NEFT

VODKA

STYLE GUIDE

UPDATED APRIL 2024

OVERVIEW

This Style Guide provides NEFT Vodka core design elements and demonstrates a creative approach that delivers our lifestyle, Alpine-inspired brand. It is intended to guide development of NEFT creative marketing deliverables including social digital, advertising, collaterals, etc., globally.

Adhering to this guide will help ensure a premium, unified look across internal and partner-produced executions and elevate our brand presence.

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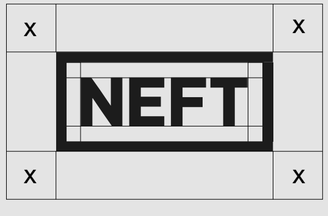
OUR LOGO

CLEAR ZONE
The top panel of clear space is equal to the height of the 'N' squared in the logotype. This is defined as 'X'.

SIZE ADAPTATIONS
When the logo exceeds 75.59px (20 mm) we include the NEFT wordmark and vodka sub copy.

MINIMUM SIZE
The minimum size for print based applications is 20mm in width.
For digital applications, our minimum size is 75.59px in width. Please measure this with the same rules as above.

TAKE OFF ' VODKA' WHEN SMALLER THAN 20MM



VODKA

VODKA

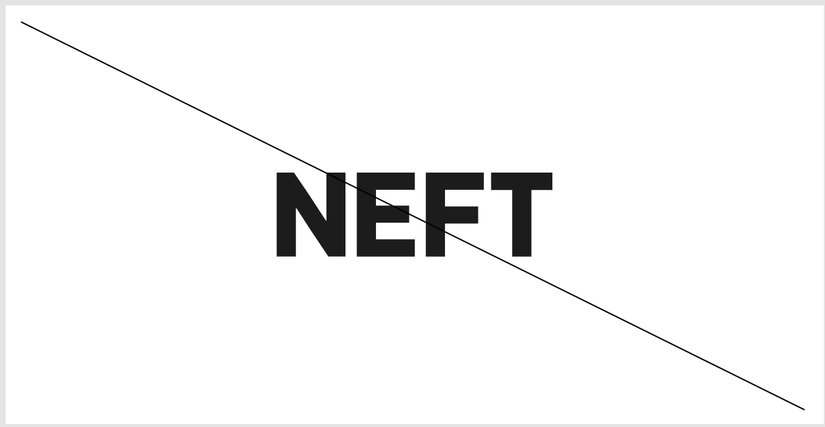
Do not alter the dimensions or font of the logo.

Do not set the logo in any other colors aside from black or white.

Do not add effects to the logo.

Do not use the logo over images that make it illegible.

Do not outline the logo.



Do not separate the logo from its frame.

OUR PRODUCTS

CONSUMER-FACING PRODUCT LINEUP

- Crafted in Austria below QR code

100ml • Global

750ml • US, Canada, Nigeria Only

700ml • All Countries except US, Nigeria, Canada

1L • Global

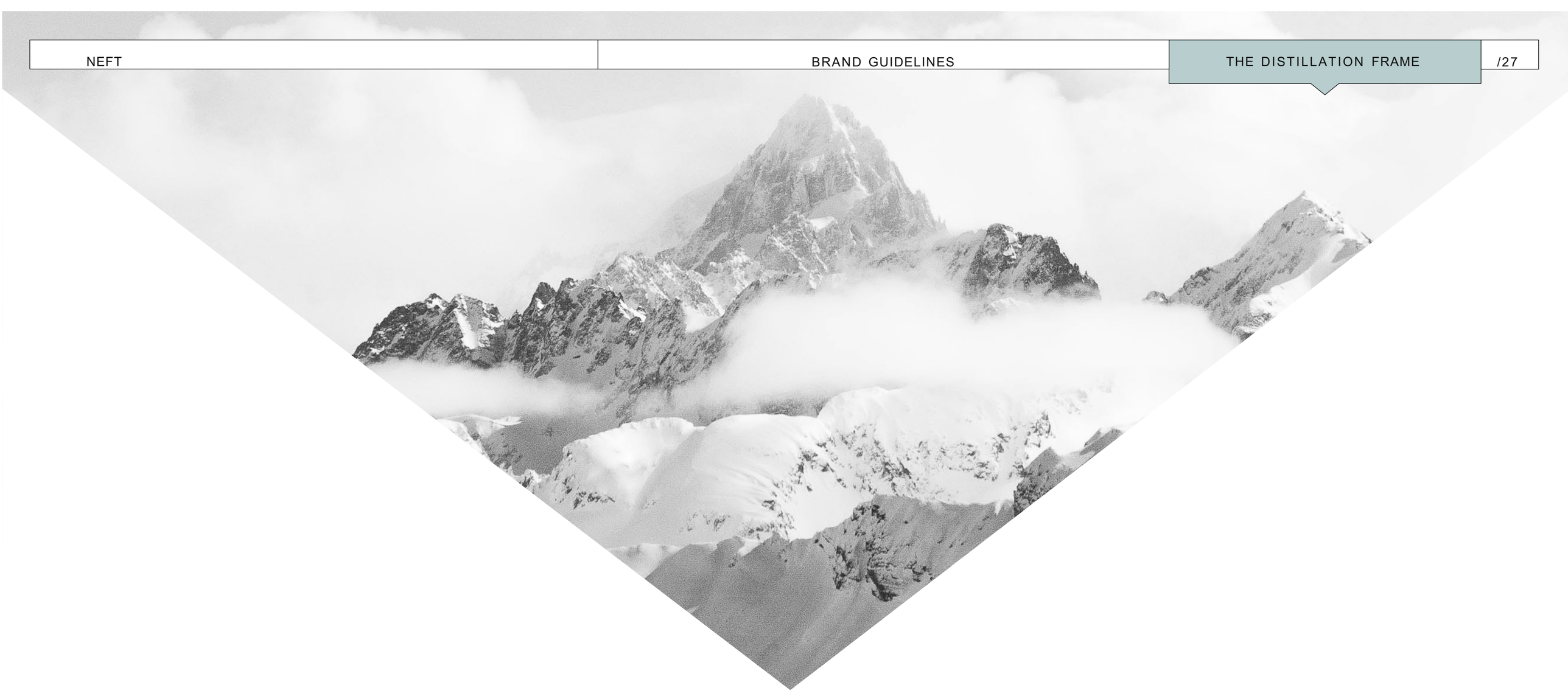
ON-PREMISE
GLASS BOTTLE

Glass bottle is exclusively for bartender use, on-premises, not intended for off-premise.

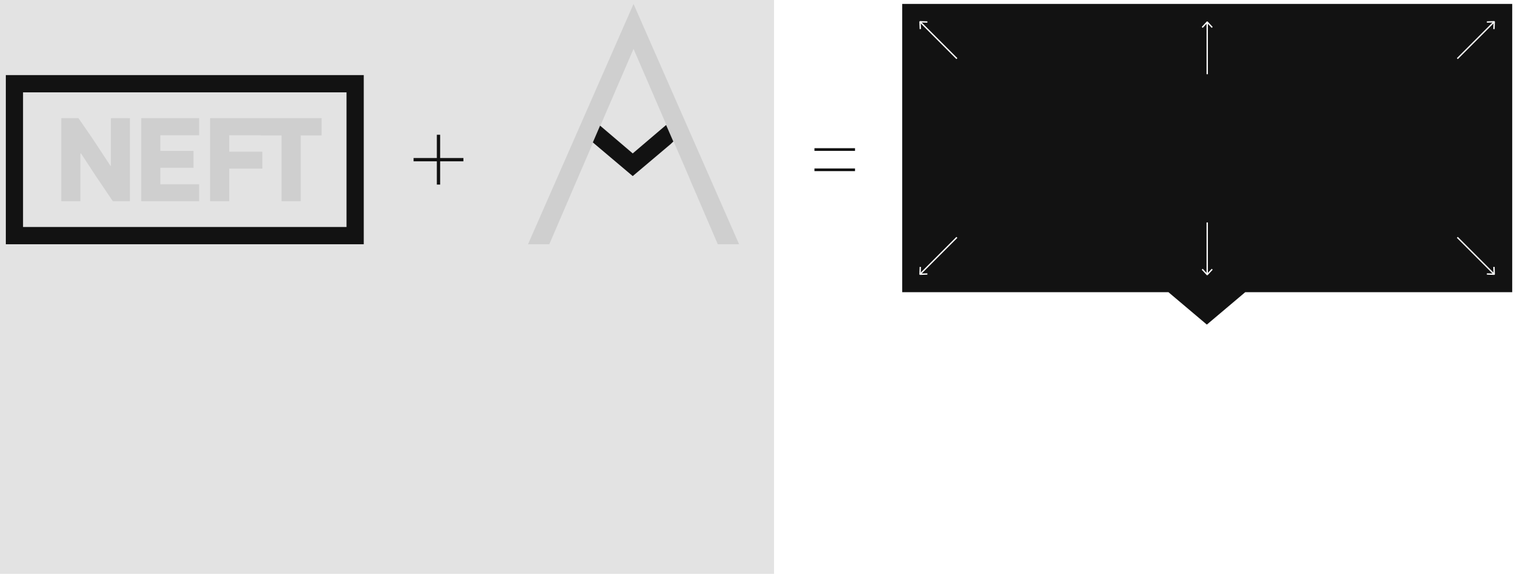
750ml is available in the US.

700ml available globally, but not currently in market.

THE DISTILLATION FRAME



THE DISTILLATION FRAME



NEFT

VODKA

WHAT IS IT?

The graphic device is an ode to the distillation process.
It is inspired by the frame of the NEFT logo and the crossbar
from our bespoke typography.

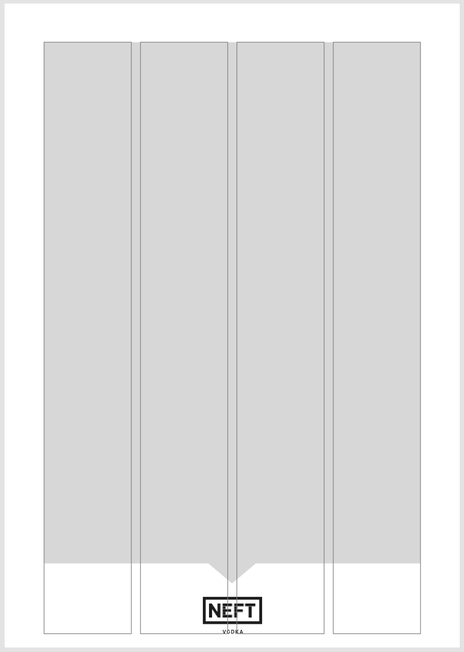
HOW WE USE IT

The device can hold copy or imagery and can be
flexed accordingly to provide consistency across touchpoints.
See overleaf on how the device is used in application.

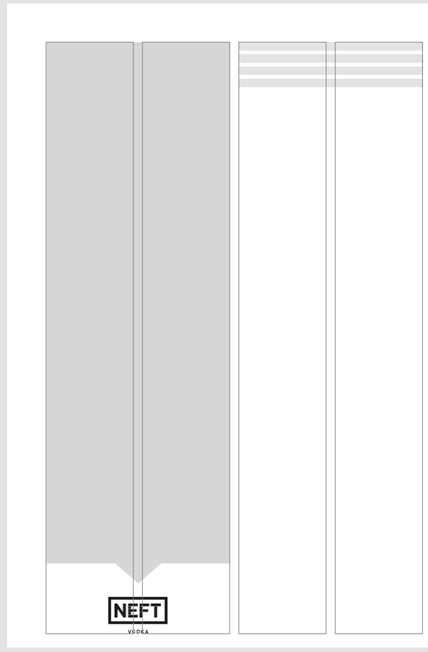
WHERE WE USE IT

The frame should only be used once per touchpoint.
It can be used as a visual metaphor of distilling the majesty
of the Alps into the brand and product.

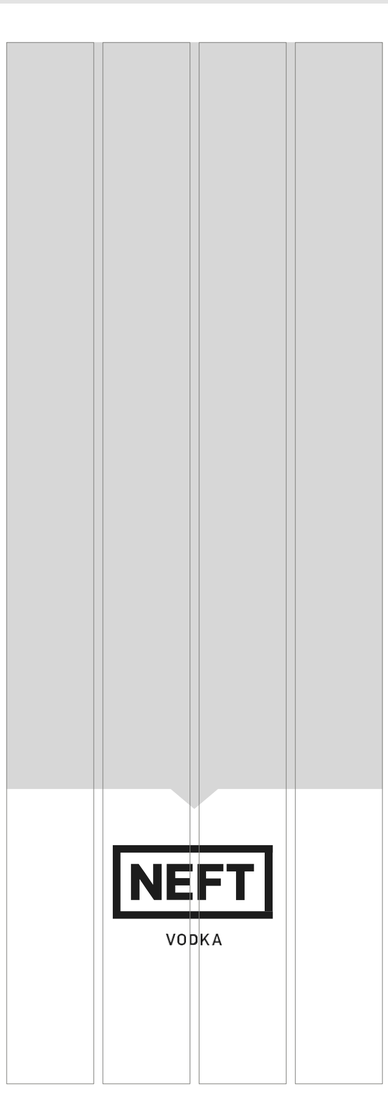
A SIZE FULL PANEL



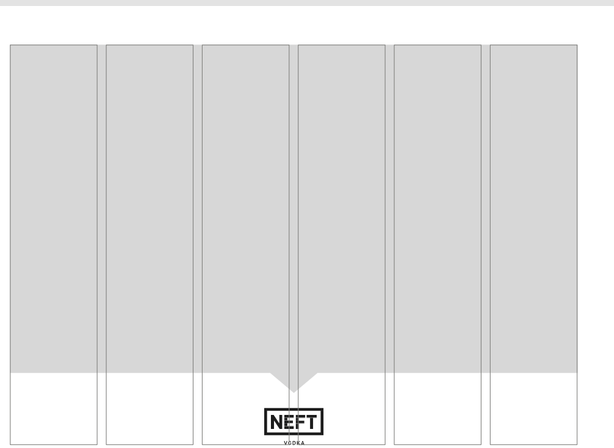
A SIZE HALF PANEL



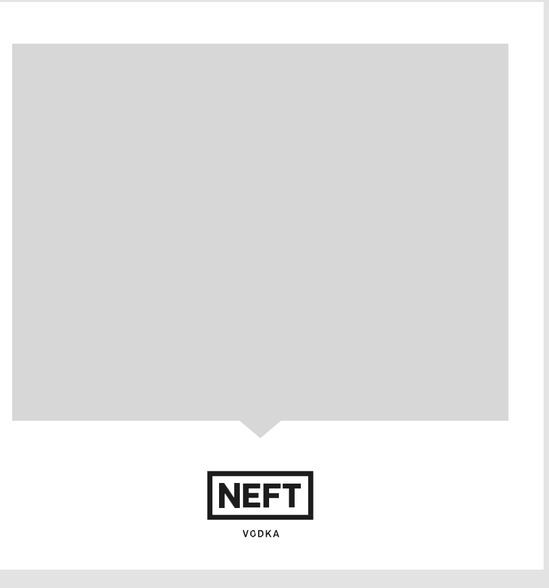
EXTREME VERTICAL



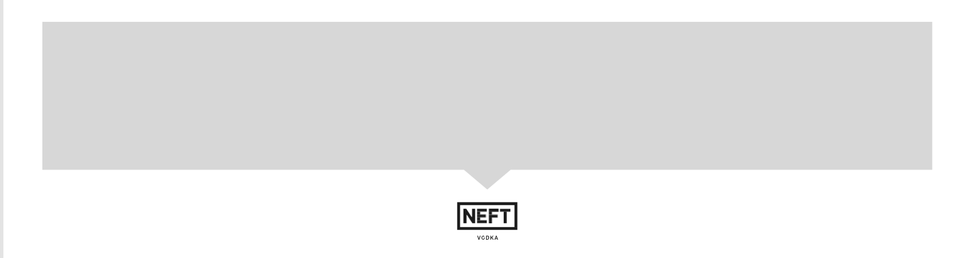
PORTRAIT FULL PANEL

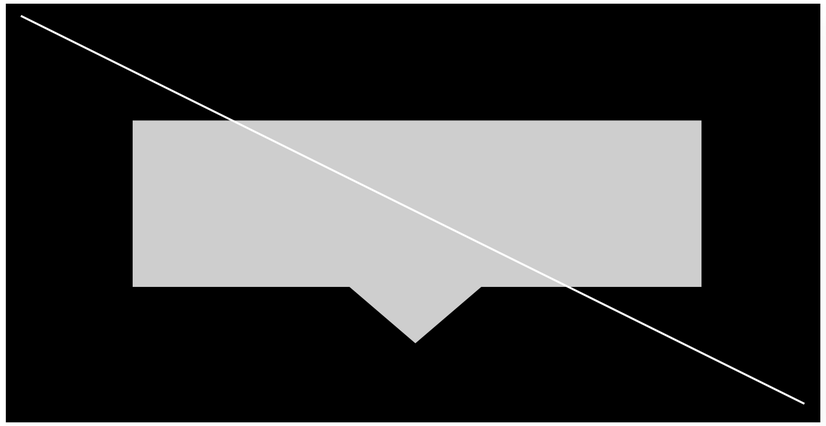


SQUARE



EXTREME HORIZONTAL

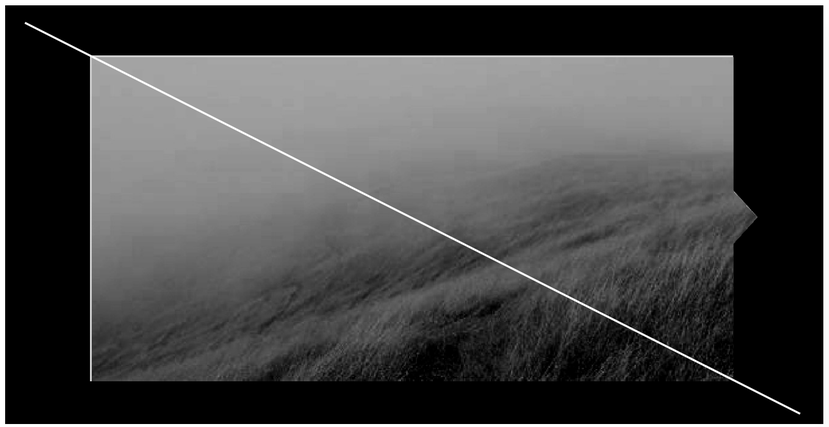




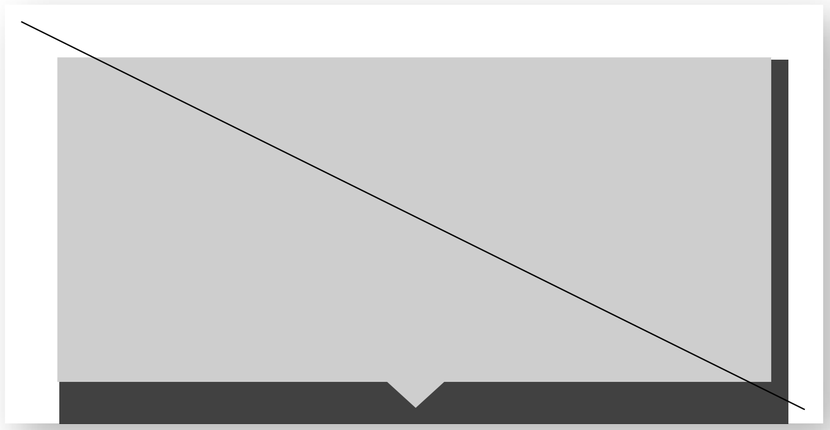
Do not change in ratio/proportions.

Do not use the funnel asymmetrically.

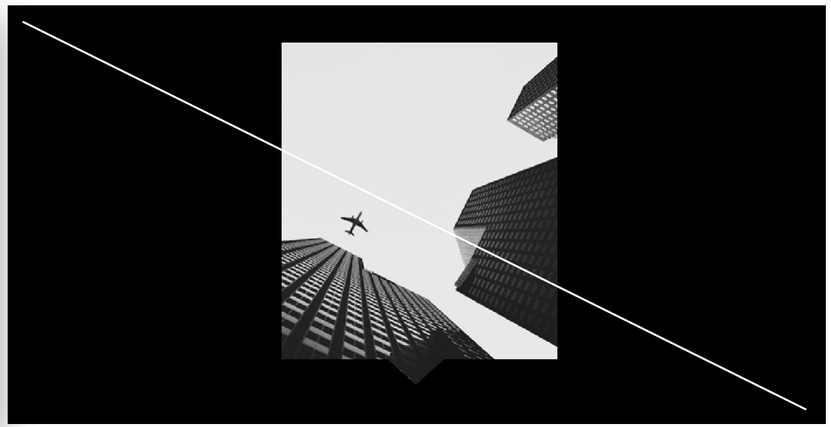
Do not create an illegible border with imagery/backgrounds (image content should create full boundary).



Do not change the funnel's orientation
- should always point downwards.



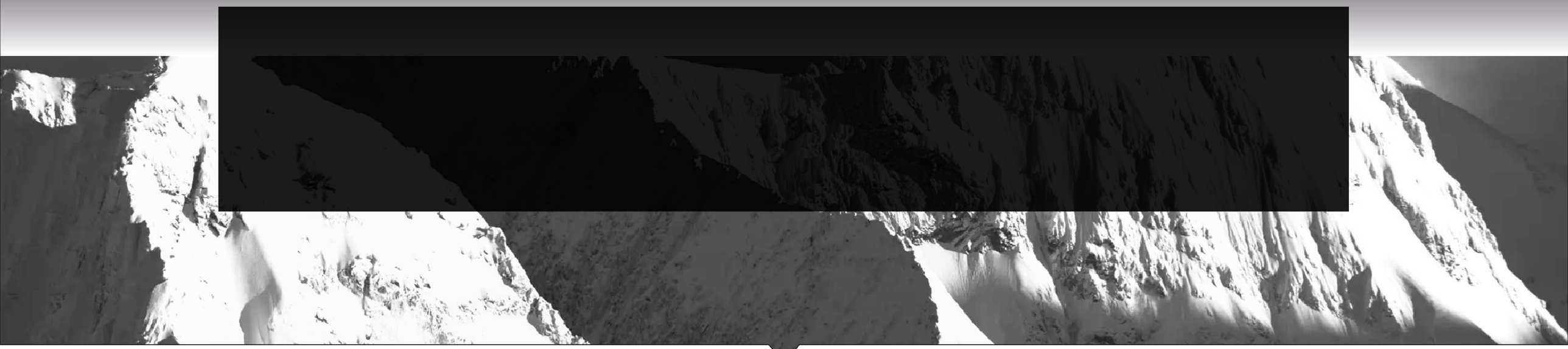
Do not add effects.



Do not use imagery that doesn't have a downwards trajectory to make sense within the distillation frame.

BRAND COLORS

BRAND COLORS



The brand is predominantly black and white, allowing the Alps to be viewed in all its majesty.

ALPINE GLACIERS
PANTONE: TBC
CYMK: 0/0/0/0
RGB: 255/255/255

ALPINE PEAKS
PANTONE: TBC
CYMK: 14/10/11/0
RGB: 214/217/213

CREST GREY
PANTONE: TBC
CYMK: 73/66/57/73
RGB: 40/38/41

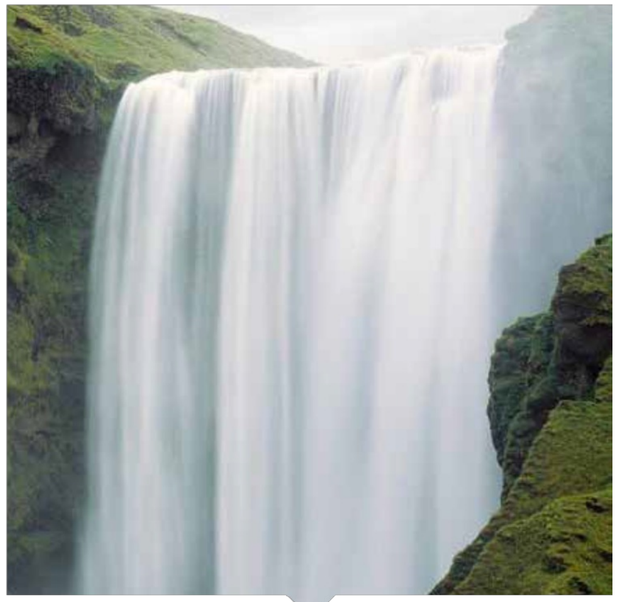
NEFT BLACK
PANTONE: TBC
CYMK: 100/100/100/100
RGB: 0/0/0

Our secondary palette introduces colors inspired by the Alps and our ingredients.

These are muted and should be used sparingly to support the primary palette.

ALPINE LAKE DARK
CYMK: 94 /66 /26/06
RGB: 27/83/132

ALPINE LAKE LIGHT
CYMK: 68/25/10/00
RGB: 81/158/202



ALPINE SPRING DARK
CYMK: 44/17/23/01
RGB: 156/186/192

ALPINE SPRING LIGHT
CYMK: 22/04/10/00
RGB: 208/228/231

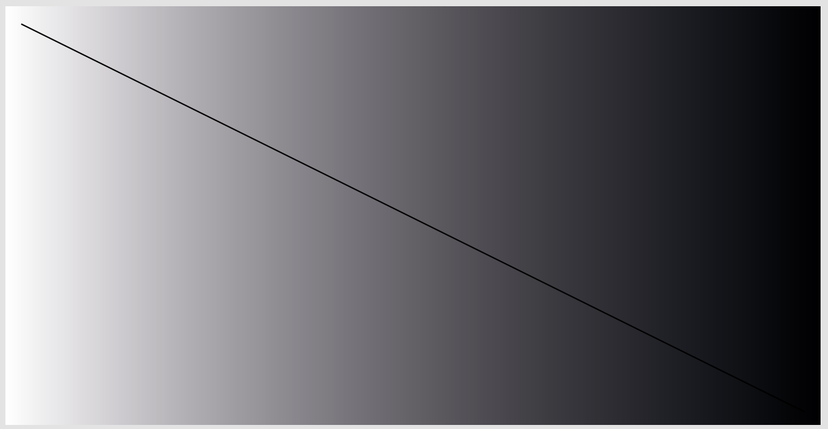
SEEDLING ALPINE RYE DARK
CYMK: 58/42/65/34
RGB: 98/102/78

SEEDLING ALPINE RYE LIGHT
CYMK: 33/14/80/02
RGB: 188/189/78

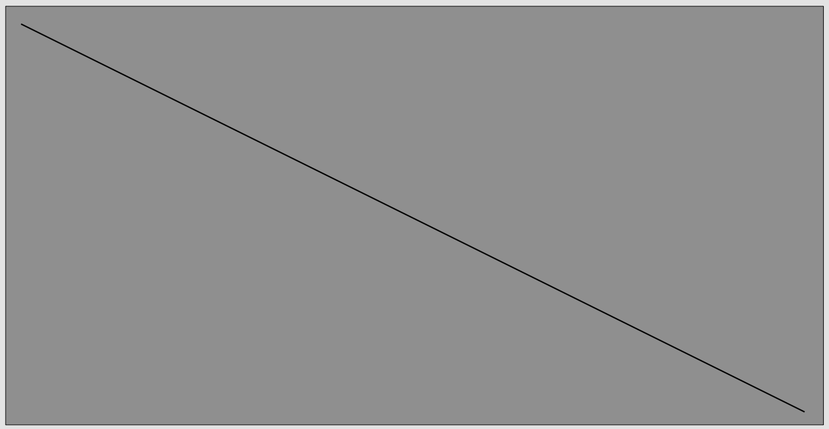
HARVEST ALPINE RYE DARK
CYMK: 26/31/60/10
RGB: 187/162/110

HARVEST ALPINE RYE LIGHT
CYMK: 15/16/40/01
RGB: 223/209/167

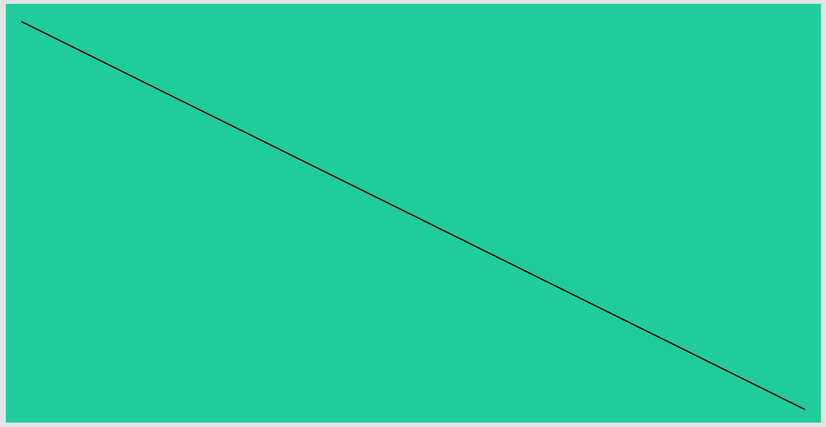
Only use the secondary palette to highlight key words.



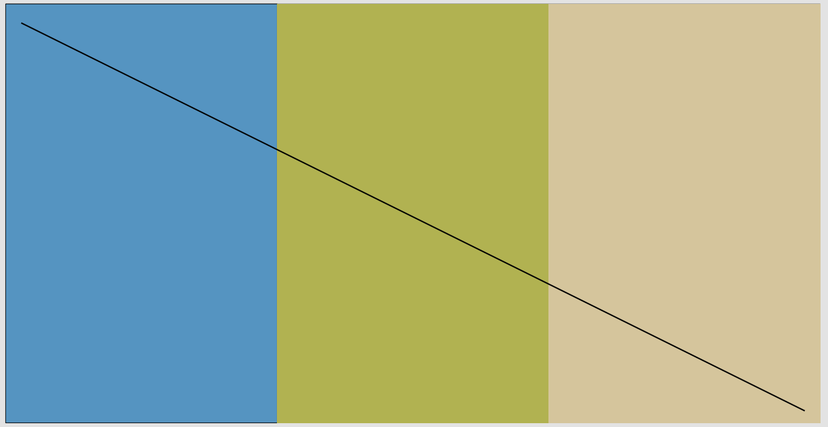
Do not use color gradients.



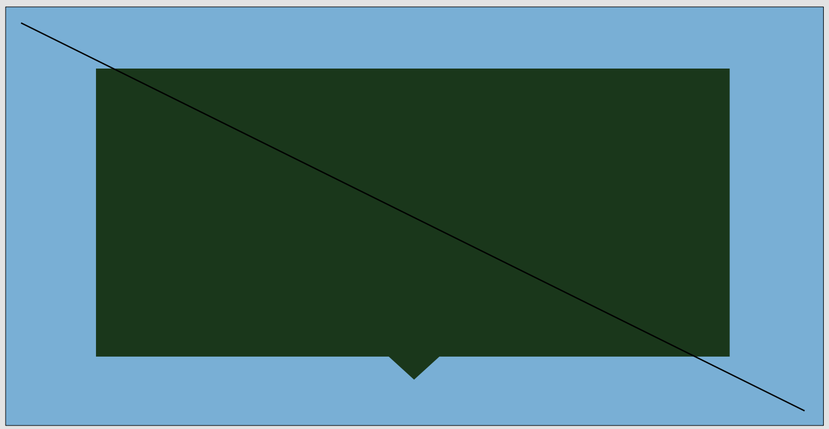
Do not use shades of the colors



Do not create new colors.



Do not use the secondary palette for backgrounds.



Do not use more than one secondary color at once.

TYPOGRAPHY

PRIMARY MESSAGING

TRACKING +100

(RADIKAL THIN +CUSTOM A)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

-

SUB-HEADINGS & BODY COPY

TRACKING +100

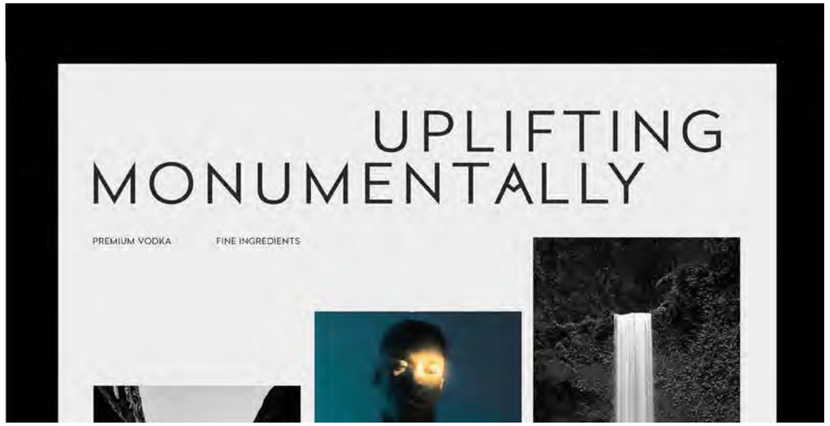
RADIKAL REGULAR

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmn
opqrstuvwxyz

1234567890

Where possible, subtly integrate the headline type into the imagery.



Where possible, the headline layout should be crafted carefully to be misaligned and give visual interest.

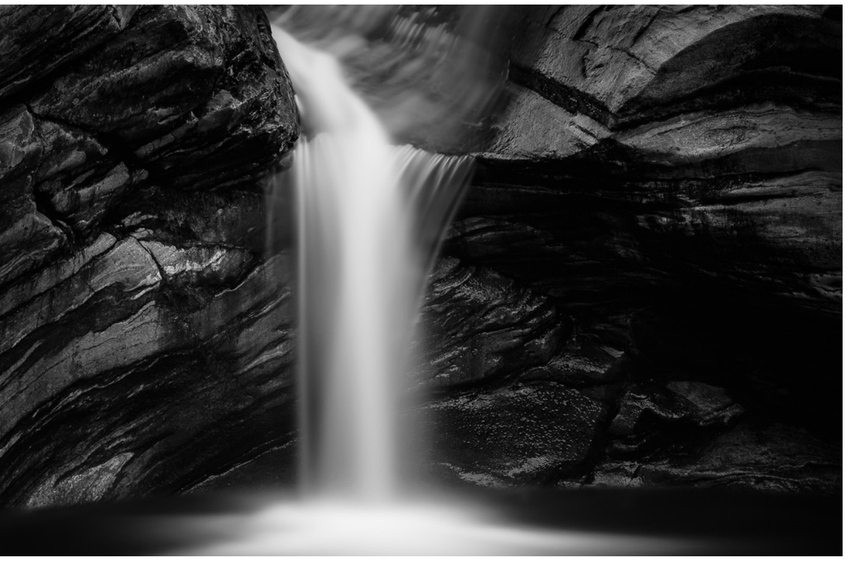
Do not use sentence case for headlines or subheadings.

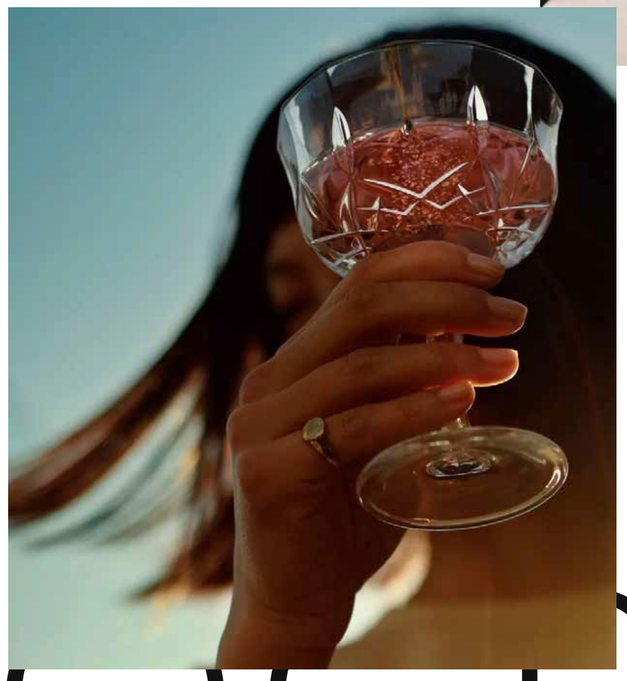
Do not change the tracking or leading for headlines and sub copy.

Do not use the peaked 'A' multiple times in headlines or in words that aren't in reference to the mountains.

FUTURA LIGHT

Futur a LightAgnimpel iligenias re quis molorit aEm lacit qui net essunt voluptatur, num as cum ulparum eos eium ea quunt quam, sit, totatem sum que modis qui offici a cuptasp edistio everepe derum que vel molenit assitae pudame ipsum soluption reium exernatur, tem as aut maximil laborru ptatet esequate voluptate derit aut est, sumque quam labore el mod min plaboria coriatur moluptur rero blaut audae simaio et aut hicaess edignisquis es dolorrumqui officitatio. Ti intiore nonseceaquis alit eaquae. Dessunti a erit lam simperum auta nonempo rempossitiis doluptatius, ium inus aut laccupt aturit hilliqu iberiori doluptat utem facersp erumque qui ium fugitatus explitatur? Quibus evelese quiatur, opti cuptatur modite omnienitatur sin precepta cum qui cus, quam facernam et voluptatem es sed que nullignatet utempore, sus.imporem quo eos aut qui ommos es ut lignimp oreprepudit ipienis endant expelique des es moditat od qui as natemped ut volupta dolorpos el ium hiciur, adit quatquo inusandi velibus, aliqui sus im quas dent aligent am il imaximus ipsa exerciet rerro idusaer ecestrum eicipis plabore ptatque conse debitiant licitiat et pa et, ipic toreiurio te sita dipsum que volupturecae adis etur? Is quia alicipsus.





PHOTOGRAPHY

ALPINE LANDSCAPES

FINE INGREDIENTS

PRODUCT/SERVE

BRAND/LIFESTYLE

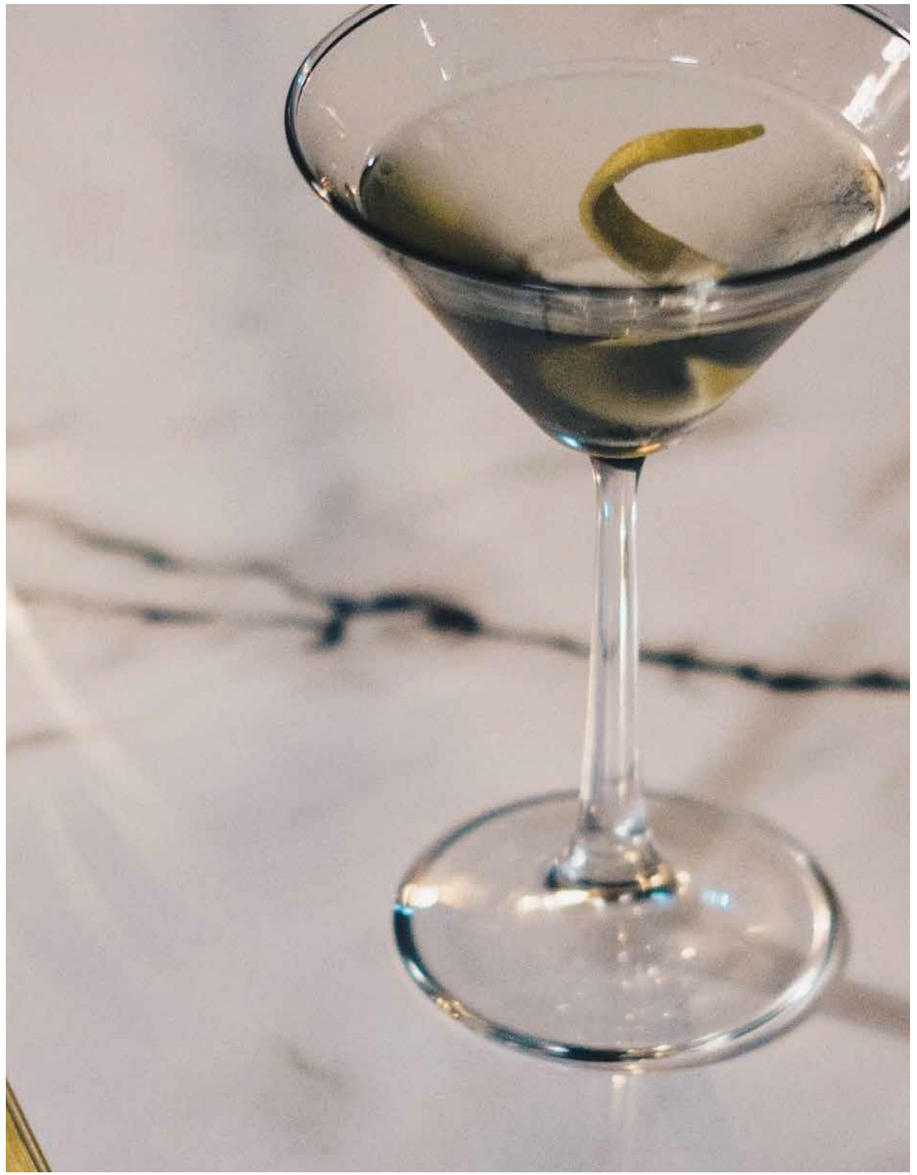
DISTILLING THE AWE OF MOUNTAINS INTO OUR IMAGERY

In every area of our photography, we strive to portray the essence of our brand's origins. It should capture the mountain's grandeur in expansive crops loaded with negative space, from out-of-the-ordinary perspectives to simulate NEFT's unique outlook on vodka and those who drink it. Capturing the atmosphere of moving subjects (people, water, clouds, etc.) is integral to building an air of luxury and contemporary atmosphere.

Our primary photography focuses on the majesty of the Alps. This must always be Austrian and is always shown in black and white to dramatize the imagery.

Where possible, we aim to show heroic peaks. We can play with crops and zooms to get into details or pull out wide for full effect.

We can play with micro and macro photography of our core Alpine ingredients. This can be used across seasons. We can play with extreme angles, close ups, and wide shots to add a sense of drama to our shots.



Our premium vodka is so clean and crisp it can be served neat, but also provides a great mixer to extraordinary cocktails.

We can introduce color in our product/serve imagery, but it should feel muted and premium, tonally matching our secondary palette.

We should only use imagery of premium cocktails that hero the cleanness of the vodka. Martinis are a great example. Fruity or brightly colored cocktails should be avoided.

Similar to our product/serve imagery, we can introduce our secondary palette for lifestyle photography.

These should hero our aspirational, entreprenurial consumer. People should be used sparingly and subtly, and always set in luxury, contemporary environments.

Use extreme angles from
interesting perspectives.

Use long exposure shots and cinemagraphs
to depict movement/atmosphere.

Use shots that depict opulent details
with focused light reflection.

Do not use compositions that do not reflect
the true awe and majesty of the mountains.

Do not crop into photography that
will lose the overall impact of the shot.

Do not use full color photography
in landscape or ingredient content.

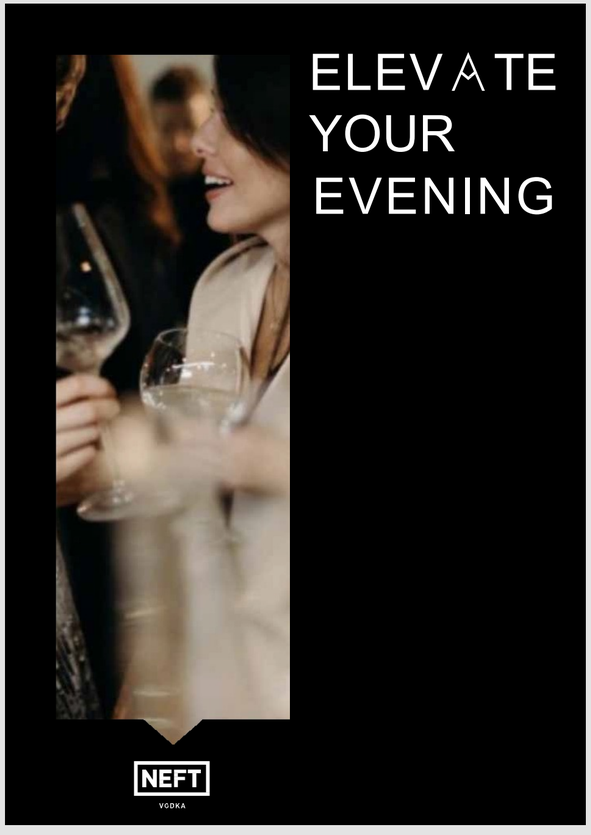
LAYOUTS

FOR EMBEDDED TYPOGRAPHY LAYOUTS:

1 - Full bleed images can be used
2- Typography can, where possible, interact with brand imagery

FOR ELEVATED MESSAGE LAYOUTS:

1 - Embrace clear space
2 - Background should always be monochrome
3 - Cinematic crops can be extruded for interesting perspectives

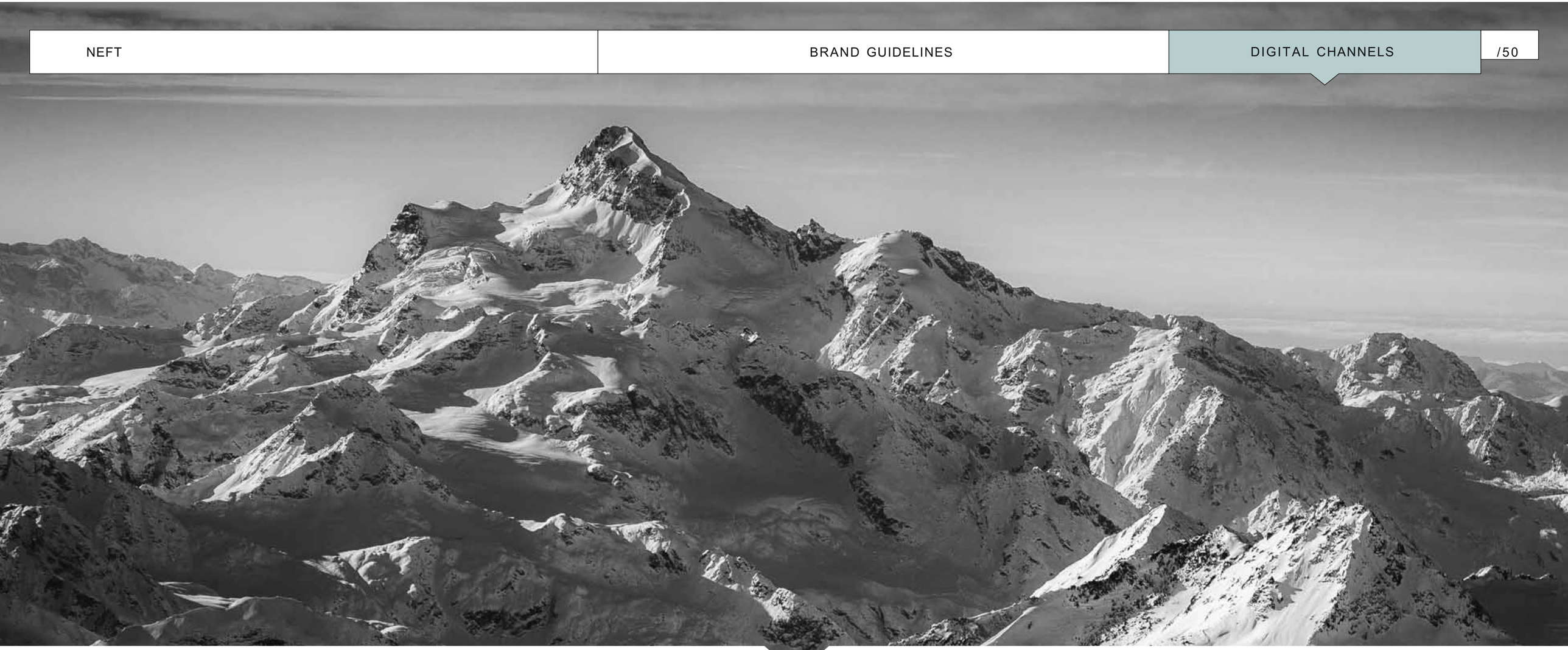


FOR EMBEDDED TYPOGRAPHY LAYOUTS:

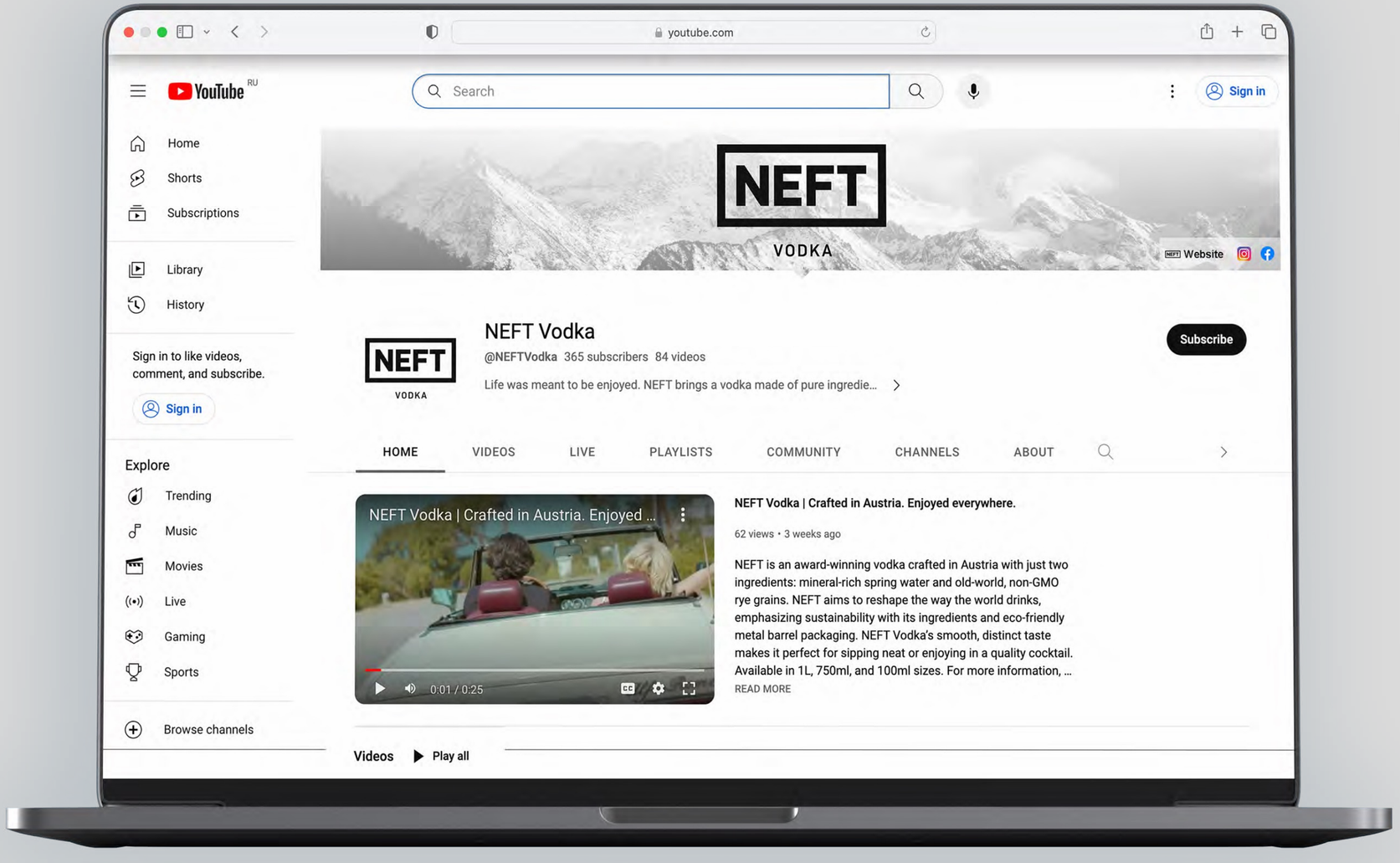
1 - Backgrounds are formed from full bleed color imagery
2 - The images are from the product / serve / lifestyle category
3 - Type should interact with imagery where possible

FOR ELEVATED MESSAGE LAYOUTS:

1 - Embrace clear space
2 - Background should always be monochrome
3 - Cinematic crops can be extruded for interesting perspectives



DIGITAL CHANNELS



WEEKLY THURSDAY HAPPY HOUR

Cocktail tutorial videos by Luke Barr. Includes an OZ and a ML version

“ON LOCATION”

Behind the bar experiences

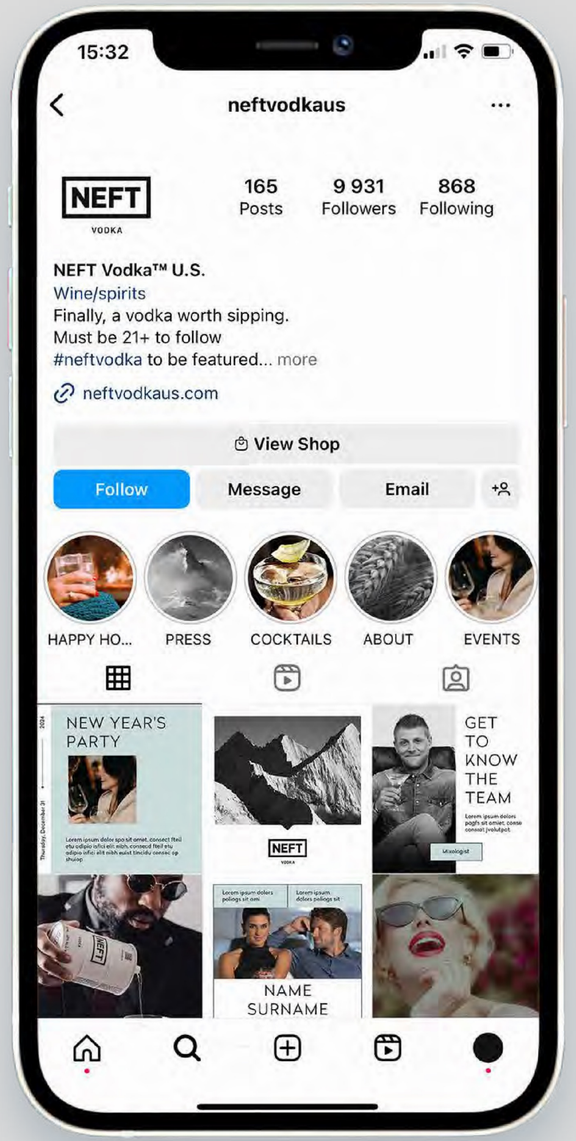
BARR TIP TUESDAYS BY LUKE BARR

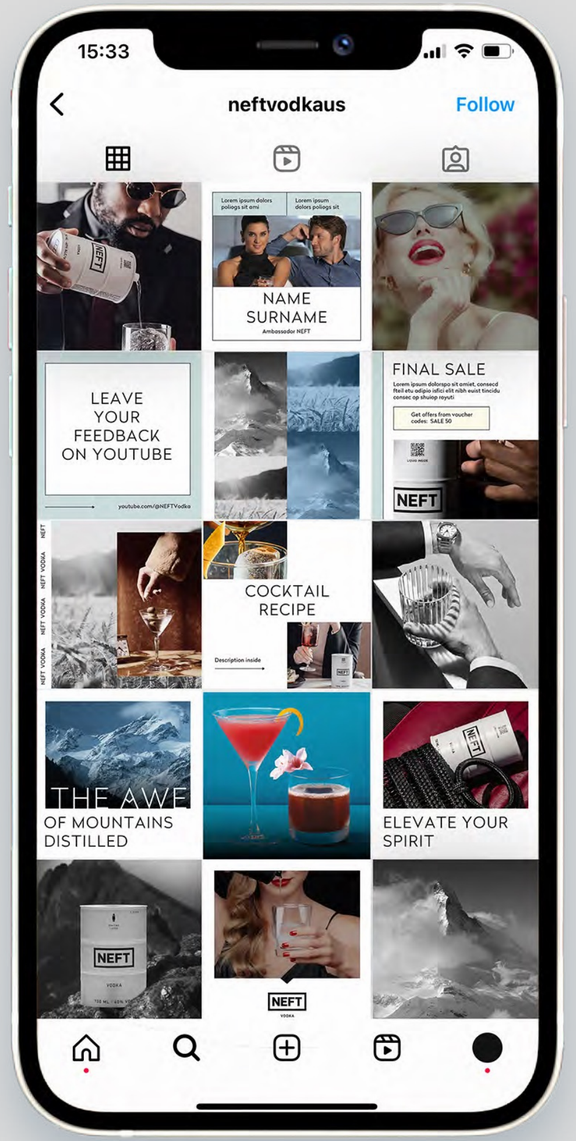
Luke gives out his favorite bar tips that he has learned over the years behind a bar

EVENT RECAP VIDEOS

Sizzles showing NEFT’s one-of-a-kind lifestyle through the luxury partnerships and events.

POSTING CADENCE: WEEKLY





INSTAGRAM

The purpose of the Instagram channel is to educate and entertain while showcasing the versatility of NEFT Vodka

TYPES OF CONTENT

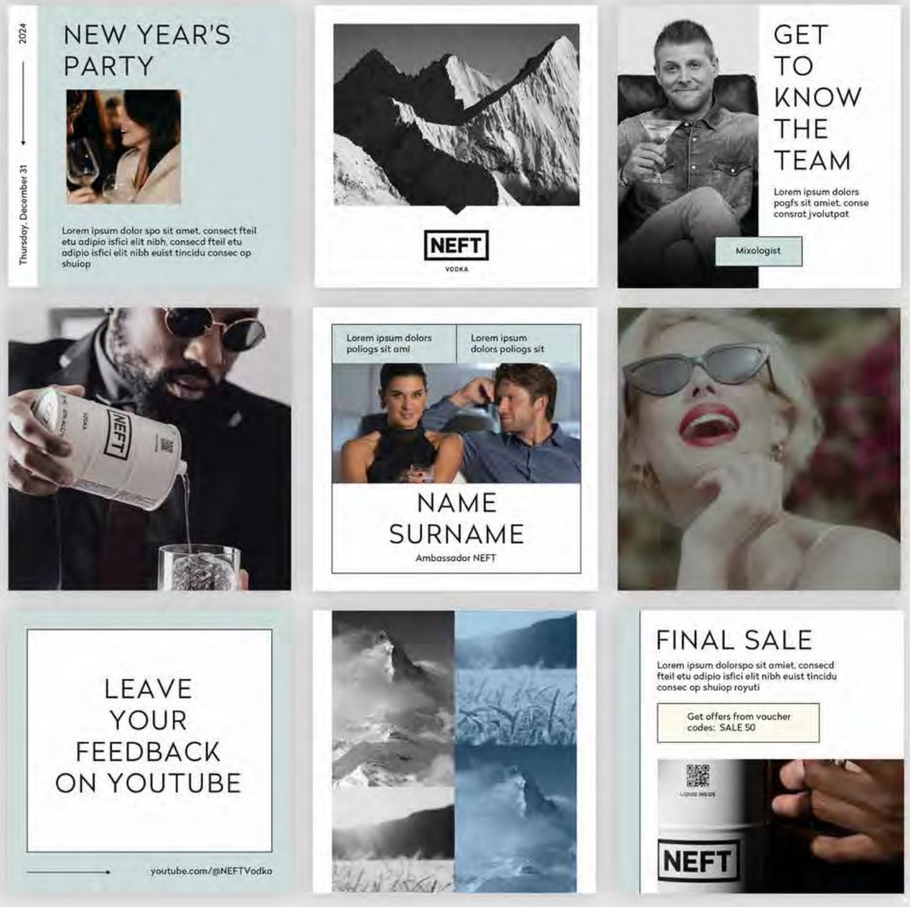
STORYTELLING

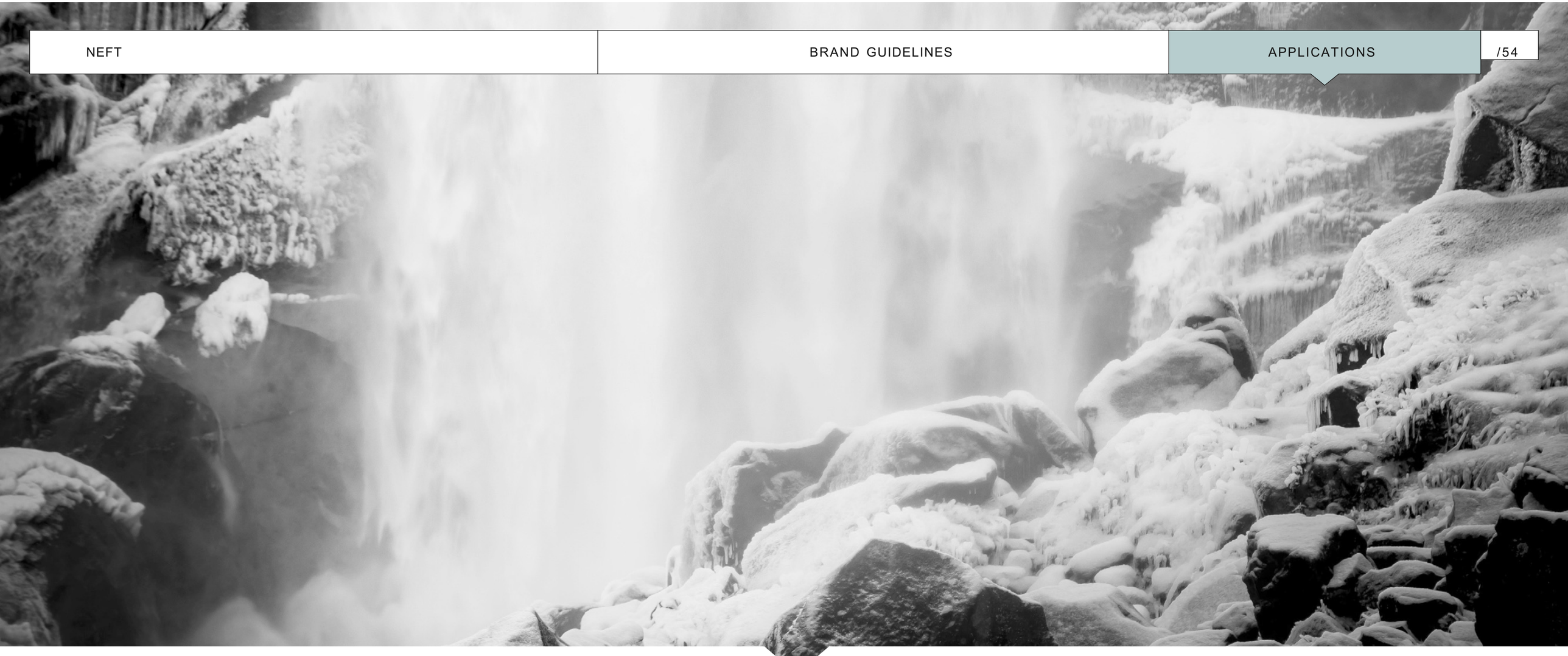
Use imagery to narrate the journey of NEFT Vodka, from the pristine Austrian Alps to the distillation process to joyous moments of enjoyment and celebration

EDUCATIONAL

- Tips on cocktail making, food pairings, and mixology techniques
- Interesting facts, stories, and trivia about NEFT Vodka
- Incorporate aesthetic imagery that aligns with NEFT Vodka's brand identity
- Locally targeted content specific to your location

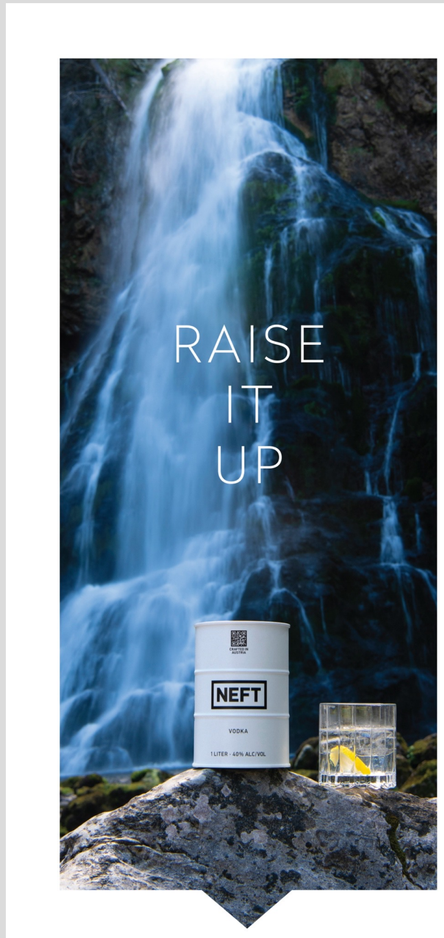
NEFT VODKA
NEFT VODKA
NEFT VODKA
NEFT
COCKTAIL RECIPE
Description inside
NEFT
THE AWE
OF MOUNTAINS DISTILLED
ELEVATE YOUR SPIRIT
NEFT
VODKA
NEFT
VODKA


2024
Thursday, December 31
NEW YEAR'S PARTY
Lorem ipsum dolor spo sit amet, consect fteil etu adipio isfici elit nibh, consecd fteil etu adipio isfici elit nibb euist tincidu consec op shuiop
NEFT
VODKA
GET TO KNOW THE TEAM
Lorem ipsum dolors pogfs sit amiet, conse consrat jvolutpat
Mixologist
NEFT
Lorem ipsum dolors poliogs sit ami
Lorem ipsum dolors poliogs sit
NAME SURNAME
Ambassador NEFT
LEAVE YOUR FEEDBACK ON YOUTUBE
youtube.com/@NEFTVodka
FINAL SALE
Lorem ipsum dolorspo sit amiet, consecd fteil etu adipio isfici elit nibh euist tincidu consec op shuiop royuti
Get offers from voucher codes: SALE 50
NEFT



APPLICATIONS

NEFT
VODKA



NEFT
VODKA

PREMIUM
VODKA
WITH THE ESSENCE
OF ANCIENT
RYE AND PURE
SPRING WATER
FROM THE
AUSTRIAN ALPS.

RAISE IT UP.

NEFT
VODKA

Raise It Up

COMPLIANCE COPY • USA

The following compliance copy must be added to all photography & video end cards used in the United States:

Imported by NEFT USA, Miami, FL. 40% alc./vol.
Sip responsibly. Distilled from rye. ©2023 NEFT Vodka USA, Inc. All rights reserved.

Always use Interstate Regular and font size should never exceed 10pt. Compliance can be added to caption copy in social media posts.

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