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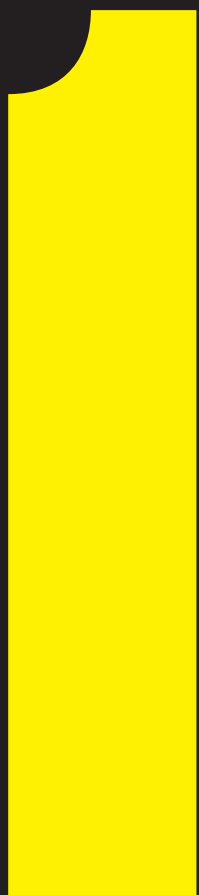
SPIRIT OF THE BRAND

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SPIRIT OF THE BRAND

BE FOR YOUNG PROFESSIONALS THE
ICONIC "EASY-GOING ALCOHOL"
CHOICE FOR THEIR CASUAL
CONSUMPTION MOMENTS

WE ALL LIVE IN A WORLD OF CONVENTIONS.

COME ON, JUST DROP IT.

WE NEED TO LET GO FROM TIME TO TIME.

NO BULLSHIT. BE SPONTANEOUS, BE CASUAL!
KEEP IT SIMPLE! REAL FRIENDS DON'T
CARE ABOUT THE WHERE, THE WHEN, THE HOW!

FEEL FREE TO ESCAPE.

FEEL FREE TO ENJOY SIMPLE JOYS WITH YOUR FRIENDS. AS LONG
AS YOU ALL CHEER TOGETHER, **EVERYTHING WILL**

BE JUST FINE. SO LEAVE YOUR APPEARANCES
BEHIND AND LET'S IMPROVISE THE BEST MOMENTS OF YOUR LIVES.

NO CEREMONY, NO FUSS.

PASSOÃ, NO MATTER HOW YOU DRINK IT!

Our Target

Young professionals, men and women. **First “jobers”**, first flat, they’re starting to get independent living, responsibilities.
“Aged” students, travelers, workers... they all have in common **the will to get together to enjoy life**, laugh and **experience new things** to blossom.

They are constantly connected to their peers and value the **community** aspect. They follow trends, fashions... but from time to time it’s good to take life not too seriously.

Just **enjoy simple things** and simple joys. Forget about conventions and appearances.

Consumption Moments



SUNSET HOURS



**APERITIF
MOMENT**



**CASUAL
GATHERING**

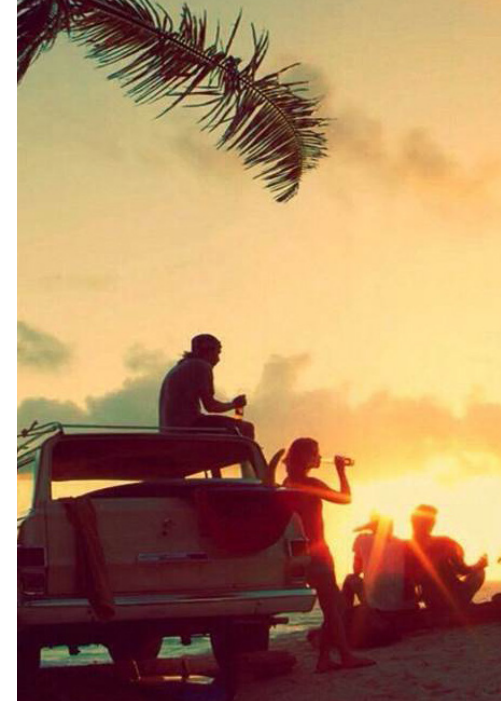
Our Personality



TOGETHERNESS



SPONTANEITY



ESCAPE

Tone & Manner

Do

Indulgent, Kindly,
Mindful,
Inclusive, Cheeky,
Good-natured,
Off-beat Humor,
Casual.

Don't

Rebel, Provocative,
Self-centered,
Mean, Sarcastic,
Mocking,
Schoolboy Humor,
Vulgar, Nonchalant,
Lazy.

The Core Elements

Brand Vision

Be for young professionals the iconic “easy-going alcohol” choice for their casual consumption moments.

Fundamental need

We all need to enjoy carefree moments.

Client belief

Real friends don’t care about the where, the when, the how.

Brand Promise

Functional : An easy-going drink that allows me to stay “in control”.

Emotional : Passoã is the ticket to escape your daily routine. (No matter how, when and where, Passoã allows to enjoy).

Reasons to believe

Our product: the Passoã “exotic” name, low ABV, and its sweet, fruity, easy-going passion fruit flavour.

Our values & personality: spontaneity, escape, togetherness.

Core Target

Young professionals, first jobbers, 23-35 year old, men & women.

Consumption Moments

Sunset hours/apéritif & casual gatherings.

2

GRAPHIC GUIDELINES

Toolbox Overview

Logo



Typography & Gradient



Main typography

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
0 1 2 3 4 5 6 7 8 9
½ ⅓ ⅔ ¼ ¾ % ‰
™ . , : ! @ * # ?
& \$ +

Secondary typography

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
0 1 2 3 4 5
6 7 8 9

Color

| | | | | | | | | | | | | | | | | | | | |
|----------------------|---|-----|---|-----|-------------------|---|-----|---|-----|--------------------|---|-----|---|-----|-------------------|---|-----|---|-----|
| Yellow | R | 255 | C | 0 | Orange | R | 251 | C | 0 | Red | R | 251 | C | 10 | Purple | R | 134 | C | 45 |
| | G | 255 | M | 0 | | G | 166 | M | 48 | | G | 23 | M | 100 | | G | 33 | M | 100 |
| | B | 0 | Y | 100 | | B | 74 | Y | 100 | | B | 70 | Y | 70 | | B | 92 | Y | 37 |
| | K | 0 | K | 0 | | K | 0 | K | 1 | | K | 17 | | | | | | | |
| Pantone: YELLOW C | | | | | Pantone: 144 C | | | | | Pantone: 1935 C | | | | | Pantone: 242 C | | | | |

Gradient



The Block mark

The block mark is composed of: the Sunset, the PASSOÃ logo, the signature: «THE PASSION DRINK».

All of its elements are not dissociable, unless the size is smaller than 30mm

(then it should be used without the signature).

The block mark is always used alone, when the logo is the only expression of the brand:

POS, social media profile, partner websites,...

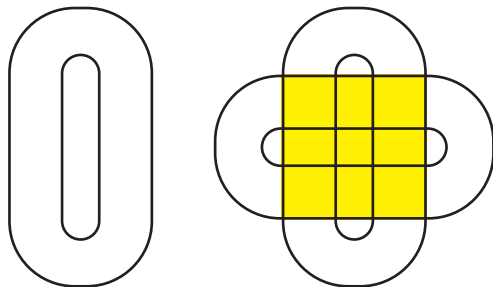


2

2.2 The Block mark / Protection Zone

The block mark is only used on a black background And must be centered.
Use the height of the inner circle of the letter “O” to determine the protection zone of the logotype, measured by using the height of the letters (excluding the accent on the “A”).

Protection zone for the blockmark



2

2.2 The Block mark / Protection Zone

All of its elements are not dissociable (pictograms, typography and signature) unless the size is smaller than 30mm.



The Block mark / Don't



YES



Ø NO



Ø NO



Ø NO



Ø NO



Ø NO

The Logotype

The logotype PASSOÃ has been designed for clarity and to express modernity of the brand. The logotype should be primarily used Yellow on a black background. We designed a secondary alternative in inverted color scheme. The logotype is used on visuals.

Positive



Negative



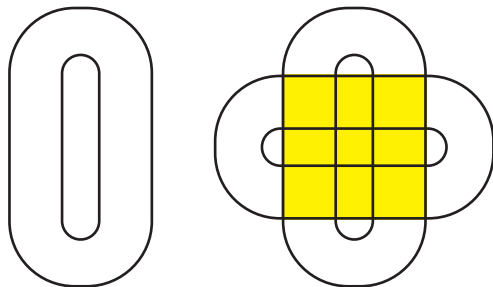
2

2.3 The Logotype / Protection Zone

Use the height of the inner circle of the letter “O” to determine the protection zone of the logotype, measured by using the height of the letters (excluding the accent on the “A”).

Protection zone for the logo

Usage:
Logotype to be used in all ATL + BTL
communication materials.



The Logotype / Do



YES



YES



YES



YES



YES

The Logotype / Don't



YES



Ø NO



Ø NO



Ø NO



Ø NO



Ø NO

The «Tilde» is part of the brand DNA and symbolizes the Unexpected Touch.
The symbol is used on the caps of the bottle.

Black version



Specific usage for activation:

- It is used as a teasing «mystery» logo to trigger interest to the brand, especially in mature markets.
- It can also be used as an Alibi logo (when specific legal constraints prevent from communicating on the brand).
- The Tilde is only used for activation on black or dark background, and never associated directly with the block mark.

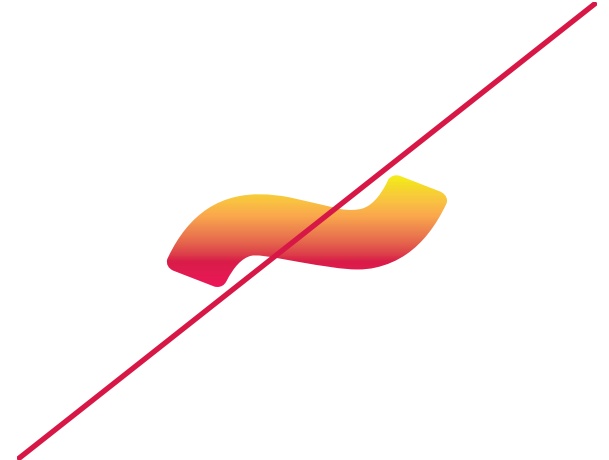
The Tilde / Don't



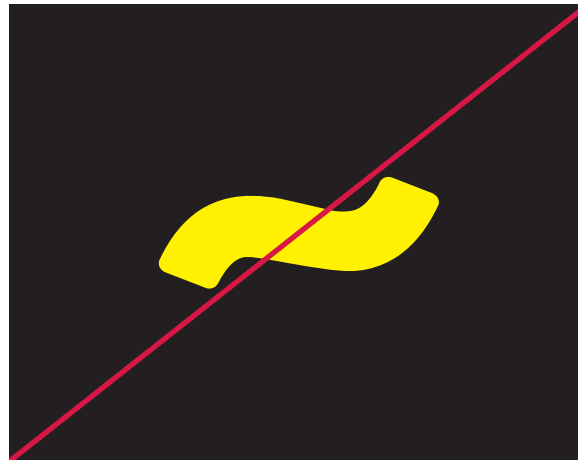
YES



Ø NO



Ø NO



Ø NO



Ø NO

Typography

The main typography used in branding is font *PASSOÃ SCRIPT*.

Main - Font Passoã script



Typography

The secondary typography proposed is Knockout type family.

Knockout
HTF69 FullLiteweight

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ**

**abcdefghijklmn
opqrstuvwxyz**

0123456789

#@!?.,:;

Knockout
HTF49 Liteweight

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ**

**abcdefghijklmn
opqrstuvwxyz**

0123456789

#@!?.,:;

Knockout
HTF29 JuniorLiteweight

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ**

**abcdefghijklmn
opqrstuvwxyz**

0123456789

#@!?.,:;

How to use for diagonal copy

**PASSOÃ
PARTY CUPS**

How to use for titles

COCKTAIL IDEAS

PASSOÃ FRESH & TONIC:

1/3 PASSOÃ + 2/3 TONIC OR CLUB SODA

PASSOÃ SANGRIA:

1/2 PASSOÃ + 1/4 ROSÉ WINE + 1/4 ORANGE JUICE

Emque est venimi, odiossimpos sapissuntia quamet faccaesciant recuptatia natorro eicipid moluptius et qui re con conempeles mi, simintur, omnit moluptas ditatquunt, il ipsam la vellabo. Iqui conet et essunt que conserum inullaci destrum derovit quas sunt consequi ibearibus, ad quossit re, qui nullupta conetur as aut est, comnihi llaudaessed quiduci endigen ihicien delendaerum im sit molorum que volorpo repedicabore volorem poresto volorio.

How to use for typesetting

**ETA PEDA
PUDAL
EPROV
TEMPORE
SECUM IL**

How to use for pull quote

Emque est venimi, odiossimpos sapissuntia quamet faccaesciant recuptatia natorro eicipid moluptius et qui re con conempeles mi, simintur, omnit moluptas ditatquunt, il ipsam la vellabo. Iqui conet et essunt que conserum inullaci destrum derovit quas sunt consequi ibearibus, ad quossit re, qui nullupta conetur as aut est, comnihi llaudaessed quiduci endigen ihicien delendaerum im sit molorum que volorpo repedicabore volorem

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WHATEVER

Typography / Don't

Do not use the Passoã SCRIPT font for the body of a text

EMQUE EST VENIMI, ODIOSIMPOS SAPISSUNTIA QUAMET FACCAESCIANT RECUPTATIA NATIORRO EICIPID MOLUPTIUS ET QUI RE CON CONEMPELES MI, SIMINTUR, OMNIT MOLUPTAS DATATQUUNT, IL IPSAM LAVELLABO. IQUI CONET ET ESSUNT QUE CONSERUM INULLACI DESTRUM DEROVIT QUAS SUNTO CONSEQU IBEARIBUS, AD QUOSSIT RE, QUI NULLUPTA CONETUR AS AUT EST, COMNIHI LLAUDAESSED QUIDUCI ENDIGEN IHICIEN DELENDAERUM IM SIT MOLORUM QUE VOLORPO REPEDICABORE VLOREM PORESTO VOLORIO. NOS DOLENTIIS NUM ET ADIT RESTION RECEATE CORRO CON RE, ADIAT REMPOR A NOS RATEM VOLORUM EXGERIS EXCERSP EDIPSAM, OFFICIUM VENDELEST, COMNIHICIAS RES ET HICIA VOLUPTAT RE NAM EX ESSIN NET, NULLAM VLOREMQUE PRE CONSEQUIA EXCESCID ESEQUAM FACI QVO ILLOREM EADUAM LABOR SENT AUTEM NIMOS EXPERI INT DOLUPTA ECTIORUM VELLUPI SSIMINIS SANDA DELLEST QUAS DELIAE PRATIATET RECTOTAQUE NUM IPIT, CON EXCEAQUUNT LANDAE PRERAE QUI ATEMOLU PTATEMPERSPE NOBITIUM ERESED QUE POR REPTATISTIA QUATISCIL ESTRUM FUGITAT.

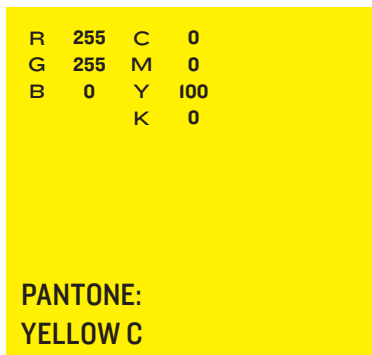
Do not use the Passoã SCRIPT font for an intro/kicker

EMQUE EST VENIMI, ODIOSIMPOS SAPISSUNTIA QUAMET FACCAESCIANT RECUPTATIA NATIORRO EICIPID MOLUPTIUS ET QUI RE CON CONEMPELES MI, SIMINTUR, OMNIT MOLUPTAS DESTRUM DEROVIT QUAS SUNTO CONSEQU IBEARIBUS, AD QUOSSIT RE, QUI NULLUPTA CONETUR AS AUT EST, COMNIHI LLAUDAESSED QUIDUCI ENDIGEN IHICIEN DELENDAERUM IM SIT MOLORUM QUE VOLORPO REPEDICABORE VLOREM PORESTO VOLORIO. NOS DOLENTIIS

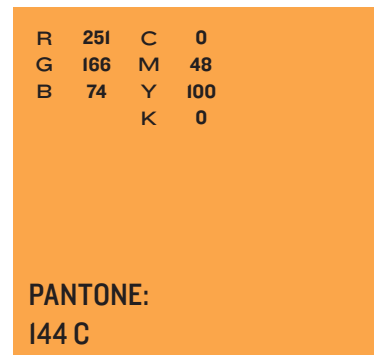
Emque est venimi, odiossimpos sapissuntia quamet faccaesciant recuptatia natioorro eicipid moluptionis et qui re con conempeles mi, simintur, omnit moluptionis datatquunt, il ipsam la vellabo. Iqui conet et essunt que conserum inullaci destrum derovit quas suntos consequi bearibus, ad quossit re, qui nullupta conetur as aut est, comnihi llaudaessed quiduci endigen ihicien delendaerum im sit molorum que volorpo repedicabore vorem poresto volorio. Nos dolentiis num et adit restion receate corro con re, adiat rempor a nos ratem volorum exceris excersp edipsam, officium vendelest, comnihicias res et hicia voluptat re nam ex essin net, nullam voremque pre consequia excescid esequam faci quo illorem eaquam labor sent autem nimos experi int dolupta ectiorum vellupi ssiminis sanda dellest quas deliae pratiatet rectotaque num ipit, con exceaquant landae prerae qui atemolu ptatemperspe nobitium eresed que por reptatistia quatisil estrum fugitat.

Our colors represent the combination of sunset and passion fruit.

Color



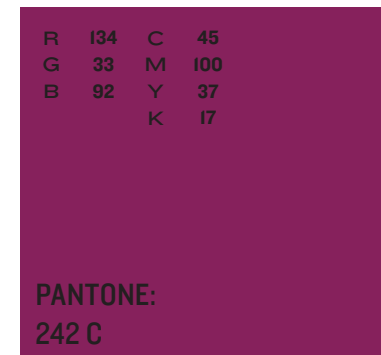
Yellow



Orange



Red

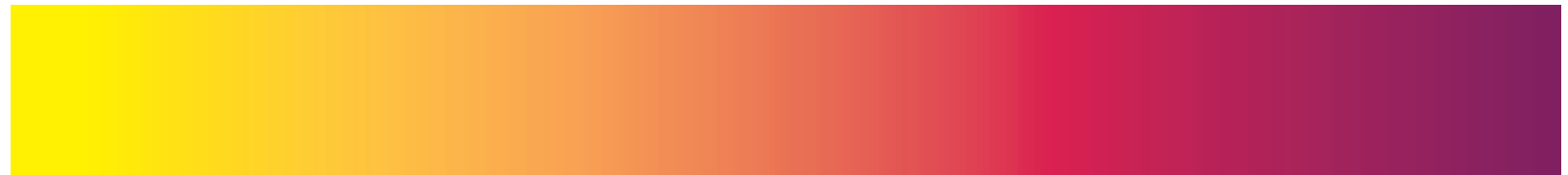


Purple



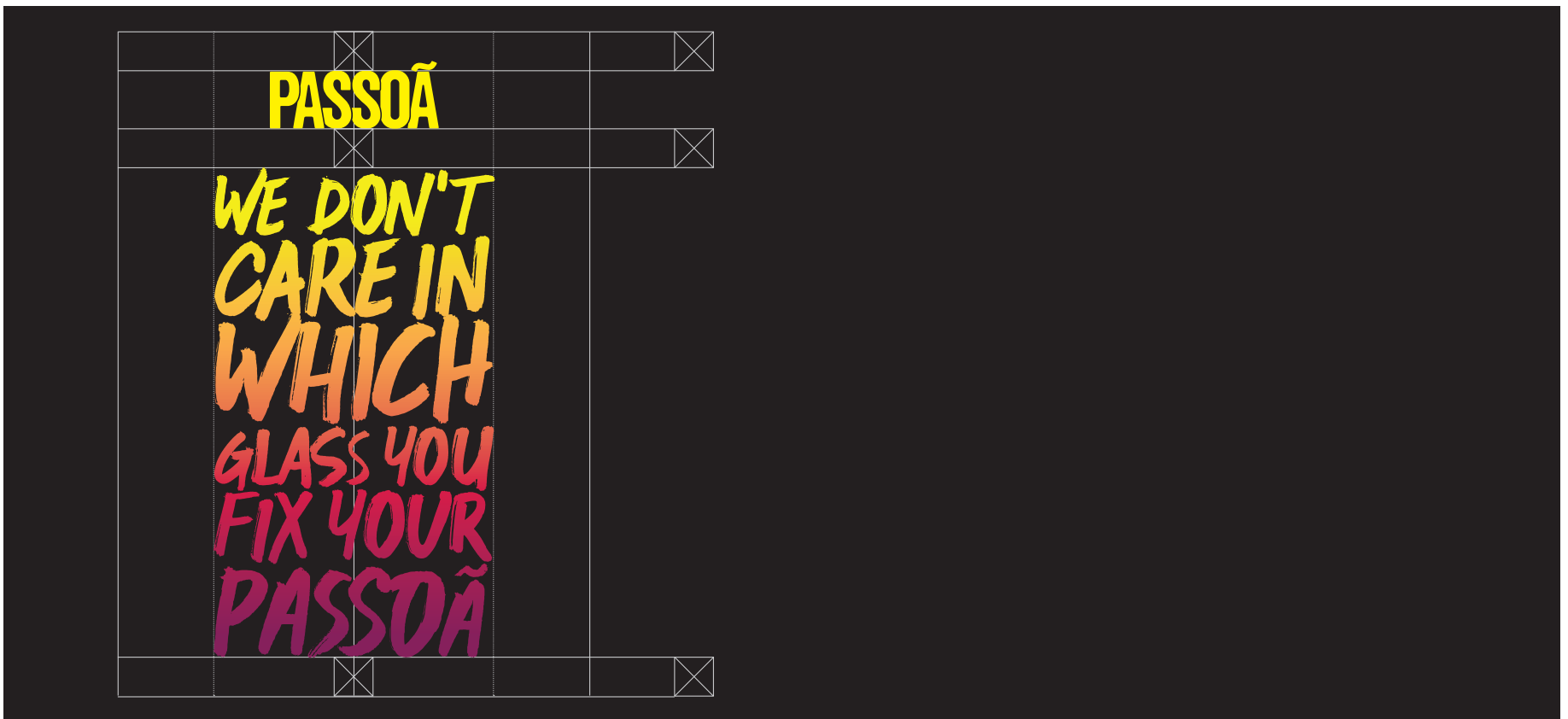
Black

Gradient



Layout & Logotype

Text and logotype should be on black background, centered on the page, keeping the same margin on top and bottom of the page, as well as on the space between logo and paragraph.



The gradient is always from the lighter to the darker color. (yellow > purple)

A

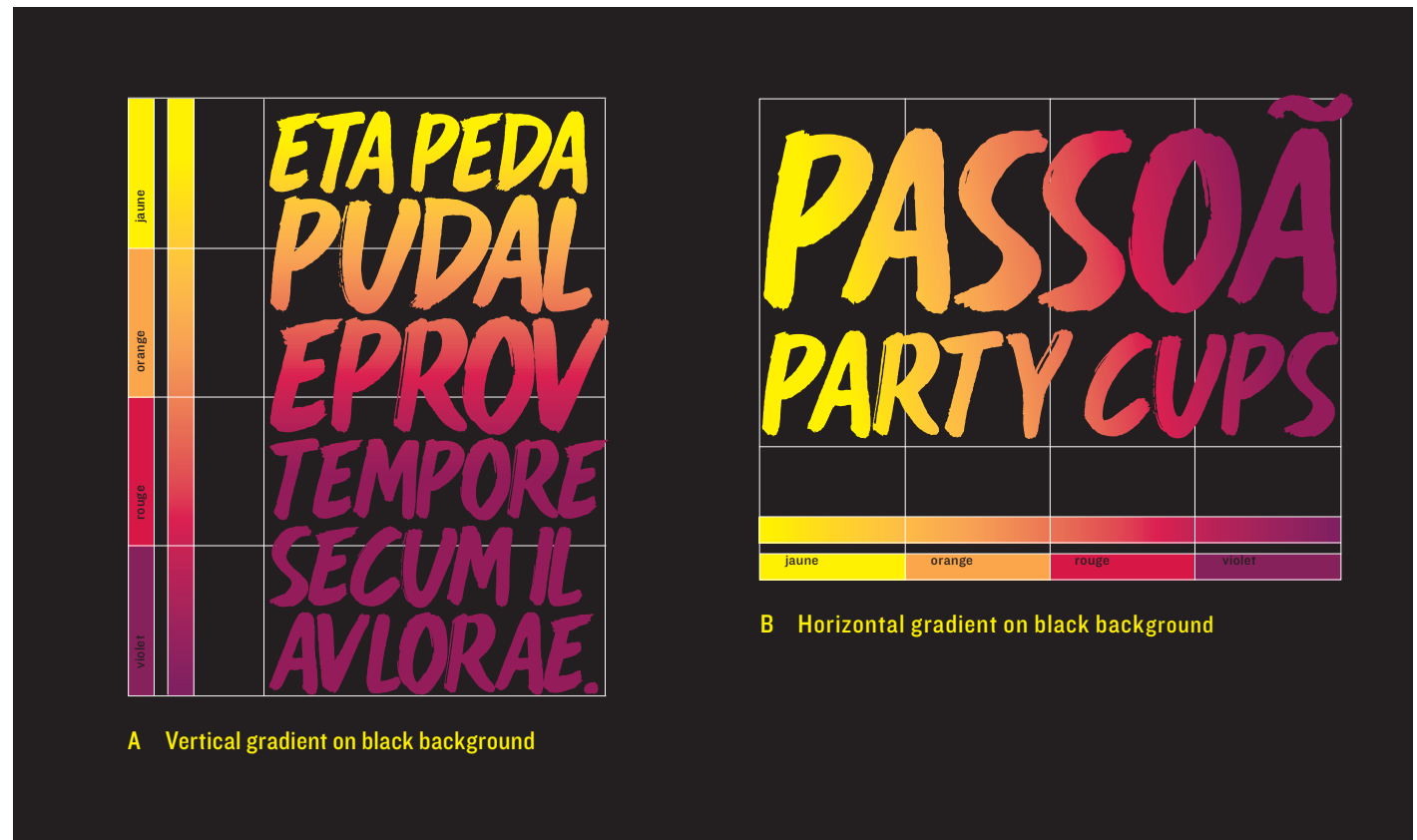
Vertical gradient on black background

A vertical gradient is required in vertical text boxes.

B

Horizontal gradient on black background

A horizontal gradient is only required if there is only one word or a landscape pattern effect.



Gradient / Don't

Typography and gradient should be used on black background.

A

Do not use the gradient diagonally.

B

Do not use the gradient from darker to lighter.
(purple to yellow)

C

The horizontal gradient is only required if there
is only one word or a landscape pattern effect.



