

# 2020

Brand Guidelines



TEQUILA

GRAN  
*Diamante*<sup>TM</sup>



# LUXURY ELEGANCE TASTE

"Tequila Gran Diamante is at the forefront of perfection: this exquisite tequila sealed within a beautifully sculptured bottle is a tantalizing adventure on the palate. The bottle's elegant design is a center piece of art for any event or gala. This exclusively crafted tequila is created with 100% blue agave grown in the red rich volcanic soil in the highlands of Jalisco, Mexico. Our facilities are key in creating our deliciously smooth spirits, from start to finish, giving way to a complexity rarely experienced."



TEQUILA  
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# PRODUCT PRINCIPLES

Tequila Gran Diamante is organized around the idea of incorporating taste and class into traditional tequila.

With unique and delicious ingredients crafted by a Master Distiller, the tequila is top quality and flavor.

To keep our level of quality and class we keep our standards high and follow these key principles:

01. Quality over Quantity

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02. Clean and Simple

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03. Classy never Trashy

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04. High Standards in Everything

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05. Appropriate over Consistent



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LOGO



# LOGO



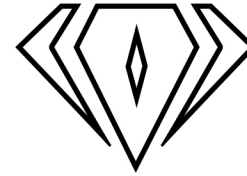
TEQUILA  
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LOGO



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# POSITION



Tequila Gran Diamante's sun god should always show the eyes; either peering over or around the bottles.

BRAND POSITIONING





# BRAND COLORS



Tequila Gran Diamante Gold  
# bea367

Tequila Gran Diamante's colors reflect the brand's style of sophistication, strength, cleanness and open thought. The mixture of black and white makes an example of how two divergent colors communicate in a powerful way as an alliance, than on their own. The balance of colors is like the perfect distribution of tastes and flavors of our delicious tequila, which creates perfect balance.

5% 25% 50% 75% 90% 100%



BRAND COLORS





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# TYPOGRAPHY





# TYPOGRAPHY & MEDIUM

Tequila Gran Diamante has a way with words and how to make them become an art. The simple use of words transforms the language, appeal and design. The arrangement of type involves legibility, type-faces, point sizes and line lengths. With a good eye typography can make or break the message, it's striving for that perfect typeface that makes it formally gorgeous, subtly expressive and a pleasure to the eyes.

COPPERPLATE GOTHIC LIGHT

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Lato

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AUGUSTUS

---

Lane Narrow

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**Keep Calm**

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Source Sans Variable



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# SOCIAL MEDIA MARKETING

The Wildside



Social media opens doors to a new world of opportunity for Tequila Gran Diamante. Spreading and sharing posts & photos over platforms of different social media's must be categorized into two different kinds of groups, Official Tequila Gran Diamante & The Wildside. The Wildside is the lively side of Tequila Gran Diamante. Meant to support the nightlife and events posts will vary from events to more lively, colorful advertising aimed at younger generations while upholding Tequila Gran Diamante's ideals. The Official Tequila Gran Diamante focus on professional announcements, posts, news and special events. Reserved solely for exquisite and refined advertisements to our followers.

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