



B R A N D M A N U A L

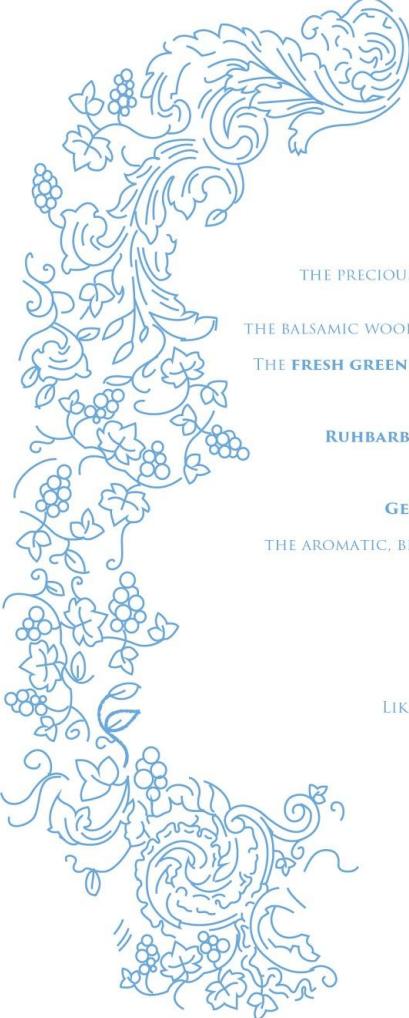
CARPANO BOTANIC BITTER

CARPANO BOTANIC BITTER IS THE YOUNGEST HERBAL OFFSPRING OF THE ANCIENT AND WORLDWIDE RESPECTED TRADITION OF CARPANO IN SELECTING AND PROCESSING HERBS AND BOTANICAL INGREDIENTS.

THE BEGINNING OF THIS TRADITION IS THE INVENTION OF VERMOUTH, IN 1786 IN TORINO. SINCE THEN MORE THAN 200 YEARS HAVE PASSED BY AND CARPANO STILL PROVIDES AN EXCLUSIVE NICHE OF CONNOISSEURS ALL OVER THE WORLD WITH THE UNIQUE AND REFINED TASTE WHICH ARISES FROM THIS SECULAR EXPERTISE.

LIKewise CARPANO VERMOUTHS, CARPANO BOTANIC BITTER STANDS OUT FOR ITS SPECIAL TASTE, DIGNIFIED BY AN EXTRAORDINARY CHOICE OF HERBS AND SPICES, EACH OF WHICH PROCESSED IN A PECULIAR WAY SO TO BRING OUT THE BEST OF IT, AND ALL SKILLFULLY COMBINED IN A RECIPE THAT IS A MASTERPIECE OF HAND-CRAFTED QUALITY.

CARPANO BOTANIC BITTER, BORN IN 2019, IS THE CONTEMPORARY HEIR OF THE CARPANO LEGACY AND BRINGS THE UNCOMPROMISED QUALITY OF CARPANO INTO THE 21ST CENTURY WITH A YOUNG AND ELEGANT FLAIR.



HERE THE CHOICE OF IT'S 10 NATURAL HIGH QUALITY HERBS THAT MAKES THE RECIPE:

THE PRECIOUS **SAFFRON** FROM ASIA AND MEDITERRANEAN COUNTRIES, THE MOST EXPENSIVE SPICE IN THE WORLD, WITH ITS SWEET SPICY NOTE AND ITS RICHNESS IN VITAMIN A AND ANTIOXIDANT PROPERTIES;

THE BALSAMIC WOODEN AROMA OF **SANDAL**, FROM INDIA AND THE TROPICAL FORESTS OF SOUTH EAST ASIA, THAT ADDS A SLIGHTLY FRAGRANT AND FLOREAL NOTE;

THE FRESH GREEN PEEL OF ITALIAN ORANGES: THE **SWEET ONES** WITH THEIR JUICY ORANGE FLAVOUR AND THE **BITTER ONES** WITH THEIR LIMONY PINE NOTE;

CINCHONA, FROM PERU AND ECUADOR, WITH ITS FIRM AND CLEAN BITTERNESS AND ITS DIGESTIVE PROPERTIES;

RUHBARB, FROM CHINA, A STAPLE OF TRADITIONAL MEDICINE, WITH ITS DISTINCTIVE LIGHT FRESH BITTERSWEET WOODY AND EARTHY NOTES;

THE HOT AND SPICY TASTE OF **ZEDOARIA**, FROM INDIA, A PLANT KNOWN FOR ITS ANTI-INFLAMMATORY POWER;

GENTIAN, FROM THE EUROPEAN ALPS, WITH ITS PERFUMED FLORAL NOTES AND THE PEPPERY FLAVOUR THAT PROMOTES APPETITE

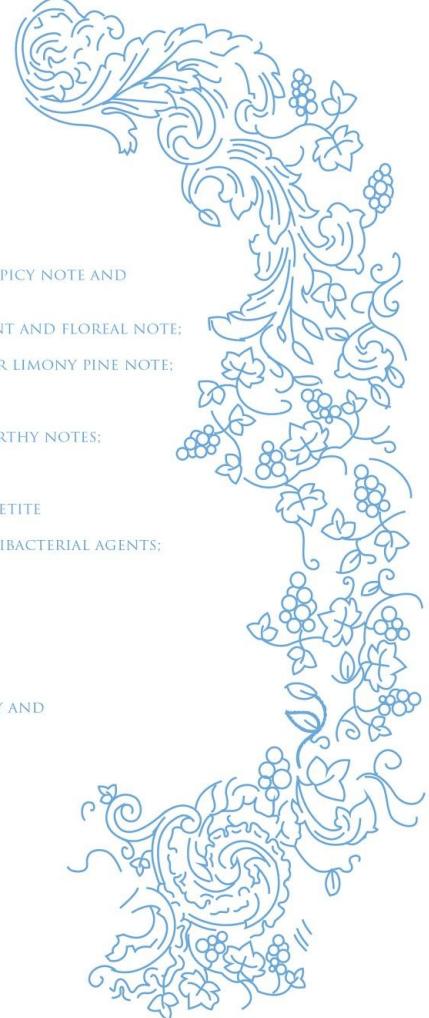
THE AROMATIC, BITTER, HOT FLAVOUR OF **MYRRH**, FROM SOMALIA, ETHIOPIA AND THE ARAB PENINSULA, ONE OF THE MOST ANCIENT ANTIBACTERIAL AGENTS;

AND THE EXTREMELY FIRM BITTER NOTE OF THE LEAVES AND FLOWERS OF **WORMWOOD**, HARVESTED IN PIEMONTE,
WITH ITS NOTORIOUS DIGESTIVE PROPERTIES.

THIS COMPLEX AND ALTHOUGH PERFECTLY HARMONIZED COMBINATION BECOMES A DIFFERENTIATING TASTE
WHICH ENRICHES HIGH END COCKTAILS.

LIKE NEGRONI AND AMERICANO, WHERE ITS BOUQUET PERFECTLY MARRIES WITH THE RICH AND DECISIVE BOTANICAL BODY AND
VINOUS STRUCTURE OF ALL THE CARPANO VERMOUTHS.

OR IN LONG DRINKS WHERE ITS MULTIFACETED EXPERIENCE TASTE ENRICHES AND GIVES
TEMPERAMENT EVEN TO THE FRESHEST AND MOST DILUTED PREPARATIONS.



INDEX

1. LOGO

- 1.1 Carpano Botanic Bitter Logo
- 1.2 Composite Logo
- 1.3 Build and buffer zones
- 1.4 Sizes
- 1.5 Backgrounds
- 1.6 On pictures
- 1.7 Incorrect uses
- 1.8 Incorrect backgrounds
- 1.9 Outer case pattern
- 1.10 Fonts
- 1.11 Colors, fonts and backgrounds
- 1.12 Legal

2. PACKAGING

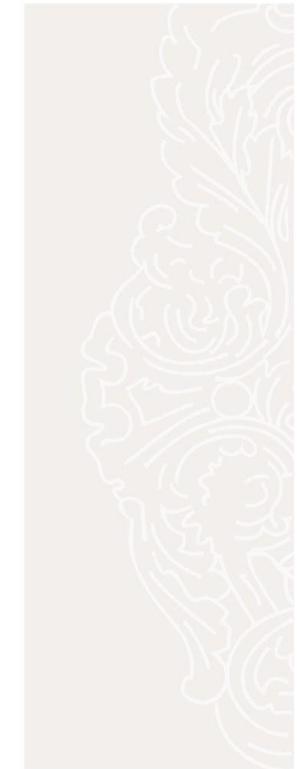
- 2.1 Extended logo version
- 2.2 Short logo version
- 2.3 Graphic tools
- 2.4 Label and box
- 2.5 K-Visual



Composite of the Logo
in 3 colors with foil
stamping transfer.

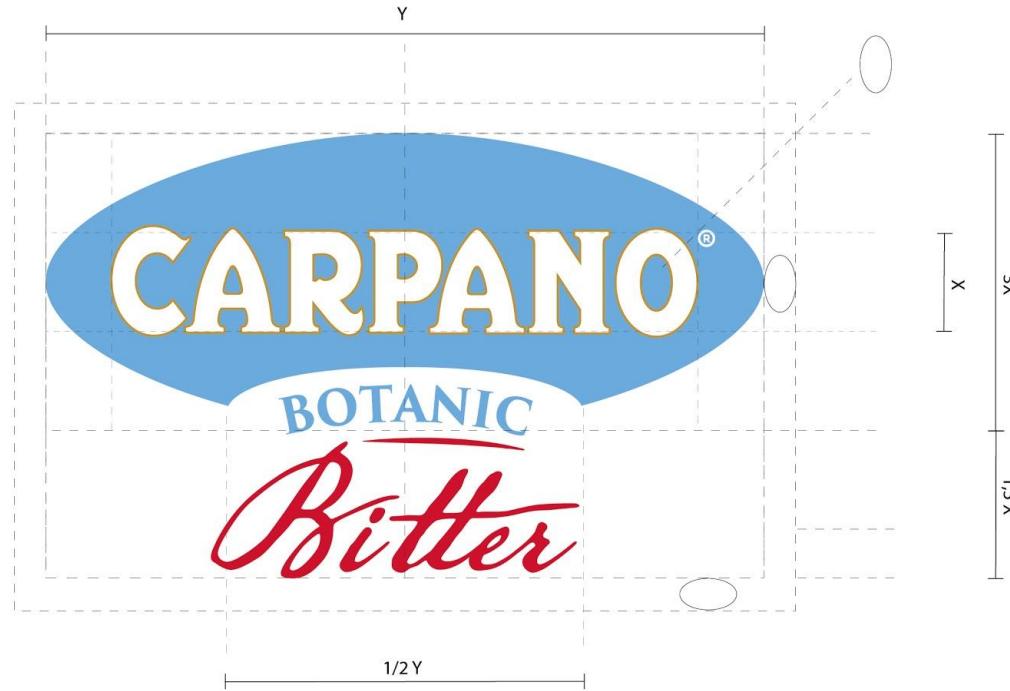
- Pantone 284C
- Pantone 186C
- Pantone 874C
- Foil stamping transfer

The ® must always be at
the top right of the logo.



The sizing of the composite originates in the Carpano Logotype (x)

The buffer zone around the logo is ellipse centred on the logotype, as in the image beside



SIZES

Minimum composite size is 3 cm high, no smaller sizes are allowed.
In this size, the logo must be compulsorily in 2 colors.



30mm



70mm



100mm

1.4

The grey background should be preferred, but in difficult printing cases it can be used also a white background.



Composite in 2 colors,
white in alternative to
red, for use on picture

Pantone 284

White

Pantone 874C

The ® must always be at
the top right of the logo.







This is the only exception that it's allowed to tilt the logo, in this case it must be always in white on light blue.

 Pantone 2717C

And the artwork must be cropped so it can't be fully seen.



FONT

TRAJAN PRO 3

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

FONT

American Scribe

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

abcdefghijklmnopqrstuvwxyz

0123456789



TRAJAN PRO 3
American Scribe



DRINK RESPONSIBLY©
2019 Carpano Botanic
Bitter is a registered
trademark of Fratelli
Branca Distillerie srl
Milan Italy.

It must appear in all the
artworks where the
trademark exists.



THE HARMONY OF 10 HERBS
IN A UNIQUE BITTER



DRINK RESPONSIBLY. IT IS ADVISED TO DRINK IN MODERATION AND NOT TO DRINK AND DRIVE.

THE AUTHENTIC ITALIAN RECIPE

The composite finds its complement in, and is surrounded by, baroque-style natural graphical elements which hark back to its botanical and historical heritage.







PACKAGING - LABEL AND BOX





THE HARMONY OF 10 HERBS IN A UNIQUE BITTER



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THE AUTHENTIC ITALIAN RECIPE

CARPANO®

BOTANIC
Bitter

