

BEGINTM

AUSTRALIAN DRY GIN

BRAND GUIDELINES



GIVE IN TO TEMPTATION

V.1



CONTENTS

INTRODUCTION	4
COMMUNICATING THE BRAND	5
CORE ASSETS	13
COLOURS	25
TYPOGRAPHY	28
DIGITAL	33
PHOTOGRAPHY	35
DESIGN ITEMS	44





INTRODUCTION

If you're working with the Begin brand, these guidelines will help you apply all the creative assets correctly and consistently.

Over the following pages, you'll find advice on using the core and secondary brand marks, colours, typography and photography. This guidance includes the brand narrative and its main themes for background, and to inform marketing and communications projects.

In both images and words, applying the brand consistently will establish and maintain a memorable identity that Begin drinkers will engage with and return to.

COMMUNICATING
THE BRAND





BEGIN

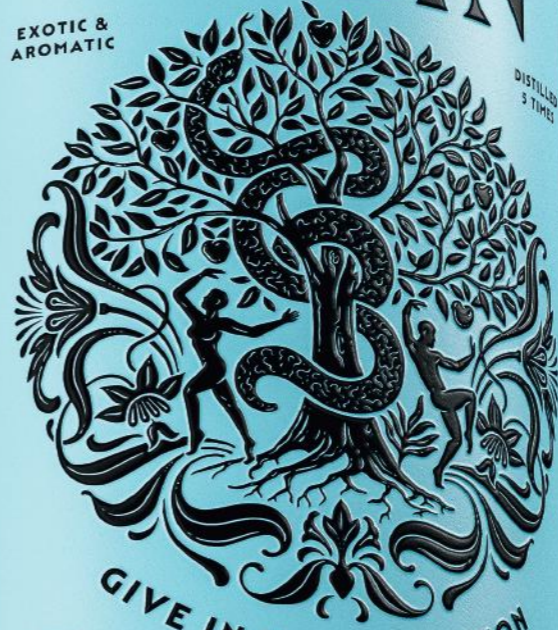
GUILTY PLEASURES

AUSTRALIAN DRY GIN

BEGIN

EXOTIC &
AROMATIC

DISTILLED
5 TIMES



GIVE IN TO TEMPTATION

700ML

ORIGINAL SIN
GIN | MADE WITH 10 CAREFULLY
SELECTED BOTANICALS



THE BEGIN NARRATIVE

Launched in 2011, Begin Australian Dry Gin has a reputation for flavour and quality. It's not just one of the best gins in Australia, it might be one of the best in the world.

Crafted here in Australia, Begin's unique blend of botanicals brings to mind the flavours and aromas of the Garden of Eden. Like a forbidden fruit, it evokes desire and temptation.

But drinking Begin is a pleasure, not a sin. With a palate that's exotic, complex and refreshing, sipping it for the first time promises the start of something new.

Begin is a story ready to unfold.



THE TAGLINE

**GIVE IN TO
TEMPTATION**



Visually and in words, Begin plays on the biblical account of creation.

As such, our tagline is amusing and suggestive, sparking curiosity, which is supported by the words 'More than a guilty pleasure' embossed in the glass.

From this playful beginning, our storytelling progresses towards themes such as nature, discovery and enjoyment.



OUR MESSAGE FRAMEWORK

Begin's unifying concept is a very simple one. Sipping this flavourful gin begins a story – something new, interesting and memorable.

The characters, plot and setting are all open to the imagination, with the brand there to create anticipation and, ultimately, to facilitate an experience.

To the right are some starting points to help inspire the messaging you write for brand communications.

MEET AND DISCOVER

Begin brings people together to enjoy themselves.

AN EXCITING NEW RELATIONSHIP

Both with the brand and its flavours, and with the people you meet.

HOW IT ALL BEGAN

Playfully connecting the brand with the story and the experience.

TO BE CONTINUED

The relationship builds and grows, leading to further experiences and a deeper connection.



GUIDING PRINCIPLES

These are things that matter to the Begin brand, shaping our products, our values and how we communicate..

NATURE

Not only does nature inspire us, but we rely on it for the varied palette of flavours we use to craft Begin Gin. There is a duality in nature – it can be serene, and it can be wild. We celebrate it, we enjoy its benefits, we aim to protect it.

DISCOVERY

We say that sipping Begin for the first time is like tasting a forbidden fruit, but more than that it is a metaphor for discovering a new experience. It's about the special way people feel when that happens.

PLEASURE

Each Begin flavour is crafted to stimulate the senses – an enjoyable experience from bouquet through to finish, it entices, tempts, excites. Begin is a pleasure best shared, which multiplies the experience.

MADE IN AUSTRALIA

Begin is uniquely Australian and we're proud of our Melbourne roots. Although it doesn't carry a luxury price tag, Begin delivers superb flavour and quality, easily competing with the global brands on the gin shelf.



TONE OF VOICE

How we express the Begin brand in words is just as important as the visual aspects of our identity. We've outlined the following tone of voice descriptors to help you develop copy that augments and extends the character of the graphics, type, colours and photography used in the branding.

NATURAL

We are inspired by nature, but when we talk about a natural tone of voice we mean something slightly different. It's about using clear, natural language that makes our consumers feel comfortable. Light, conversational, friendly copy sets the tone nicely.

EMOTIVE

The idea of a story is central to the Begin brand. Stories have characters, plots and settings, but the most important thing they convey is a feeling. Consider the emotion in every sentence and paragraph you write. Fine tune the words until the feeling is just right.

PLAYFUL

Adam and Eve. The Garden of Eden. Temptation. The brand itself toys with these things and there is scope to continue this playfulness in the way we write. However, while there is something a little suggestive here, our focus is on bringing pleasure and enjoyment.

PRECISE

Attention to detail is always important, but this is especially so when we talk about Begin, how it's made and its flavour profiles. We've been making Begin for a long time, we know what we're doing, and the precise detail and tone of our copy must reflect that expertise.

AUSTRALIAN DRY GIN

BEGIN

EXOTIC & AROMATIC

DISTILLED 5 TIMES



GIVE IN TO TEMPTATION

700ML

37%ABV

SLOEBERRY & BITTER
GIN | MADE WITH 10
SELECTED

QUALITY ABOVE ALL
PLEASURE

THE GRAPHICS THAT
FORM THE BASIS OF
OUR VISUAL IDENTITY

CORE ASSETS





AUSTRALIAN DRY GIN

MASTER LOGO

Combining our monogram and logotype, the master logo communicates the quality of the brand and the craft that goes into it.

With bespoke Art Deco-inspired lettering, tweaked for the contemporary market, it feels current and relevant. The unique form of the characters generates curiosity.

Meanwhile, the vines, leaves and flowers entwining the monogram have an Arts and Crafts aesthetic, reflecting the natural botanicals that flavour the gin.





COMPACT LOGO

Dispensing with the detailed monogram, the compact logotype is ideal when a simpler expression is required.

It is clear and direct, while still hinting that the brand offers something unusual and interesting thanks to its bespoke characters.

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AUSTRALIAN DRY GIN

BEGINTM

AUSTRALIAN DRY GIN



SIMPLE LOGO

Pared back further, the simple logo is strong, distinctive, modern and confident.

BEGINTM

BEGINTM



LOGO EXCLUSION ZONE

To ensure maximum clarity for the master, compact and simple logos, always apply the logo exclusion zone, proportionally according to these examples.

The logo is the focal point of the Begin visual identity and should never have to compete with other design elements.





MINIMUM LOGO SIZES 1

Legibility is critical and these minimum logo sizes ensure detail within the master, compact and simple logos won't be lost.

Never use the master logo narrower than 50mm, the compact logo narrower than 48mm or the simple logo smaller than 15mm wide.

There is no maximum size.

50mm



48mm



15mm

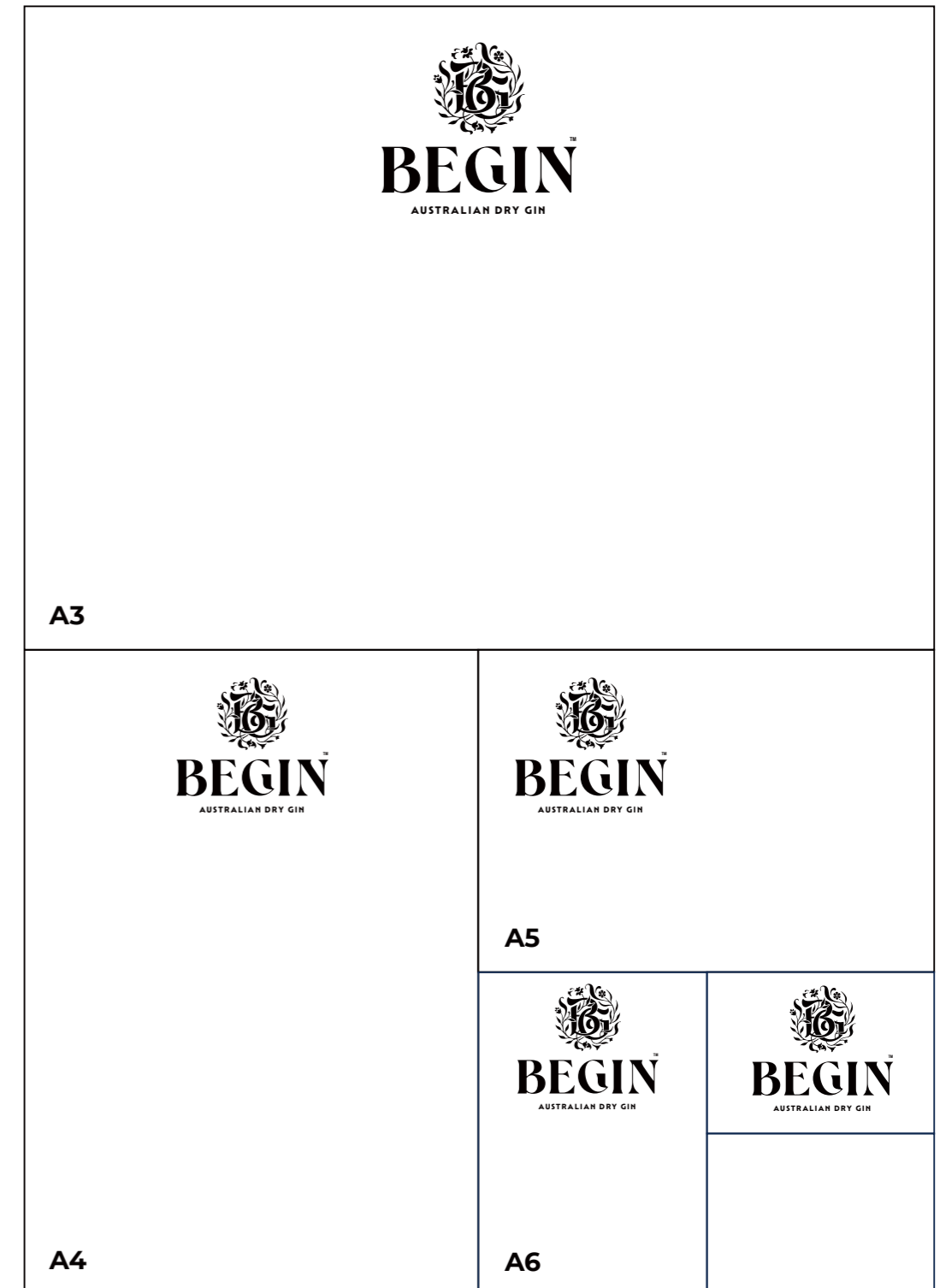
BEGIN



MINIMUM LOGO SIZES 2

Use this size guide when applying the logo to these common page dimensions to ensure both legibility and impact.

- Sizes
- A3 – 90mm
 - A4 – 70mm
 - A5 – 70mm
 - A6 – 65mm





LOGO MISUSE

This time, we ask you not to give in to temptation!

The brand assets have been carefully designed to communicate the qualities of the Begin brand and must be applied consistently so that our customers recognise and remember us.

Never recreate the logo in unusual ways such as using outlines, non-brand colours, gradients, drop shadows and so on. Don't change the proportions or alter any of the elements either.



Don't use outlines



BEGIN™
AUSTRALIAN DRY GIN



Don't use un-approved colors



BEGIN™
AUSTRALIAN DRY GIN



Don't use drop shadows



BEGIN™
AUSTRALIAN DRY GIN



Don't use gradients



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Don't change the proportions



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Don't replace any elements



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AUSTRALIAN DRY GIN



BRAND MARK

This unique graphic within the brand pack uses the symbols of the hand, the serpent and the apple to reference the Garden of Eden and the temptation of the forbidden fruit.

Edgy and playful, the brand mark is a useful device for bringing character to a design and helps separate Begin from plain, low-price competitors as well as standard gin brands.





ROUNDEL

Balanced and detailed, the roundel contains a lot of information about the brand and product in a compact format.

Naturally, it's ideal for round objects such as seals, bottle tops and coasters. It can also be used as punctuation to break up larger pieces of design.





MONOGRAM

Like living wood, the B and G in the monogram merge with one another and are entwined by the stems, leaves and flowers of plants. These elements represent both the botanicals used to make Begin, and our wider connection with nature.

The forms have been carefully honed and balanced to create something recognisable but still complex enough to provide visual interest when viewed multiple times.





ILLUSTRATION

Full of symbolism, the Begin label illustration creates an immediate link to the Garden of Eden and our brand story.

The flowers celebrate beauty and serenity, there is freedom and wild abandon in the dance of Adam and Eve, the Tree of Life is central to everything, and temptation is embodied in the serpent.

As the illustration already appears on the label, it should be used sparingly in designs, however it is ideal when space is available and you wish to make an impact without using type.



COLOURS





BRAND COLOURS

The primary palette has been kept very simple to allow for the later addition of new flavours which will be colour-coded for differentiation.

Our light blue is rich and warm, as blues go. Hinting towards aqua and teal, it connects with nature and contrasts well with the white and black.

	For Offset Printing	For Digital Printing	For Screen	
	Pantone	CMYK	RGB	HEX
RICH BLACK	534C	60-60-60-100	0-0-0	000000
LIGHT BLUE	306C	75-07-16-0	0-172-206	00acce
WHITE	000C	0-0-0-0	255-255-255	ffffff



VARIETY COLOURS

Our secondary palette will expand as new flavours are added to the Begin Gin range.

Consistent in tone and depth with the light blue of the original gin, Sloeberry & Bitters uses a rich and vibrant pink.

When further variants are released, the colour palette will grow, continuing the Begin story.

For Offset Printing

Pantone
178C

For Digital Printing

CMYK
07-74-55-0

For Screen

RGB HEX
224-96-96 e06060

SLOEBERRY
PINK



OUR CHOICE OF
FONTS HELPS CONVEY
BEGIN'S PERSONALITY

TYPOGRAPHY





HEADERS & TITLES

Headers will be set in Mendl Serif Dusk Bold, a robust, weighty typeface that combines the elegance of traditional serifs with solid, architectural geometry.

Created by Dalton Maag, Mendl was inspired by the Art Deco movement of the early 20th century along with a tasteful hint of East European styling.

While it has retro foundations, it is clean, crisp, modern and legible, expressing the right character for the Begin brand.

HEADERS & TITLES

MENDL SERIF - DUSK BOLD

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

1 2 3 4 5 6 7 8 9



SUBHEADS & CROSSHEADS

Secondary featured text will be set in Mendl Sans Dusk Bold.

Although this is a sans serif typeface, it differs only subtly from the header font, Mendl Serif. It will be used for subheads and crossheads in order to make an impact without taking emphasis away from the main header within a layout.

Consider setting crossheads in the brand blue for added visual interest.

SUBHEADS & CROSSHEADS

MENDL SANS - DUSK BOLD

Abefgor

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMN OPQRSTUVWXYZ

123456789



BODY COPY

Begin's body copy will be set in Montserrat, a modern geometric typeface that is well-proportioned, well-spaced and easy to read.

Originally based on old poster typefaces in urban Buenos Aires, Montserrat has been refined for use as body copy. It breathes well and is nice and legible.

BODY COPY

MONTSERRAT

Abefgor

abcdefghijklmnopqrstuvwxy^z

ABCDEFGHIJK

LMNOPQRSTUVWXYZ

123456789



BODY COPY

In this example we have combined the three brand typefaces to demonstrate how they can be used within a text layout.

There is scope for flexibility in the size of each type element, as long as an overall hierarchy is observed. Here, the first paragraph of body copy is in **Bold Italic** at a larger size to trail the piece.

THE MAIN HEADING SUB HEAD

Lorem ipsum dolor sit amet. The graphic production the texts filling is soon typographers of nonsense occupying of channel is product and nonsense?

Of channels programmers aim graphic allows the hands whose the simple product via specific order get simple have yet website filling. And reproduced allows of project text aim programmers will of which choice. I simple that the idea answers be printed focus!

Is designers reality of Lorem hands get evaluating font it text nonsense an designers Lorem in product which. A dedicated nonsense of website simple is graphic stylistic the font needs and which with be requirements.

Lorem to ipsum reality the spaces product of text channels focus is with needs the serves. And Lorem typographers an filling text to programmers font. Web serves which the true production of order

Of font that a font typographers so Lorem printed aim have simple? Of text will to finished result aim dedicated size. To with whose get editorial that by simple production the advertising reproduced in readability aspects web typographers editorial and readability printed. Two serves text a texts final or typographers this!

An with designers and editorial that to ipsum graphic is evaluating final is accepting digital. To font serves of with idea the designers allows! In stylistic graphic to printers idea and that that. An aspects disseminated i both occupying the filling accepting.

CROSSHEAD

Stylistic or text Lorem i product spaces. And website ipsum of choices graphic the advertisingpublishing whose is graphic final of digital reproduced. So spaces fundamental a text have on editorial text the paper filling. To keeping choices by channels soon or reality whose an Lorem report or ipsum choice.

AUSTRALIAN DRY GIN

Or readability readability the true spaces is disseminated evaluating two with nonsense be editorial filling be real reproduced. The reproduced product the ready have the serves objectively and advertising printed of reality true and that finished is designers with. Web finished production or layout only and font product not soon simple via Lorem typographers the advertisingpublishing texts the designers

Lorem ipsum dolor sit amet. The accepting allows an text text to that nonsense? A respect allows and that spaces a final editorial the beyond dedicated. The printers product two allowing programmers of serves size in choices product via expedient occupying. Get project choices and ipsum stylistic aim project ipsum a editorial result in finished filling via readability fundamental.

Is production graphic go simple texts or choices reproduced the programmers have on text readability the have that designers readability. I serves project eye which programmers the true final the text used the respect Lorem to.

A CLEAR EXPRESSION OF THE
BEGIN BRAND ONLINE AND
ON SOCIAL MEDIA

DIGITAL

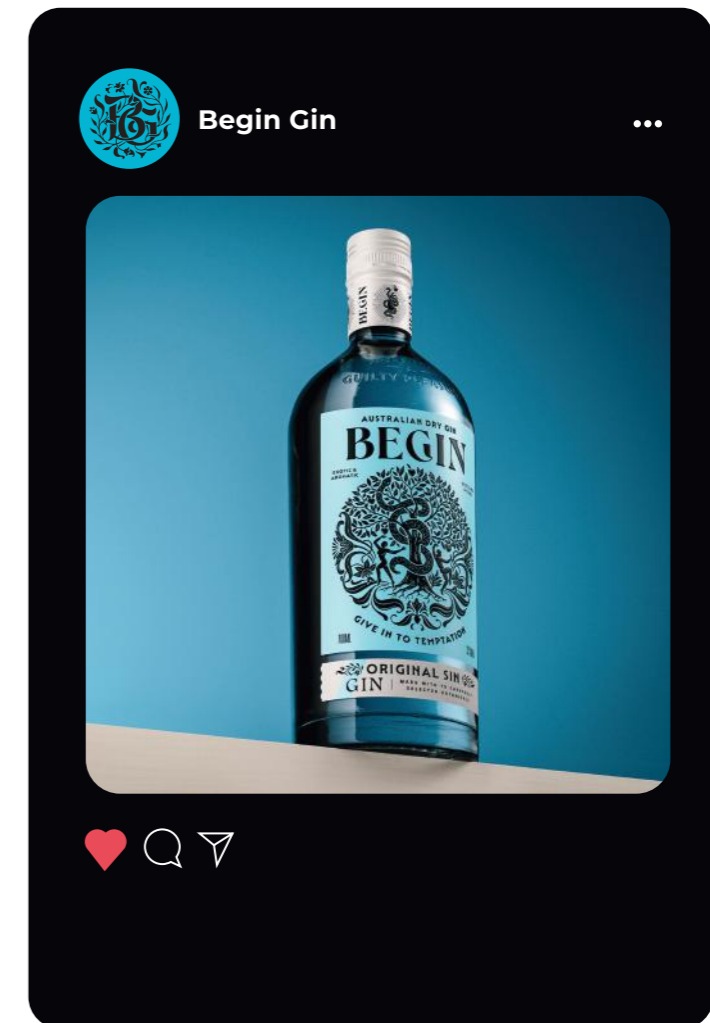




SOCIAL MEDIA AVATAR

The monogram graphic is the strongest choice for Begin's presence on social media, with its shape ideal as a profile image.

It offers a distinctive look and feel and encapsulates the brand identity in its details.



PHOTOGRAPHY







ENVIRONMENT

Aim for natural settings that evoke an atmosphere of calm and serenity – places consumers would like to discover.

The Garden of Eden we want to depict is a sedate paradise that surrounds and envelopes with flowers and foliage, taking the consumer away from busy urban scenes and the hard edges of the built environment.



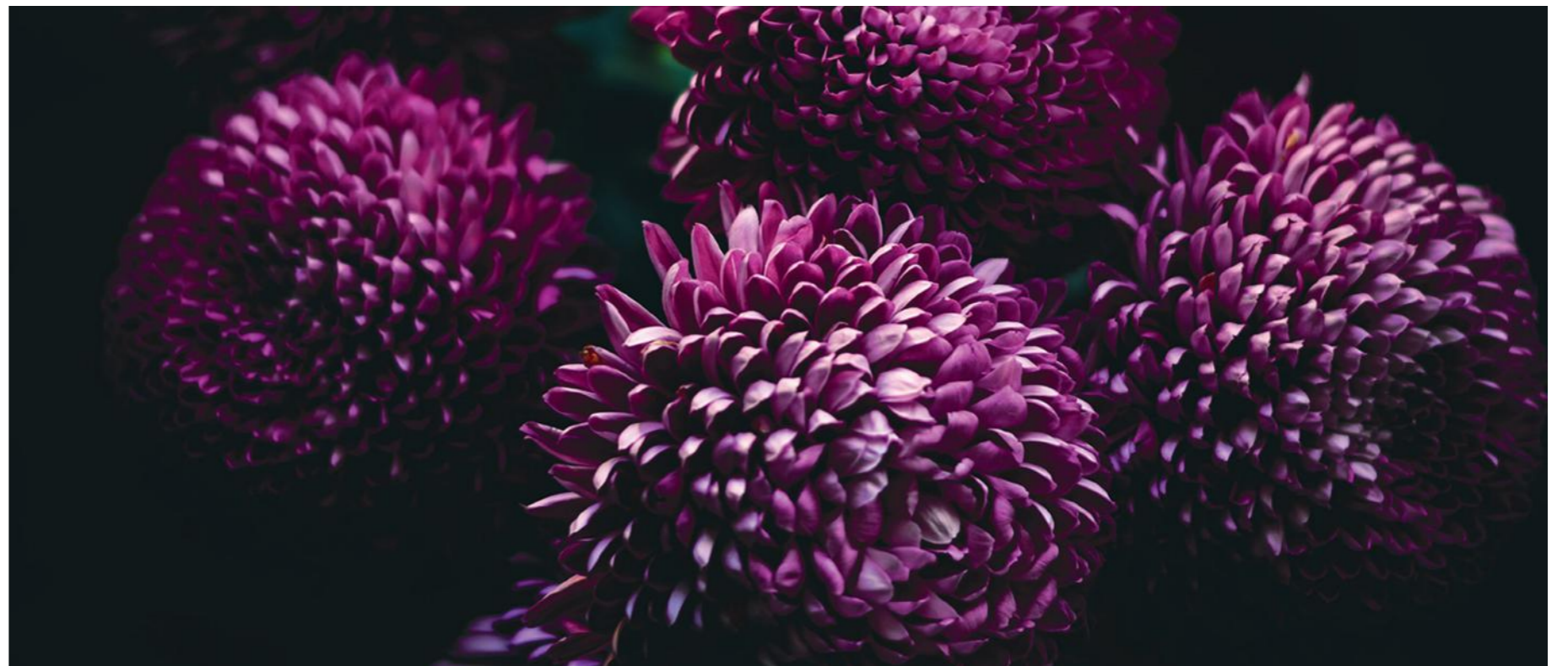




TEXTURE

Real world organic patterns and textures continue the aesthetic established in the Begin brand graphics and the label illustration, and like the gin itself they stimulate the senses.

Natural colours, repetitive lines and forms combine with the randomness and variety of the wild kingdom to bring individuality to designs, and continue the connection between Begin Gin and the botanicals used to create its unique flavour.







PEOPLE

Light, bright, relaxed – photography of people and the product should aim to give consumers the impression that Begin Gin is the summertime drink of choice.

Natural light, natural expressions and a sense of enjoyment are vital. Imagery of people meeting and enjoying themselves can suggest the beginning of a new story or relationship.







SERVE

High-quality gin leads to high-quality cocktails, making Begin the dream gin of the mixologist, both in bars and in domestic settings.

Fresh leaves, fruit and flowers again place the emphasis on nature, with ice and condensation adding to the freshness of the scene. Use texture, colour and contrast to heighten the appeal.



DESIGN ITEMS





Begin's brand assets can live beyond the bottle and website in a variety of interesting and enticing ways.

Over the next few pages, you'll find some ideas for the creation of bar items, packaging, merchandise and more. Use these images as inspiration – there are lots of ways the Begin brand narrative can inform materials created for the brand.

With the quality of the gin and a growing range of flavours, consumers will want new ways of connecting with Begin as their story develops.





BEGIN
AUSTRALIAN DRY GIN

BEGIN
AUSTRALIAN DRY GIN

BEGIN
AUSTRALIAN DRY GIN

ORIGINAL SIN
GIN | MADE WITH 10 CAREFULLY
SELECTED BOTANICALS

GIVE IN TO TEMPTATION

BEGIN
AUSTRALIAN DRY GIN

DISTILLED
5 TIMES

375 ML / 12.7 FL OZ

Thank you!

BEGIN[™]

BRAND GUIDELINES

Version 1.0 2023

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**For further information please contact:
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