# LOGO - DO NOT's

Here are examples of what not to do with any of the Satcha logos.

One point is to not put the logo in any color except for the Antler Black and Parchment White tones. This includes patterns, even if they are in Antler Black or Parchment white.

Nectar Gold is reserved for instances in stickers or special designs, but not for the average labels.

Do not rotate the logo, it needs to stay upright.



# SATCHA

Uses multiple colors not in color palette. Word and Image are two different colors.



Patterns used,



Two colors used and logo is outlined. Rotated.

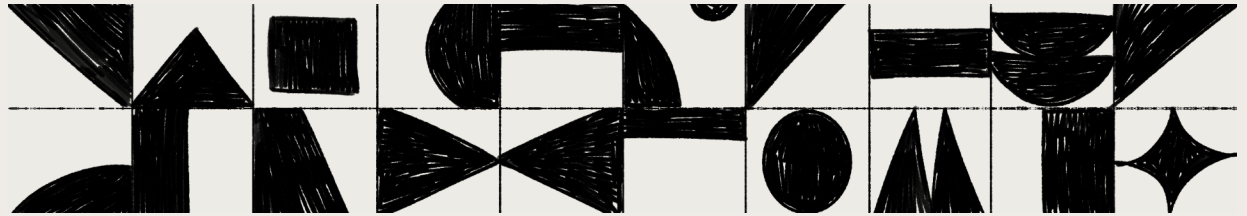
# BRAND ELEMENTS

While our logos are our most recognizable elements, we need at least a few other images and elements that say “Satcha.”

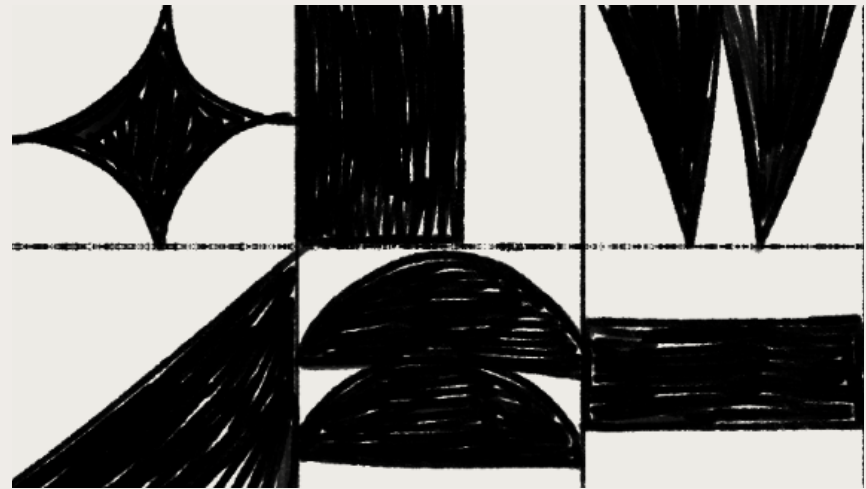
# BRAND ELEMENTS - PATTERN

The shaped pattern can be used in various places on Satcha branded merchandise.

It can be wrapped around products like the Satcha bottle itself or it can be placed on long ends like the spine of our sketchbook.



Horizontal version wrapped around the Satcha vodka bottle.



The pattern can also be vertical, cropped, or enlarged to fit different places.



# BRAND ELEMENTS - THE DEER EXPANDED

There are opportunities for the deer to be expanded. This illustration is featured on products like our sketchbooks. If The Deer is to be expanded, it must have the head of the logo.



# TYPOGRAPHY

For Satcha's branding, we stick to two typefaces with a variety of weights in order to let the images speak for themselves.

# TYPOGRAPHY - HEADERS

FORMA DJR TEXT EXTRA BOLD is used for Satcha's logo, as well as any headlines or statements on Satcha's merchandise. The largest type on any given product should use Forma DJR Extra Bold, as it is sure to draw in familiar faces and catch the attention of to-be Satcha drinkers.

## HEADERS AND TITLES

**FORMA DJR TEXT - EXTRA BOLD**

**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**

# TYPOGRAPHY - BRAND VOICE COPY

ROCA BOLD is the Satcha brand voice copy font. With a slightly more handwritten feeling, it reflects our appreciation for the handmade. If and when we are speaking to our consumers, they should hear from us in this font. Do not use Roca for warning labels like the pregnancy or heavy machinery warning.

# BRAND VOICE COPY

## ROCA - BOLD

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

# TYPOGRAPHY - ALTERNATE COPY

FORMA DJR TEXT MEDIUM is used for Satcha's smaller copy and for things like warning labels, as required by federal law. The thinner type does not take away from our other two typefaces, but use it sparingly nonetheless.

## ALTERNATE COPY

FORMA DJR TEXT - MEDIUM

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

# TYPOGRAPHY - PRESENTATION COPY

AREA NORMAL REGULAR is used for Satcha's presentation copy and for guidebooks such as this one. Internal usage only, not meant for products.

PRESENTATION COPY

AREA NORMAL REGULAR

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

# PHOTOGRAPHY

For Satcha's photographic elements, bold but dark colors are the way to go. Pictures should feature alcohol or bars and should be cropped with a solid Antler Black or Parchment White background.

# PHOTOGRAPHY - IMAGES

Here are examples of images that can be edited to match the Satcha style.

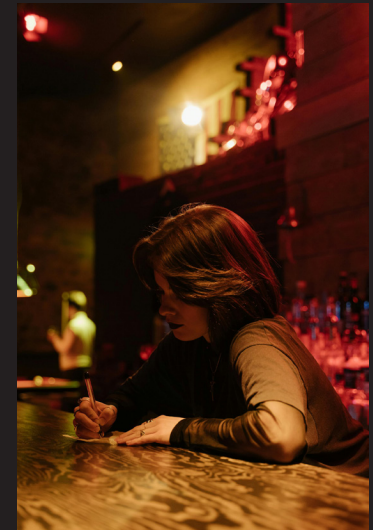
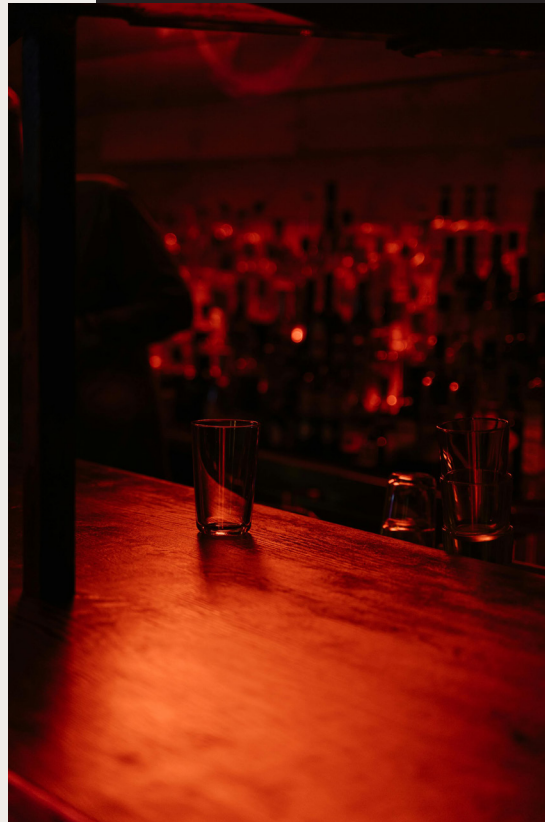
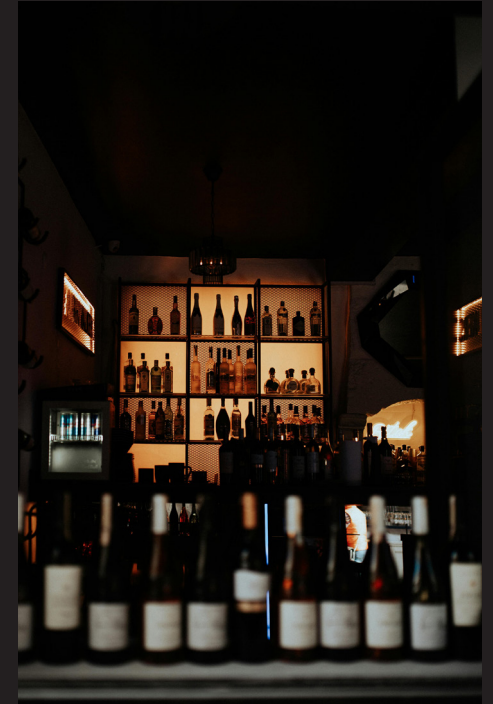
## DO:

Reds or warm colors.

Features alcohol.

“Professional” settings.

Minimal humans,  
must be focused on  
something other than  
the viewer.





# PHOTOGRAPHY - IMAGES

Here are examples of images that should not be edited to match the Satcha style.

## DO NOT:

Bright or cold toned colors.

Humans breaking the fourth wall (looking at the viewer). While we want to address our audience, we do not want to stare down our drinkers.

“Backyard” aesthetics (outdoorsy, coolers, etc...)



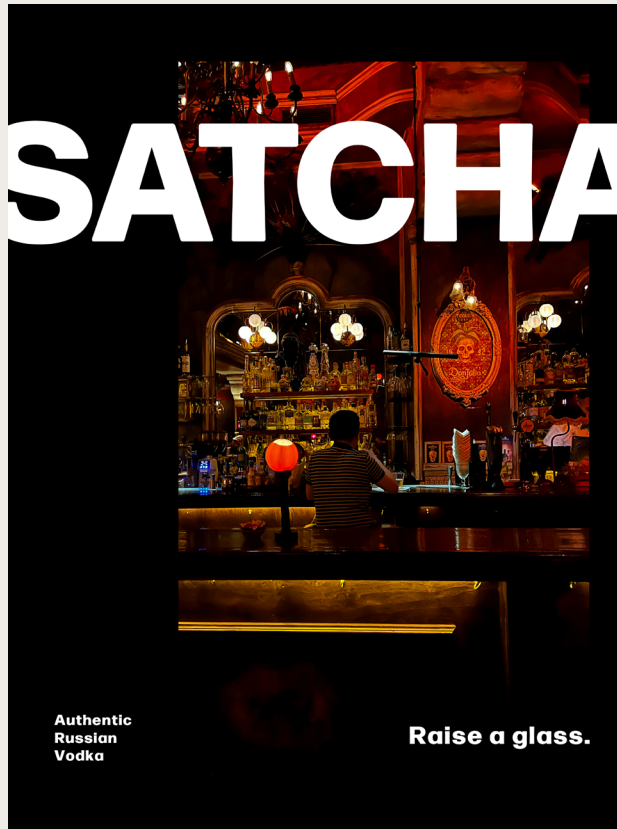
# PHOTOGRAPHY - POSTERS

## DO:

Use copy and logos in the posters. There must be at least one logomark in the image. Use contrast so that the type and image are separated but still work together.

## DO NOT:

Leave out a logomark or use multiple “hero” images. One real picture should be used, and not more.



One logo, some copy,  
one image.



Rotated logo, two images, one of which is  
too light. Tiny brand element has too much  
contrast and is out of place.

# SOCIAL MEDIA

Satcha has its social media accounts, which will post relevant brand images and ideas for Satcha-induced-sketches.

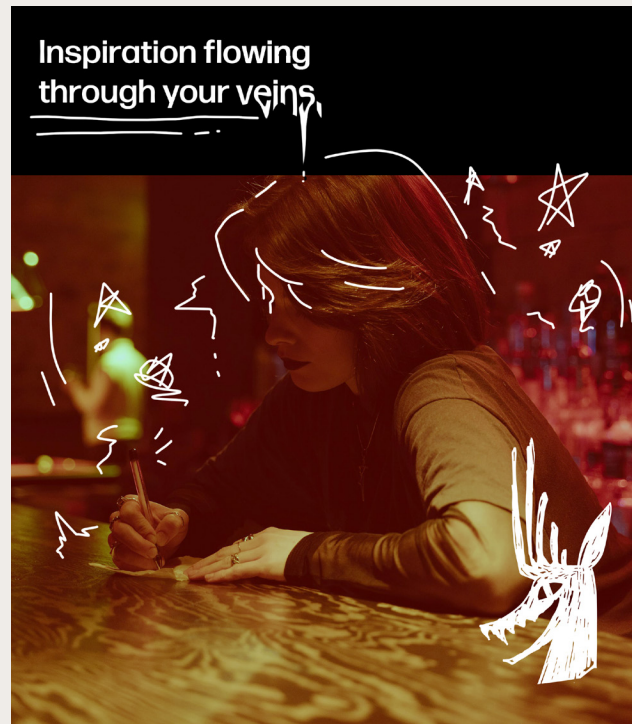
Satcha social posts should keep a consistent tone that engages the audience and makes them feel like they are part of a community.



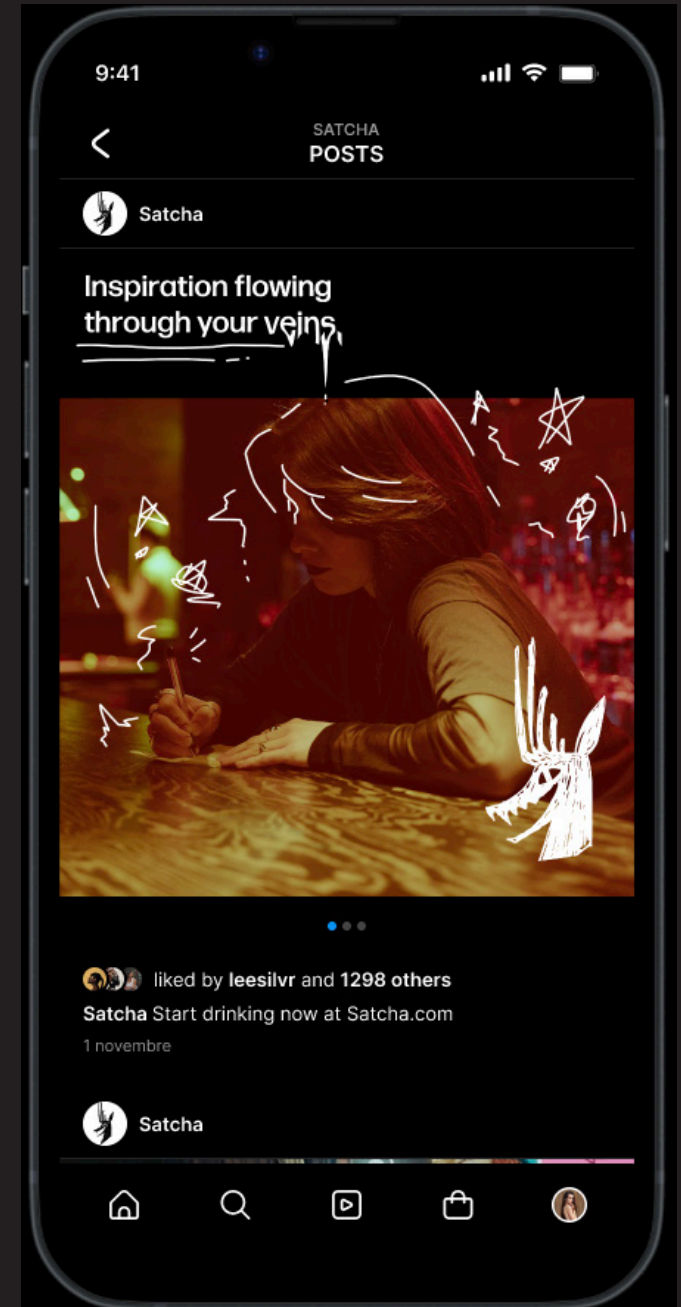
# SOCIAL MEDIA - POST

There are plenty of opportunities to advertise on platforms such as Instagram.

Posts should align with the feeling of Satcha posters. These posts can have doodles on them like someone drew over the one of our posters.



One logo, some copy, one image, some doodles.



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