



MASTER BRAND IDENTITY DESIGN GUIDELINES

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MISSION

To improve the
lives of animals
in need, better
the world,
spread love
and expand the
idea of drinking
responsibly.

In 2018 the idea of Hera was born, and the founders envisioned a heroic, world-spanning icon of a dog. Hera was modeled on a wind-swept wolfhound. We wanted to infuse the dog with mystery, kindness, and heroism.

We wanted to logo and label to blend a hand-crafted feel with a modern Swiss design approach. Nothing rustic, nothing “country”, very modern but with a nod to a retro American style apothecary type of bottle. The use of a rustic but elegant script, combined with the stamp die cut border combines well with the modern font style and clean design.

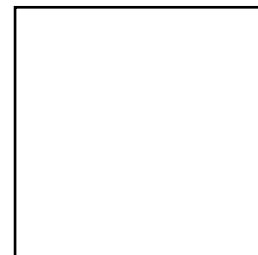
The bottle is lean and tall, like Hera, and no-nonsense, like the mission of the founders.

Executive Summary

Brand Design Elements Overview



Logo



Brand Colors

Din Regular

Din Medium

Din Bold

Din Black

Din Condensed

Barley Script Textured

Brand Fonts

Executive Summary

Design elements usage rules

1. Logo

Always size and place the logo correctly, for consistency. Never alter the logo, or relationship within it's parts.

Use the black and white “Blade” logo on full-bleed images and colored backgrounds. If using a solid blue background it must be the darker blue brand color. The “Blade” logo must always have the white chevron.

Use the blue logo on white backgrounds only. The blue logo should never have a chevron.

Only use the black logo if a higher contrast is needed or for B/W printing. The black logo should never have a chevron.

Always use a bitmap version of the logo. Although vector versions exist, due to the complexity of the logo they do not render well. To get a high quality version of the logo in your work, size a vector version to what you need and then rasterize that version.

2. Brand colors

Always use the right color codes and ensure your end result has the right hue. Do not shift colors to attempt to get a more pleasing color. It is acceptable to use the two brand colors as a gradient. If a particular print or production application is unable to get the color correct please contact us.

3. Brand fonts

Always use the right font for the right purpose and type of communication. Never use fonts other than the listed fonts. The Barley Script font should be used sparingly and only for headings or accent copy. Never combine the Barley Script font with another sans serif font.

Executive Summary

Writing rules

Always write Hera The Dog Vodka completely together

Always write Hera The Dog Vodka in either Camel Case or ALL CAPS

Use a single font weight for the entire product name

DO:

Hera The Dog Vodka
HERA THE DOG VODKA

DO:

Hera The Dog Vodka
HERA THE DOG VODKA

DO:

Hera The Dog Vodka
HERA THE DOG VODKA

DON'T:

Hera The Dog
HERA VODKA

DON'T:

Hera the Dog Vodka
HERA the DOG VODKA
hera the dog vodka

DON'T:

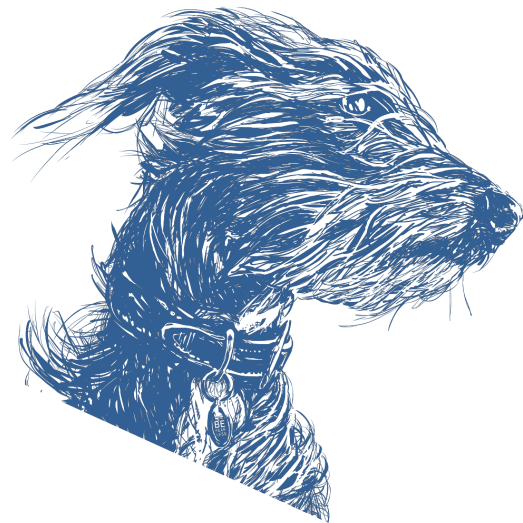
Hera The **Dog Vodka**
HERA THE DOG VODKA

BRAND ASSETS

LOGO, BRAND COLORS, BRAND FONTS

LOGO

Transparent blade



HERA
THE DOG
V O D K A



HERA
THE DOG
V O D K A



HERA
THE DOG
V O D K A

The Transparent blade logo should be used over solid backgrounds. The appropriate color version should be used for the best visibility over the background color. The Blue brand color logo is the preferred version.

LOGO

Solid blade



HERA
THE DOG
V O D K A



HERA
THE DOG
V O D K A



HERA
THE DOG
V O D K A

The Solid blade logo should be used over continuous tone image backgrounds or backgrounds that are too busy for easy legibility of Hera. The Blue brand color logo versions are the preferred version. The blade should always be anchored to something at the top and can be any height to support this rule.

LOGO

Hera Mark



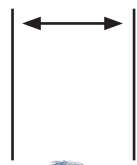
The Hera Mark should be used in executions that do not require the name for various reasons, or are too small for typography to be read

LOGO

Minimum size and clearance

Minimum size

72px



Digital*

2 inches



Print



For usage smaller than the minimum size, use only the Hera Mark without the typography and use the name of the brand in your copy.

Minimum clearance

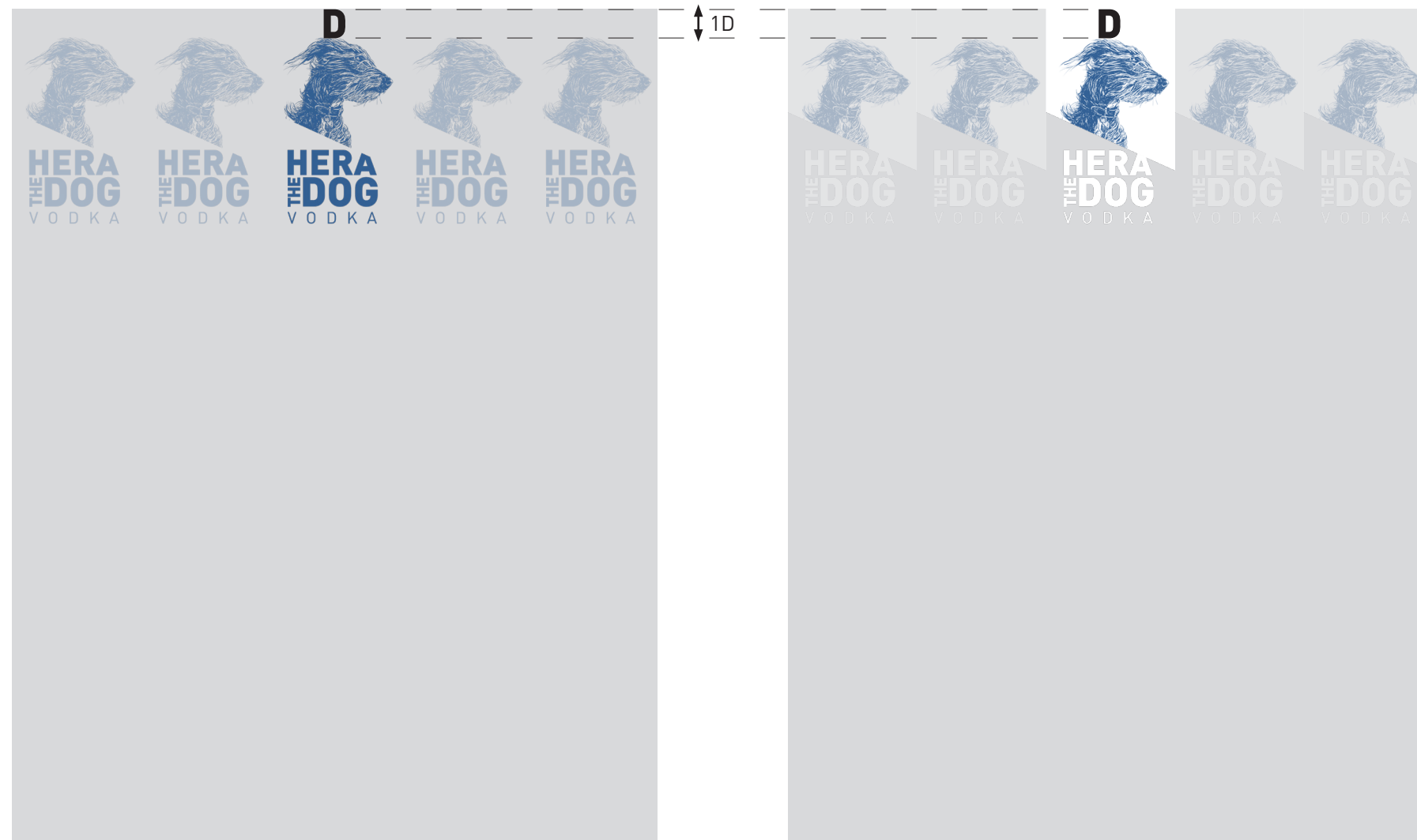


Minimum clearance around the logo is based on the text of the logo and the top of Hera's head. The width/height of the clearance is based on the height of the letter D in DOG.

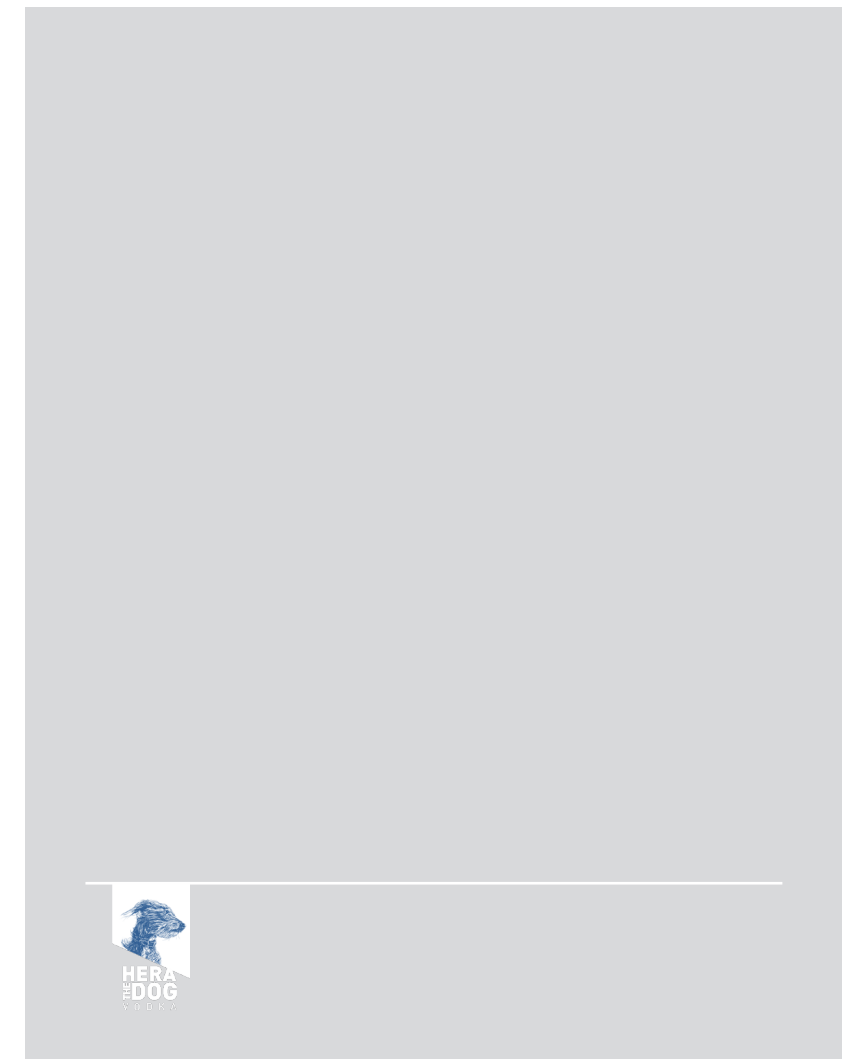
*For digital deployment, be sure that you are doubling pixels for retina screens

LOGO

Size and Placement - Portrait Format



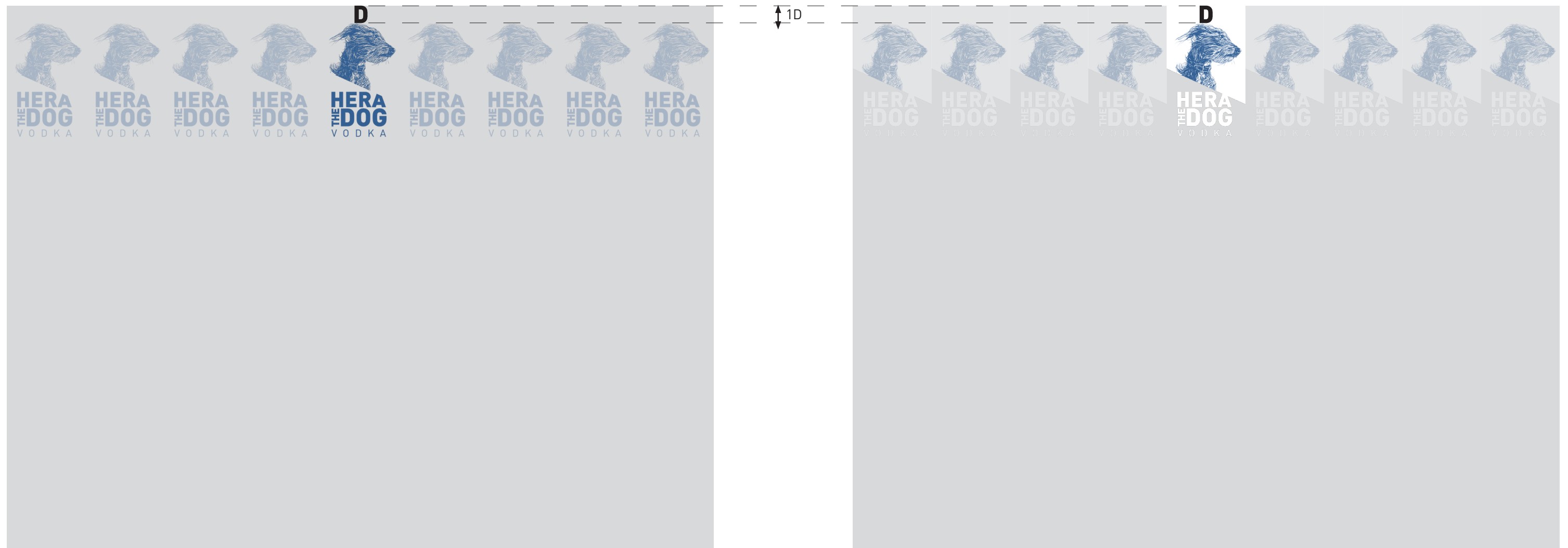
Logo size portrait format
 1/5th width of the format
 The top of Hera's head should be at least 1D
 (from the word DOG) from the edge of the format



Footer logo size portrait format
 Must be equal to or larger than the minimum
 size of the logo and must be anchored to
 something

LOGO

Size and Placement - Landscape format



Logo size landscape format
1/9th width of the format
The top of Hera's head should be at least 1D
(from the word DOG) from the edge of the format

BRAND COLORS

In general the brand blue colors should be used as backgrounds. Hera main blue can be used as a solid, and Hera Secondary blue should only be used in a gradient with Hera main blue.

Typography should generally be black or white, not using either of the brand blues



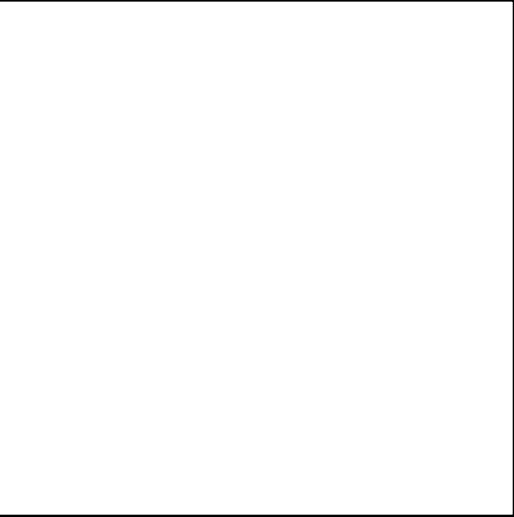
Hera Main Blue
C: 89 R: 43
M: 63 G: 98
Y: 17 B: 151
K: 2



Hera Secondary Blue
C: 50 R: 127
M: 20 G: 174
Y: 10 B: 204
K: 0



Black



White

BRAND FONTS

Din Regular

Din Medium

Din Bold

Din Black

Din Condensed

Barley Script Textured

Headlines

Din Black

Din Black works best for big headlines and displays. This includes ads, posters, brochures and presentation covers.

Din Bold

Din Bold can also be used for big headlines when Din Black is too heavy, particularly in longer headlines.

Din Condensed

For some very large headlines that are very wordy, it is acceptable to use Din Condensed to improve fit

Barley Script Textured

For one or two word headings, or for titles, such as drink titles, it is acceptable to use Barley Script Textured

Sub-headlines

Din Medium

When using a sub-headline, it should appear directly above or below the headline in Din Regular. Medium can be used as sub-headline for certain backgrounds and sizes if needed for better visibility and legibility.

Body copy

Din Regular

Body copy is always put in Din Regular. The recommended size for Din Regular is 9 – 12 pt. To ensure legibility the minimum size is 7.5 pt.