



**WANSAS**

Brand identity and style guide

Our brand is what sets us apart, defining our reputation and aspirations. Wansas is a unique brand in its dedication to pure, authentic, hand crafted, exceptional tequila making.

The guidelines are designed to help everyone at Wansas and our partners use our brand with confidence and consistency.

This document provides visual and stylistic guidelines on how to best implement, express and communicate the heart and soul of the Wansas brand in applications and environments.

Product branding is achieved through a variety of factors. This includes the brand logo, color palette, fonts, graphics, imagery, style, tone of voice and all elements that make up the Wansas brand experience.

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# THE WANSAS BRAND

Wansas, defined as to discover unexpectedly, was crafted from scratch. Our identity is based on this concept and our mission is to do things the Wansas Way: authentic, creative, innovative, but always welcoming the unexpected. Our artisanal spirits are made by blending traditional distillation methods with modern technology in order to produce a smooth, award winning tequila distilled with 100% Blue Weber Agave from the highlands of Jalisco, Mexico.

Discover unexpectedly. Discover the Wansas Way.

## The Wansas Pyramid

Wansas has chosen the pyramid bottle as it's unique identity that stands out amongst all others. It is a homage to the iconic pyramid of México and pays tribute to her rich history, marrying the richness of México's traditions and her modern spirit. This iconic shape symbolizes a strong foundation, tradition, innovation, power, mystery, craftsmanship, community and perfection.

Wansas promises you will discover an unique and exceptional tequila experience that is like no other.



## Brand personality

We discovered Wansas accidentally. We were so impressed by the product's quality and drink-ability, that we made it our mission to introduce it to the world.

We want to create our own space in the spirits industry by distinguishing ourselves through product innovation while maintaining authenticity using only natural flavors and traditional processes. We strive to inspire consumers and the trade by making the best quality Mexican products available to the world. We ask all to enjoy our products responsibly and become part of the Wansas lifestyle.

**Exceptional:** We are committed to producing the best award winning tequilas.

**Authentic:** We are genuine, pure, trustworthy and reliable.

**Passionate:** We are devoted and excited in every step of the process to perfect our perfect product.

**Pure:** We are of the highest quality and we do not add anything artificial.

**Innovative:** We are highly creative and strive create unique and unexpected tequila experiences that no one has done before.

## The Wansas Voice

**Character, Tone, Language and Purpose** define the overall voice of the brand.

Speak to the audience in unique Wansas Way: capture the enchanting, vibrant flair, and unforgettable taste and exotic essence and flavors of Mexico. Lead and inspire the way people experience Tequila.

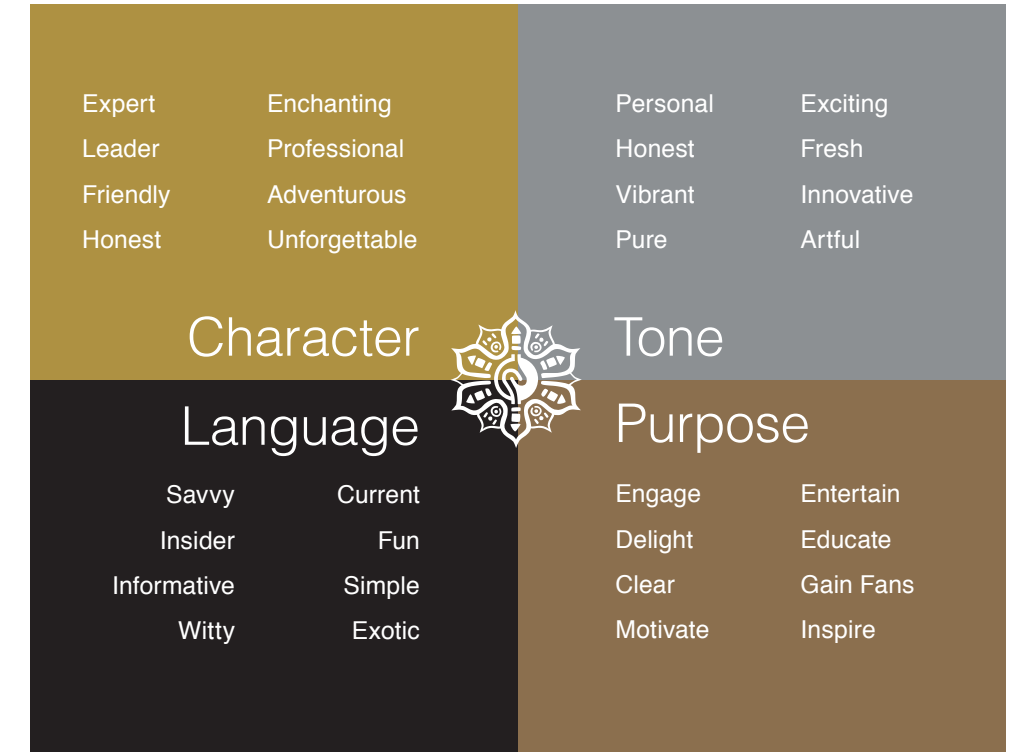
### Social Media

**Twitter:** Short and to the point. Tweet information or newsworthy events or experiences.

**Instagram:** Dynamic and beautiful photography or video. Subject matter: Wansas cocktails, experiences, events and locations.

**Facebook:** Tell more with ability to post images accompanied by information. Use to promote events, promotions, how to videos and recipes.

**Pinterest:** Dynamic and beautiful photography of cocktails an recipes. Be informative, innovative and friendly.



### The Wansas Logo

The Wansas logo is powerful, unique and authentic. The Wansas Master logo is comprised of the symbol and logo type. Logo that is the symbol and word mark is our preferred version. Wherever possible it should always be produced in black over a background. It can also be used in white over black or dark imagery.

In rare and select instances in which the space is small or horizontal, the Wansas horizontal alternate logo can be used for legibility.

### Using the Symbol

The Symbol can appear alone only when the complete Wansas Master logo within sight.



**WANSAS**  
T E Q U I L A



### Let the logo be prominent

#### Clear Space

Respect the logo by giving it space to breathe when placing by text or any other graphic objects. The minimum amount of room to leave around the logo is indicated by the clear zone. The preferred clear-space around the logo is equivalent to one and a half of the Wansas "W".



## Wansas Color Palette

The rich and warm color palette represents brand and the spirit of Wansas. Inspired by Wansas tequilas and authentic history.

**White** is color at its most complete and pure, the color of perfection. Use it as a website background to enable the Wansas logo, products graphics and information to be easily understood.

**Silver** is related to the moon and the ebb and flow of the tides - it is fluid, emotional, sensitive and mysterious. It is soothing, calming and purifying.

**Gold** is the color Reposado and Anejo. It is associated with abundance and prosperity, luxury and quality, prestige and sophistication, value and elegance.

**Black** relates to the hidden, the secretive and the unknown, and as a result it creates an air of mystery. It keeps things bottled up inside, hidden from the world.

**Brown** is a natural, neutral color of earth, wood, wholesomeness, reliability, home, grounding, foundations, warmth, and honesty.

<b>WHITE</b>	HEX #ffffff Web #ffffff	CMYK: 0, 0, 0, 0 RGB: 255, 255, 255
<b>SILVER</b> PMS 10388	HEX #8c9093 Web # 999999	CMYK: 5, 2, 0, 42 RGB: 140, 144, 147
<b>ANEJO GOLD</b> PMS 10127	HEX #AE9142 Web # 999933	CMYK: 0, 17, 62, 32 RGB: 174, 145, 66
<b>REPOSADO GOLD</b> PMS 874C	HEX #8b6f4e Web #999966	CMYK: 17, 36, 52, 38 RGB: 174, 143, 111
<b>ALTERNATE GOLD</b> PMS 874	HEX #c48a1c Web # #cc9933	CMYK: 0, 30, 86, 23 RGB: 196, 138, 28
<b>BROWN</b> PMS 732C	HEX #5A3300 Web #663300	CMYK: 0, 43, 100, 65 RGB: 90, 51, 0
<b>BLACK</b> PMS 874	HEX #000000 Web #000000	CMYK: 0, 0, 0, 100 RGB: 0, 0, 0

## Typeface

### Helvetica

Our primary font is Helvetica. It is very simple, precise and geometrical, but has human quality to it at the same time. Helvetica is particularly well-suited for websites, packaging to signage and other designs where legibility is key.

### Helvetica Light

Helvetica light can be used in text for elegance. However should not be reversed because of it's delicate strokes.

### Helvetica Bold

The designer may choose to use Helvetica Bold for headlines for emphasis and attention.

#### HELVETICA REGULAR

AaBbCcDdEeFfGgHh  
IiJjKkLlMmNnOoPpQq  
RrSsTtUuVvWwXxYyZz  
1234567890@#\$\$%

#### HELVETICA LIGHT

AaBbCcDdEeFfGgHhIiJjKkLlMm  
NnOoPpQqRrSsTtUuVvWwXxYyZz  
1234567890@#\$\$%

#### HELVETICA BOLD

AaBbCcDdEeFfGgHhIiJjKkLlMm  
NnOoPpQqRrSsTtUuVvWwXxYyZz  
1234567890@#\$\$%

## Iconography

### Website

Icons should be simple and clean. They should clearly communicate so that user can easily navigate the site to be able to discover a exceptional Wansas experience.



### Social Media Usage

There are two shapes for the Wansas icon.

## Imagery

### Photography and Video

An image of Wansas product, cocktail and experience should be exceptional and grab attention. Elevate the way people experience Tequila, no longer just for margaritas—Wansas is crafted to stand alone, on the rocks, or mixed into your favorite cocktail.

Photography should be clean, clear, stylish and exceptional.

Do not over style or prop. If props are used, they should inform and add context and depth.



## Imagery

### Photography and Video

The Wansas Way is an experience that evolves to a lifestyle. Our customers are adventuresome and have the spirit and energy to discover new experiences. They thirst and thrive on pure quality and their taste level is discerning and exceptional.

Their photography should be clean, energetic, emotional and stylish. Imagery should capture the pure moment of exhilaration and enjoyment. Express the spirit of the Wansas Way.



## The Art of Wansas

Wansas's tequilas are made with natural 1005 Blue Weber agave from the highlands of Jalisco and crafted through unique artisan processes that keep all of the natural oils and flavors in its purest form.

### Silver

A Translucent ultra-premium tequila, smooth, double distilled, artisan-crafted. Its notes of sweet agave nectar and volcanic soil are heightened through minimal distillation in copper stills, a unique artisan method giving it a velvety, crisp finish.

### Reposado

A vibrant tequila, golden in color, artisan-crafted and rested in charred white oak barrels for a minimum of six months. Wansas's Reposado's color and smooth taste come from naturally absorbing the characteristics of the barrels during this resting time.

### Reposado

A limited batch of Wansas artisan tequila aged for 18 months in charred white oak barrels. This amazing añejo tequila's flavor, aroma and color come naturally from the characteristics of the charred oak.

