

U.S. STYLE GUIDE

*THIS IS
STOLEN*

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THIS IS STOLEN

Our brand was born from two Kiwis sick of their day jobs, a need to escape and the love of a good time.

Stolen is a family of spirits sharing the same essential DNA: high quality, distinctive and unconventional character.

We believe that a good drink doesn't have to be complicated to order, or take forever to make.

We are challenging what a good drink should be.

Get on our level. It's fun here.

THIS IS STOLEN

WHO WE ARE

FUN

INTELLIGENT

IRREVERENT

WITTY

HONEST

UNPREDICTABLE

UNAPOLOGETIC

CONFIDENT/BOLD

WHO WE ARE NOT

~~SILLY~~

~~PRETENTIOUS~~

~~PATRONIZING~~

~~FLIPPANT~~

~~DEMEANING~~

~~RECKLESS~~

~~CONTRIVED~~

~~ASSHOLES~~

THIS IS STOLEN: CONSUMER

Stolen's target consumers are down for the fun. As 21- to 34-year-olds, they are smart, confident, adventurous, open-minded and spontaneous.

They know the secret to life is having fun, and are the first one at the bar to buy a round.

With a strong sense of what they like and a pulse on the latest trends, our target can tell the difference between a genuinely good time and a "for the 'Gram" scene.

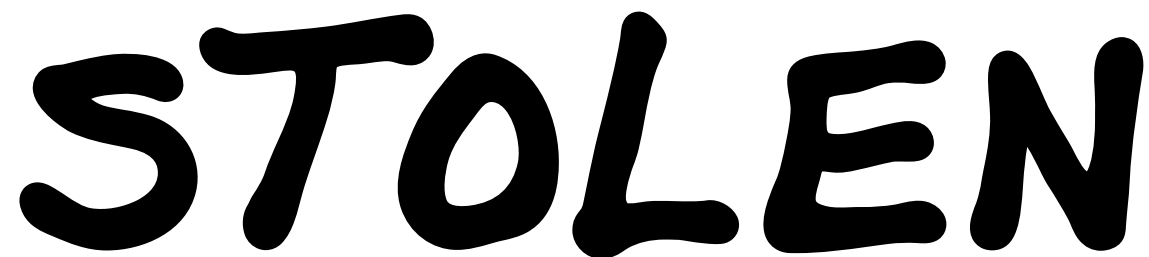
They're hilarious, but never take cheap shots. They're not intimidating because they don't act "too cool" for anything. After all, what's the fun in that?



LOGO: STOLEN

DO NOT distort, treat or use the logo in any color but black or white. Use the Stolen logo over product specific logos (i.e. Stolen X) in most circumstances.

Primary Black

The word "STOLEN" is rendered in a bold, black, hand-drawn style font. The letters are thick and have irregular, slightly rounded edges, giving it a casual, street-style appearance.

Primary Reversed

The word "STOLEN" is rendered in a bold, white, hand-drawn style font, set against a solid black rectangular background. The letters maintain the same thick, irregular, rounded characteristics as the Primary Black version.

LOGO & LOCKUPS: STOLEN X

'STOLEN X' rendered in StolenHand is to be used only in the approved logo lock-ups. Stolen X may be appropriate to use for X-centric events, but **the Stolen X logo should only be used in place of overarching Stolen logo with permission from the Stolen brand team.**

1) Stacked Logo - the primary logo that is used on the bottle. Use whenever the space allows.

2) Horizontal Logo - use only when available space dictates a wider logo.

1) Stacked Logo

Primary



Reversed



2) Horizontal Logo

Primary



Reversed



LOCKUP: SOCIAL

@thisisstolen should be used on all marketing collateral in StolenHand font. Include social handle lockup especially on promotional materials that are highly photographable.

thisisstolen.com and #thisisstolen can also be used when space allows.



@THISISSTOLEN

#THISISSTOLEN
THISISSTOLEN.COM

LOCKUP: LEGAL

The legal line “take responsibly” should be used in place of “drink responsibly” on all promotional materials unless otherwise approved. The font size should be small but legible (6-8pt in most cases).

The legal line should appear in PITCH font in mid-tone gray: RGB 120, 120, 120 on either black or white backgrounds. If all content of the page is centered, the legal line can be centered at the bottom of the page, otherwise tuck it in a corner. It can appear directly under our social handle.



Legal Lockup

TAKE RESPONSIBLY

TAKE RESPONSIBLY

PRODUCTS



\$39.99

This is Stolen 11 Whiskey

11-year-old American Whiskey with secondary barrel finish using toasted oak staves

Single-grain whiskey aged in used barrels, much like Scotch

100% natural process

Serve neat or in any whiskey drink



\$24.99

This is Stolen Smoked Rum

Aged in ex-whiskey barrels for two years

Smoked using American hardwood (oak) with a process called pyrolysis

100% natural, no sugar added

Infused with same-day roasted Colombian Arabica coffee, Madagascan vanilla and Moroccan fenugreek

Great with cola or ginger beer, or in your own cocktail creation



\$23.99

This is Stolen Overproof Rum

6-year-old Jamaican pot still rum from Queen of Spain Valley

Sourced from a 250+ year old, family-run distillery with sugar cane plantation on-site

Natural fermentation (Dunder) in outdoor vats

Distilled with mountain rain water

Sip slowly or add to a punch



\$24.99 (750ML)
\$2.99 (100ML)

This is Stolen X

American rye whiskey with organic raw honey and orange peel


At 80 proof, Stolen X has a kick but is smooth going down

Affordable, all natural, gluten free

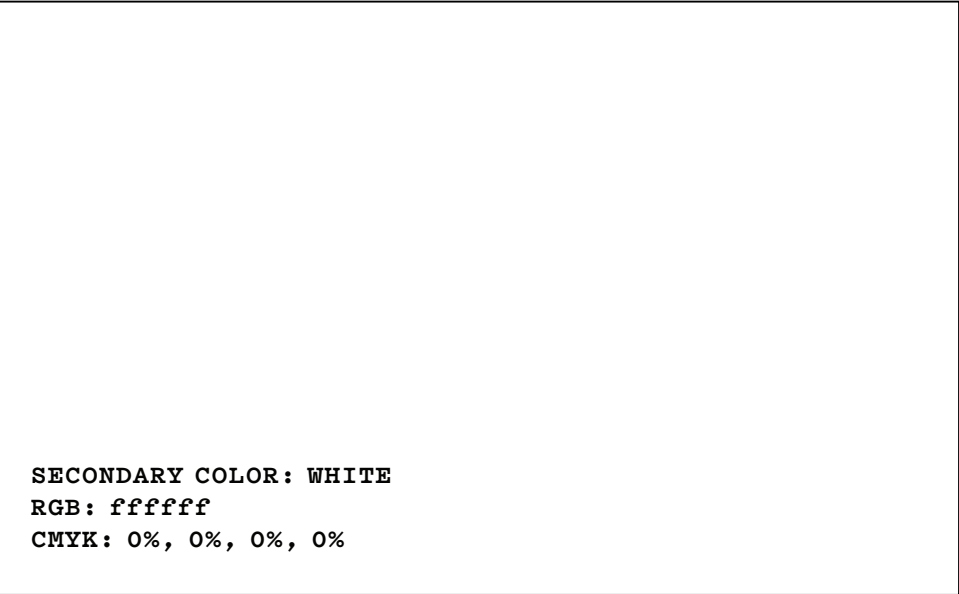
Shoot or sip over ice

COLOR

BRAND COLORS:



PRIMARY COLOR: BLACK
RGB: 000000
CMYK: 50%, 50%, 50%, 100%



SECONDARY COLOR: WHITE
RGB: ffffffff
CMYK: 0%, 0%, 0%, 0%



TERTIARY COLOR:

This red is only used on whiskey and overproof rum bottles. Not to be used in commercial assets.

RGB: 200, 56, 52 PMS: 485 CP CMYK: 0%, 95%, 100%, 0%

TYPOGRAPHY

STOLENHAND

StolenHand is a custom MODIFIED typeface that isn't available for public use. **This font is only to be used on preapproved templates and as the provided lockups and logos.**

LESTER TWO

LESTER TWO is inspired by hand painted vernacular signage. It is clunky, lo-fi with a hint of deadpan charm.

This is a custom-designed typeface for Stolen use. Great for headlines, titles and headers, but can also be used at smaller sizes at the discretion of the designer.

PITCH

PITCH can be used for sub headers, body text, captions, and details. As a monospace typeface, the word spacing is large by default. This sometimes results in 'rivers' of negative space through longer instances of body text. For best results, please adjust JUSTIFICATION settings to 60% in the paragraph window.

While it comes in three different variations, in most cases we use only regular and bold (not italic).

STOLENHAND

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 &\$%#!@

LESTER TWO

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 &\$%#!@

+0 TRACKING

THIS IS STOLEN

+100 TRACKING

THIS IS STOLEN

+500 TRACKING

T H I S I S S T O L E N

PITCH REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 &\$%#!@

PITCH BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 &\$%#!@

PHOTOGRAPHY: PRODUCT

Ensure CORRECT use of DAY or NIGHT versions of bottles when used with light or dark backgrounds. **Do not put a black background behind the day version.**

If you extend or put the night version image on a larger black background, **ensure it is the same CMYK black as the original background.**

WHITE BACKGROUND
SHOWS THROUGH GLASS

BOTTLE SHAPE IS
DEFINED BY SHADOWS



DAY VERSION EXAMPLE

BLACK BACKGROUND
SHOWS THROUGH GLASS

BOTTLE SHAPE IS
DEFINED BY HIGHLIGHTS



NIGHT VERSION EXAMPLE

STOLEN X: BOTTLE USAGE

For X-specific collateral, less is more. Implement overarching Stolen brand style, but keep all designs especially minimal. Center or balance content. White space, white space, white space.

Black background preferred when possible. When using bottle photography with a black background, ensure it is the same CMYK black as the original background.



PHOTOGRAPHY: PRODUCT

Every Stolen photograph tells a story, capturing real moments in unexpected ways. Product environments should allow enough depth and surrounding. Please reach out to the Stolen brand team for photography (see contact on page 18).



PHOTOGRAPHY: LIFESTYLE

Every Stolen photograph tells a story, capturing real moments in unexpected ways. Real people with real emotion, images can range from simple portraits to authentic candid scenarios. Please reach out to the Stolen brand team for photography (see contact on page 18).



STYLING: ADDITIONAL ELEMENTS

When it seems inappropriate to use a photograph, illustrations can be used instead. **Bottle illustrations should never appear next to bottle photos.**

Examples of use: Illustrations can be used (1) to supplement copy or (2) in place of copy – only when illustrations do not need explanation.

1)



2)



Stolen Illustrations



Stolen X Illustrations



CONTACT

Brand assets can be found at thisisstolen.com/assets.

If you have additional asset requests or other questions, please contact Stolen's brand manager:

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