

DSGN 340

# SACHA

# саша

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# VALUES & VOICE

Values

Mission

Tone of Voice

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# VALUES & VOICE

## Values

### Tradition

Heritage   Homage   Honor

### Design

Inspired   Influential   Innovative

### Quality

Rich   Refined   Real

### Authenticity

Culture   Custom   Craft

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# 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 &amp; Voice

Logo

Colors

Typography

Photography

Packaging

# 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



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

## 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



**SACHA**



**SACHA**

### Black Wordmark

Always use on offwhite background

### Red Wordmark

May be used on an offwhite  
or grayscale background

# LOGO

## Placement

**SACHA**

Horizontal

**SACHA**

Horizontal Skewed

**SACHA**

саша



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

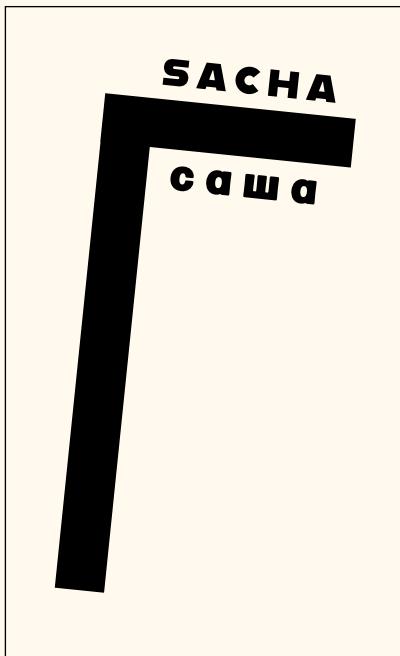
## Incorrect Applications

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

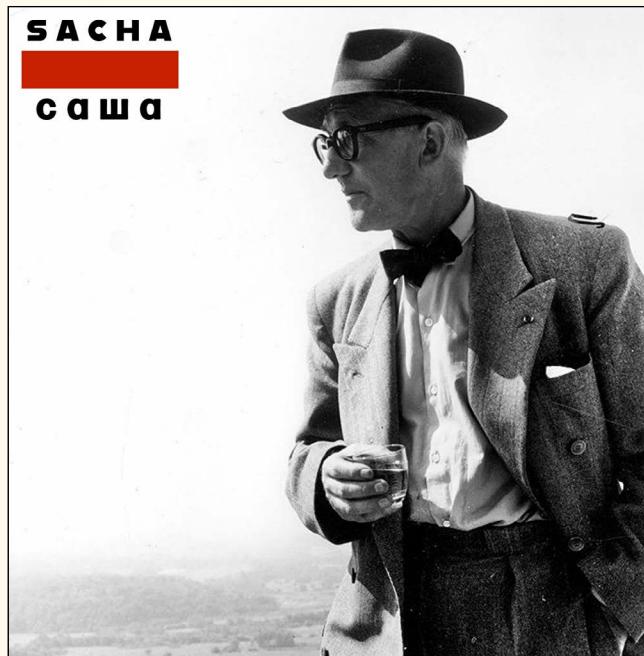
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# LOGO

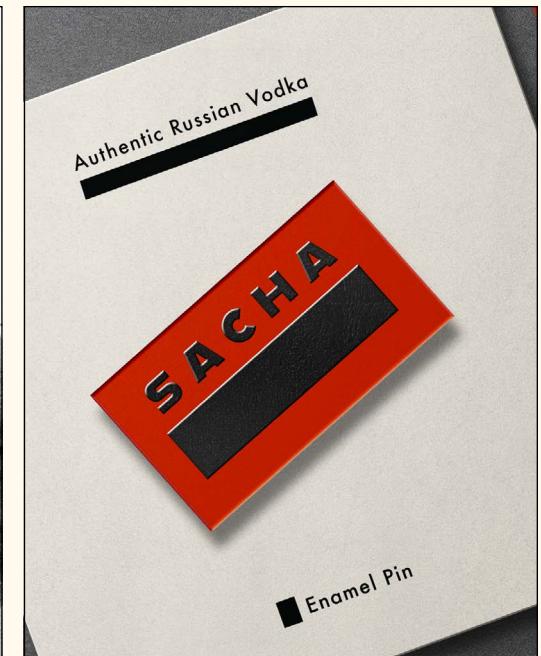
## Application



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

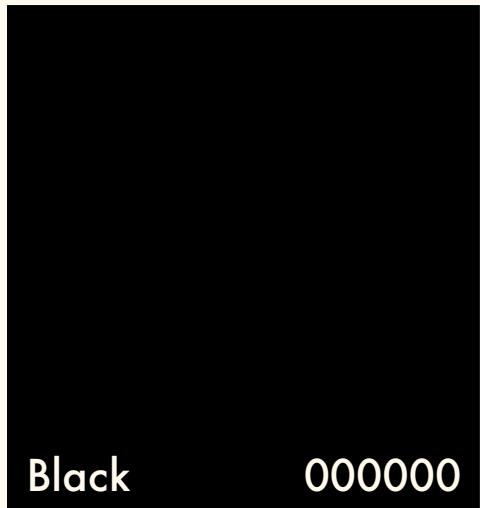
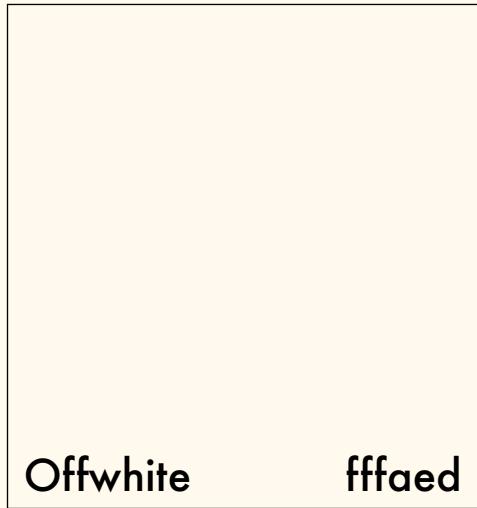
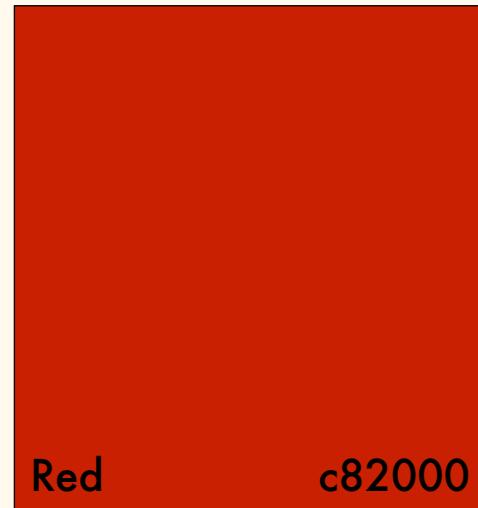
Color Pairings

Usage

[Values & Voice](#)[Logo](#)[Colors](#)[Typography](#)[Photography](#)[Packaging](#)

# COLORS

## Color Palette

**Black****000000****Offwhite****fffaed****Red****c82000**

Values &amp; Voice

Logo

Colors

Typography

Photography

Packaging

# COLORS

## Color Pairings



### Correct Application

Red and black are used in proportional amounts



### Incorrect Application

Monochromatic and/or dominant use of black in composition

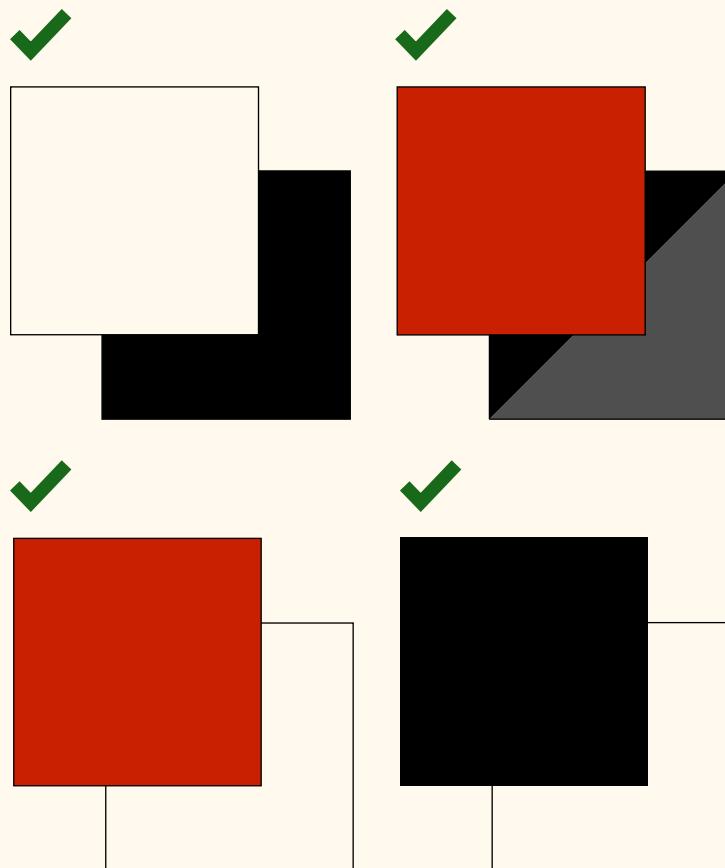


### Incorrect Application

Monochromatic and/or dominant use of red in composition

# COLORS

## Usage

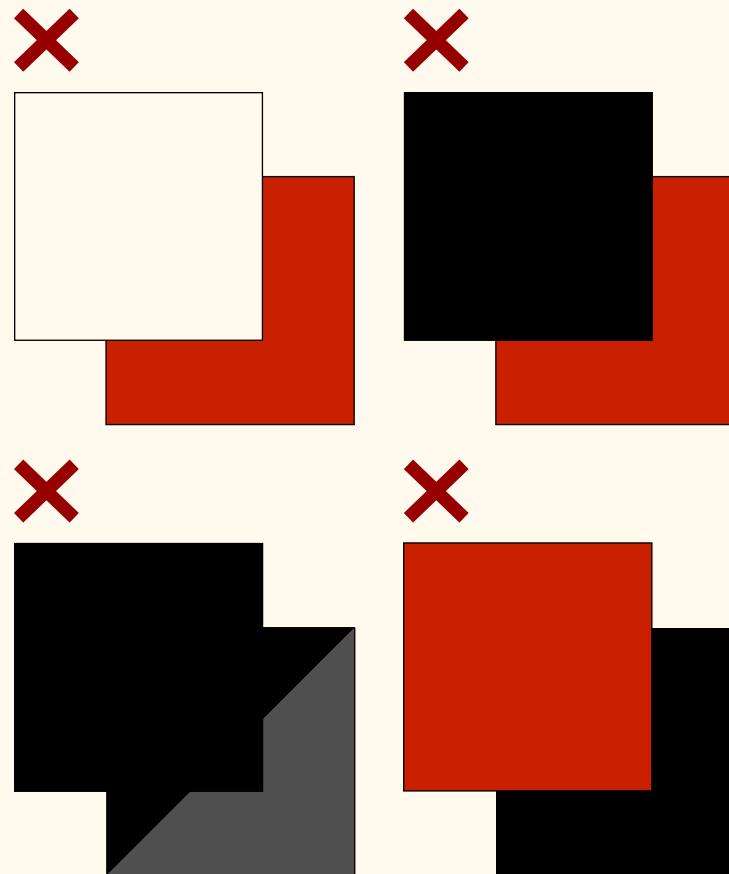


### Correct Applications

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

АБВГДЕЁЖЗИЙКЛМН  
ОПРСТУФХЦЧШЩЪЫЬ  
ЭЮЯ

# 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

Values &amp; Voice

Logo

Colors

Typography

Photography

Packaging

# TYPOGRAPHY

## Taglines

Russian

**русская водка саша****“Russian Vodka”****“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

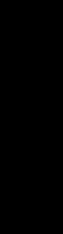
English

**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

Values &amp; Voice

Logo

Colors

Typography

Photography

Packaging

# TYPOGRAPHY

## Text Lockups



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

Values &amp; Voice

Logo

Colors

Typography

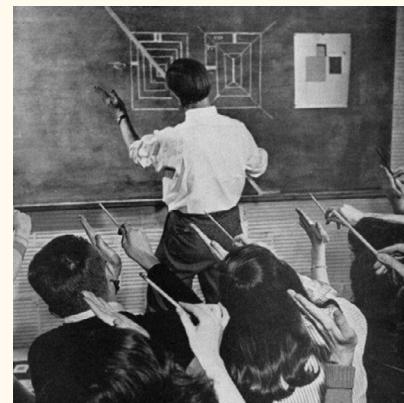
Photography

Packaging

# 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.

Values &amp; Voice

Logo

Colors

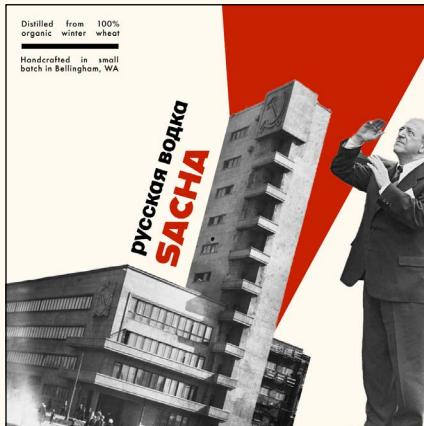
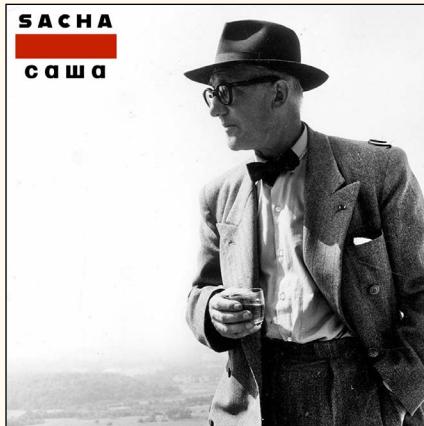
Typography

Photography

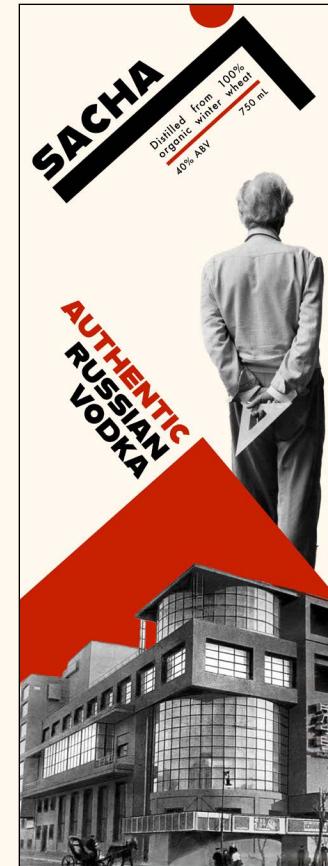
Packaging

# PHOTOGRAPHY

## Applications



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

Values &amp; Voice

Logo

Colors

Typography

Photography

Packaging

# 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.

Values &amp; Voice

Logo

Colors

Typography

Photography

Packaging

# 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.

Values &amp; Voice

Logo

Colors

Typography

Photography

Packaging

# 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.