

WELCOME TO



MORTLACH

GUIDELINES AUGUST 2018



CONTENTS

THE STORY	04	THE BRAND LANGUAGE	53
THE OPPORTUNITY	08	BRAND LANGUAGE SUMMARY	
THE BRAND	15	BRAND COLOURS	
MANIFESTO		PACK RATIONALE	
BRAND PURPOSE		WHISKY CREDENTIALS	
PRODUCT TRUTH		TYPOGRAPHY	
BRAND ROOTS		ILLUSTRATION	
BRAND CHARACTER		TONE OF VOICE	
BRAND WHEEL		PHOTOGRAPHY	
THE RANGE	22	ENVIRONMENT & FINISHES	
THE ‘WEE WITCHIE’		TOUCHPOINT EXAMPLES	79
DISTILLER’S DRAM		KEY VISUAL	
COWIE’S BLUE SEAL		DIGITAL BANNER & INSTAGRAM	
ALEXANDER’S WAY		ON TRADE & COASTERS	
THE DESIGN IDEA & PRINCIPLES	31	TRAVEL RETAIL	
THE DESIGN IDEA CONTEMPORARY ALCHEMY		DOWNLOADABLE ASSETS	85
DESIGN PRINCIPLES		CONTACT	87
THE KEY BRAND ASSETS	38		
KEY BRAND ASSETS SUMMARY			
BRAND MARQUE STORY			
BRAND MARQUE OVERVIEW			
BRAND MARQUE GUIDELINES			
OTHER BRAND MARQUE & USES & GUIDELINES			
BRAND MARQUE COLOURS			
THE CHEVRON STORY & USAGE			
BOTTLE STORY			



## THE STORY

# MORTLACH, DUFFTOWN, SPEYSIDE 1896

Dr. Alexander Cowie oversees the very first spirit distillation, through a completely unique and fiendishly complex process, he has used his scientific acumen to craft.

He is not a distiller by trade and has not long returned from a posting in the *exotic* climes of Hong Kong, where he spent five years practising medicine. After the untimely death of his older brother, he returned to run Dufftown's oldest distillery with his father George who, before becoming the owner of the Mortlach distillery and learning the *craft* of distilling, previously was an engineer carving the great Scottish railways into the rugged landscape.

George bestowed it all to Alexander when he died, and Alexander doubled the stills his father left him.

There are now three wash stills and three spirit stills, all gleaming copper but each completely unique in size and shape. Spirit still No. 1 is the smallest of them all. She is called *The 'Wee Witchie'*.





The spirit drifts through a tangle of copper pipes and the six stills in a *Byzantine* configuration. It is cut, recut, blended, distilled and distilled again. It is refined over and over, more so than maybe any other Scotch, until the primal and elemental character of the Scottish water and malt is revealed. A *character* that is dark and earthy, complex and rich.

This spirit will create a *powerful* whisky unlike anything that has come before it, or will be made by any other distillery in the centuries to come. A whisky that will become known as ‘THE BEAST OF DUFFTOWN’.



The rhyme and reason for the components of Cowie's process will die with him but future generations of distillers will fastidiously follow the process, *never altering* a step or a still. They will call it '*The Way*'. The spirit will be referred to as '*2.81 distilled*', a figure as precise, *mysterious* and elegant as the method that creates the *beastly whisky*.

'*The Way*' will be passed from master to apprentice, generation to generation. Each initiated distiller unquestioning of the method because of the *magnificent* dram it makes.

Dr. Alexander Cowie is a **BOLD** man who had a **BOLD** idea that makes a whisky bolder than most.





# MANIFESTO

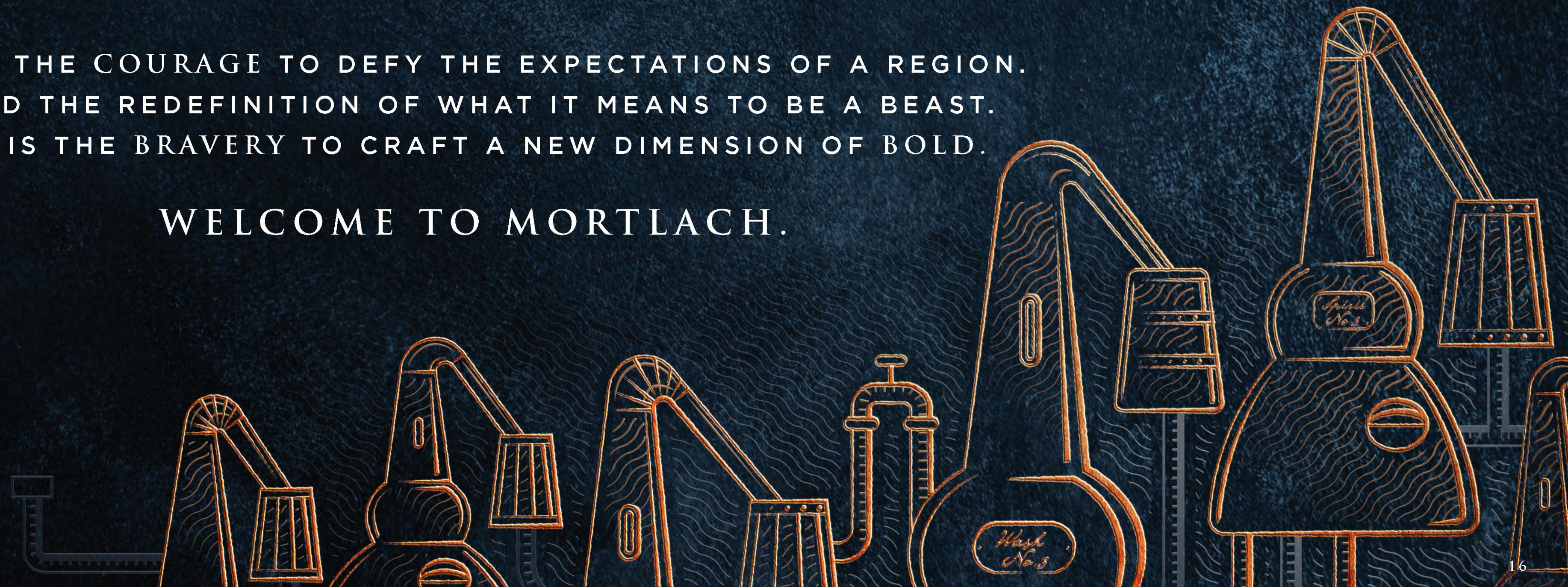
BOLD IS IN OUR BLOOD.

IT IS THE AUDACITY TO BE A DOCTOR IN A DISTILLER'S WORLD.  
TO TRAIL-BLAZE A COMPLEX PATH TO A BIGGER SCOTCH. THE DARING  
TO MAKE BOLD FLAVOUR WITHOUT THE BIG SMOKE OTHER WHISKIES  
SO OFTEN RELY ON FOR IMPACT.

IT IS BOLDNESS THROUGH PRECISION NOT BRASHNESS. THROUGH  
DEPTH NOT FORCE. THROUGH ENJOYMENT NOT ENDURANCE.

IT IS THE COURAGE TO DEFY THE EXPECTATIONS OF A REGION.  
AND THE REDEFINITION OF WHAT IT MEANS TO BE A BEAST.  
IT IS THE BRAVERY TO CRAFT A NEW DIMENSION OF BOLD.

WELCOME TO MORTLACH.





## BRAND CHARACTER

# MAGNETIC

Welcome to *the dark side* of Speyside, where we tell our tales with charisma and a touch of *mystery* to draw people in with the promise of discovering stories of old told with a modern tongue.

BRAND TRUTH: THE MYSTERY OF 'THE WAY',  
'THE BEAST OF DUFFTOWN'

# OBSESSIVE

We live by '*The Way*'. Neither step nor still altered since 1896. A method fastidiously followed to distil precisely *2.81 times*. This fanatical attention to detail is applied to all that we do.

BRAND TRUTH: 2.81 DISTILLATION

# AUDACIOUS

Dr. Alexander Cowie was a *brave* outsider. A doctor in a distiller's world. A man **BOLDER** than most. We continue to do things our way, crafting our own traditions, just like Alexander did to **FORGE** a *unique* way to a bigger Scotch.

BRAND TRUTH: ALEXANDER COWIE

# SUBSTANTIAL

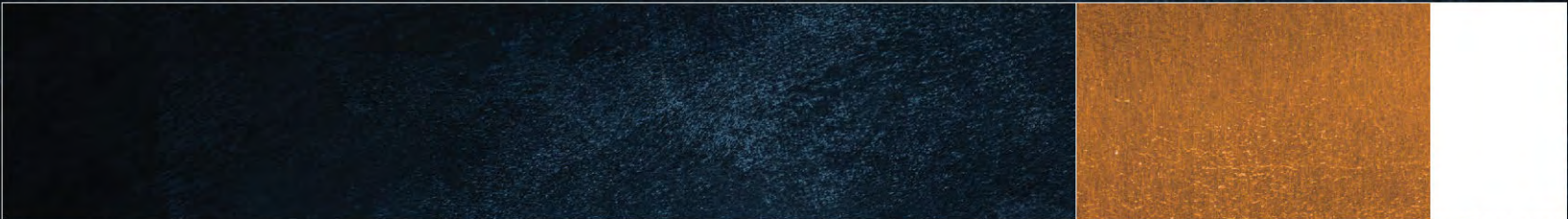
We are **BIG**, with **BIG** flavour and weight to what we say or do (without big smoke). Behind everything are layers of detail that build a **ROBUST** whole.

BRAND TRUTH: BOLD FLAVOUR WITHOUT BIG SMOKE

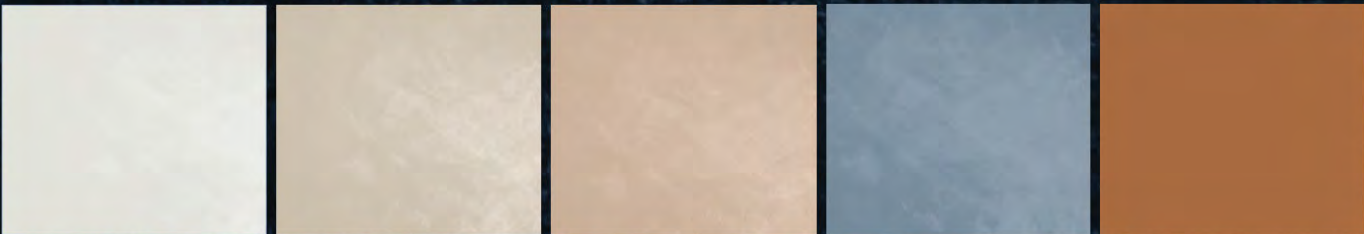


BRAND LANGUAGE

PRIMARY COLOUR PALETTE



SECONDARY COLOUR PALETTE



ART DIRECTION



CHEVRON



Reinforces our 'M'

ILLUSTRATION



VOICE OF TONE

INTRIGUING ,  
WELCOMING  
, DISCERNING , BOLD

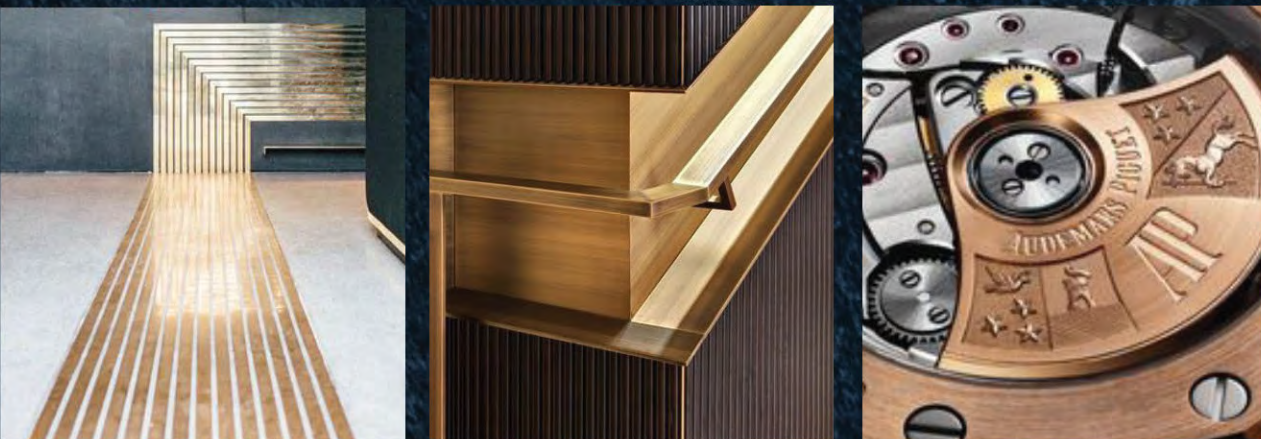
MATERIALS & FINISHES

Copper  
Paper texture  
Metal  
Embossing  
Contrast  
Wood



SHAPES & FORMS

Angular shapes  
Bold & powerful  
Depth & detail  
Precise  
Crafted  
Intricate





OFF-PACK TYPOGRAPHY USAGE

GOTHAM MEDIUM

*Snell Roundhouse*

TRAJAN PRO BOLD



HEADLINES

TRAJAN PRO BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789

SUB HEADER

GOTHAM MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789

BODY COPY

Gotham Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

DESCRIPTOR COPY

*Snell Roundhand Regular*

*(only to be used in sentence case)*  
*abcdefghijklmnopqrstuvwxyz*  
*0123456789*

*\*It is the agency's responsibility to ensure that the correct font licence has been purchased for the contemplated use for Diageo/ Mortlach e.g. a web licence, digital licence etc. if these are required.*



## ILLUSTRATION

# THE STORY

Our illustration and visual style is *inspired* by Dr. Cowie and the *mystery* that surrounds the complex *2.81* distillation process. It brings to life the spirit's journey through a tangle of copper pipes and our six stills.

It is placed upon the painterly texture to give it a *handcrafted* finish synonymous with Dr. Cowie and in contrast to our *crafted* illustration.

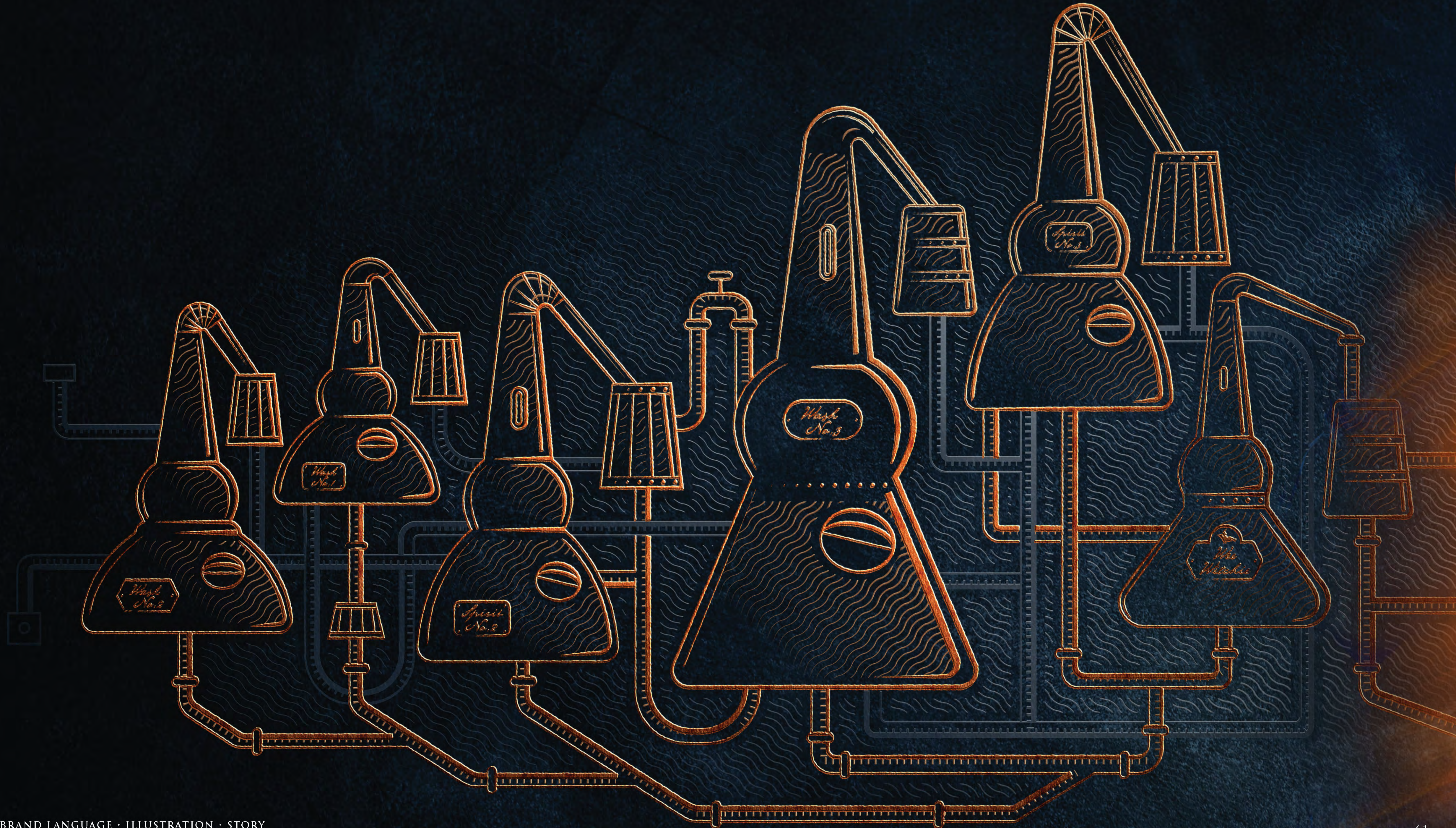
We visually present our **BOLD** flavour through the use of our **STRONG** colour palette, influenced by the Mortlach story.

The detailed illustration conveys the *precision* and *expertise* that goes into the distillation process.

‘**BOLD** flavour without **BIG** smoke’ is conveyed through the bold, impactful styling of the distillation process.

The illustration expresses our design idea, ‘*Contemporary Alchemy*’ and should feel *charismatic, unique*, **BOLD** and have clear attention to detail.







## ILLUSTRATION

# COLOUR, TEXTURE & RULES OF USE

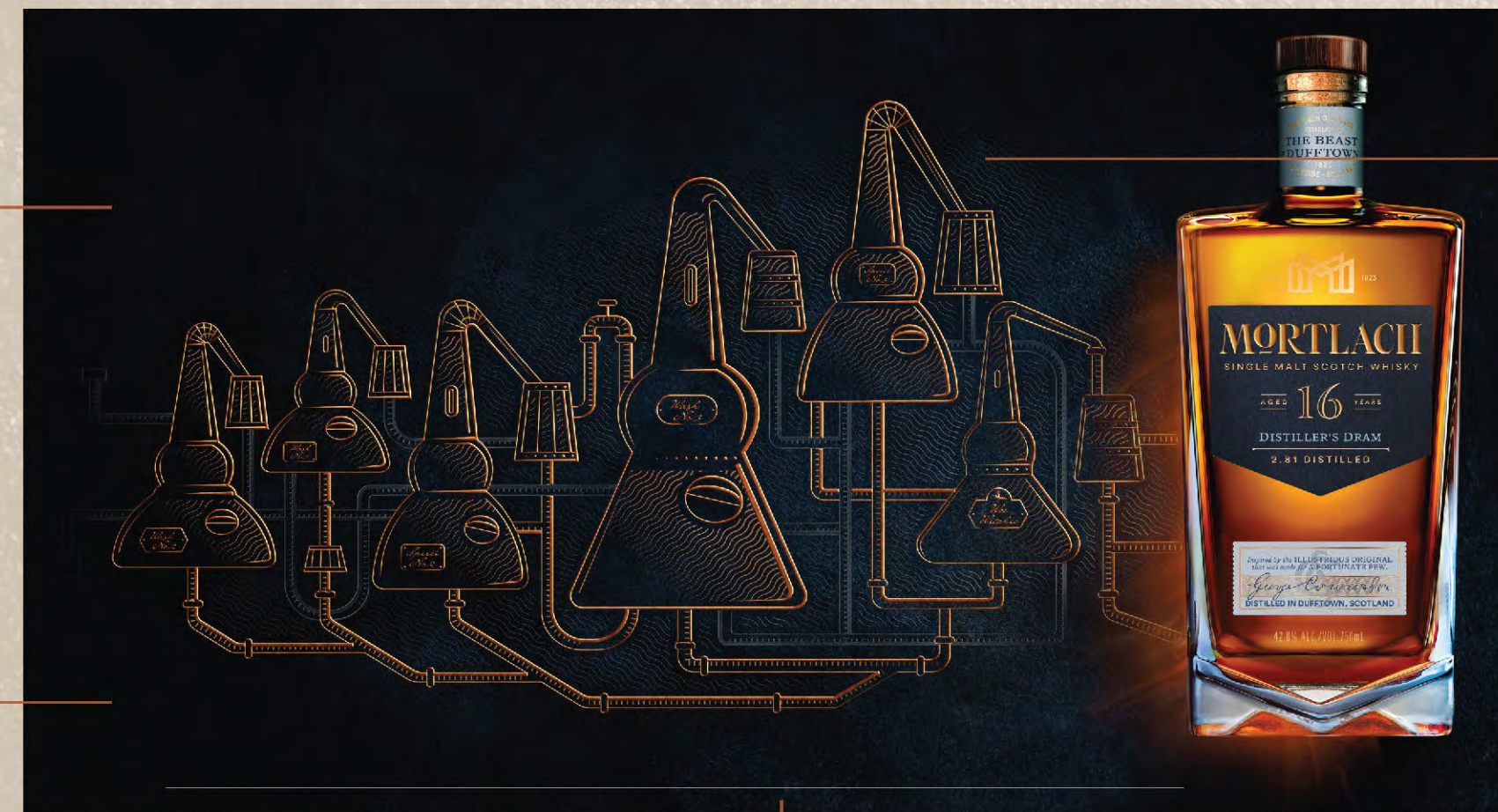
The illustration tells the story of Mortlach and the distillation process.

### PERSPECTIVE

The perspective angle should be implied by a dark gradient and always lead from the top left corner.

### BACKGROUND

It must always be placed on the Cowie's Blue background along with the painterly texture.



### FINISH

The illustration style must always be applied in copper foil or Pantone when foiling is not possible. Please reference colour palette Page 52. Where applicable apply foils, embossing and varnishes to the linework. Please reference Page 61 for guidance.

### GLOWS

When the bottle is incorporated, warm, whisky glows should emanate from the pack.

### POSITION

The illustration should always flow towards the bottle. It can be shown face-on or angled with perspective to highlight the embossed finishes.



## ILLUSTRATION

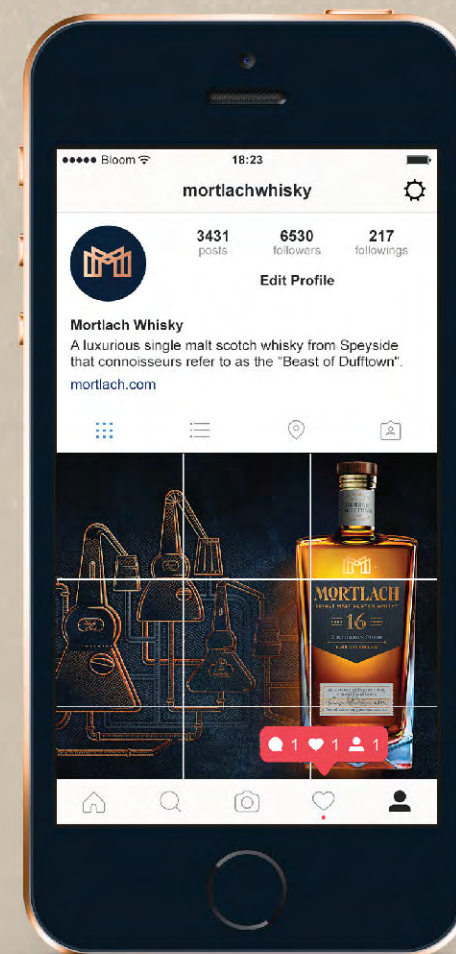
# COLOUR, TEXTURE & RULES OF USE

### MINIMUM SIZE USAGE

The smallest application where the illustration can be applied is on digital social media e.g. Instagram, this size is **1080x 1080px**.

The biggest still must always have space around it and be fully visible when applied.

#### EXAMPLE



### WHEN CREATING FUTURE ILLUSTRATIONS:

Consider where the copy will be placed to allow clear areas for headlines and sign-offs to live.

The illustration depiction should reflect the copy line.

There must be consideration for the visual balance of detailed elements within the illustration and the bold composition of the illustration itself.

No people or animals should be illustrated.

The illustration should not be too naive or too simple.

All future illustrations and content should be signed off by the brand team before being created.



## TONE OF VOICE

Everything we say is an *enticing* invitation to *step beyond* the boundaries of an obvious choice. An invitation addressed to those experienced enough to know what's out there and discriminating enough to want something more.

Our voice assures them of our *discernment* and *expertise* and impresses them with our BOLD, DARING craft. We welcome them warmly to *discover more*, knowing that our intrigue makes us *irresistible*.

        
WE ARE  
        
  
INTRIGUING  
  
WELCOMING  
  
DISCERNING  
  
BOLD



## TONE OF VOICE

### ‘THE BEAST OF DUFFTOWN’

Is the language we use to describe our whisky. It is not a campaign line or a branding device.

It should only be used across communications when describing or talking about the liquid experience. The only exception to the rule is its placement on the neck label of the bottle, where it must always be present.

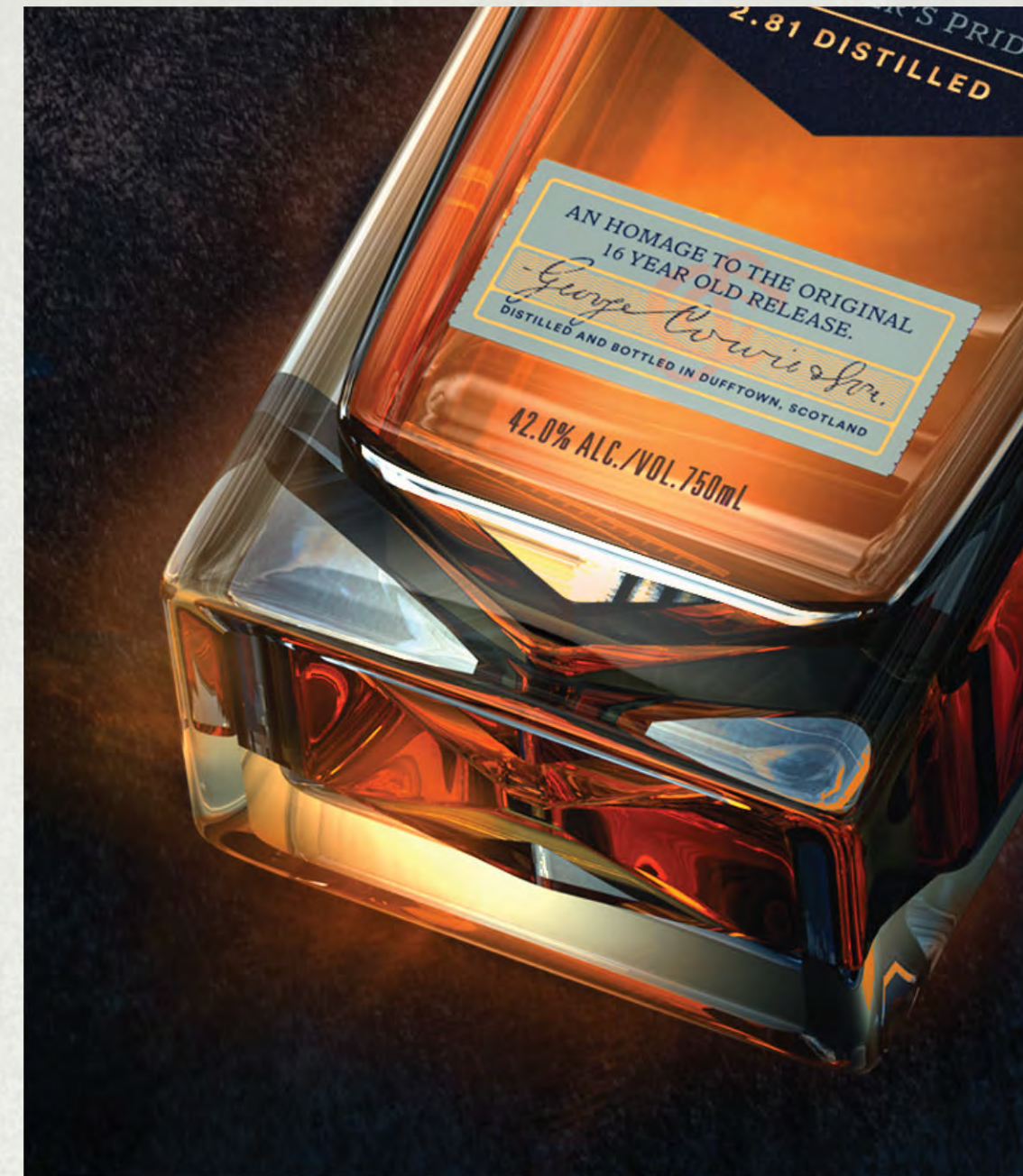




## PHOTOGRAPHY

# PRODUCT & SERVE

Our product and serve photography celebrates our *unique* liquid. It should feel BOLD yet *enticing*, with warm lighting *accentuating rich, copper* details. Our photography captures our MAGNETIC personality and *hand craftsmanship*.





## ENVIRONMENT & FINISHES

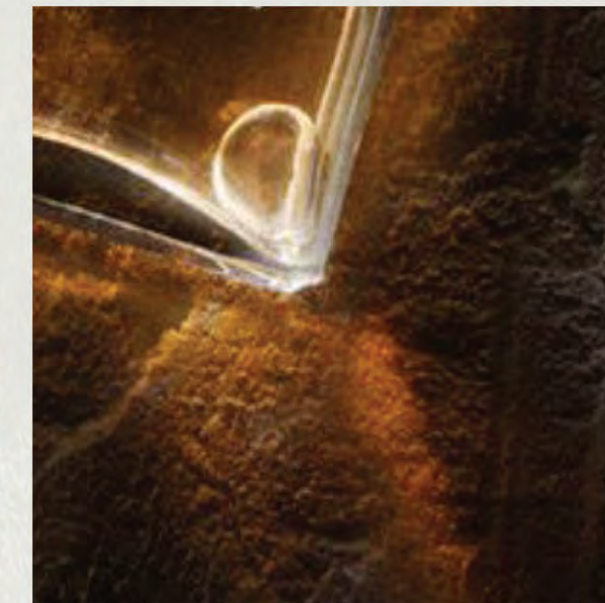
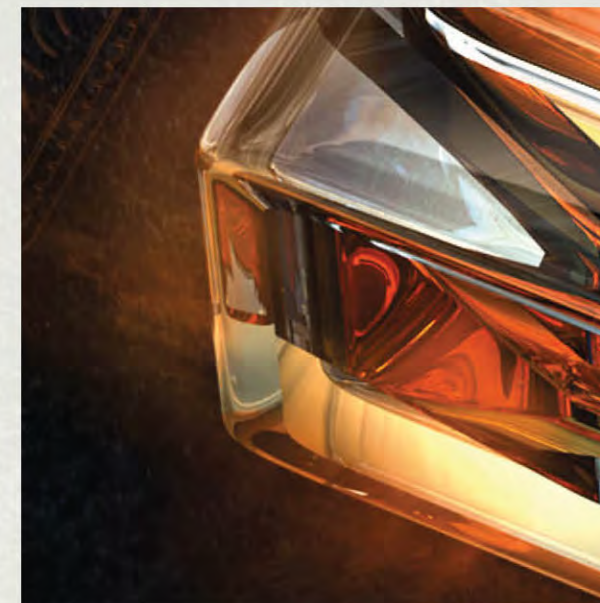
# THE ENIGMATIC GLOW

Our glow reflects our *mysterious* personality and communicates our FULL flavour without smoke. It represents our *smooth* taste profile and adds depth to our whisky photography. It adds *allure* and *depth* to a scene or setting. It's an integral visual asset that should always be applied when possible.

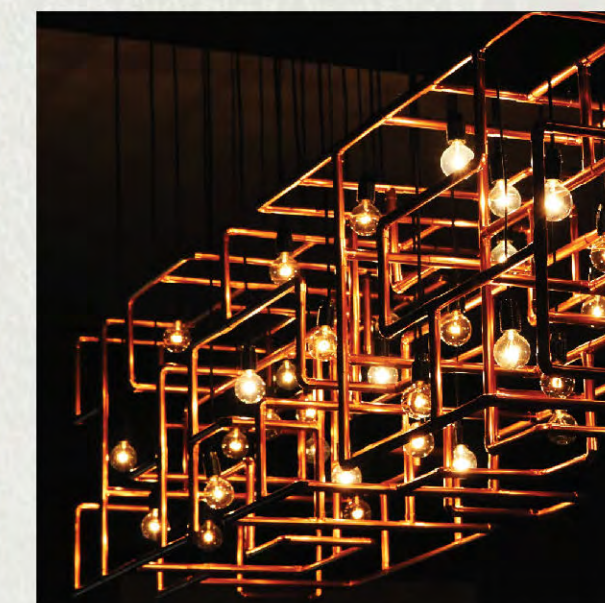
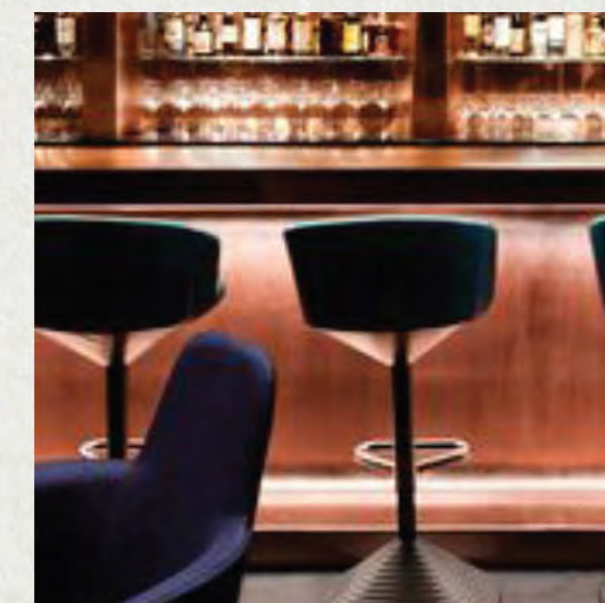
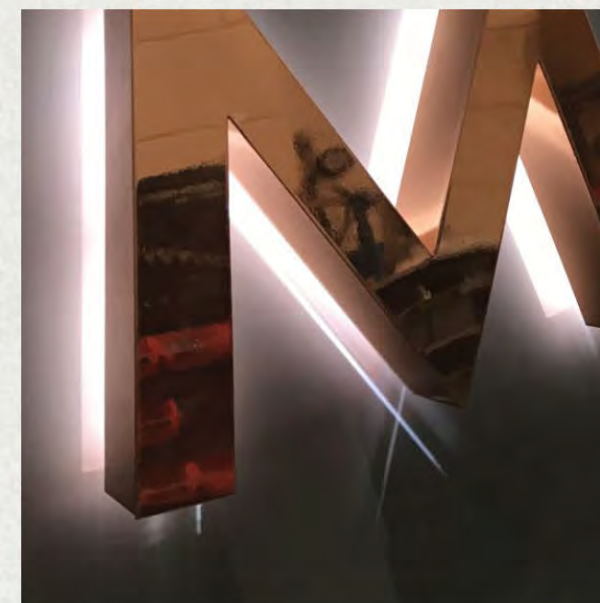
### Please note:

*Glow should always feel warm like copper*

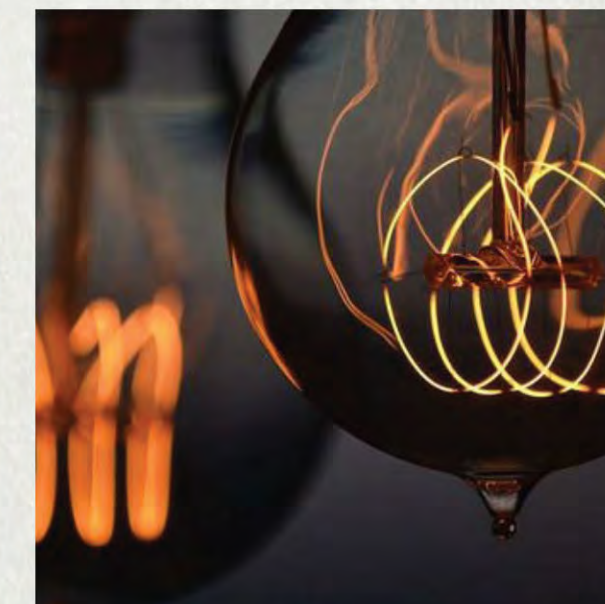
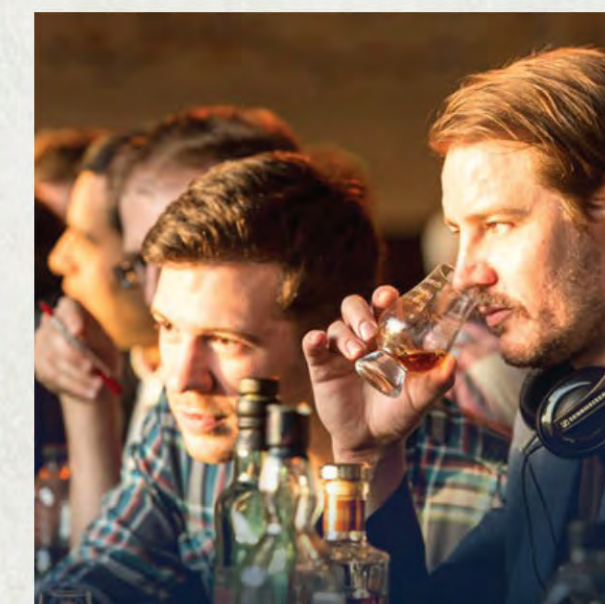
Use of glows with glass and with product



Use of glows within props and scenes



Warmly lit scenes with glamorous glows





## TOUCHPOINTS

# KEY VISUAL



Front on key visual

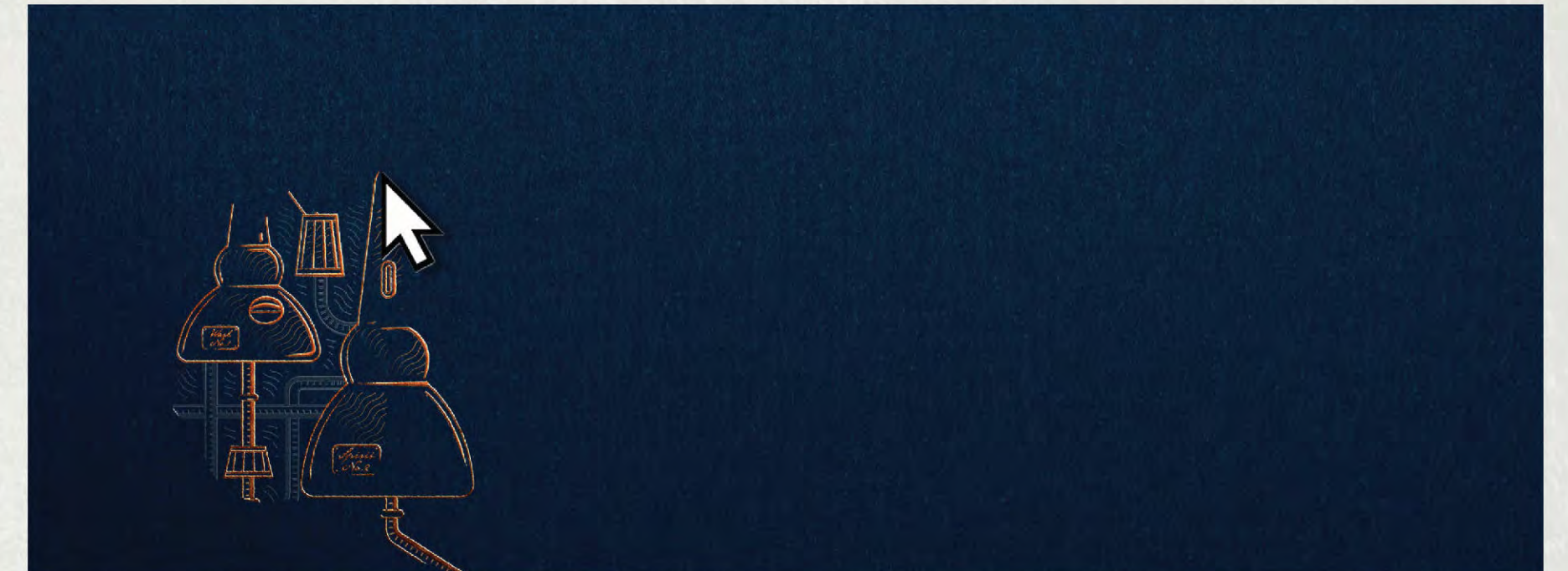
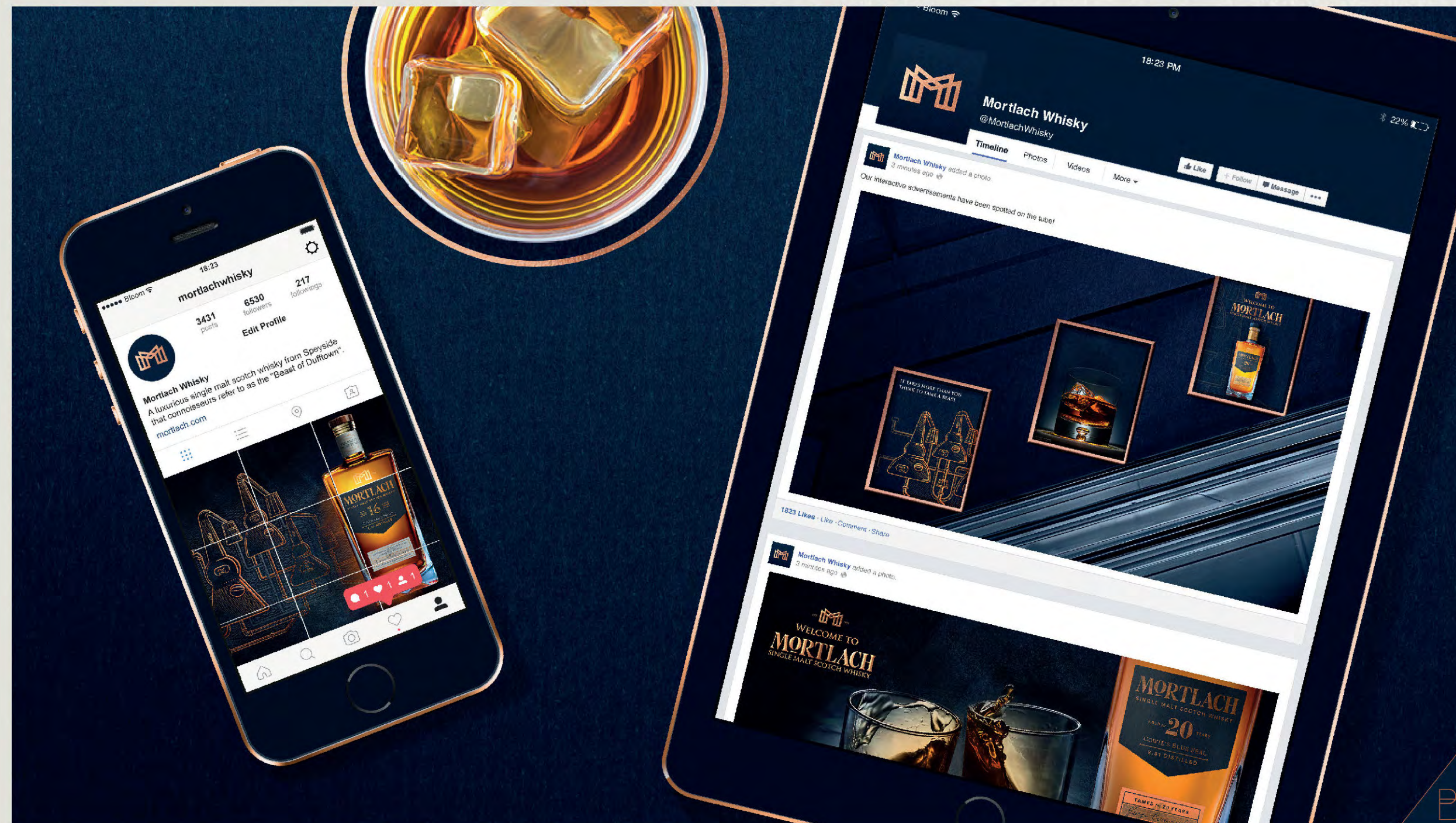


Angled key visual



## TOUCHPOINTS

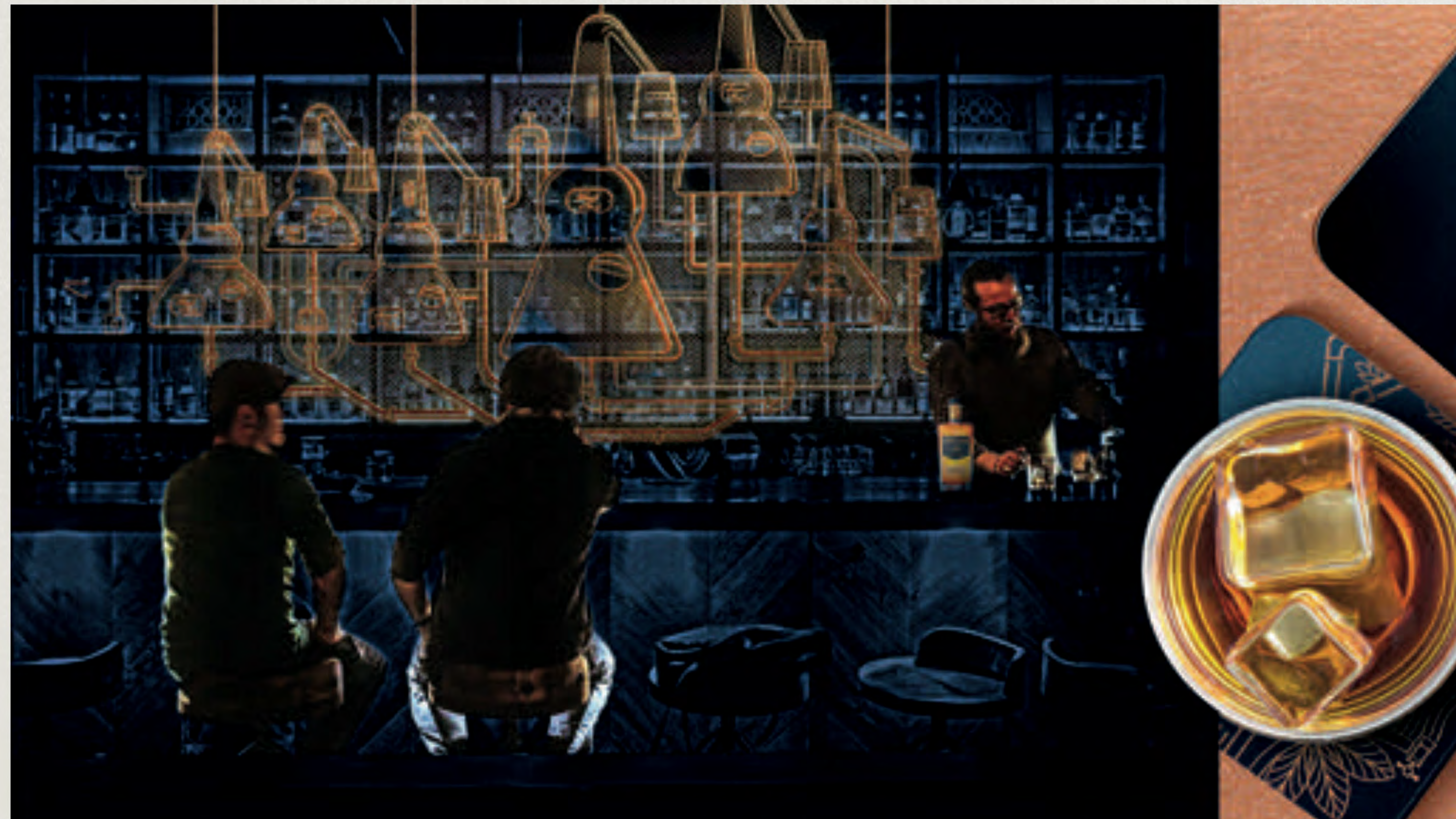
# DIGITAL BANNER AND INSTAGRAM





## TOUCHPOINTS

# ON-TRADE COASTERS AND BAR MENU





## TOUCHPOINTS

# TRAVEL RETAIL STAND

