

THE CONTENTS IN THIS
DOCUMENT ARE A LIVING
STORY OF INFAMY.



AGREEMENT	<p><i>You are one of a select few, chosen to pull off one of the biggest rebrands in history. By signing this form, you are agreeing to uphold the highest standards of mischief. The world is watching. Make it an infamous story worth telling.</i></p>		
SIGNATURE		DATE	R. THUMB



Journal of



THE BOOK
OF INFAMY

Since 1864



DEDICATION
TO SCOUNDRELS,
SCALLYWAGS
AND RASCALS
EVERYWHERE...

EDUCATE & INSPIRE



INFAMOUS

BEGINNINGS

Great stories start with a great character.



A little mystery...



Smirnoff's story is no different



This vodka's story didn't come from some stock formula.

This is no fairy tale
it's a story of serfs and Tzars
deception
revolution
bankruptcy
resurrection
and like every good story,
bad things happen
to and because of a host of interesting characters
rebels
vagabonds
rogues
exiles
provocateurs
ne'er do wells
rascals
scoundrels
and other aliases.



LOOKING BACK TO MOVE FORWARD

Smirnoff has a resilient and chequered history spanning over 155 years, with a consistent ability to adapt to - and subvert - the times around it.

However, brand research indicates that more recently, consumer perception of the brand and its cues have resorted to ordinary and everyday.

We aim to return to the infamous roots that make our story so unique.



INFAMOUS *since 1864*

It's been snatched. Stashed. Traded in secret. Concealed. Used as barter. Trafficked. Widowed. Divorced. Captured.
Imprisoned. Exiled. Hidden. Fled from the Russian Government. Resurrected in Istanbul.

Brought down. Resurrected in France. Indebted. Resurrected in Poland. Prohibited. Resurrected in America. Disguised.

Ours is a vodka chosen by rascals and provocateurs. Theirs, and ours, is a timeless world of intrigue, of story, of delicious mischief.
Of sharp, witty retorts, raised brows, red-lipped smirks, secret nods, and mysterious packages.

There are people, and there are characters. There are events, and there are stories. There's fame, and there's infamy.

There's vodka, then there's

Smirnoff

IF A VODKA CAN
SURVIVE A WAR,
REVOLUTION,
AND BANKRUPTCY,
IT MUST BE A PRETTY
GOOD VODKA.



Not all those who wander are lost; Some are exiled.

1990

1880

МОСЦOW PУССИА

1892

1933

1912

1968

1925

FUI EN FRANCE

1934

TI YO

1944

1949

1965

16

1965

1934

1933

CONCEALED DURING

1956

SOBREVIVEU A

OUR GREATEST ASSET IS OUR WORLDLINESS

THE BOOK OF INFAMY

R O U B A N D O T E S O U R O S N A C I O N A I S



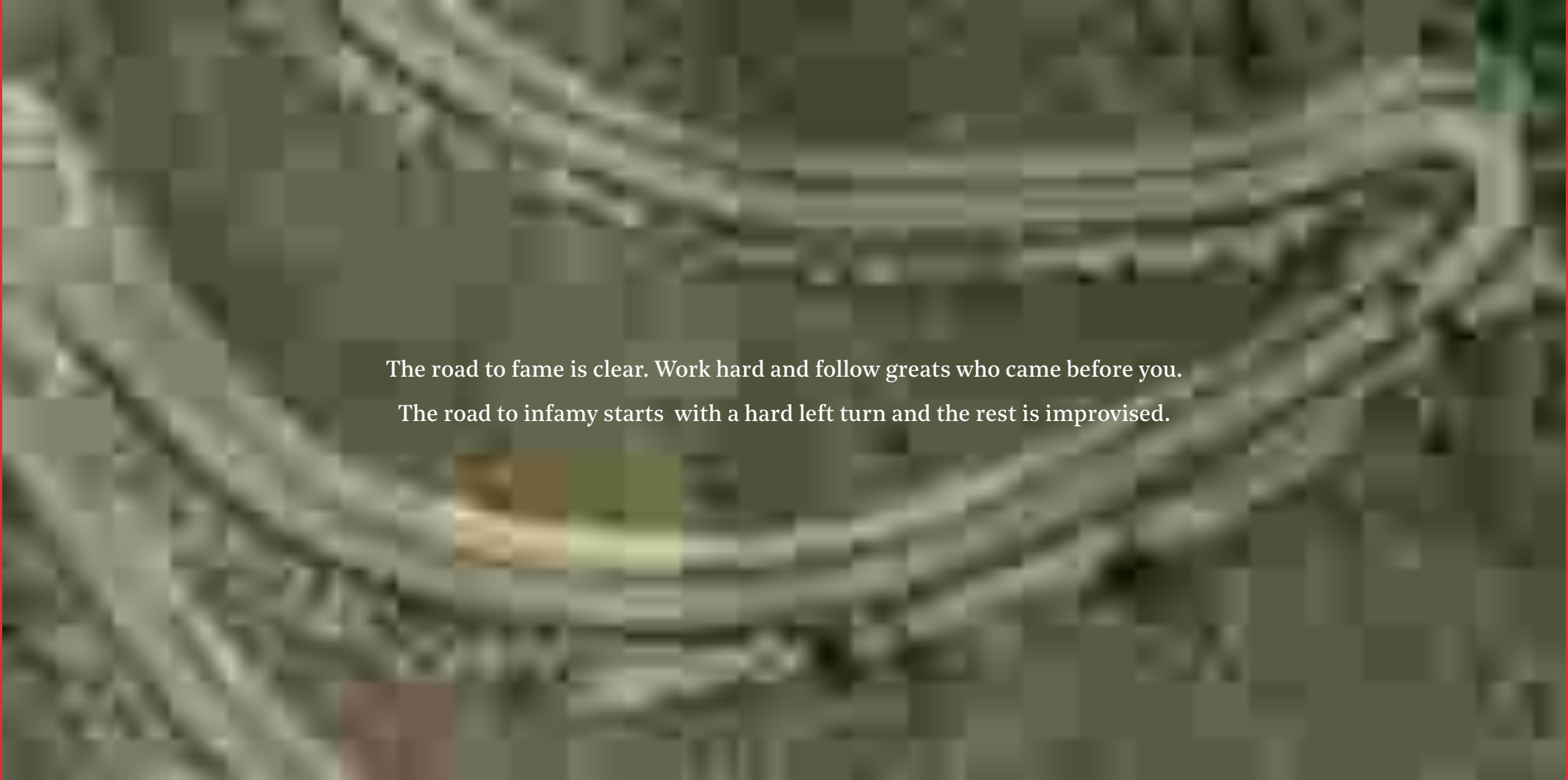
INFAMIA

—

*3 cucharadas de encanto.
2 tazas de malicia.
Partes iguales de misterio y peligro.
Un toque de desafío.
Triture los paraderos conocidos.
Sirva con Intriga.*



You don't become
the World's No.1 Vodka
without
rattling some cages.



The road to fame is clear. Work hard and follow greats who came before you.
The road to infamy starts with a hard left turn and the rest is improvised.



FAME
IS FLEETING

INFAMY
IS INFINTE





TO GET TO INFAMY YOU HAVE
TO PASS THROUGH MISCHIEF



Who is she?

Why is she in such a hurry?

Who is she meeting?

What's in the bag?

Where is she headed?

PICK YOUR ACCOMPLICES WISELY

They'll confess a lot about you



IF

YOU

LOOK

HARD

ENOUGH

FOR

mischief

IT

WILL

FIND

YOU.



HAVE
YOU SEEN
THIS
VODKA?

THE BOOK OF INFAMY



INFAMOUS since 1864
There's vodka, then there's

Smirnoff

The best stories leave you wanting



LET'S CONSPIRE TOGETHER

INSPIRE & CREATE



TO THE MISCHIEF MAKERS
EVERY GREAT PLAN NEEDS AN
ARCHITECT AND A COUPLE OF
LIKE-MINDED ACCOMPLICES.

THE NEXT FEW PAGES ARE
THE TOOLS FOR YOU TO GET
UP TO MISCHIEF.

CONSUMER INSIGHT

Choosing the unexpected path, leads to a life less ordinary

BRAND ROOTS**THE WORLD'S MOST INFAMOUS SPIRIT**

From Russian Serf to the toast of Hollywood, no other vodkas has lived through so much.

A PRECIOUS LIQUID

Recipe 21 - the world's most popular vodka, an elusive, sought after liquid that has been clamoured after and fought over since 1864.

A CULTURAL INSTIGATOR

Creative and progressive. Instigated the cocktail revolution of the 1950s and revolutionized club culture of the 1990s.

BRAND PURPOSE

Smirnoff subverts the ordinary

BRAND PLATFORM

There's vodka, then there's Smirnoff

BRAND CHARACTER & BELIEFS**A GLOBAL VAGABOND**

We are worldly, authentic and aspirational. We take pride in our chequered past in a surprisingly honest and relatable way.

DELICIOUSLY MISCHIEVOUS

We are the world's no.1 vodka but we are not conventional, we are mischievous, intelligent and have a twinkle in the eye.

AN INTRIGUING PROTAGONIST

We engage culture with stories and actions that have a potent mix of jeopardy, mystery and levity.

DRINKS

Deliciously infamous, Smirnoff delights mischievous drinkers with a vodka that's anything but ordinary.

OCCASION

Smirnoff's mischievous attitude makes any moment a lot less ordinary and a lot more intriguing.

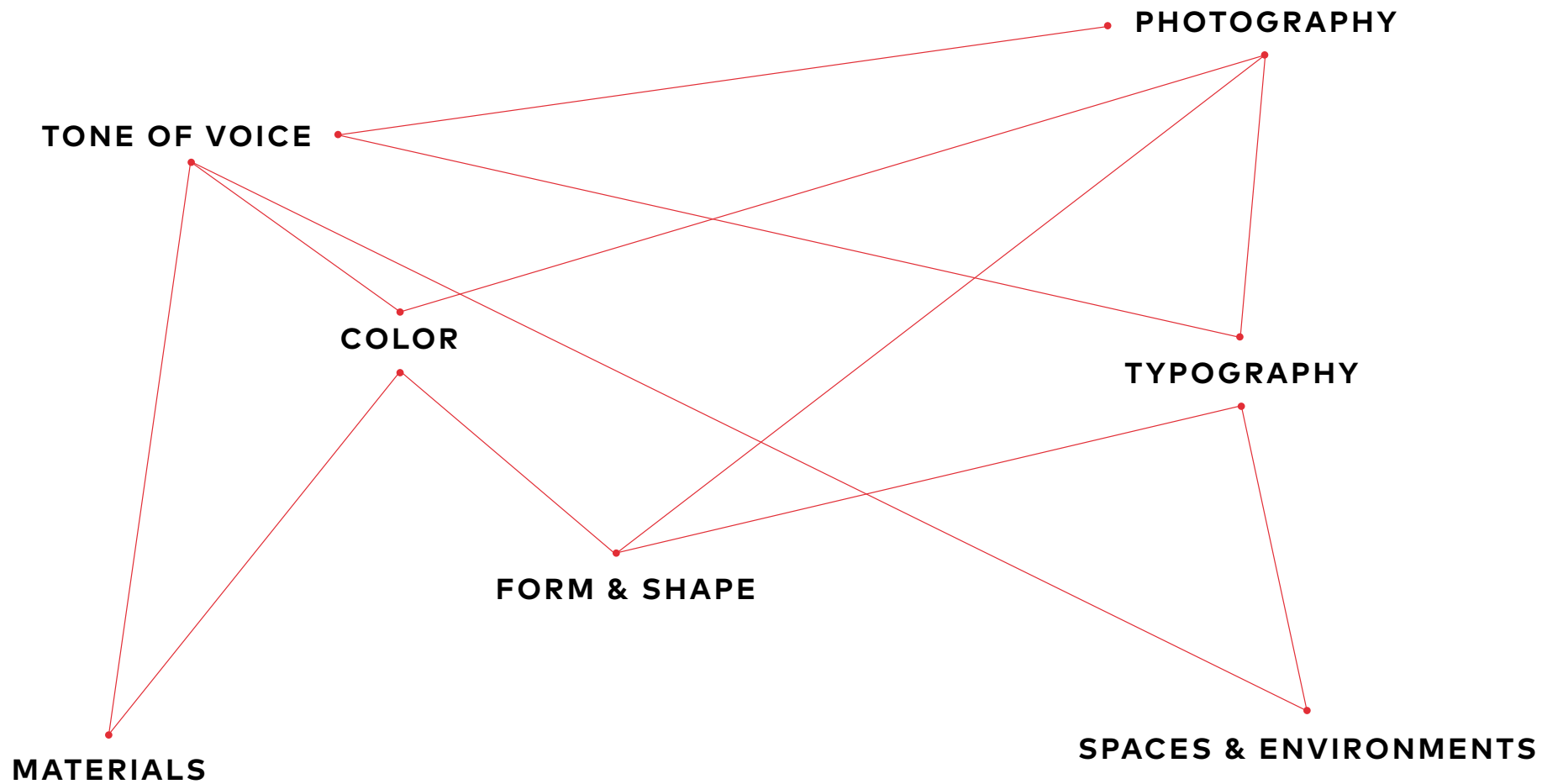
CULTURE

Smirnoff instigates infamous conversations in culture that move people to break out of the ordinary.

Mischief

IS IN THE EYE OF THE BEHOLDER.

The Plot



DESIGN

Inspired by our infamous past:

IDEA

**A JOURNEY
INTO A TIMELESS WORLD
OF STYLISH PROVOCATEURS
AND DELICIOUS MISCHIEF**

With witty retorts, raised brows, red-lipped smirks, secret nods, and mysterious packages.



Best served notoriously.

DESIGN

The pillars on which our design architecture is built, the criteria by which we judge our work.

PRINCIPLES

● TIMELESS / COMBINATIONS ●

DESIRABLE / INTRIGUE

● MISCHIEVOUS / ACCOMPLICES ●



TIMELESS COMBINATIONS

Timeless; noun - not affected by the passage of time or changes in fashion.

We don't chase trends or bend to others' expectations.

Our identity is one of conviction and confidence, in both where we're from and who we are today.

We mix the past with present, sophistication with mischief, and eclecticism with refinement.

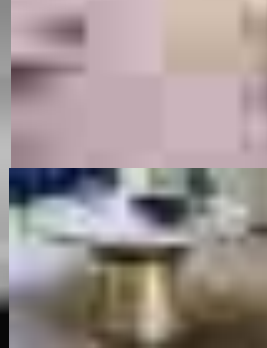
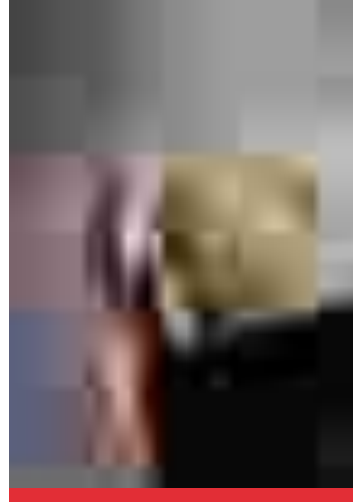
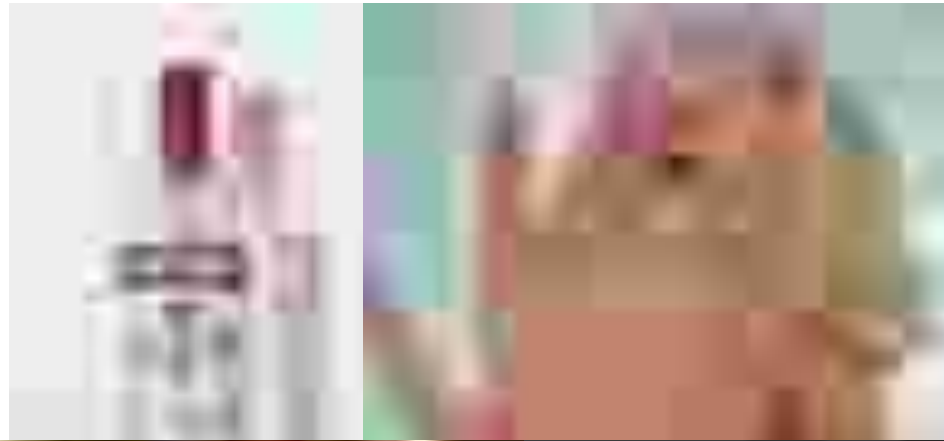
We attentively curate our world with a timeless concoction of ingredients—intermixing everything from our style and glassware to our materials and typefaces to create a world of multiple dimensions.

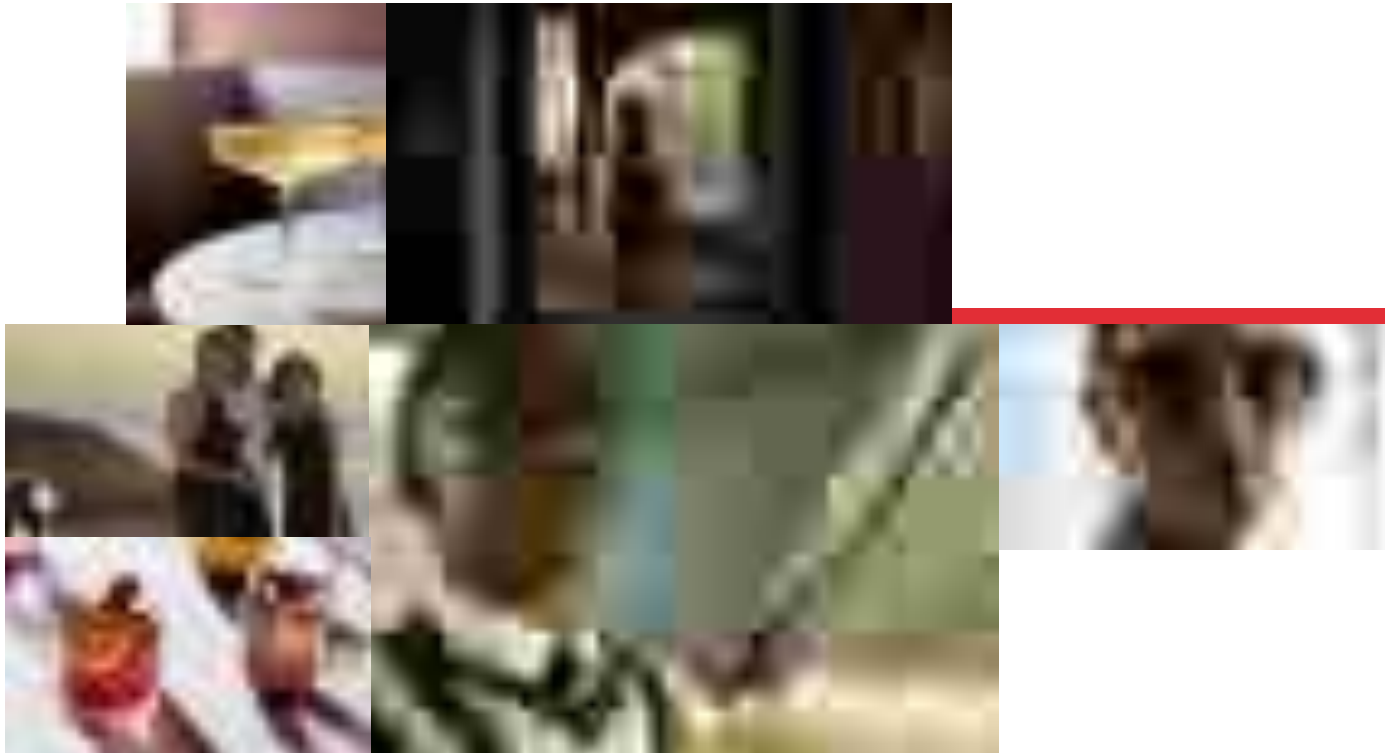
DESIRABLE INTRIGUE

We create desire by leaving people wanting more. We show just enough to lure our suspects in a little closer.

The use of long shadows evokes mystery and curiosity while uses of highlights and red color draw attention to important details.

This goes for our serves, a well-lit cocktail can be tasted at first sight. Never over-light your scene or give away the full picture, mischief and desire hide within the details like the crests on our bottle.



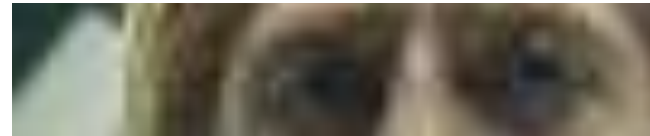


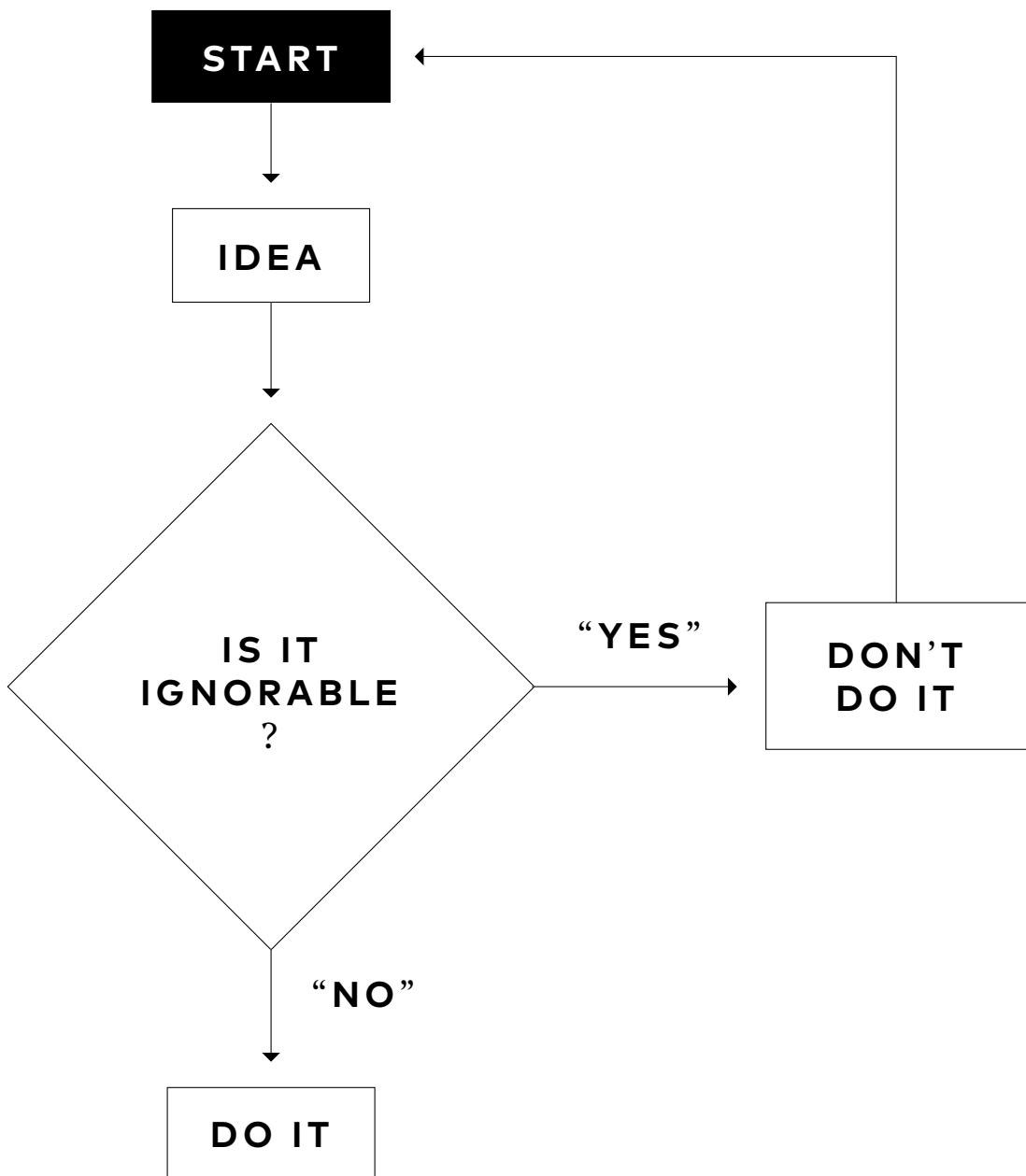
MISCHIEVOUS ACCOMPLICES

There are people and there are characters.
There are events and there are experiences.

At the heart of our world are the rascals,
vagabonds, and drunks that all team up around
their shared missions of mischief. Dancing,
laughing, hiding, moving—always dynamic,
always up to something.

Energy is key—capture the moment instead
of posing for it. Choose reliable accomplices
who won't give away too much. They're often
found out of focus or partially out of frame.
They're unique, and all don't wear the same
reaction to any given moment.



SMIRNOFF INFAMY DECISION MAKING FLOWCHART

TONE OF

What do we want to say? How do we want to be heard?

And how will we be remembered?

A few words, well chosen, in just the right tone.

That's all we need.

VOICE



MISCHIEF, INTELLIGENCE, AND A TWINKLE IN THE EYE

*Smirnoff and our audiences are like-minded co-conspirators.
We share the same mischievous spirit, never taking ourselves too seriously.
Intelligent, unconventional and always delivered with plenty of wit.
We are global vagabonds—well traveled, but never elitist.
We take pride in our chequered past, full of intrigue,
drama and more than a few interesting characters.*

BRAND VOICE DO'S

DO SAY IT QUICKLY:

There's no time for small talk. Say it as concisely and deliberately as possible.

DO GIVE A CHEEKY WINK TO CO-CONSPIRATORS:

The reader of an ad is in on the scheme. They're on the same side.

Talk to them as if they're part of the conspiracy.

DO SPEAK IN CODE:

Talk about the infamous brand history without spelling it all out.

Just allude and let people read between the lines.

BRAND VOICE DONT'S

DON'T TALK TOO LOUD:

Don't use exclamation points. The infamous don't yell, they're whispered about.

DON'T GIVE UP ACCOMPLICES:

Avoid pointed "I" "You" "We" "Us" or any other word that overtly draws attention to the audience or defines ourselves as authors.

DON'T GO WILD:

*Loudmouths get caught. Don't use words or phrases that make it sound like a raucous party.
Be understated and intelligent.*

DON'T KILL THE MYSTERY:

Be cautious of using mischievous words as unnecessary modifiers. For example, don't say "Have a 2-for-1 mischievous drink." or "A delicious scheming cocktail." Be craftier with your choices.

PHOTO-

Photography evokes the world we belong to.

It helps us to tell infamous stories in a cinematic and entertaining way.

Used well, they transform our messages and transport us to a new level of emotion.

*Photography can help us to talk about complicated stuff in simple,
interesting and inspiring ways.*

Photography can be our most powerful selling tool.

Let's dive in.

GRAPHY

SHOT IN A CINEMATIC STYLE

Stills from a film, capturing moments that ignite intrigue and curiosity with a sense of energy.

WE CAPTURE LIFE, NOT STILL LIFE

Authentically observed moments.

WARMTH AND TEMPERATURE

The images we capture will evoke rich and warm tones, helping to elevate the brand to be seen as more sophisticated.

TIMELESS YET RELATABLE

A welcoming and invitational feeling, mischievously observed and delicious.

A NOD OR WINK OF MISCHIEF

Never distracting, always complimentary, driving the brand story of infamy infusing mystery in subtle doses.

ATTENTION

Like all the best cocktails every ingredient is important.

Over the next few pages are our ingredients.

Whilst on their own they may have flavor,
it's only when you bring them all together do you create
something utterly delicious with intellegent mischief.

CONTENTS THE INGREDIENTS OF INFAMY

STORY / SCENE

CAST / CHARACTERS

STYLING / WARDROBE

POUR / SERVE

The Perfect Cocktail

*Mix 1 part **STORY***

*3 parts **CHARACTER***

*Add a large slice of **STYLE***

POUR *into a beautifully crafted glass*

And serve with notoriety.

Enjoy every last sip.

STORY / SCENE

Every great scene is filled with story. The more you look the more you find.

So curate each part to draw the viewer in. Load it with mystery, embracing light and shadows.

Fill it with intrigue using a collection of interesting and diverse characters.

Sprinkle moments of levity, but don't over-do it. A twinkle in the eye will suffice.

Use your wits to hide little clues to a backstory. It doesn't have to be much.

The more you infer the more the viewer will take away. Try to be playful rather than sinister.



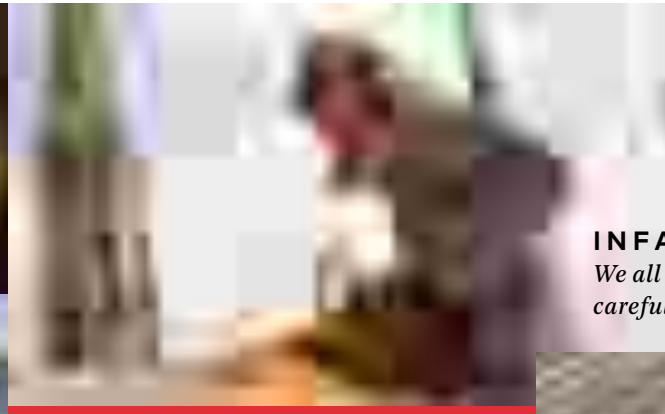
THE TWINKLE IN THE EYE

*The right dose brings an entire scene alive.
The twinkle can come from red-lipped smirks, raised eyebrows...
It's the characters wit, charm and irreverence.
Not everyone needs to be laughing.*

No matter where you look, they're all up to something.

STORY / SCENE

55

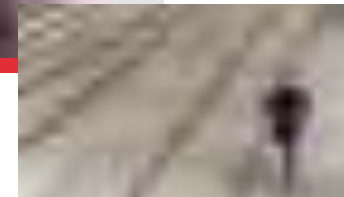


INFAMY / MISCHIEF

*We all live for these moments, so craft them
carefully and you'll reap the rewards.*

MYSTERY

What you don't see leaves you wanting more.



CAST / CHARACTERS

Our cast and characters are worldly.

Think of them as stylish provocateurs who are carefully assembled to play out stories of infamy.

*Each of our characters play a critical role, whether it's to generate a distraction, give a secret nod,
or lead a quick getaway, each forms part of a group of mischievous co-conspirators.*

Choose your accomplices wisely, some tips on how to do so follow...

INTELLIGENCE

Chess is their game, you don't stand a chance.



MYSTERY

The most interesting characters are always shrouded in secrecy.

TWINKLE IN THE EYE

You can't hide a mischievous spirit. It may be subtle but its extremely telegraphic.



CAST / CHARACTERS

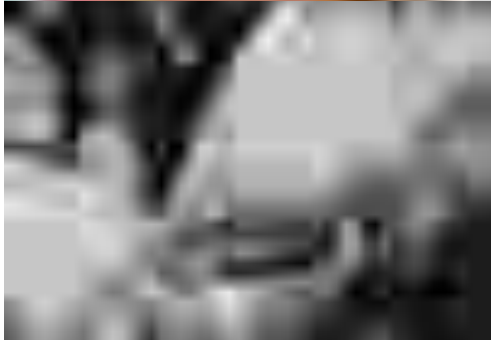
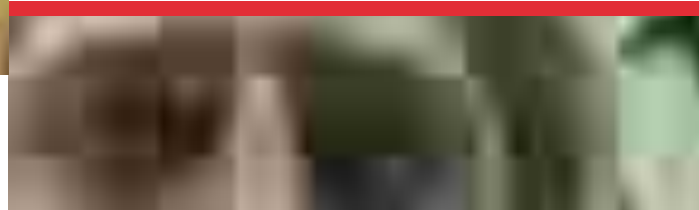
ACCOMPLICES

Choose them wisely.



JEOPARDY

Sometimes it's best not to ask.



STYLING / WARDROBE

We are stylish provocateurs with a keen sense of timeless fashion.

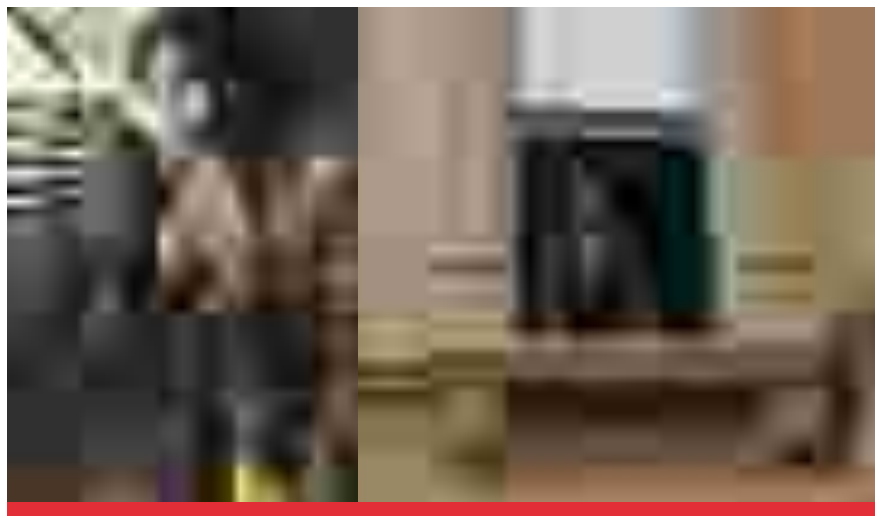
*We have a healthy disregard for old traditions, mixing them up whilst throwing a modern slant on it.
So work with stylists who have the same natural instincts. Find pieces that have a high sense of fashion
and then subvert it by adding something entirely unique or modern.*

Don't be afraid to mix things up, our audience isn't.

In fact they thrive on turning heads or making a statement.

*But be careful not to over-do it. We are all our own character so find something your cast
naturally gravitates towards and use their sense of style to further craft their character.*

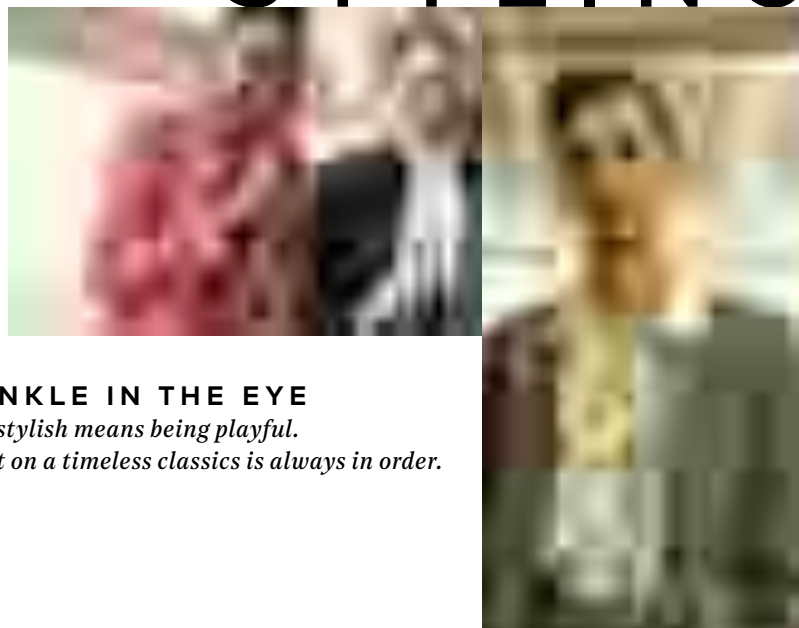
*Find what feels timeless and modern for your market. Every country has their own
set of rascals and vagabonds disrupting it and having all the fun.*



MYSTERY

*It's not what you wear but how you wear it.
Don't give too much away.*

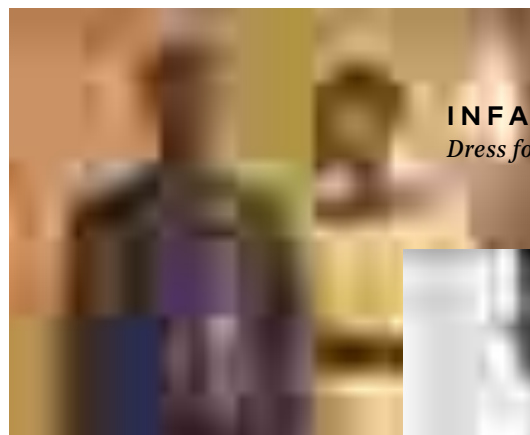
STYLING / WARDROBE



TWINKLE IN THE EYE

*Being stylish means being playful.
A twist on a timeless classics is always in order.*

Styles will vary, but the one thing never changes is the confidence to pull it off.



INFAMY / MISCHIEF

Dress for trouble and it will find you.

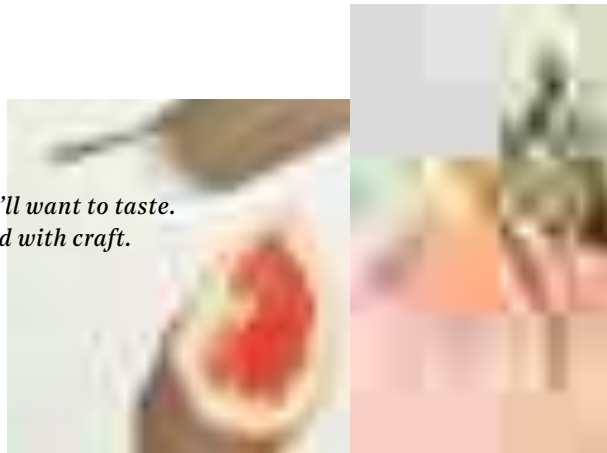


POUR / SERVE

*Our drinks match our drinkers. A deliciously mischievous collection.
Served in elegant glassware with a backstory all of their own.
With carefully crafted ingredients from the finest sources.
Tempting and tantalizing.*

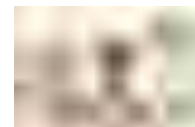
TASTE APPEAL

*A feast for the eyes that you'll want to taste.
Delicious ingredients, served with craft.*



AUTHENTICITY

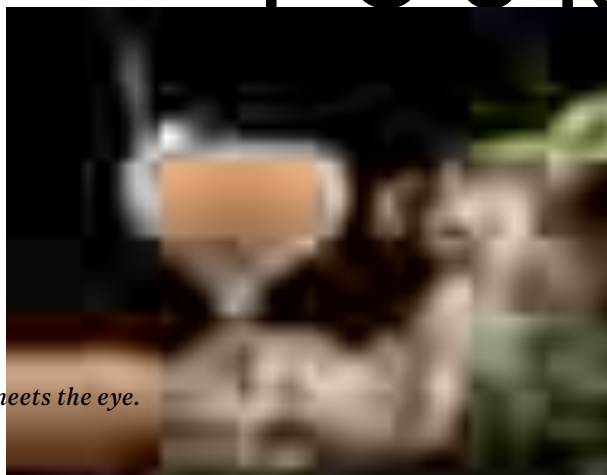
*Real life not still life. Shot from a human
perspective, with atmosphere you can feel.*



POUR / SERVE

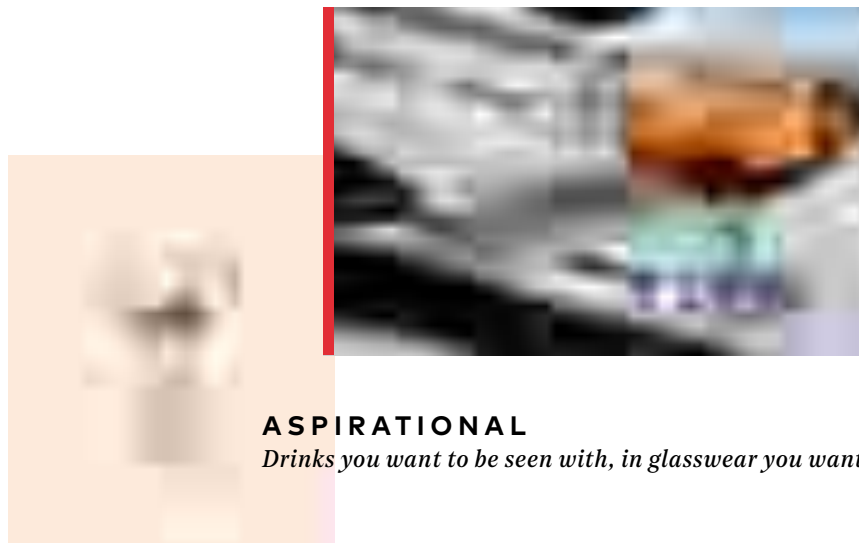
INFAMY

There's more than meets the eye.



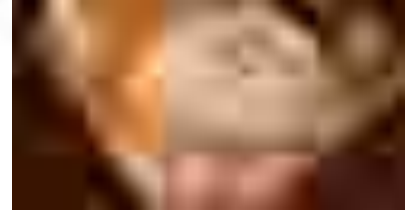
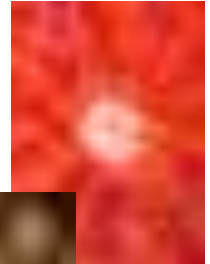
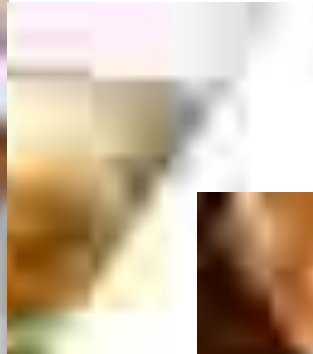
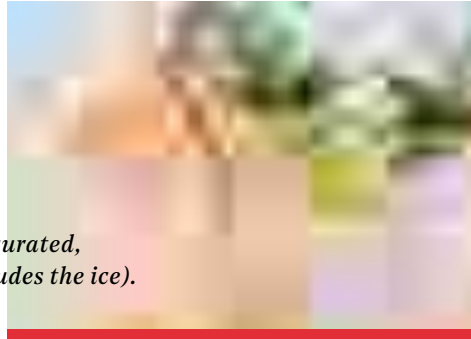
ASPIRATIONAL

Drinks you want to be seen with, in glasswear you want to steal.

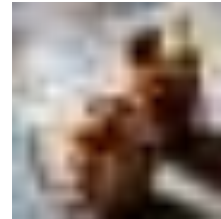
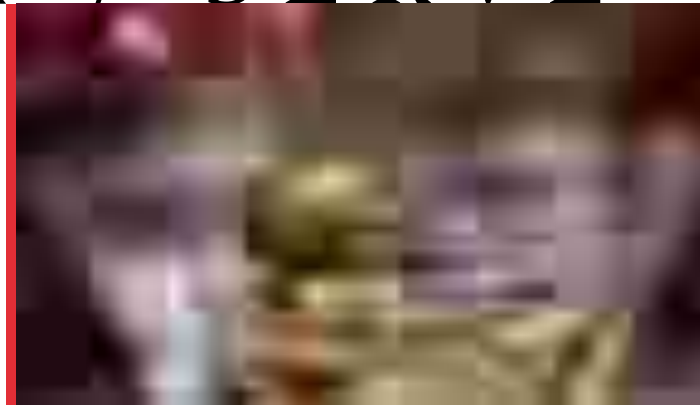


TASTE CUES

*Fresh, finely crafted, carefully curated,
and tantalizing. Real (that includes the ice).*



POUR / SERVE



PERSPECTIVE

Mysterious and observational from a human point of view.

LIGHTING

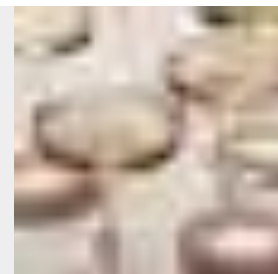
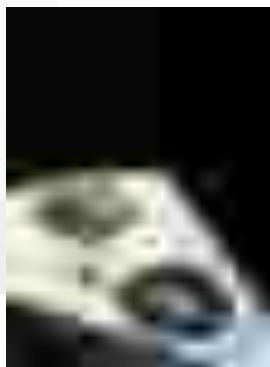
Natural light, not studio.

Indoor or outdoor.

*Dramatic, mysterious shadow play
that ignites mischief and helps to
communicate a time of day.*



POUR / SERVE



GLASSWARE

Sophisticated, classy, and unique.

The kind you want to steal.

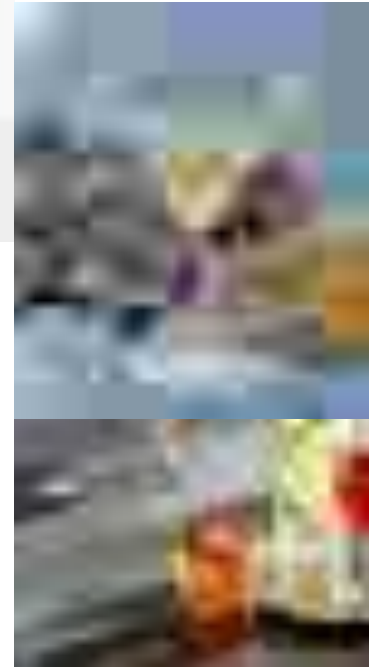
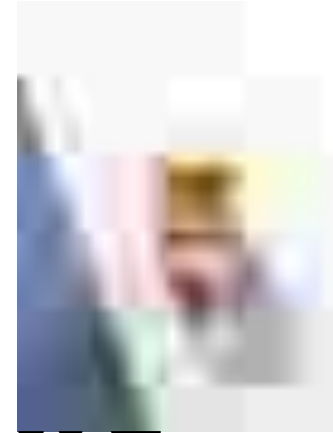
Mix up your glassware. Our audience likes to drink with all kinds of people.

Fluted facets and detailing help to communicate desire, encourage you to reach out and taste.

When light interacts with our glassware, these fluted qualities help to project, mysterious and intriguing refractions.



POUR / SERVE



INFAMY & MISCHIEF

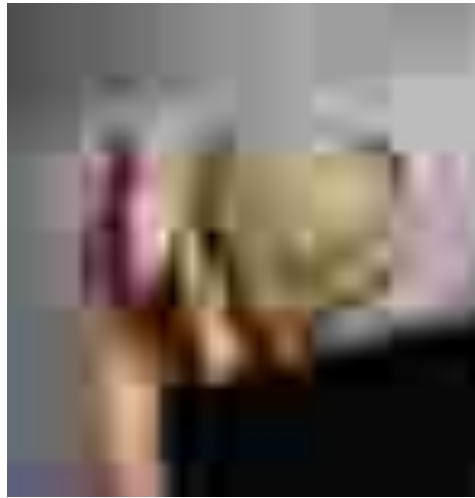
Draw the viewer in with subtle hints of a backstory.

Nothing too sinister or criminal.

Remember, we're here to create mischief.

Embrace movement, a hand coming into frame or out of a shadow perhaps. Use depth of field to hide something out of focus. Reflections and refractions can do the same.

Crop your props wisely, the less you say the more the audience will want to know. The corner of an unwritten postcard, a pair of binoculars... now over to you.



POUR / SERVE



MATERIALS

A world that is richer, full of depth, story telling and intrigue.

Materials that mysteriously draw you in to discover more.

Our character is reflected in the tactility and beautiful imperfections.

Elevated in style through a combination of materials with substance.

*When creating a bespoke space or accessories for Smirnoff
considerately use a mix of...*

& TEXTURES

Faceted glass that adds a touch of intrigue and style.

Textured white surfaces such as natural marble add a timeless style.

Tactile fabrics like suede and felt soften, add depth and desire.

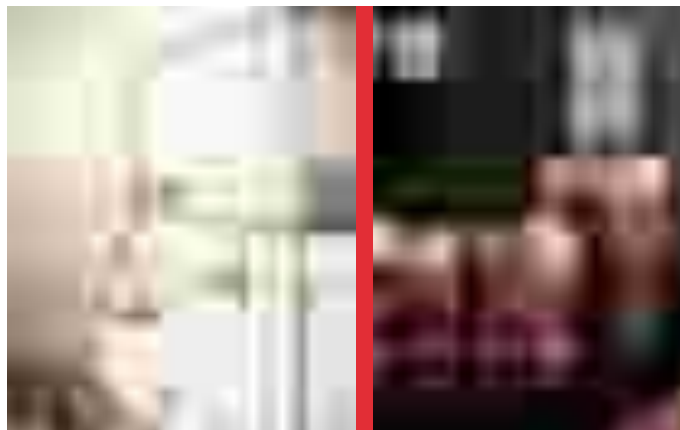
MATERIALS / TEXTURES

Warm satin golds contrasting with cold stainless steel.

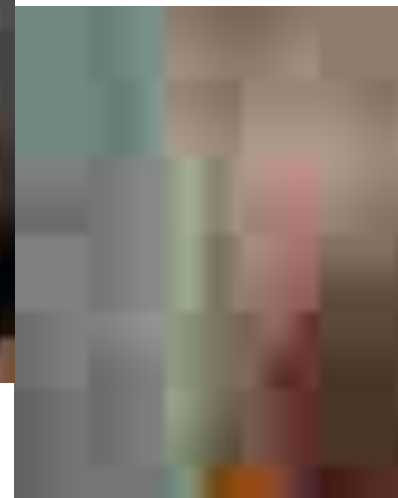
Soft textured leather adds a confident edge and a touch of mischief and desire.

Accents of textured gold, contrasting with aged wood and modern concrete give a conviction to detail.

Faceted glass adds a stylish and subtle intrigue.



Combination of warm wood and cold concrete bring an intriguing contrast. The inlaid gold adds a refined detail.



MATERIALS / APPLICATION

Combinations of layered suedes and leather add a subtle intrigue and tactility



Hidden details that reveal themselves to the user give a hint of mischief and desire - soft felt lined gold bracelet.



A contemporary combination of cool white marble and warm gold contrasts with the aged wooden decor to give us a timeless style.

SHAPE

*Shape and form is Inspired by the bottle, shield and graphics;
a tension between angular edges and soft curves.*

It strikes a balance that reflects the strength, character and history of the brand.

*Its contemporary form elevates the drinking experience of Smirnoff adding
a touch of sophistication to the brand.*

& FORM

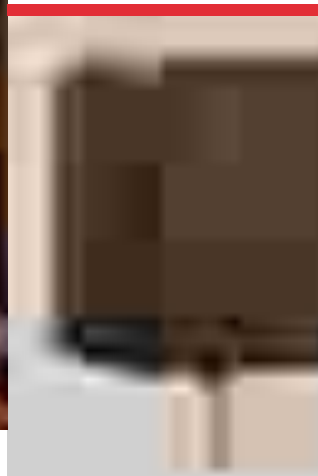
Angles with soft corners that reflect the elegance and style of the label.



Tall elegant modern stature with hints of the bottle shape.



Rounded forms combined with straight vertical edges and a light, elegant base.



SHAPE / FORM



The confident stature of our bottle - tall and strong taper with an angular edge.



Our unique bottle shape interpreted with conviction.



A contrast of substance and refinement that creates an intriguing tension.



Timelessly elegant style with a playful hint of the bottle structure.

DETAILS

The devil is in the detail.

Intriguing, carefully curated details in everything we do.

A back story, subtle hints, that draw the viewer in.

There's more than immediately meets the eye.

Details that deliver wit and mischievous spirit.

Intelligent yet unconventional.

With a nod and a wink to our chequered past.

Charming and considered details that are there to be discovered.



Stories that reveal themselves around the bottle.



Construction details informed by the bottle shape.



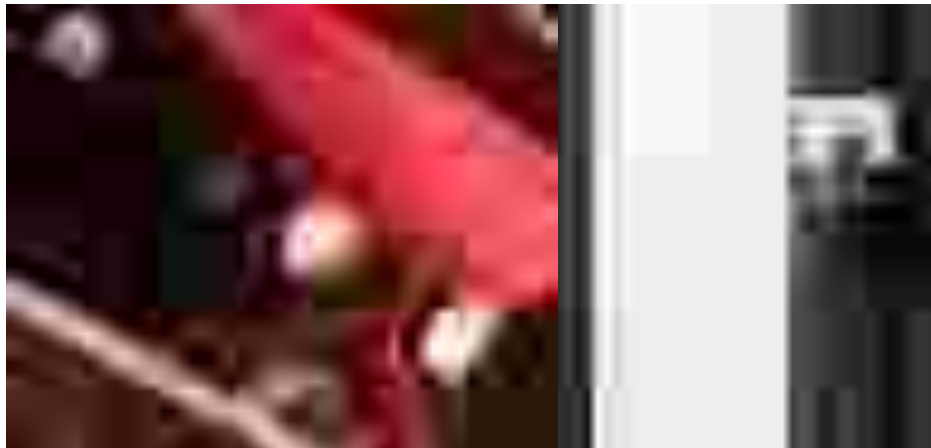
DETAIL / CRAFT

We use finely crafted details to give a sense of discovery, added storytelling and intrigue.



An unconventional and mischievous spirit, delivered with style - cocktail stirrer handbag accessory.

Pops of red that are there to be discovered revealing a mischievous side.



Engaging details with a touch of wit and charm.

SPACES &

We host events for like-minded accomplices.

That leave you wanting more.

In inspiring spaces that have stories to tell.

We build timelessly stylish spaces in unconventional places.

With intriguing materials and a mischievous spirit.

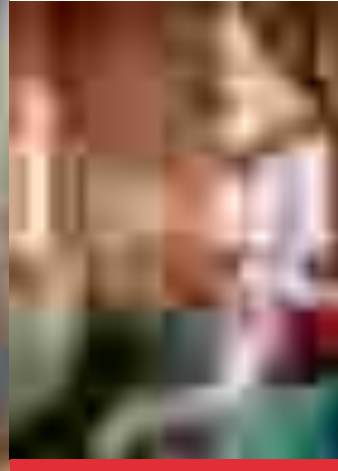
We take our accomplices on intriguing journeys.

Or bring our story to them.

ENVIRONMENTS



We take our consumers on intriguing journeys of discovery.



In venues that always surprise and delight.

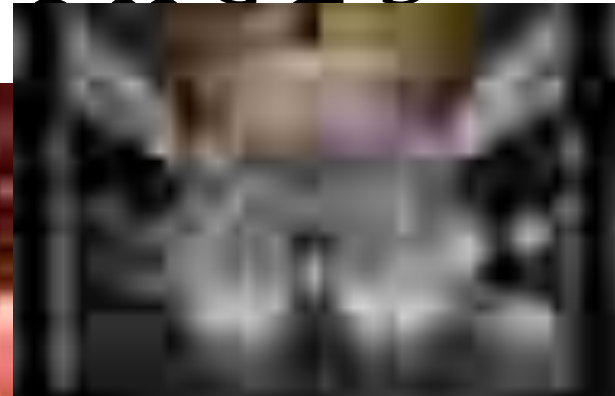
INTERIOR / SPACES



We create spaces that take you on a timeless journey, subtle glimpses of a world beyond.



Details that add a touch of charm.



Creating intriguing juxtapositions with a cinematic quality.



Charming pop up bars with a rebellious spirit.

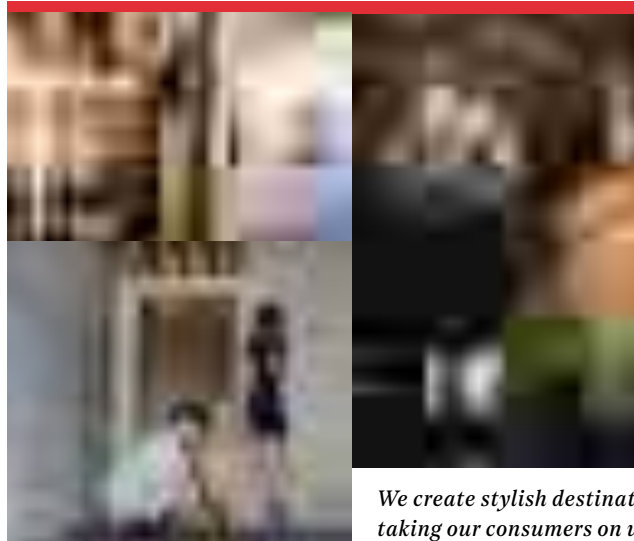


We host events that become infamous.

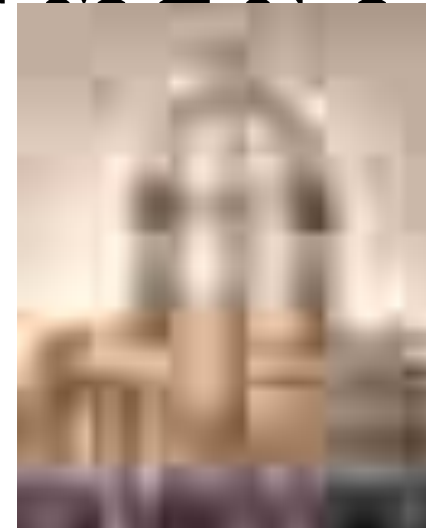
OPEN / ENVIRONMENTS



Spaces that ask more questions than answers.



We create stylish destinations in everyday urban environments, taking our consumers on unexpected journeys.



We create spaces that take you on a timeless journey, recreating timeless environments inside or out.

BRAND

Our precious goods

ASSETS

BOTTLE DESIGN

Our confident new redesign references our vodka heritage and evokes a sense of quality and style that's been lacking in the brand. This is a bold turn in a long & fascinating history.

The devil is in the detail. We've reinvigorated the fine detailing and illustrative qualities, reintroducing elements from archived designs to elevate and reinforce quality.



BRAND ASSETS ALL TOGETHER

THE WORLD'S *No.1* VODKA



Our illustrious claim. A proud and powerful statement celebrating our status as the most popular vodka in the world.



This is our fingerprint of mischief.
Our distinguished mark of quality.
A symbol of our unrivalled heritage.

since 1864

Distinctive brand positioning.
The beginnings of our infamous history.



The crest, the icon of our brand, has been revived to its full glory and sits at the heart of the bottle.



Our mark of authentication and an official sign off from the brand.

BRAND MARK



We are transitioning from the eyebrow as our off-pack mark to the use of the Smirnoff signature.

The new expression of the brand through the 'Smirnoff' script celebrates our quality and heritage and in doing so elevates the perception of the brand.

LOGO

*We have a new suite of logos.
They represent our illustrious history but aren't stuck in the past.
They guide the mischief makers.
Be proud of them, but never overuse them.
Choosing the right logo for the correct communications is key.
Be respectful. Be tasteful.
They deserve it.*

TYPES

OUR SUITE OF LOGO TYPES

Our signature script now forms the basis of all our logo types.

CREST



SIGNATURE



CAMPAIGN LOCK-UP



SMIRNOFF CREST

Our Crest captures all of our properties in one logo. It is a simple distillation of our brand assets and should be used when you want to heighten brand awareness and recognition.

Do not use when associated with the campaign.






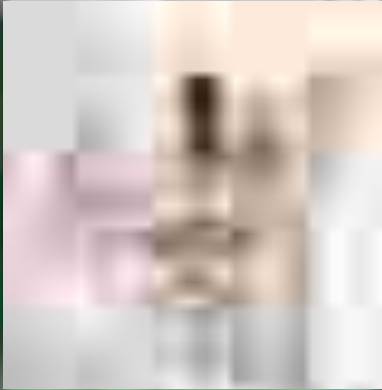
SMIRNOFF SIGNATURE

Our Smirnoff Signature is our mark of authentication in its simplest form.

It should only be used in conjunction with the core bottle imagery, dual brand collaborations and applications where size restrictions apply, ie. social media posts.

The Smirnoff Signature logo is a stylized, cursive script of the word "Smirnoff" in red. The letters are fluid and interconnected, with a prominent underline that sweeps across the bottom of the word. The logo is positioned diagonally on the page.

 Smirnoff



Smirnoff Secret recipe safe in a new bottle
#vodka #cocktails

 Smirnoff



The Scoundrel
#vodka #smirnoff #cocktails

2 parts charm

4 part bad intentions

2 parts mystery

A dash of debonair

Garnish with dufflebag,
sunglasses

Muddle whereabouts

CAMPAIGN LOCK-UP

The Campaign lock-up combines our signature and crown to perfectly capture our mischievous personality. Used for core campaign communication and when the brand story needs to be signed off.

When more story-telling is needed it can be used in print. It can also be used on TV end frames by using the individual copy lines to reveal Smirnoff.

Fingerprint of mischief

Distinctive brand positioning

Tag line

Our signature



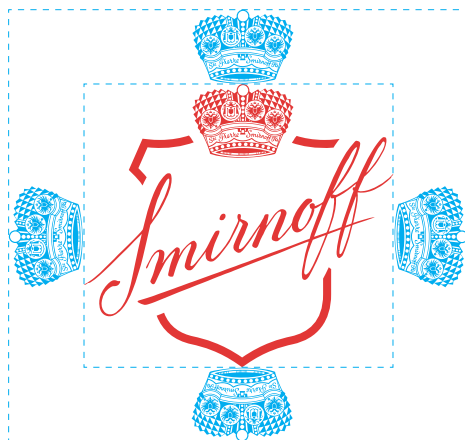
INFAMOUS *since 1864*
There's vodka, then there's

Smirnoff



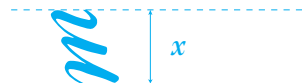
CLEAR SPACE

CREST



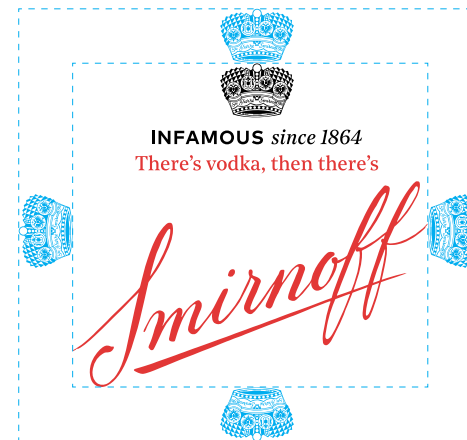
Our clear space around the crest is defined by the x height of the crown.

SIGNATURE



Our clear space around the Smirnoff signature is defined by the width of the 'm'.

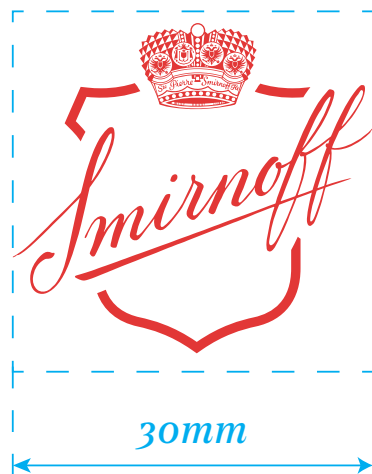
CAMPAIGN LOCK-UP



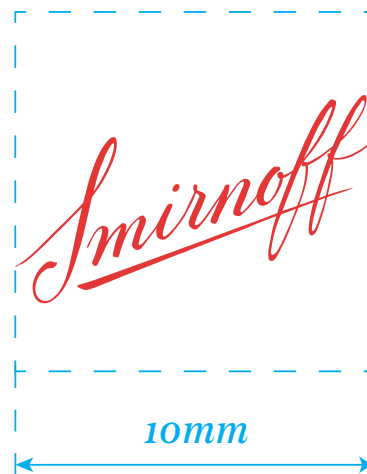
Our clear space around the campaign lock-up is defined by the x height of the crown.

MINIMUM PRINT SIZE

CREST



SIGNATURE



CAMPAIGN LOCK-UP



CAMPAIGN LOCK-UP COLOUR VARIATIONS

These can be used on red or white backgrounds making them more versatile.



RED SIGNATURE BLACK CROWN



WHITE SIGNATURE BLACK CROWN

DIGITAL APPLICATION

We have designed a simplified crown specifically to be used for digital application. Never use the digital crown for print.

CREST



CAMPAIGN LOCK-UP



INFAMOUS *since 1864*
There's vodka, then there's

Smirnoff

THE PRINT CROWN MAY BE USED FOR DIGITAL,
BUT ONLY AT A SCALE THAT REMAINS CLEAR.

PRODUCT

The Reason To Believe

CLAIM

PRODUCT CLAIM

This is the product's reason to believe, accompanied by the four crests that act as a signifier of quality.

It's to be used close to the point of purchase as a qualifying reason to believe and should only be used to support the communications. Always use the product claim in conjunction with the Smirnoff brand mark.

THE WORLD'S *No.1* VODKA





PRODUCT CLAIM FORMATS

We have 3 different formats to suit all formats.

THE
WORLD'S
No.1
VODKA



THE WORLD'S
No.1 VODKA



  THE WORLD'S *No.1* VODKA  


●




SMALL PRODUCT CLAIM MINIMUM PRINT SIZE



PRODUCT CLAIM VARIATIONS

THE
WORLD'S
 *No.1*
VODKA

RED SIGNATURE BLACK ON WHITE

THE
WORLD'S
 *No.1*
VODKA

WHITE AND BLACK ON RED

BRAND

Our primary brand colors are white, red, and black.

White cues our purity with simplicity, whilst evoking sophistication with modernity.

Red, when used sparingly helps to communicate our power, flair and desire.

Hints of Black are introduced to convey confidence, strength and mischief.

Using these colors in harmony, means we can be seen with attitude, distinction and aspiration.

COLOUR

COLOUR BREAKDOWN

C:0
M:95
Y:82
K:5

R:188
G:14
B:45

PMS:
1795c

C:0
M:0
Y:0
K:0

R:255
G:255
B:255

PMS:
Opaque white

C:100
M:79
Y:44
K:93

R:0
G:0
B:0

PMS:
Black 6 c

USE RED SPARINGLY, HELPS INFER DESIRE
WITH ATTITUDE AND AUTHORITY

Power, attitude, authority,
confidence, flair, desire.

WHITE IS OUR PRIMARY COLOUR
AND HELPS ELEVATE OUR CONTEMPORARY
EDGE WITH PURITY & SOPHISTICATION

Neutrality, purity, modernity, sophistication.

WE USE BLACK IN SMALL
HINTS FOR DISRUPTION
& MISCHIEF

Strength and conviction.

COLOUR ROLE & BALANCE

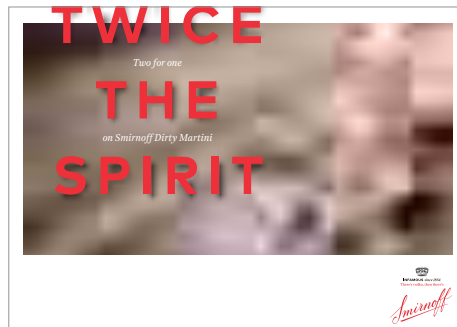
CONFIDENT USE OF RED

Use pops of red to make a statement.



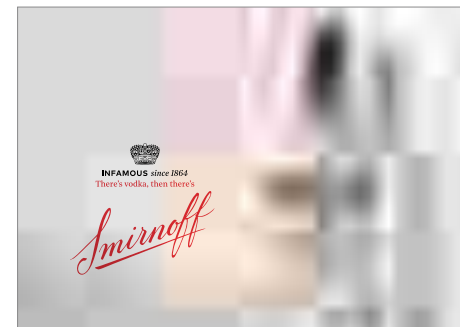
CONTEMPORARY USE OF WHITE

*White space cues premiumness, purity & modernity.
It is our primary colour.*



MISCHIEVOUS USE OF BLACK

We use small hints of black for disruption.



COLOUR IN USE

Below are examples of how scale plays a role in the proportion of red, white and black.



TYPO -

Our copy says what we mean.

Our typefaces represent how we speak.

How we use them will give emphasis to the words.

Our typography is a toolbox.

Use the right tool at the right time.

Let's get the job done.

GRAPHY

USE TYPE WISELY

Don't use typographical tricks to make up for poor writing.

Italics won't make words more urgent.

Good writing makes words more urgent.

Color won't make cold words warmer.

*And bold won't make your thoughts more important,
but structuring them properly will.*

WE HAVE TWO TYPEFACES

We use one to compliment the other.

*One to get straight to the point,
the other to provide a wink of mischief.*

Play nicely and follow the rules.

OUR TWO SMIRNOFF TYPEFACES

MARK PRO

A modern sans serif that evokes confidence.

● **MARK PRO**
AaBbCc

PRIMARY USE: HEADLINES

CUT: MARK PRO BOLD
CASE: CAPS
TRACKING: +150

SECONDARY USE: SUB-HEADERS & LEGAL

SUB-HEADERS
CUT: MARK PRO MEDIUM
CASE: CAPS
TRACKING: +150

LEGAL
CUT: MARK PRO MEDIUM
CASE: CAPS
TRACKING: +130

NOE

A classical serif typeface that ignites mischief and celebrates our heritage.

Noe
AaBbCc

PRIMARY USE: BODY COPY

CUT: NOE BOOK
CASE: SENTENCE
TRACKING: +10

SECONDARY USE: NUMERALS / INTREGUE

NUMERALS
CUT: NOE DISPLAY MEDIUM ITALIC

INTRIGUE
CUT: NOE BOOK ITALIC
CASE: SENTENCE
TRACKING +20

TYPE INTERPLAY

It's the combination of these two typefaces that creates a playful twinkle in the eye.

MARK PRO

When used in headlines, Mark Pro should always be the dominant typeface. Generous leading allows for a sophisticated and confident layout whilst allowing room for Noe.

CUT: MARK PRO BOLD
CASE: CAPS
TRACKING: +150

NOE

Noe provides the intrigue and balance.

CUT: NOE BOOK ITALIC
CASE: SENTENCE
TRACKING: +20

EXAMPLE LAYOUT



TYPOGRAPHY IN USE

CAPS

**HAVE
YOU SEEN
THIS
VODKA?**

LEGAL

PLEASE DRINK RESPONSIBLY.
SMIRNOFF No 21 VODKA DISTILLED FROM GRAIN, 40% ALC / VOL THE SMIRNOFF Co. NORWALK, CT.

SUBHEAD USAGE

THE DIRTY MARTINI

Celebrate Smirnoff's infamous story of invention, re-invention and survival against the odds. Celebrate Smirnoff's infamous story of invention, re-invention and survival against the odds.

NOE USED AS A CALL OUT AND PUNCTUATION

**THERE'S
MEETING,
then
THERE'S
RENDEZVOUS.**

NUMERALS AND PUNCTUATION

NOE USED FOR NUMERALS

2 LIMES

NOE USED FOR NUMERALS & PUNCTUATION

THE WORLD'S
No.1 VODKA

NOE USED FOR PUNCTUATION

HAVE YOU SEEN
THIS VODKA?

NOE USED FOR PRICING

\$24.99

TYPOGRAPHY 'DO NOTS'

ALL-CAPS NOT TRACKED OUT

INFAMOUS

ALL-CAPS ITALIC

INFAMOUS

SENTENCE-CASE TRACKED OUT

R a s c a l

ALL-CAPS ITALIC

RASCAL

HOW

*While a brand is much more than a logo, colour system, shapes and words,
each plays a key role in the helping to form a strong brand identity.
This section shows how they all come together.*

TO BUILD

BOTTLE ASSET

Our bottle has been confidently shot with depth and intrigue. For consistency in your market produce print proofs to ensure colour accuracy and shadow detail is delivered.



CROPPING THE BOTTLE

Always crop the bottle at the bottom of the white front label when possible. Always aim to keep the whole shadow uncropped on the right hand side of the bottle.

In extreme portrait circumstances the bottle can be cropped at the bottom of the belly band and the shadow can be slightly cropped. (Example 1) In extreme landscape circumstances the bottle can be cropped through the cap for maximum stand out.



EXAMPLE 1.



EXAMPLE 2.



EXAMPLE 3.



EXAMPLE 4.



EXAMPLE 5.

BOTTLE KEY VISUAL

No.1

BOTTLE PHOTOGRAPHY

Our bottle is the hero, crop the bottle at the bottom of the label to maximise impact and stand-out.

No.2

CAMPAIGN LOCK-UP



BOTTLE KEY VISUAL WITH MESSAGING

No.1

BOTTLE PHOTOGRAPHY

Our bottle is the hero, crop the bottle at the bottom of the label to maximise impact and stand-out.

No.2

HEADLINE / TYPOGRAPHY

Follow the rules based on pages 48-52 for guidance of how to build your headlines.

No.2

CAMPAIGN LOCK-UP

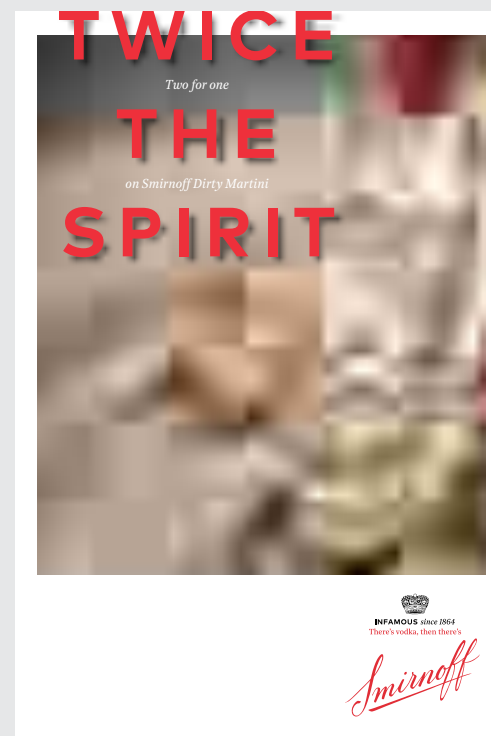




ATL OVERVIEW

This is a overview of the above the line comms. This is a reference point from which our new brand world is built, use this as a guide to make sure all new work compliments it.

The following pages go into more depth to help guide you.



KV WITH IMAGERY + HEADLINE (PORTRAIT)

High recognition market.

No.1

PHOTOGRAPHY

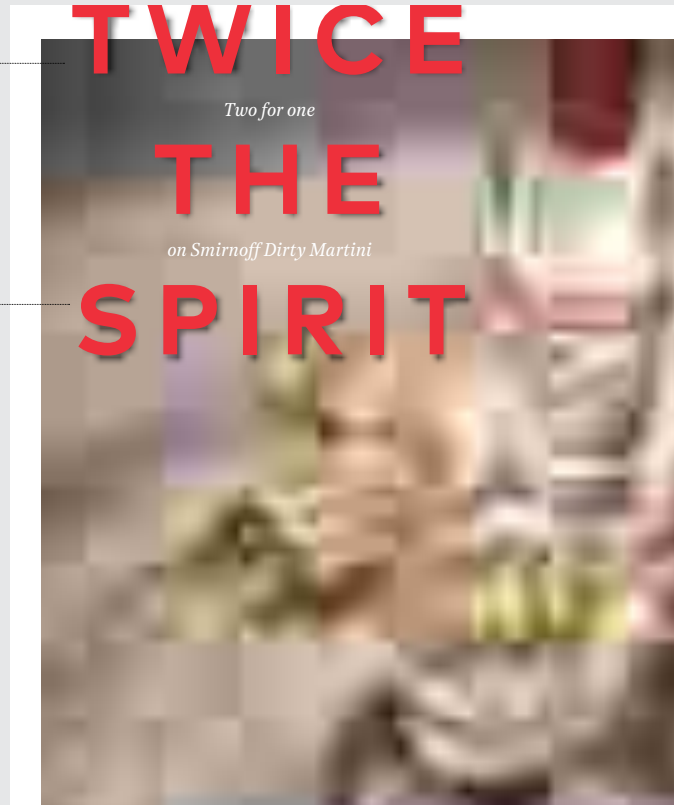
Crop the imagery on the right hand side to allow room for the headline.

No.2

HEADLINE / TYPOGRAPHY

When building your headline, the X height of the Caps show be 2x that of the border width.

The headline should always be butted up to the top of the visual.



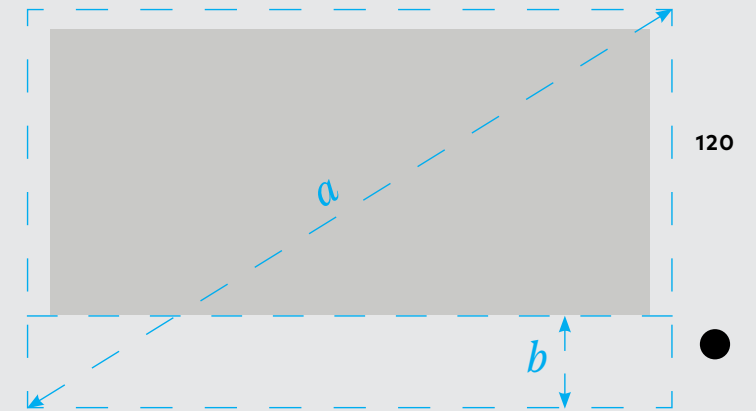
No.3

THE BORDER

To calculate your border width use the below calculation for a consistent border ratio.

$$a / 30 = \text{border width}$$

$$b = \text{border} \times 7$$



No.4

CAMPAIGN LOCK-UP

The crown and signature lock-up should always be placed to the bottom right hand corner making sure you stick to the clearance guidelines.



KV WITH IMAGERY + HEADLINE (LANDSCAPE)

High recognition market.

No.1

PHOTOGRAPHY

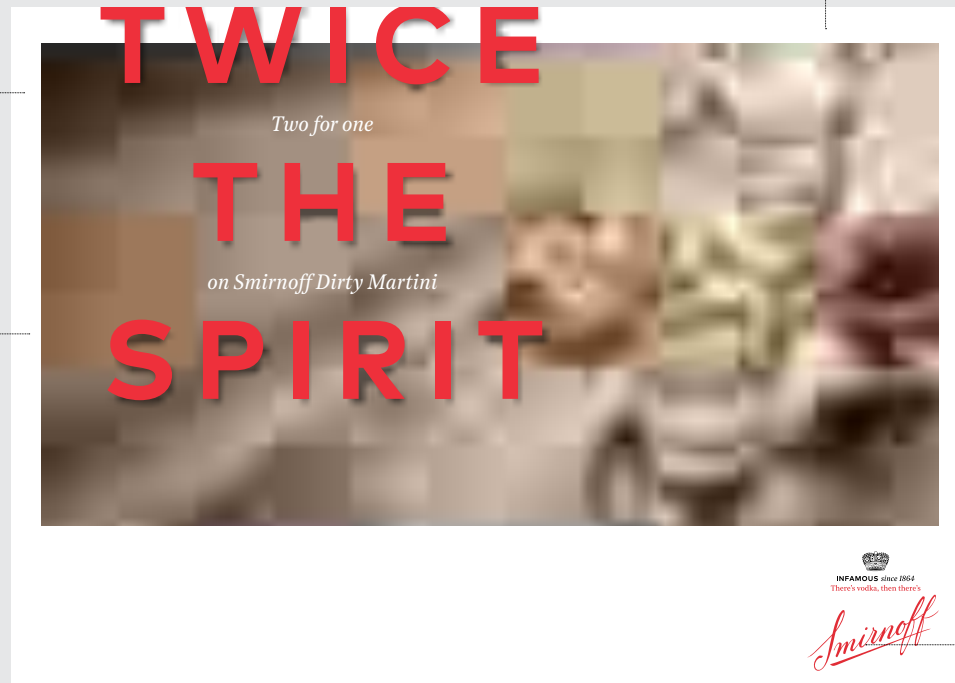
Crop the imagery on the right hand side to allow room for the headline.

No.2

HEADLINE / TYPOGRAPHY

When building your headline, the X height of the Caps should be 2x that of the border width.

The headline should always be butted up to the top of the visual.



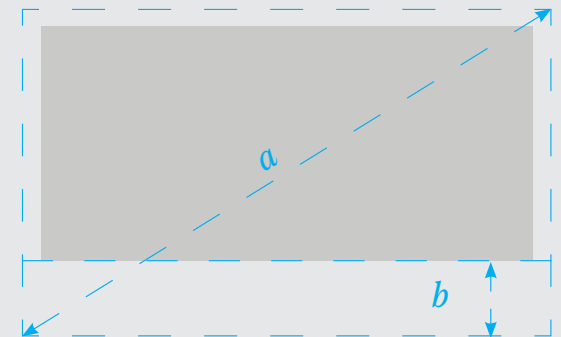
No.3

THE BORDER

To calculate your border width use the below calculation for a consistent border ratio.

$$a / 30 = \text{border width}$$

$$b = \text{border} \times 5$$



No.4

CAMPAIGN LOCK-UP

The crown and signature lock-up should always be placed to the bottom right hand corner making sure you stick to the clearance guidelines.

KV WITH IMAGERY + HEADLINE (PORTRAIT)

Low recognition market.

No.1

PHOTOGRAPHY

Crop into the imagery of the drink to drive taste and flavour cues.

No.2

HEADLINE /
TYPOGRAPHY

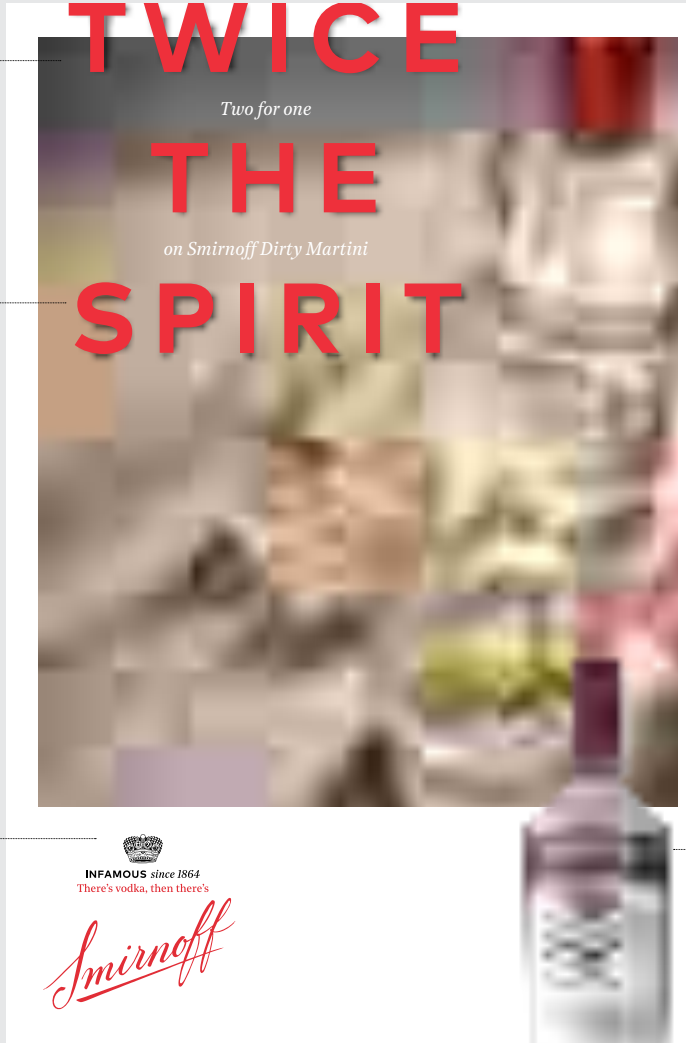
When building your headline, the X height of the caps should be 2x that of the border width.

The headline should always be butted up to the top of the visual.

No.4

CAMPAIGN
LOCK-UP

The crown and signature lock-up should always be positioned in the left hand corner and make sure you use the clearance guidance.



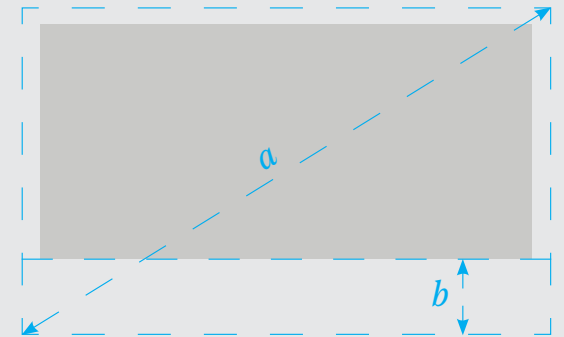
No.3

THE BORDER

To calculate your border width use the below calculation for a consistent border ratio.

$$a / 30 = \text{border width}$$

$$b = \text{border} \times 7$$



No.5

BOTTLE SHOT

Our bottle is cropped at the bottom of the label.

KV WITH IMAGERY + HEADLINE (LANDSCAPE)

Low recognition market.

No.1

PHOTOGRAPHY

Crop into the imagery of the drink to drive taste and flavour cues.

No.2

HEADLINE / TYPOGRAPHY

When building your headline, the X height of the caps should be 2x that of the border width.

The headline should always be butted up to the top of the visual.

No.4

CAMPAIGN LOCK-UP

The crown and signature lock-up should always be positioned in the left hand corner and make sure you use the clearance guidance.

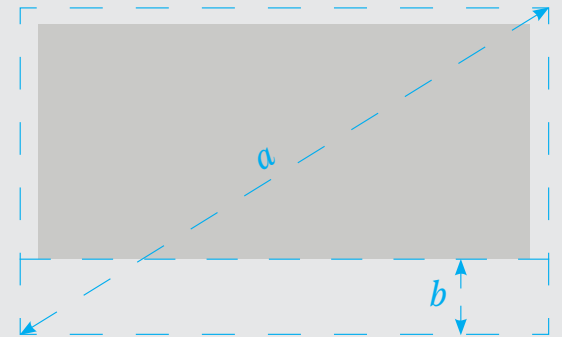
No.3

THE BORDER

To calculate your border width use the below calculation for a consistent border ratio.

$$a / 30 = \text{border width}$$

$$b = \text{border} \times 5$$



No.5

BOTTLE SHOT

Our bottle is cropped at the bottom of the label.



BTL SOCIAL

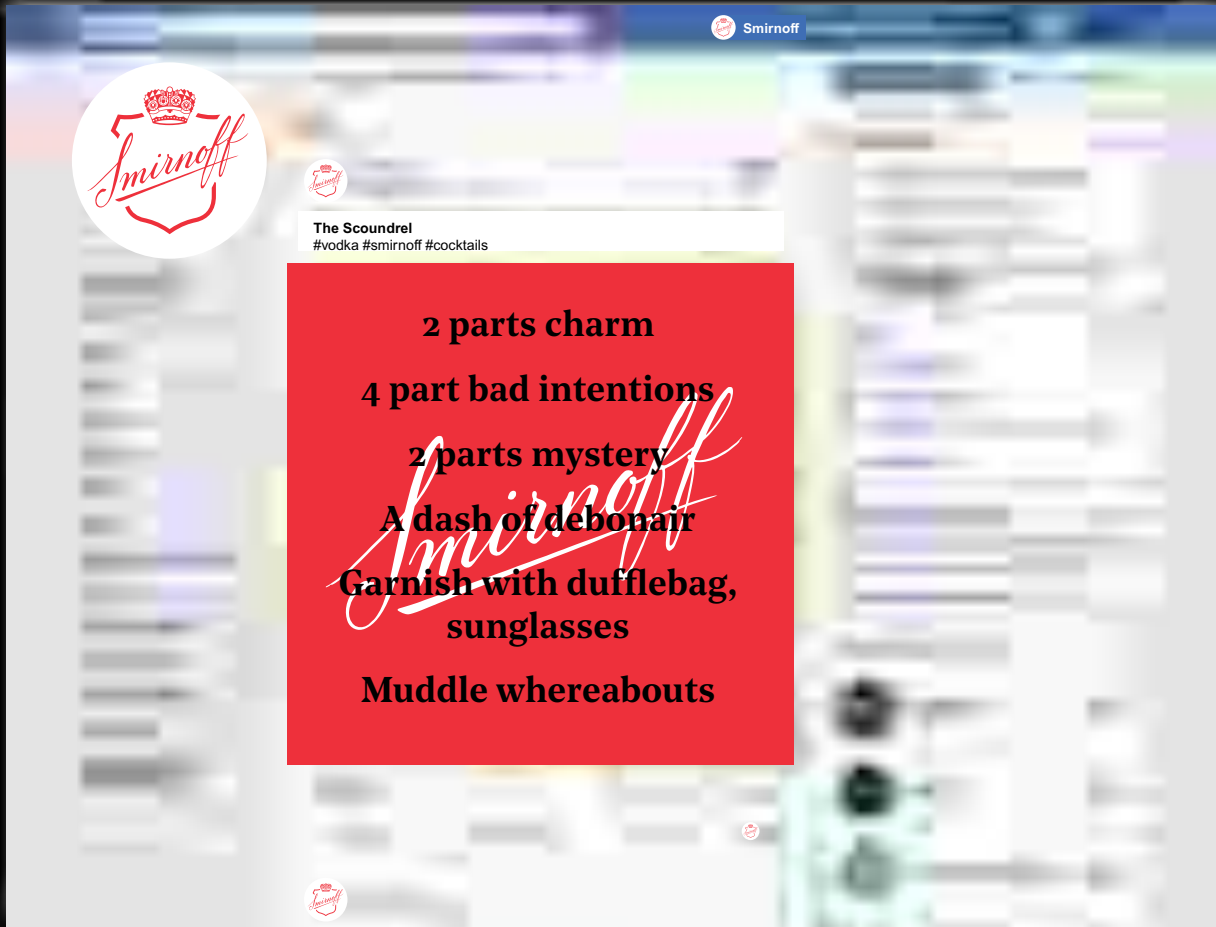
Our social posts need to be bold and intriguing and here you can dial up the mischief.

Examples below show how our logos, typefaces and photography works.



Smirnoff

Smirnoff Secret recipe safe in a new bottle
#vodka #cocktails



BTL FSDU OVERVIEW

This is a overview of the 'below the line' FSDU's. This is a reference point from which our new brand world is built, use this as a guide to make sure all new work compliments it.

The following pages go into more depth to help guide you.



FSDU BOTTLE LAUNCH

No.1

PRODUCT CLAIM AND SERVE PHOTOGRAPHY

Product claim used with the serve photography to drive taste / appetite appeal.

No.2

BOTTLE SHOT WITH CAMPAIGN LOCK-UP

The use of the new, iconic and infamous bottle photography is for the launch of the new bottle only.



No.3

BRAND POSITIONING

No.4

USE OF COLOUR

White is our main colour but needs to be used in moderation in-store as this can get dirty. Red can be utilized to create stand out and stopping power.

FSDU SUSTAINING

No.1

PRODUCT CLAIM

Lead with the product claim.

No.2

PHOTOGRAPHY WITH SIGNATURE

An eye catching serve shot to drive taste and appetite appeal.



No.3

BRAND POSITIONING

No.4

USE OF COLOUR

White is our main colour but needs to be used with sophistication in an in-store environment as this can get dirty. Red can be utilized to create stand out and stopping power.



You're either in on it, or you don't know what "it" is.

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