



BANYAN RESERVE VODKA

FLORIDA'S

#1

CRAFT VODKA



OUR PHILOSOPHY

Paradise to us means hitting the open road with new friends and old. Seeking out adventures near and far. We are grateful to live in such a natural state, where the salty air infuses with an innovative spirit.

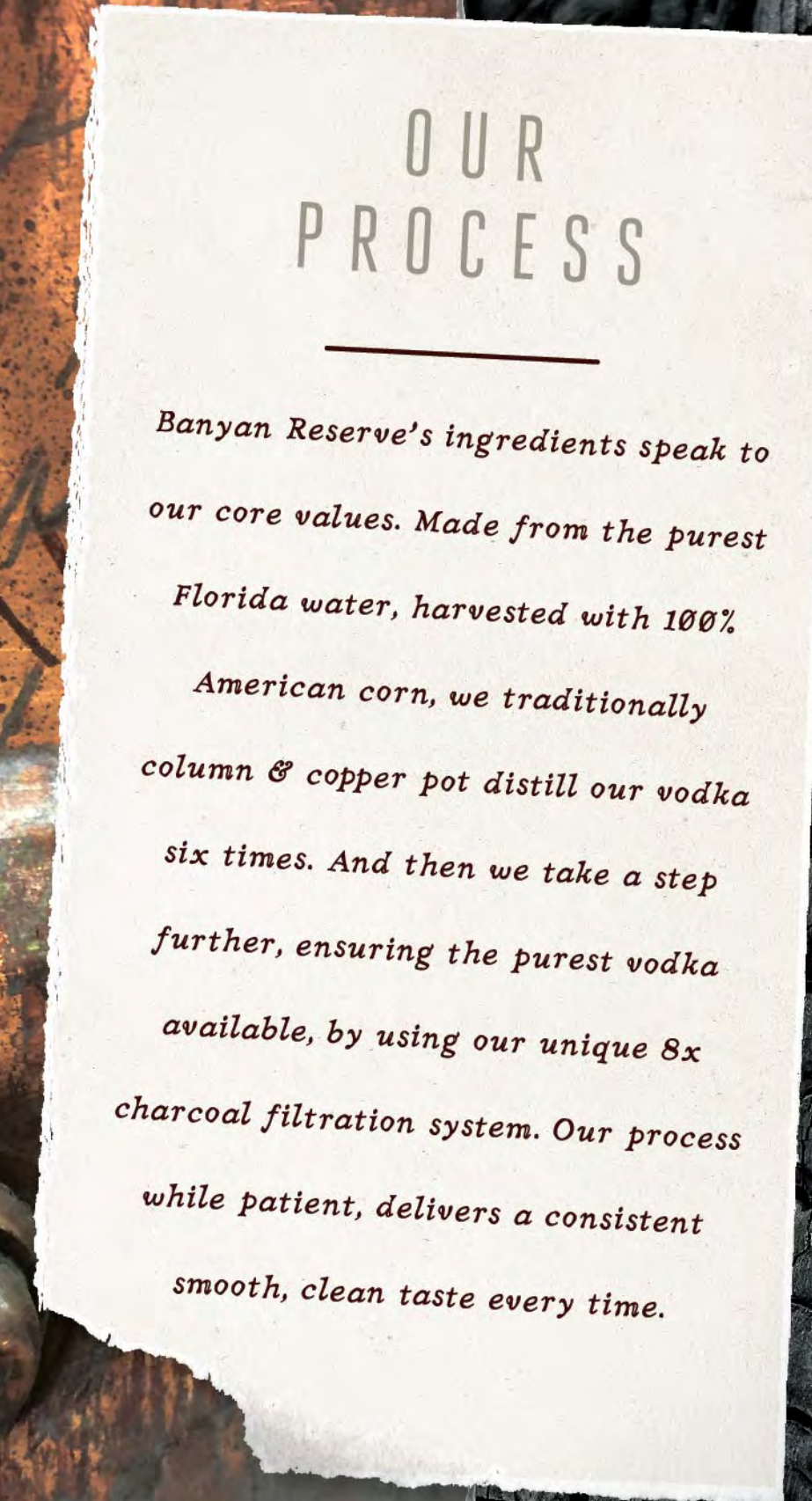
#CRAFT
YOUR
PARADISE



Made from
Pure
Florida Water



100%
American Corn
Gluten Free



6X
Column + Copper
Pot Distilled

8X
Charcoal
Filtered

OUR PROCESS

Banyan Reserve's ingredients speak to our core values. Made from the purest Florida water, harvested with 100% American corn, we traditionally column & copper pot distill our vodka six times. And then we take a step further, ensuring the purest vodka available, by using our unique 8x charcoal filtration system. Our process while patient, delivers a consistent smooth, clean taste every time.



OUR EXPERIENCE

*We set forth to capture and share
the true essence of the Florida
lifestyle experience. One that is
expressed through good vibes,
tropical tones and endless sunshine,
all continuously reimagined.*





OUR EXPRESSION

*We take pride in being Florida's
#1 craft vodka brand, a
recognition worthy of
celebration. Our aim is to
commemorate this honor by
supporting others in not only
dreaming their reality, but by
crafting it.*





OUR RESPONSIBILITY

*Carefully considered, environmentally
conscious, we have a responsibility to
protect our paradise. Whether it's
through our event activation, or social
media reach, our goal is to sustain a
lasting legacy that celebrates the
natural beauty of our state.*



immersive

OUR EVENTS

*Bringing a sense of paradise
wherever we travel, Banyan
Vodka activates to educate
consumers, driving deep
immersive experiences, that
support our communal
integration.*



OUR MISSION

*Florida is home to many of the
United States most precious
natural resources. Banyan
Reserve has set forth a vision to
become the top Vodka brand in
the Southeast while co-creating
the true essence of paradise
with the everyday consumer.*

#CRAFT
YOUR
PARADISE



FLORIDA'S

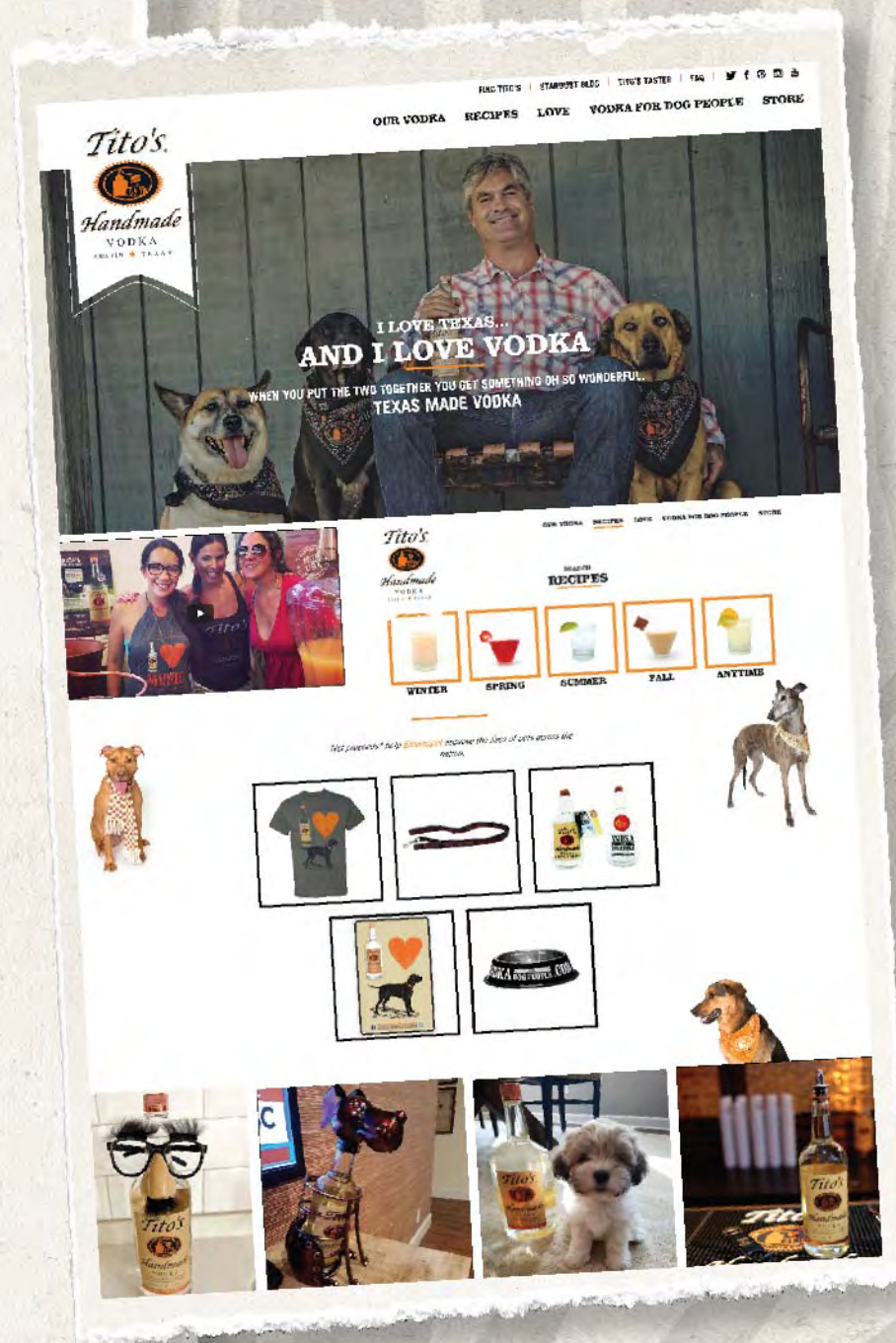
#1

CRAFT VODKA

**BANYAN
RESERVE
VODKA**

OUR COMPETITION

In a category oversaturated by
an expected Russian tradition
paired with a new age Texas
heritage, consumers are seeking
a fresh craft experience done in
an authentic way.



BRAND GUIDELINES

LOGO

BANYAN
RESERVE
VODKA

PRIMARY LOGO LOCKUP

This logo has been revised from the logo used on the bottle to work stronger as a centered and tight lock up off pack. Use this logo on any touchpoints outside of packaging.

BANYAN
RESERVE

SECONDARY LOGO LOCKUP

This logo option should only be used in cases where space is limited.

TYPOGRAPHY

NADIRA PRO

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

*Nadira Pro should be used for special callouts like the
hashtag or other primary information. Can be used for body
copy as well.*

*License can be purchased at
www.youworkforthem.com/font/T7959/nadira-pro*

HEROIC CONDENSED

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Heroic Condensed should be used as a headline font.

*License can be purchased at
www.myfonts.com/fonts/typetrust/heroic-condensed/*

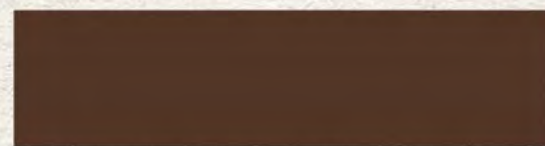
COURIER REGULAR

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Courier Regular should be used for listed claims.

*This version of Courier is an apple system font and
public domain.*

COLORS



PMS 476
CMYK 0, 31, 52, 65
RGB 89, 61, 43
HEX #593d2b

*PMS 476 should be
used for the logo and
body copy*



PMS 321
CMYK 100, 1, 0, 46
RGB 0, 135, 137
HEX #008789

*PMS 321 can be used
as an accent color;
headlines, patterns,
highlighted points*



PMS 166
CMYK 0, 60, 100, 13
RGB 221, 89, 0
HEX #dd5900

*PMS 166 can be used
as an accent color;
headlines, patterns,
highlighted points*



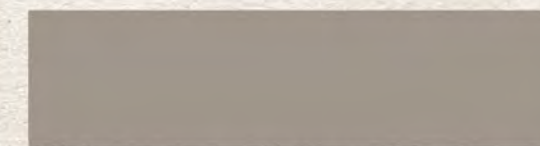
PMS 1205
CMYK 0, 6, 31, 3
RGB 247, 232, 170
HEX #f7e8aa

*PMS 1205 can be used
as an accent color;
headlines, patterns,
highlighted points*



PMS 7527
CMYK 0, 2, 8, 16
RGB 214, 210, 196
HEX #d6d2c4

*PMS 7527 should be
a neutral base color
within paper textures
as well as light copy
option*



PMS 402
CMYK 0, 6, 16, 31
RGB 175, 165, 147
HEX #afa593

*PMS 402 can be used as
tints as another option
for patterns*

PHOTOGRAPHY + GRAPHICS

Consideration should be given to where these graphics and photos will be used and who they will be speaking to. Are we talking to consumers or bartenders and bar owners? Should we be highlighting lifestyle or product attributes and packaging?

Also consider where these touchpoints will live, i.e., billboards need to be simpler with less information vs a magazine ad where you have the consumers time and attention.

Photo selects and graphic assets can be found in shared dropbox folders.





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THANK YOU