



FARMING
Karma
Cocktails

BRAND
GUIDELINES

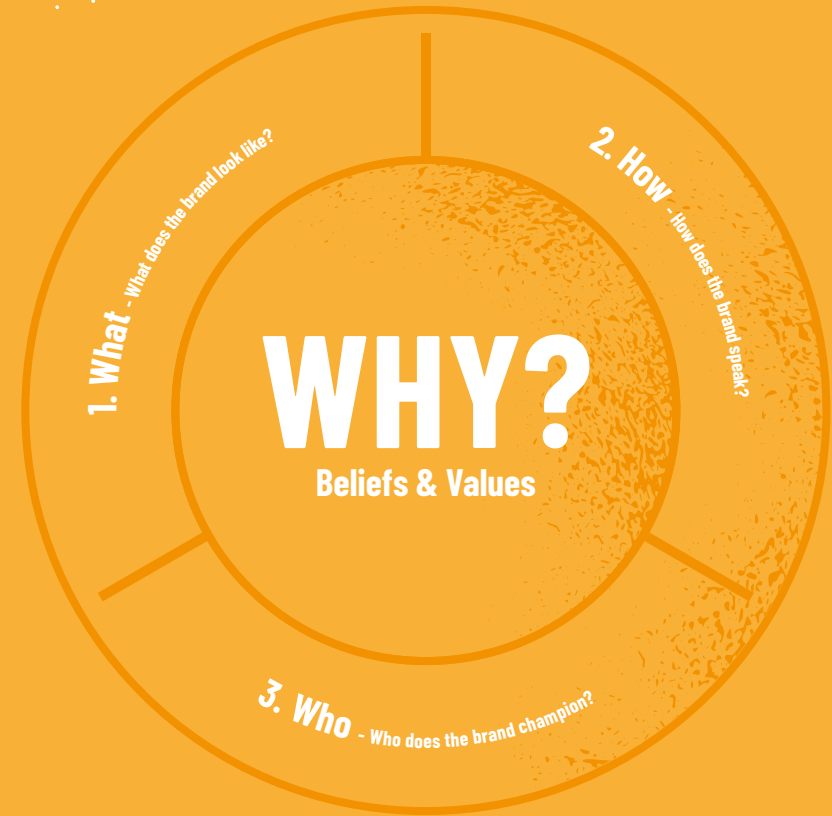


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**“ A BRAND IS A PERSON'S GUT
FEELING ABOUT A PRODUCT,
SERVICE, OR ORGANIZATION.”**

Marty Neumaier





THE CONCEPT

GOING AGAINST THE GRAIN

It's 7 pm and the night is just getting started. A wave of panic starts to settle in, knowing you will be the subject of countless remarks on your new-found choice to not drink.

What will Dave think?

The pressure begins to mount as you stay true to your choice and head to the store in an attempt to find an alternative solution.



FINDING KARMA

Walking along the rows of sodas and sparkling water something catches your eye.

You easily mistake this for your favourite cocktail and determine this is the solution to stop Dave from heckling you all night.



0% ALCOHOL, 100% GOOD KARMA

With Farming Karma Cocktails in tow, you let the crisp crack of the can echo in the foyer; walking in with a confident swagger that puts Dave on edge.

As your taste buds are ignited with flavour, the lingering anxiety melts away, and you feel like you have finally found the perfect beverage to pair with your social lifestyle.

You feel a slight look of disapproval, from Dave across the room, because he has discovered your secret. But you don't want any beef, you just want good karma.



AT SAYVEE, WE'VE DEVELOPED SIX COMPONENTS FOR YOUR BRAND.

Each component offers a different perspective on what your brand is, to capture the depth of nuances and meaning.

Taken together, these components provide the foundation upon which your brand is built.

THE SIX BRAND COMPONENTS.

1. **Brand Ambition**
2. **Brand Purpose**
3. **Brand Values**
4. **Brand Promise**
5. **Brand Characteristics**
6. **Brand Tone & Voice**



BRAND STRATEGY

BRAND AMBITION

To be the premium non-alcoholic beverage of choice for the non-drinking consumer, by providing a variety of flavourful options that are inclusive and easily accessible.

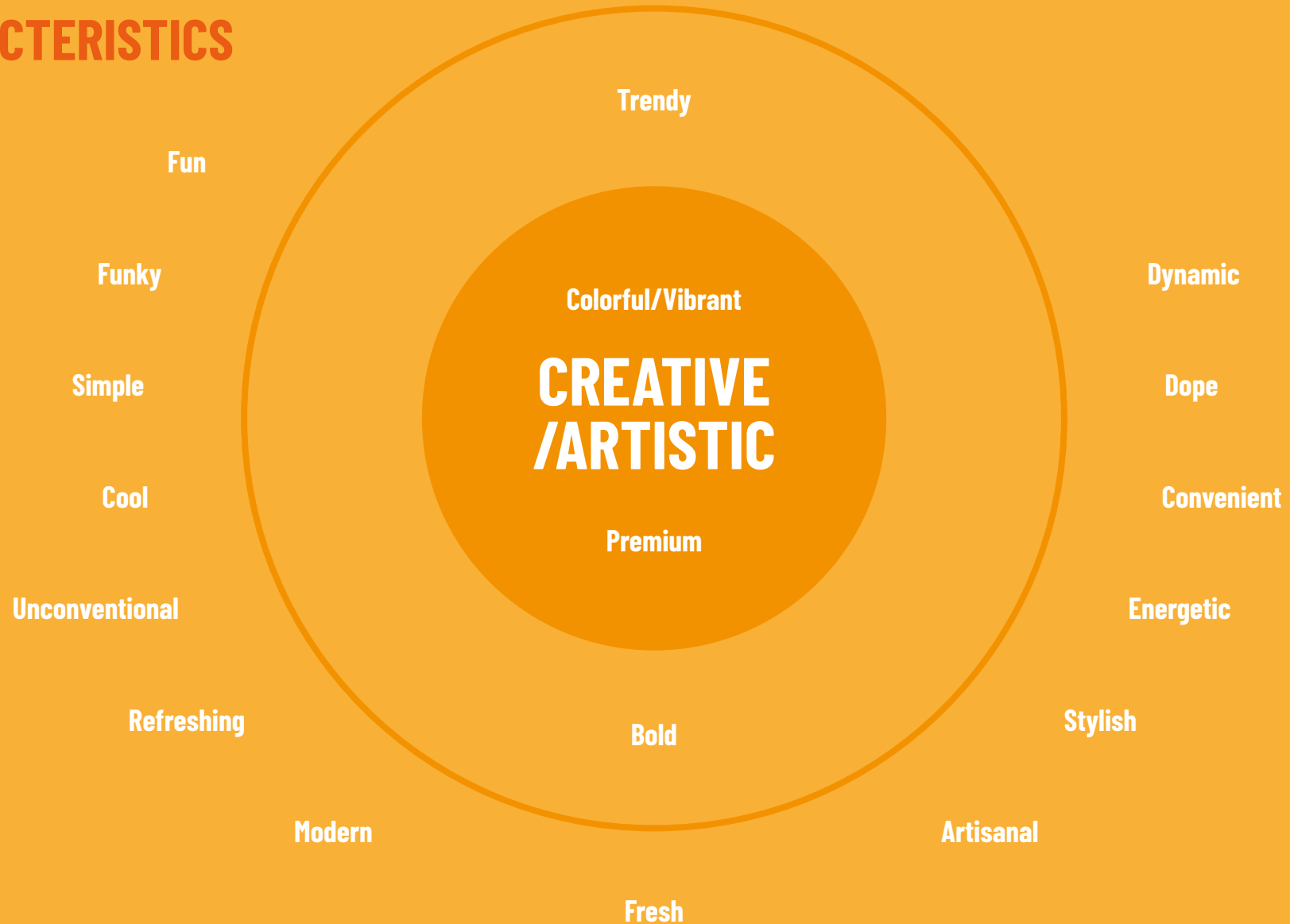
BRAND PURPOSE

To promote an inclusive environment by delivering flavourful realistic non alcoholic alternatives that supports consumers conscious decision to not drink.

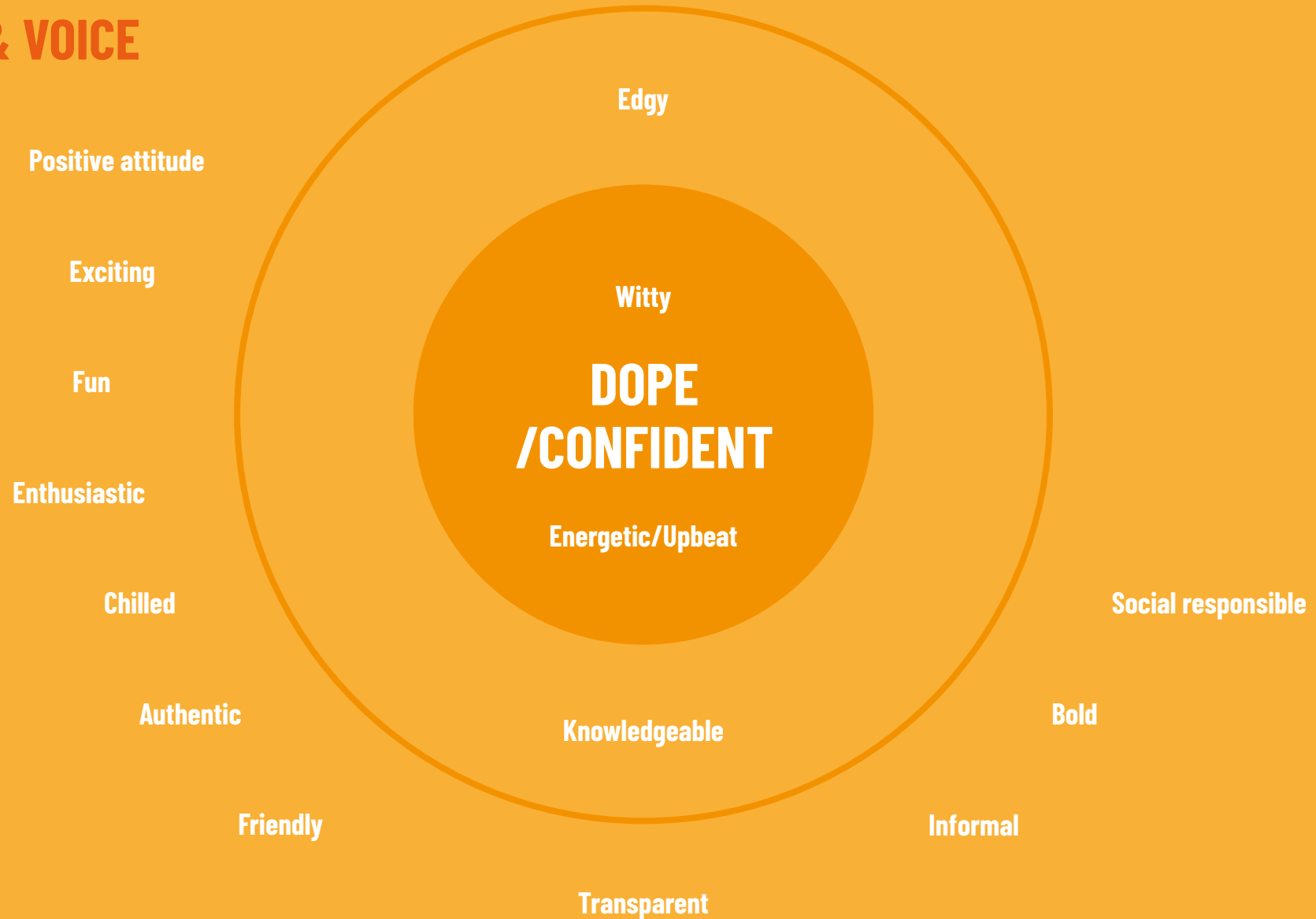
BRAND PROMISE

To create a premium alternative to alcohol consumption through a variety of flavourful, non-alcoholic products designed for drinkers and non-drinkers, to help them feel confident and empowered.

BRAND CHARACTERISTICS



BRAND TONE & VOICE

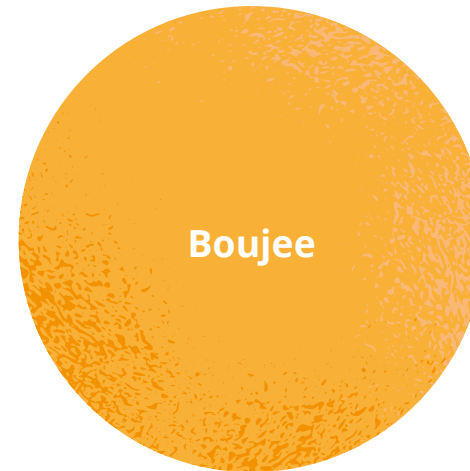




BRAND CHARACTERISTICS

TARGET AUDIENCE

Your target audience are the people who are most likely to be interested in your services:



CUSTOMER PERSONA #1



Name: James Baxter

Customer Type: Social Non-Conformer

DEMOGRAPHICS

Age: 32

City: Kamloops, BC

Profession: Electrician

Marital Status: Single

University: Thompson River University

Household Salary: 65,000/yr

CHALLENGES

- Limited options when it comes to an alternative to alcohol
- Feelings of exclusion when he goes out with his friends
- Doesn't want to be perceived as a non-drinker
- Custom mocktails are expensive at restaurants
- Accessibility - only have a handful of places they can go to purchase flavourful substitutions
- Likes to be in control of themselves
- Enjoys waking up fresh and ready for the day

STORY

- Grew up in Kamloops, BC
- Attended Thompson River University to take his journeyman electricians course
- After attending many resident parties during his time in school, he realized that he never enjoyed the feeling from the effects of alcohol and caused him to feel out of control and self reflective
- Enjoys attending social events with his roommates but always felt excluded when his only alternative choices were pop or water
- He is looking for a partner, but doesn't want to come off as someone that doesn't drink

NEEDS

- To have flavourful options when it comes to non-alcoholic choices that aren't too feminine
- To be socially accepted but still respect his values
- A convenient location to purchase alternative solutions
- A product that tastes like the real thing

CUSTOMER PERSONA #2



Name: Taylor Browne

Customer Type: Convenience Foodies

DEMOGRAPHICS

Age: 27
City: Calgary, AB
Profession: Social Media Contractor
Marital Status: Engaged
Partners Name: Charlie Burke
Kids: 0
University: Mount Royal University
Household Salary: \$100,000

CHALLENGES

- Busy schedules limit their time
- Availability - not great selection of make-your-own cocktail mixes at grocery stores
- Over-complicated recipes online
- Too much waste from homemade cocktails
- Affordability - requires additional tools to prepare homemade beverages
- The mess and clean up from homemade cocktails

STORY

- Grew up in Crossfield AB, with her 3 sisters
- Growing up in a small town resulted in frequent trips to Airdrie for groceries and for shopping
- Upon graduating high-school she moved into Calgary to attend Mount Royal
- University to acquire her degree in Marketing
- During her time in University she met her fiance Charlie who was studying to become a graphic designer
- After enjoying the convenience of being able to grab supplies near her rental they decided to move to Calgary permanently
- The couple have recently launched their social media company and have found themselves with limited time between their work life and social life
- By making the switch to entrepreneur life they need to find affordable yet convenient solutions to support their busy schedule

NEEDS

- To have access to pre-made mix as a grab and go
- Don't have time to develop creative beverages for their constant social life
- Easy and affordable products
- Feel passionate about reducing waste and do their part for the environment
- Maintain a clean living space is important as they have limited time for upkeep

CUSTOMER PERSONA #3



Name: Cassandra Helmstein

Customer Type: Boujee

DEMOGRAPHICS

Age: 38
City: Vancouver, BC
Profession: Content Editor for Fashion Magazine
Marital Status: Married
Partners Name: Eric Templeton
Kids: 1
University: Vancouver Institute of Media Arts
Household Salary: \$200,000

CHALLENGES

- Motivated by social status and likes to be perceived as high end
- Accessibility - can't always find their favourite drinks in popular spots
- Always looking for a premium experience
- Standing out from the crowd is important to them
- Trendsetter - likes to be the "first" in the know
- Calorie conscious - needs to fit a certain "mold"

STORY

- Her father was a recent owner of Powder King Ski Resort so she grew up on the ski hill
- After the sale of the hill the family moved back to West Vancouver and had a very busy social life.
- Being interested in fashion at a young age, she pursued a career in journalism and got a job at a local paper in downtown Vancouver where she met her future husband Eric
- After numerous side gigs, she landed a job being a content writer for the high end fashion magazine Tribune and worked her way up the corporate ladder
- Being on top of what is trending has been a main priority for her and is always looking to be the first for the inside scoop

NEEDS

- A product that matches her elegant lifestyle
- Associate herself with trendiest items on the market
- Low calorie, yet flavourful option to use for both alcoholic and non-alcoholic options
- Visually appealing items to generate talking points to confirm her social standing

INTERNAL POSITIONING

Farming Karma provides a premium, alternative non-alcoholic solution in a creative, energetic and convenient way, while helping consumers feel confident, and empowered.



KEY MESSAGES

“PREMIUM NON-ALCOHOLIC SOLUTION”

Every can of Farming Karma Cocktails is packed with all the flavour you would expect from your favourite cocktail, without any of the regret.

Proof Points:

Variety of options with different flavours

0% alcohol to remove the shame of over indulgence

Industry knowledge of trending cocktails that imitate the real thing

Focus: Knowledgeable, Transparent, Authentic

Target: Social Non-Conformers

“CONVENIENCE IN A CAN”

Why buy all the ingredients to make your favourite cocktails, when you can buy it pre-made and create it your way?

Proof Points:

Is a delicious product enjoyed with alcohol or not

Convenience in a can that eliminates the extra ingredients needed for cocktails

We have created a product that is inclusive for everyone

Focus: Dynamic, Convenient, Fun

Target: Social Convenience Foodies

“THE PERFECT PAIRING FOR SOCIAL GATHERINGS”

Farming Karma Cocktails creates an inclusive product designed for drinkers and non-drinkers alike. You can mix with your favourite spirit, or drink it as is.

Proof Points:

Flavours carefully crafted to represent the same experience has alcohol consumption

Focus: Energetic, Dope, Inclusive

Target: Cross market

“CRAFTED WITH THE FINEST INGREDIENTS”

Farming Karma Cocktails are crafted using only the finest ingredients to deliver an alternative premium drinking experience to fuel your next social gathering.

Proof Points:

Sleek design that has a premium feel

Flavours carefully crafted to represent the same experience has alcohol consumption

Focus: Reputability, Professionalism, Knowledgeability

Target: Boujee

ELEVATOR PITCH

Farming Karma Cocktails is a premium, non-alcoholic alternative to alcoholic beverages. With unique and refreshing flavours, our high-quality drinks are crafted using only the finest natural ingredients and suitable for any occasion.

Whether you are looking for a non-alcoholic option or a convenient solution to mixing your favourite cocktails, Farming Karma Cocktails is the perfect pairing for your social gatherings.



**BRAND
TAGLINE**

0% Alcohol, 100% Good Karma

The background is a solid yellow color. It is decorated with a repeating pattern of stylized orange leaves and clusters of small white dots. The leaves are scattered across the page, and the white dots are arranged in small, irregular groups. The text "VISUAL GUIDELINES" is centered in the middle of the page in a bold, white, sans-serif font.

VISUAL GUIDELINES

01

IDENTITY CONSTRUCTION

LOGO FORMATTING

The Farming Karma Cocktails logo includes the full name in a stacked word mark configuration. The logo typography has been selected for its utilitarian qualities. A margin of 0.5" @100% should always be used when placing the logo.

100% (Width: 3.4")

50%



BRAND IDENTITY CORE ASSETS

LOGO USAGE

Whenever the logo is used, it should be surrounded with clear space to ensure its visibility and impact.

No graphic elements of any kind should appear in this area.

CONSTRUCTION

DEFINITION

The unit of measure is a measurement that is derived from the first "a" in "Karma" and is critical to the creation of any branded material. The full unit of measure is the height of the first "a" in "Karma".

CLEARSPACE

DEFINITION

Whenever the logo is used, it should be surrounded with clear space to ensure its visibility and impact.

The clear space boundaries begin at the edges of the logo.

No graphic elements of any kind should appear in this area.



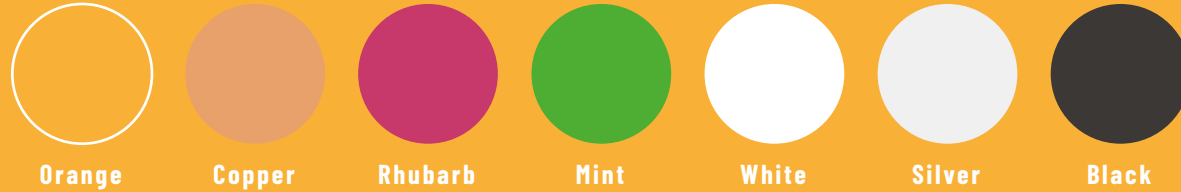
02

IDENTITY VERSIONS

COLOUR FORMATTING

Various colours (below) are accepted for use in the Farming Karma Cocktails identity.

The colour combinations featured in this guide are from a carefully selected palette and colour use for the logo is limited only to these specified colours.



BRAND IDENTITY CORE ASSETS

LOGO VERSIONS

Only approved digital logo files may be used. The identity may not be recreated, regardless of the situation. Please refer to the colour palette for the correct colour specifications.

Always use the correct specified colour to ensure visual consistency. No approximation or changes from these specifications are acceptable.

BACKGROUND COLOUR VARIANTS

Background colours may be used with the logo in white only. These can not be used in black as seen below. The logo should appear in white on the 5 colours below or in black when used on white and light backgrounds/imagery.



FULL COLOR LOGO

The full color version of the logo is always used on white or on a near-white or light part of an image or photo.



BLACK / MONO LOGO

For use on facsimile and other black and white publications.



WHITE OUT LOGO

When used on dark and colored backgrounds, the logo must be completely white. This will provide a striking contrast allowing the identity to be clear and consistent.



03

IDENTITY MINIMUM SIZE

LOGO SIZING

Two approved versions of our logo have been created. Read the usage guide to understand when each logo should be used.

The minimum size for use in all printed materials for the full identity is 30mm wide. For digital on-screen use also 30mm or 100 pixels (at 72dpi) wide for the full inline identity. For the stacked version, a size of 2mm or 70 pixels wide (at 72dpi). The identity should never be used at less than the specified size as this would lead to a compromise in legibility.

For large formats such as banners, billboards and signage, the logo should be proportionally balanced to the size of the document. The identity must always maintain clear space around it. This will preserve the integrity of the identity and allow for maximum readability.

BRAND IDENTITY CORE ASSETS

LOGO USAGE

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SIZE USAGE

The size of the logo has been defined for specific applications. These applications have been identified as the most common sizes and formats in use by Farming Karma Cocktails. This table will assist with placing the correct size logo easily.

Placement of the logo in all other formats is at the discretion of the individual producing the element, but must obtain approval from the Farming Karma Cocktails branding team.

IDENTITY SIZE GUIDE

The chart below is intended to show common sizes for logo width on a range of application sizes. Using these sizes will ensure that logos are legible and consistently sized on same size applications.

	20	30	40	50
Width (mm)				
Minimum size in application				
Junior Legal (203 x 127)		● Stacked	● Inline	●
Letter (216 x 279)	●	● Stacked	● Inline	●
Legal (216 x 356)	●	●	● Stacked	● Inline
Tabloid /Ledger (279 x 432)	●	●	● Stacked	● Inline
Business Cards	●	● Stacked	● Inline	●
Compliment slip	●	● Stacked	● Inline	●
Letterheads	●	●	● Stacked	● Inline
DL Leaflet	●	● Stacked	● Inline	●

04

TYPOGRAPHY

FONT SELECTION

OUR TYPEFACE HAS BEEN CAREFULLY SELECTED TO BE CLEAR, MODERN, DYNAMIC AND VERSATILE ACROSS VARIOUS APPLICATIONS.

Primary Font

The typeface – **Barlow Condensed** – is characterised by excellent legibility in print and digital. We recommend the weights – **Medium and Medium Italic, Bold and Bold Italic.**

BRAND IDENTITY CORE ASSETS

LOGO VERSIONS

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Barlow Condensed Medium

Aa	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

Barlow Condensed Medium Italic

Aa	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

Barlow Condensed Bold

Aa	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

Barlow Condensed Bold Italic

Aa	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

BRAND IDENTITY CORE ASSETS

FONT USAGE

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TYPOGRAPHIC HIERARCHY

Typographic hierarchy is a form of visual hierarchy and plays an important role in communicating an overall tone and quality in a design project.

Level One

Level-one typography will be the most important content or information, this should be the most immediately and eminently visible typographic element in your design. For use on title pages.

Level One (Option 2)

Option 2 typography is another way to style the most important content or information, this should be the most imminently and eminently visible typographic element in your design.

Level Three

Level-three typography is generally the bulk of the design. This is where the copywriting lives, where you get into the message of your design. It could be long or short – a whole article, a short note, a brief description – but the primary concern for this level is that it's easy to read, since the font size will likely be somewhat small.

Level Four

Level-four typography behaves as a graphic device that allows for interesting captions to be incorporated in a graphical way.

HEADLINE

Level 1

HEADLINE TWO

Level 2 (Option2)

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh.

Ut wisi enim ad minim veniam, quis nostrud exercitation ullamcorper suscipit.

Level 3

“BLOCK QUOTES”

Level 4

05

COLOR PALETTE

Our primary colors are a critical part of our brand and consistent use of these colors is vital to our identity.

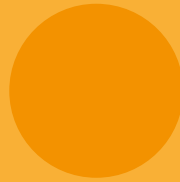
Our color palette has been carefully selected and are the most obvious visual identifier of our brand second only to the logo. Our guidelines determine how our full range of colors are used and in what proportion.

Applying color correctly ensures that our primary colors are always the most visible and dominant colors. Incorrect use of our secondary and tertiary colors could dilute the association of our primary color palette.



TANGERINE

CMYK: C80 M68 Y50 K57
RGB: R47 G50 B50
Hex: #2f323c



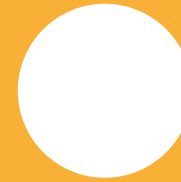
ORANGE

CMYK: C80 M68 Y50 K57
RGB: R47 G50 B50
Hex: #2f323c



MANGO

CMYK: C80 M68 Y50 K57
RGB: R47 G50 B50
Hex: #2f323c



WHITE

CMYK: C80 M68 Y50 K57
RGB: R47 G50 B50
Hex: #2f323c

VISUAL LANGUAGE ASSETS

PRIMARY COLORS

Color plays an important role in the Farming Karma Cocktails brand identity. The following colors are recommendations for various media. Consistent use of these colors will contribute to the cohesive and harmonious look of the Farming Karma Cocktails brand identity across all relevant media.

Check with your designer or printer when using the corporate colors that they will be always be consistent.

Our secondary colors (below) are also a critical part of our brand and consistent use of these colors is vital to our identity.



NAVY

CMYK: C80 M68 Y50 K57
RGB: R47 G50 B50
Hex: #2f323c



NAVY

CMYK: C80 M68 Y50 K57
RGB: R47 G50 B50
Hex: #2f323c



NAVY

CMYK: C80 M68 Y50 K57
RGB: R47 G50 B50
Hex: #2f323c



NAVY

CMYK: C80 M68 Y50 K57
RGB: R47 G50 B50
Hex: #2f323c



NAVY

CMYK: C80 M68 Y50 K57
RGB: R47 G50 B50
Hex: #2f323c



NAVY

CMYK: C80 M68 Y50 K57
RGB: R47 G50 B50
Hex: #2f323c



CHARCOAL

CMYK: C80 M68 Y50 K57
RGB: R47 G50 B50
Hex: #2f323c

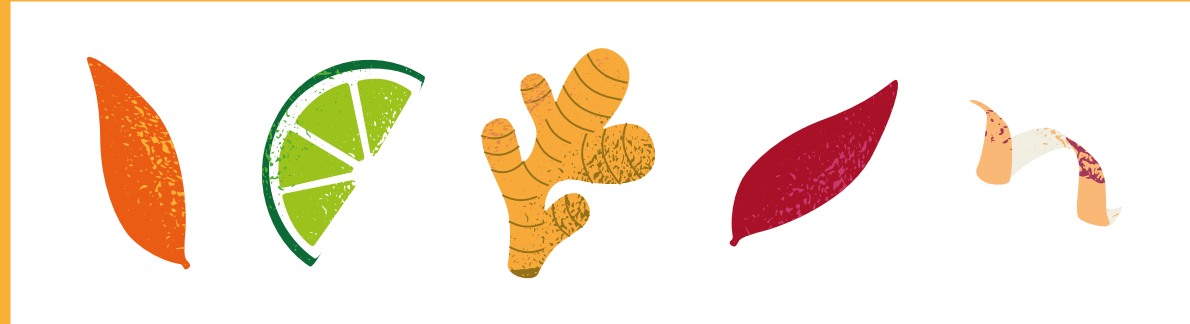
Tertiary colors can be used for coloring illustrations. Tertiary colors can be created by slightly deviating from the primary and secondary colors.

06

ILLUSTRATIONS & GRAPHICS

ILLUSTRATION STYLE

The selected style of illustrated ingredients can be used in the Farming Karma Cocktails identity. The selected style characteristics include simple shapes combined and a distressed texture to add shading. Below are a few examples which can be used in the Farming Karma Cocktails identity.



BRAND IDENTITY CORE ASSETS

LOGO VERSIONS

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GRAPHIC DEVICE

The Farming Karma Cocktails brand identity uses 1 main graphic device, the 2 tone wave. This graphic device may be used as needed to create compositions for various applications. It is important to keep the graphic devices within the scale seen on the packaging design.



07

IMAGE STYLE AND TONE

PRODUCT PHOTOGRAPHY

Our imagery reflects the identity of Farming Karma Cocktails. It is colorful, clear, bold and uncluttered.

- Farming Karma Cocktails photography should always reflect brightness and a sense of color.
- Choose images that show clarity and boldness.
- Images don't always have to be a literal interpretation of a subject. A combination of abstract images and literal images tells a stronger story.

VISUAL LANGUAGE ASSETS

VISUAL ELEMENTS

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08

COMPANY INFO

FORMATTING

For consistency, the company info for Farming Karma Cocktails should always read as indicated in the example (right).

Example

F a r m i n g K a r m a
C o c k t a i l s

Address Line 1
Address Line 2

+0000 0000


farmingkarma.ca

CORPORATE STATIONERY

FILE VERSIONS

Only approved digital files of the identity may be used. The identity may not be recreated, regardless of the situation. Please refer to the color palette for the correct color specifications.

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EVERGREEN CAMPAIGN



0%
alcohol

100%
good karma.

FARMING
Karma
Cocktails

0% alcohol 100% good karma.

FARMING
Karma
Cocktails

THANK YOU

sayvee
fueling your | online presence

sayvee.com