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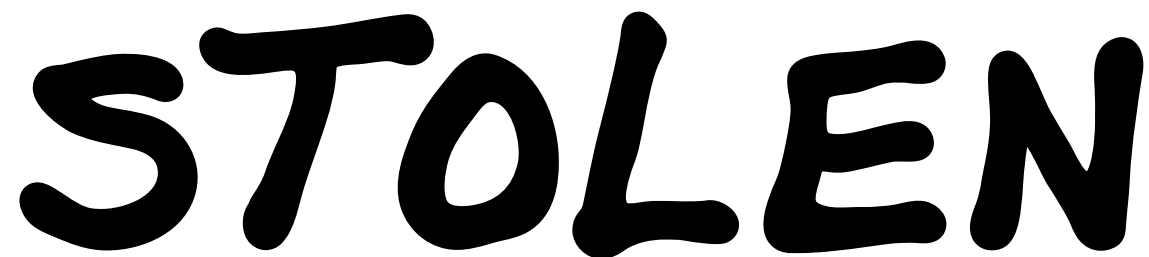
They're hilarious, but never take cheap shots. They're not intimidating because they don't act "too cool" for anything. After all, what's the fun in that?

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

STOLEN

Primary Reversed

STOLEN

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

STOLEN X

STOLEN X

2) Horizontal Logo

Primary

Reversed

STOLEN X

STOLEN X

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.

WE LIKE TO PARTY. IT'S NOT COMPLICATED.

@THISISSTOLEN
TAKE RESPONSIBLY

Legal Lockup

TAKE RESPONSIBLY

TAKE RESPONSIBLY

PRODUCTS: STOLEN X

This is Stolen X

American rye whiskey with organic raw
honey and orange peel

70 proof

Affordable, all-natural, gluten-free
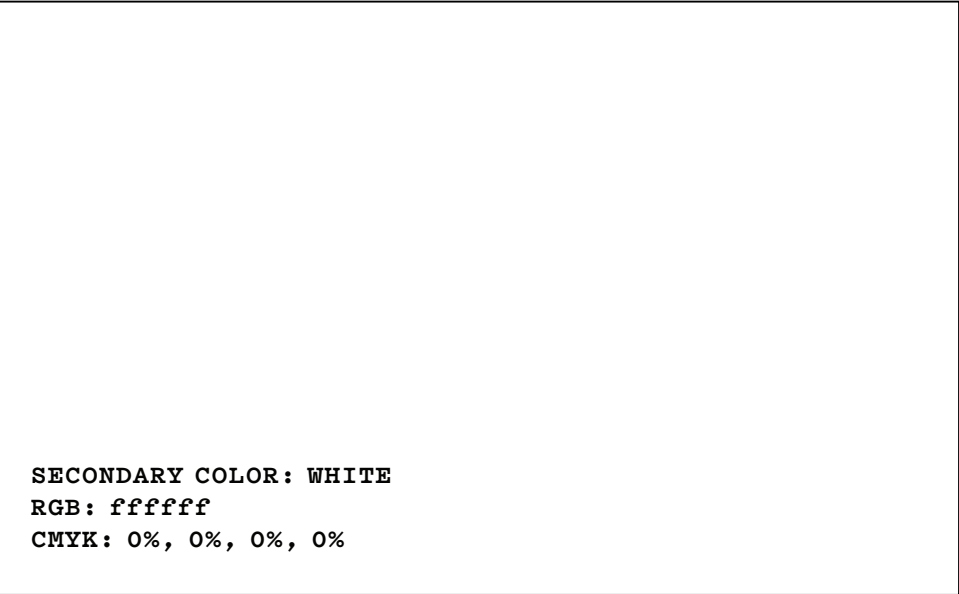
Shoot or sip over ice

$24.99 (750ML)

AMERICAN RYE WHISKEY WITH RAW HONEY & ORANGE PEEL THAT'S MADE TO SHOOT.

COLOR

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

SECONDARY COLOR: WHITE
RGB: ffffff
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

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890 &$%#!@

LESTER TWO

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890 &$%#!@

+0 TRACKING
THIS IS STOLEN

+100 TRACKING
THIS IS STOLEN

+500 TRACKING
THIS IS STOLEN

PITCH REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 &$%#!@

PITCH BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 &$%#!@

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 RGB/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).
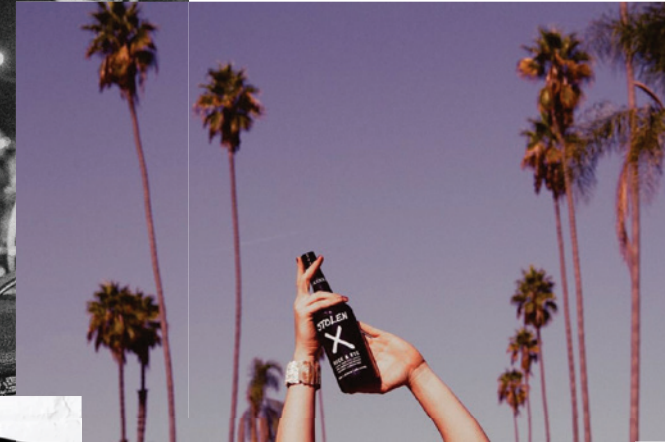
PHOTOGRAPHY: LIFESTYLE

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.
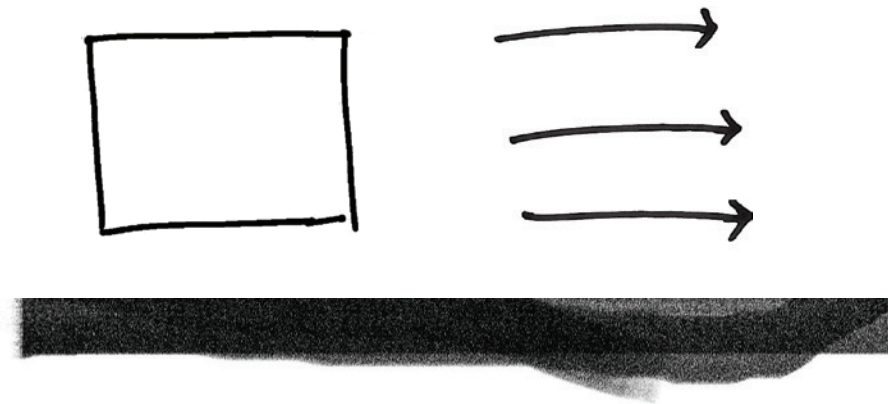
Additional elements can be used to increase grittiness.

Example Illustrations

1)

Adding Grittiness

2)

CONTACT

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

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

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