



DIRTY[®]
DEVIL
VODKA



BRAND GUIDELINES

2023



BRAND GUIDELINES 2023

Used properly, the guidelines found within this PDF will help maintain graphic and message continuity, protect our logo assets, and help us build powerful, relevant messaging across a broad array of media.

Proprietary logos, approved typefaces, the visuals we choose and the words we use - every part of our brand is an important part of our whole brand. That's why it's extremely important that we use each very carefully. Following the guidelines and rules in this style guide will help us speak with a single, influential voice to generate bold, engaging communications, build strong bonds with our audiences, and protect our brand for years to come.

Need approved fonts, logos, graphic elements or additional information?

Contact: Kevin Keagan
CEO | Dirty Devil Vodka
Email: kevin@dirtydevilvodka.com

Contact: Dan MacClure
Creative Apparatus
Email: dan@creativeapparatus.com



LOGO & WORDMARK

PRIMARY LOGO & WORDMARK

Preferred placement on a black background.
2 color logos must be used at all times
unless 1 color black/white logos are necessary.



DIRTY[®]
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ALTERNATE LOGOS & WORDMARKS

Can only be used for special placements.
Use must be authorized by a brand manager.
Preferred placement on a black background.
2 color logos must be used at all times
unless 1 color black/white logos are necessary.



LOGO & WORDMARK SAFE AREA DISTANCE

Logo requires a safe area respected around the logo when applying. This refers to both white ground and black ground. Exception would be if the logo is placed over a photograph. When placing logo on a photo, please confirm with a brand manager.



LOGO & WORDMARK FORBIDDEN APPLICATIONS

Logo + Wordmark may not be:

Bolded / Italicized / Outlined or Stroke Line / Skewed / Shadowed / Stretched Horizontal or Vertical





TYPO GRAPHY

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Proxima Nova Extra Bold
For Print and Collateral Assets

**ABCDEFGHIJ
KLMOPQR
STUVWXYZ
1234567890
!@#\$%^&***

Proxima Nova Semi Bold
For Print and Collateral Assets

**ABCDEFGHIJ
KLMOPQR
STUVWXYZ
1234567890
!@#\$%^&***

Proxima Nova Regular
For Print and Collateral Assets

ABCDEFGHIJ
KLMOPQR
STUVWXYZ
1234567890
!@#\$%^&*

Open Sans
For Website Purposes

ABCDEFGHIJ
KLMOPQR
STUVWXYZ
1234567890
!@#\$%^&*

HEADER

Proxima Nova Extra Bold
-15 Tracking / Tight Leading

**USE CAPS WITH
-15 TRACKING.
LEADING SHOULD
BE NICE AND
TIGHT LIKE THIS.**

BODY COPY

Proxima Nova Semi Bold and Regular
-10 Tracking Max / Open Leading

Use the Proxima Nova Semi Bold where you need something more impactful than Proxima Regular for sub-headers or subtitles..

Give your type some air. Open up your leading and never use more than -10 tracking for body copy. We want to create some space between the bold headers/sub-headers and the smaller/lighter body copy.




COLOR PALETTE

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Our color palette has one primary color (Dirty Devil Vodka red) and two secondary colors (black and white). Lean heavily on the primary red, but use supporting sets to build color schemes that are complementary and balanced. Black and white are also allowed to be used in combination with this color.



PMS	Pantone 185C
CMYK	2 100 92 0
RGB	234 0 41
HEX	#EA0029



PMS	Pantone Black C
CMYK	0 0 0 100
RGB	35 31 32
HEX	#231F20



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