



DSGN 340

SACHA



с а ш а

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VALUES & VOICE

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VALUES & VOICE



Values

Mission

Tone of Voice

VALUES & VOICE

Values

Tradition

Heritage Homage Honor

Design

Inspired Influential Innovative

Quality

Rich Refined Real

Authenticity

Culture Custom Craft

VALUES & VOICE

Mission

Sacha Russian Vodka aims to create a high-quality, artisanal experience for our customers from when they spot our distinct labels on shelves to when they savor our handcrafted, authentic product.

Our commitment to quality extends from our product itself to our brand identity. Our traditional Russian vodka formula and distillation process is just as important to us as the visual homage we pay to Russian Constructivist design.

VALUES & VOICE

Tone of Voice

Straightforward

Clear Candid Concise

Prioritize function and utility over superfluous taglines and wordiness - No messing around.

Genuine

Real Authentic Direct

Don't muddle our brand values or product ingredients by overselling or exaggerating.

Distinct

Original Memorable Unique

Stand out as proud and independent from similar market competitors.

Trustworthy

Expert Qualified Quality

Reassure consumer base through thought-out copy and clearly stated, true information.

LOGO



Logotypes
Clear Space
Dimensions
Usage
Wordmarks
Placement
Application

LOGO

Logotypes

Primary



Secondary



Use these on a light background

Use these on a dark background

LOGO

Clear Space

Values & Voice

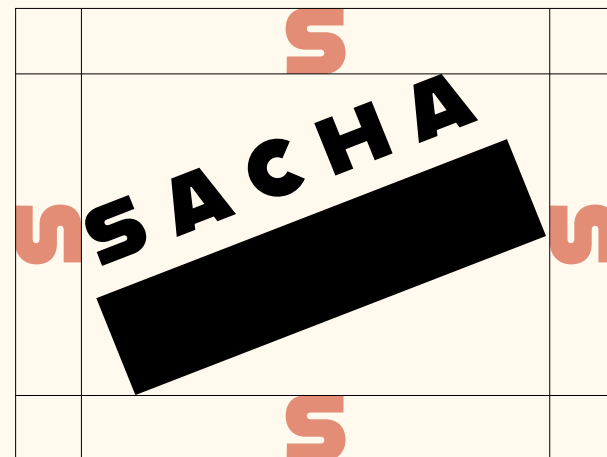
Logo

Colors

Typography

Photography

Packaging



To ensure legibility and promote visual harmony, please leave as much space around the logo as the width of the “S” within the logo.

LOGO

Dimensions



150 px
1 in



150 px
1 in

Logotypes should always be displayed at minimum 150 pixels, or 1 inch, across to maintain brand recognition and legibility.

LOGO

Usage



Correct Application

Clearly displays logo in acceptable brand color, angle, and size



Incorrect Application

Do not use colors other than the brand black or red to display the logo



Incorrect Application

Do not skew or otherwise manipulate the logo



Correct Application

Clearly displays logo in acceptable brand color, angle, and size



Incorrect Application

Do not use more than one color when displaying the logo



Incorrect Application

Do not display the logo without both the type and the rectangle

LOGO

Wordmarks

A large, bold, black wordmark logo for 'SACHA' centered within a white square frame.

SACHA

Black Wordmark

Always use on offwhite background

A large, bold, red wordmark logo for 'SACHA' centered within a white square frame.

SACHA

Red Wordmark

May be used on an offwhite
or grayscale background

LOGO

Placement



SACHA



Horizontal



SACHA



Horizontal Skewed



SACHA



с а ш а



Stacked



SACHA



Vertical

Correct Applications

These placements are balanced, maintain the logo's integrity, and are elevated by use of brand elements

LOGO

Placement



Upside Down



Mirrored



Boxed In



On Shape

Incorrect Applications

These logo placements are altered beyond reasonable legibility and recognizability and do not correctly use brand elements

LOGO

Application

Values & Voice

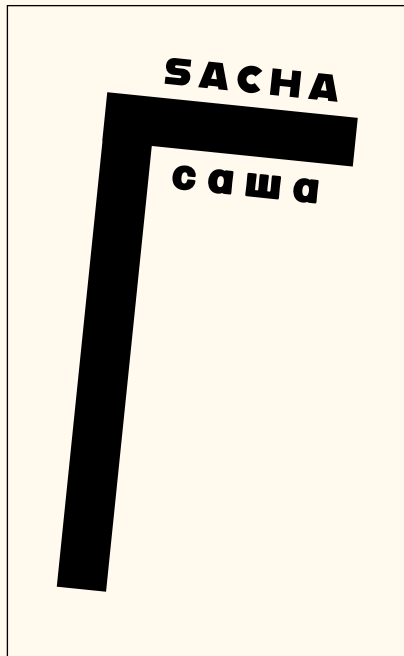
Logo

Colors

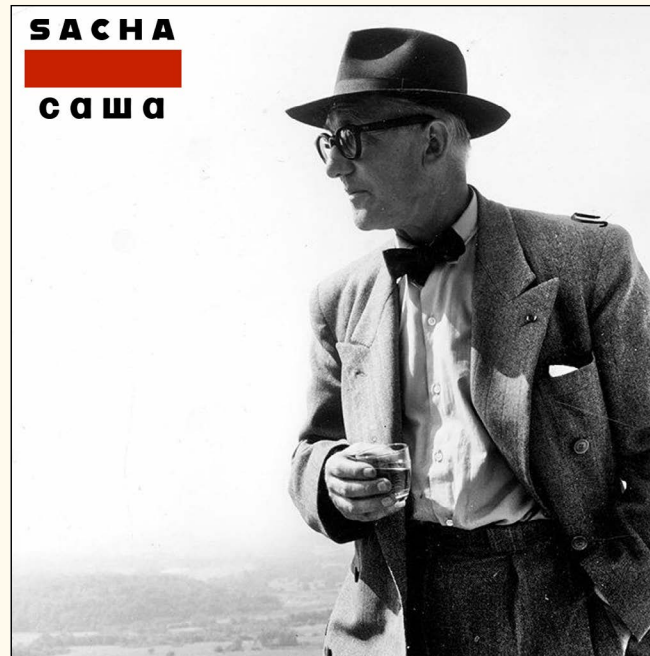
Typography

Photography

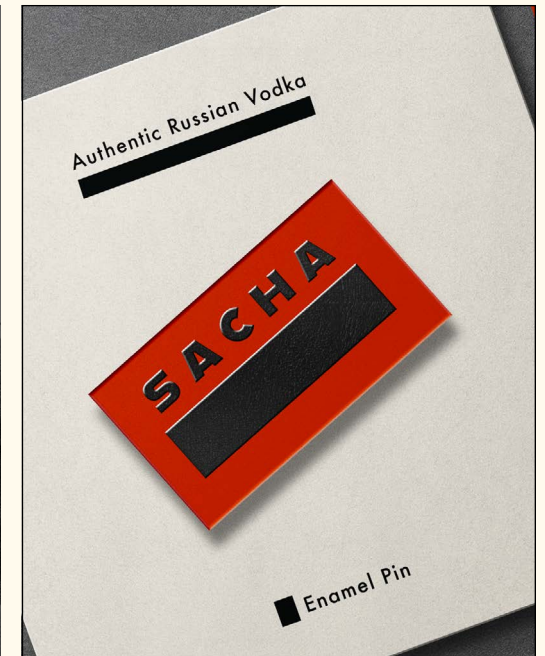
Packaging



Incorporating the logo into a visual element promotes unity



Placing the logo in the corner of an image draws the eye



Centering the logo in a space is simple, bold, and speaks for itself

COLORS



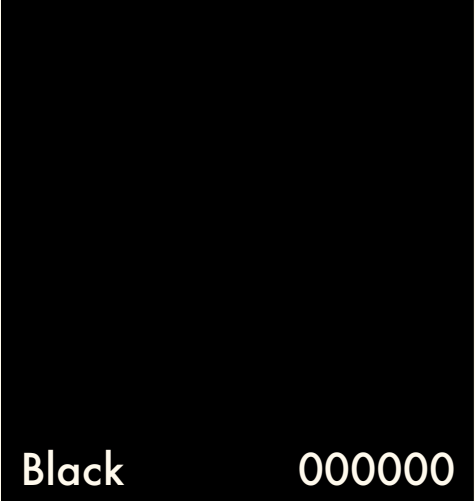
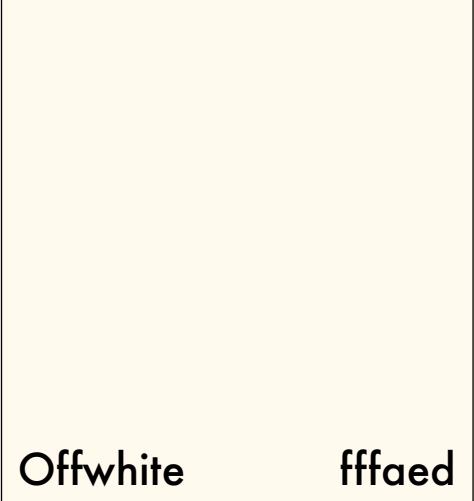
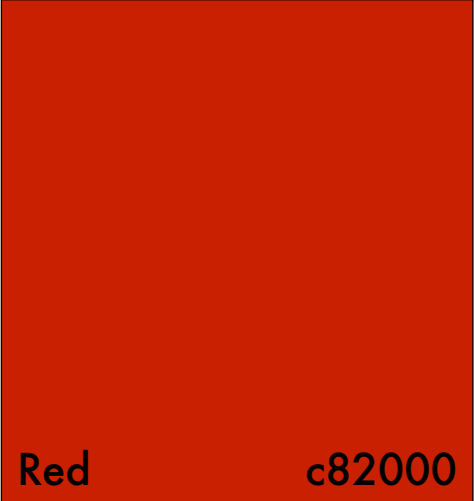
Color Palette

Color Pairings

Usage

COLORS

Color Palette

		
Black 000000	Offwhite fffaed	Red c82000

COLORS

Color Pairings



Correct Application

Red and black are used in proportional amounts



Incorrect Application

Monochromatic and/or dominant use of black in composition

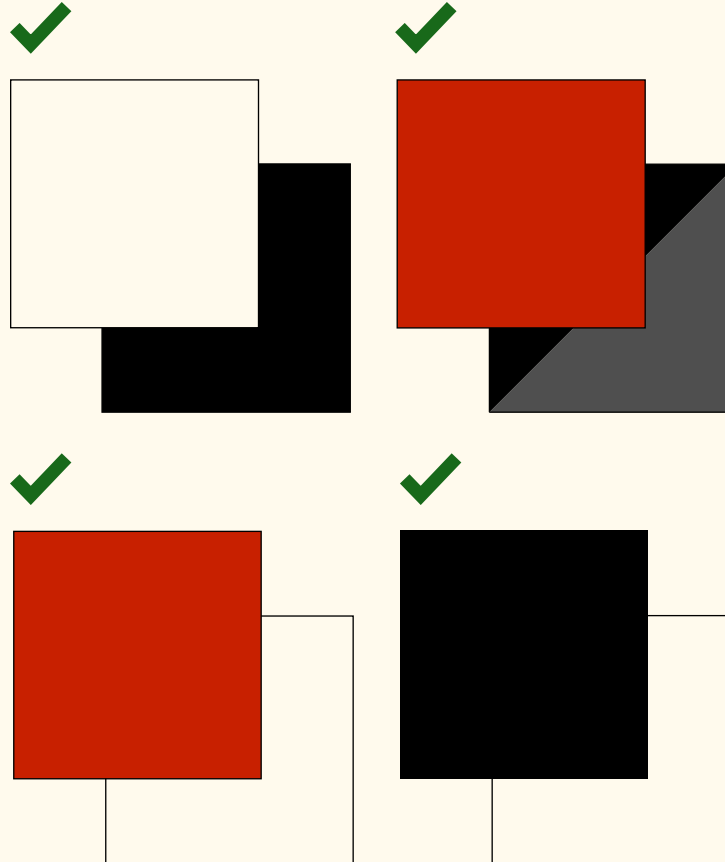


Incorrect Application

Monochromatic and/or dominant use of red in composition

COLORS

Usage

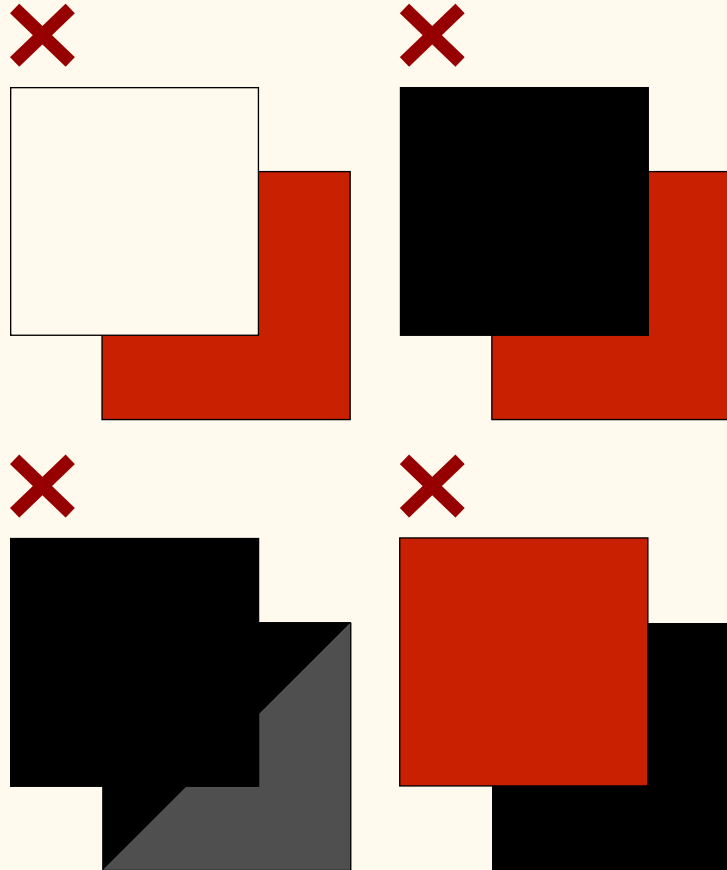


Correct Applications

These color pairings maximize clarity and legibility for logos, icons, and typography

COLORS

Usage



Incorrect Applications

These color pairings do not align with our visual language and/or are not accessible

TYPOGRAPHY



Typefaces

Taglines

Cyrillic

Text Lockups

TYPOGRAPHY

Typefaces

ALFARN



Primary, English

Medium weight

Use this for short and long English headings and taglines

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

TYPOGRAPHY

Typefaces

Forma DJR Cyrillic Banner

Primary, Russian

Bold weight, 1.0 stroke

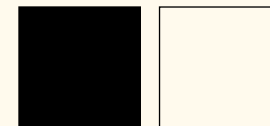
Use this for short and long Russian headings and taglines

**А Б В Г Д Е Ё Ж З И Й К Л М Н
О П Р С Т У Ф Х Ц Ч Ш Щ Ъ Ы Ь
Э Ю Я**

TYPOGRAPHY

Typefaces

Futura



Secondary

Medium weight
Use this for body copy

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

TYPOGRAPHY

Taglines

Russian

русская водка

"Russian Vodka"

с а ш а

"Sacha"

While our Russian typographical elements may not be legible to our average customer, the Cyrillic letterforms can still be included to create dynamic compositions that visually signal our brand heritage

English

RUSSIAN VODKA

AUTHENTIC
RUSSIAN VODKA

Our English taglines are key elements of Sacha branding materials. Straightforward and simple, they are able to legibly communicate who we are to our customer base. May be used in combination with Cyrillic letterforms.

TYPOGRAPHY

Cyrillic

✓ **русская водка**
SACHA

✓ **русская водка**
MOSCOW MULE

✓ **AUTHENTIC**
RUSSIAN VODKA

Correct Applications

The Russian tagline doesn't always need to be included, but when they do it should be placed alongside recognizable English branding

✗ **русская водка**

✗ **аутентичный**
русская водка

Incorrect Applications

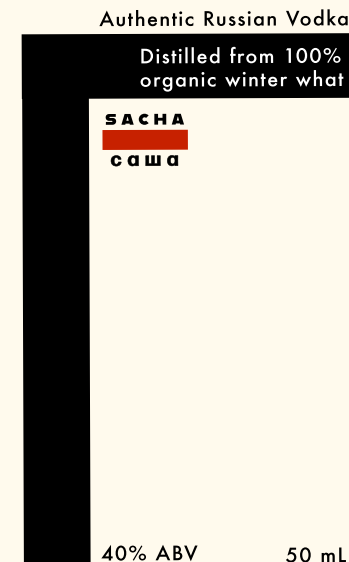
The Russian taglines should never be used on their own

TYPOGRAPHY

Text Lockups



SACHA
RUSSIAN VODKA
русская водка
саша



Building off of the logo, using symmetry, adhering to the grid, and playing off of angles/negative space work together to create unique, visually interesting lockups.

PHOTOGRAPHY



Editing

Subjects

Collage Elements

Applications

PHOTOGRAPHY

Editing



Correct Applications

Using grayscale photography keeps our color palette consistent and brings in our Constructivist influence



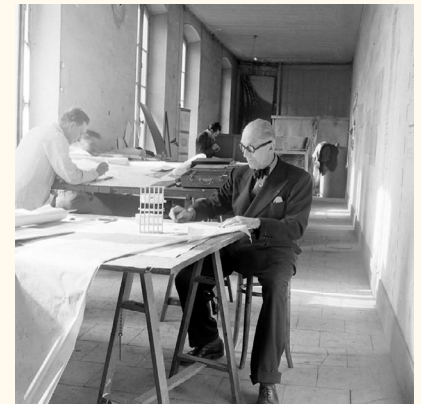
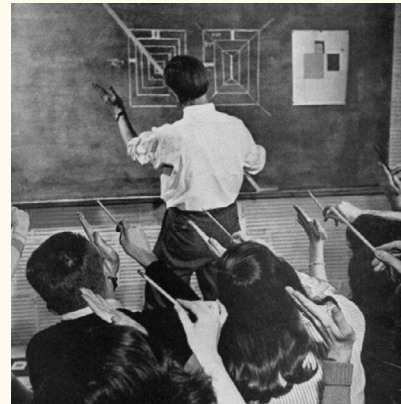
Incorrect Applications

Avoid using color photography - it is distracting and disruptive to the cohesion of our compositions

PHOTOGRAPHY

Subjects

Sacha's brand draws heavy inspiration from Constructivist design, seen in our typography, colors, and geometric forms. We reflect, honor, and pay homage to these foundational aesthetic influences through the photography we choose.



Ideal images clearly exemplify Constructivist design (as well as art and design movements that were influenced by Constructivism, such as Bauhaus). Acceptable photos may show these traditional design elements directly (e.g., Constructivist architecture) or indirectly (e.g., a Bauhaus draftsman working at a desk).

PHOTOGRAPHY

Collage Elements



Our variety of geometric shapes (including squares, rectangles, triangles, and circles) can be arranged and combined with our brand photography to form countless eye-catching collages.

PHOTOGRAPHY

Applications

Values & Voice

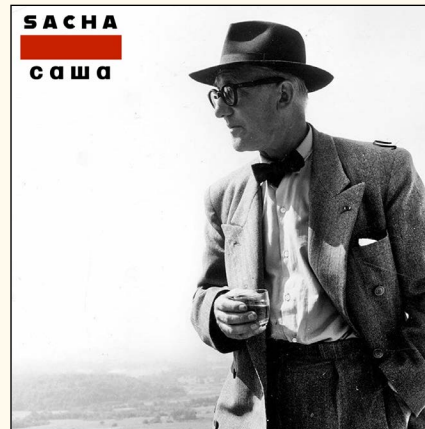
Logo

Colors

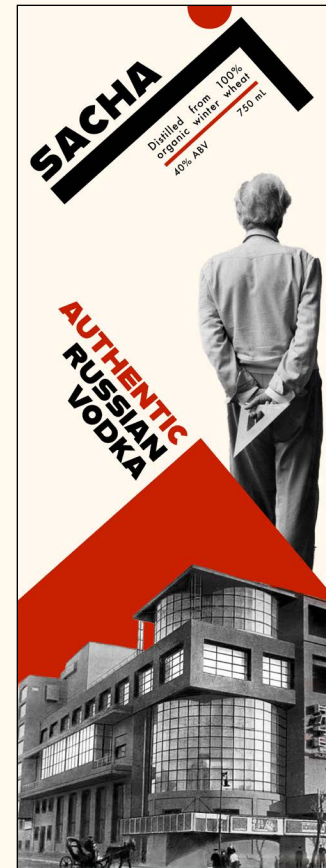
Typography

Photography

Packaging



Social Media



Print Signage

Photography and collage are reserved for our marketing materials, and should not be incorporated into any product design or packaging.

PACKAGING



Label Designs

Label Lockups

PACKAGING

Label Design





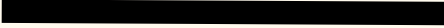

It is important for us to visually communicate our brand's values of authenticity, originality, and handcrafted quality. Our label designs reflect this- the designs differ from product to product while remaining reliably recognizable to consumers, skewed by being handstuck to each bottle.

PACKAGING

Label Lockups

✓ Distilled from 100%
 organic winter wheat
40% ABV 750 mL
 Handcrafted in small
 batch in Bellingham, WA

✓ 40% ABV 750 mL

 Distilled from 100%
 organic winter wheat


✓ 8% APV 350 mL

 Handcrafted with Sacha
 Authentic Russian Vodka

 Naturally flavored with
 lime, ginger, and mint

✓

 40% ABV
 750 mL

Correct Applications

Each lockup has the required volume/alcohol content information, lockups that include secondary taglines do so while adhering to the grid system and making sure all copy is clear, legible, and on-brand.

PACKAGING

Label Lockups

✗ Distilled from 100%
organic winter wheat
Handcrafted in small
batch in Bellingham, WA

✗ 40% ABV 750 mL
Distilled from 100%
organic winter wheat

✗ 8% APV 350 mL
Handcrafted with Sacha
Authentic Russian Vodka
Naturally flavored with
lime, ginger, and mint

✗ 40% ABV
750 mL

Incorrect Applications

Lockups are missing key information, are not clearly legible,
are not using acceptable type colors, and are not on a grid.