

HEAVEN HILL

GRAIN TO GLASS®

BRAND GUIDELINES



CAMPAIGN STATEMENT

Heaven Hill Grain to Glass® is the embodiment of Heaven Hill Distillery’s long-standing relationships with Peterson Farms and Beck’s Seed Company, distilled into one line of Whiskey. These relationships—built on handshakes, not contracts—our Whiskey expertise and high-quality ingredients are all key aspects of this brand.

At Heaven Hill Distillery, we know that quality Whiskeys come from quality ingredients—and quality ingredients come from trusted partnerships. With this brand, we are bringing to life the elements that have been instrumental in our ability to produce high quality Whiskey since 1935 while highlighting our commitment to family and quality—and taking our transparency one step further, starting with the seed.



DISTINCTIVE ASSETS

There are two distinctive assets for this campaign: the Heaven Hill Grain to Glass® logo and the seal. The logo is crisp and easily recognizable, and since we are actively building recognition for this brand, we recommend using the logo as much as possible. The seal is a thread to the Heaven Hill Bottled-in-Bond brand, tying the two premium offerings from Heaven Hill Distillery together. The gold color and three-dimensional embossed look emphasize the excellence of the brand, alerting consumers to its exceptional quality.

HEAVEN HILL
GRAIN TO GLASS®



LOGO LOCKUPS

Primary

The logo lockup can be represented in two ways, depending on the situation and design style. We use the liberty blue version on white and other light backgrounds, and the white version on blue and other dark backgrounds.

HEAVEN HILL
GRAIN ^{TO} GLASS[®]

HEAVEN HILL
GRAIN ^{TO} GLASS[®]

LOGO LOCKUPS

Dropshadow

The secondary (dropshadow) logo lockup can be represented in three ways, depending on the situation and design style. We use the liberty blue version on white and other light backgrounds, the white version on blue and other dark backgrounds and the two-color version in instances where the brand needs to quickly call attention to itself.

HEAVEN HILL
GRAIN TO GLASS™

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TYPOGRAPHY

Fonts

We use two typefaces for this brand. The primary typeface is Bordonaro Spur, a display serif and serif font published by Estudio Calderón. The added spur element gives the font an elegant texture and premium quality. The tall x-height and lack of lowercase characters makes it an ideal choice for headlines and creating a strong brand impression, while the even spacing of the letters gives this font a clean and modern style. In most layouts, it stands tall and bold, commanding the reader’s attention, while its rounded edges add an approachability to the text.

The secondary type is Playfair Display, a versatile serif font published by Claus Eggers Sørensen. We use it for the subheads and body copy for this brand. It’s a transitional font, taking inspiration from 18th century typography. The extra large x-height and short descenders make it an ideal font for headlines and subheads. However, it is also a pleasant font for body copy since its capitals are very short and only slightly more weighted than lowercase characters. In languages like English, where nouns are capitalized, it creates an even typographical color and readers benefit from the lower contrast between upper and lowercase letters.

BORDONARO SPUR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!?.,:;"'#@!#\$%&*{}[]()

Playfair

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?.,:;"'#@!#\$%&*{}[]()

TYPOGRAPHY

Type Units

Shown are two ways to use the typefaces along with suggested sizes to pair them in the most effective way. Bordonaro Spur can be used in two different sizes to make a headline more visually appealing, and Playfair can be used in lower case for longer subheadings.

60 pt	Headline Line 1
	Bordonaro
38 pt	Headline Line 2
	Bordonaro

QUALITY WHISKEY
STARTS WITH THE SEED

50 pt	Headline
	Bordonaro
15 pt	Sub-Head
	Playfair Regular

CRAFTING GRAIN TO GLASS

While many hands were involved in developing Heaven Hill Grain to Glass, it wouldn’t have been possible without a few instrumental people.

TYPOGRAPHY

Type Units (contd.)

Playfair can be used in all-caps and bold for short subheadings, or in its regular form for body copy.

50 pt

Headline

Bordonaro

BERNARD PETERSON

15 pt

Sub-Head

Playfair Bold

PETERSON FARMS

10 pt

Body Copy

Playfair Regular

We believe exceptional grains come from passionate farmers who take pride in their harvest. Peterson Farms in Loretto, Kentucky, is a family-owned business that was established in 197x and is well-known in the Whiskey industry for producing high-quality grains and pioneering sustainable farming practices to keep the soil healthy.

HEADLINES

FARMING TRADITION,
DISTILLING INNOVATION

QUALITY WHISKEY
STARTS WITH THE SEED

WE BELIEVE IN
KEEPING THINGS LOCAL

REDEFINING
LOCALLY MADE

RUNNING A FAMILY
BUSINESS ISN'T
BUSINESS AS USUAL

WE STARTED
WITH THE SEED

COLOR PALETTE

Liberty Blue	#1B365D
Gold	
Off-White	# f5f1ee
Label Red	#92343a
Label Green	#456f68

PHOTOGRAPHY

3-Ups

In fall 2024, we completed our first brand shoot. Here, we captured two group shots featuring all three bottles.



PHOTOGRAPHY

Individual Product Shots

We also captured four individual product shots: two of Heaven Hill Grain to Glass Kentucky Straight Bourbon Whiskey and one each of Heaven Hill Grain to Glass Kentucky Straight Rye Whiskey and Heaven Hill Grain to Glass Kentucky Straight Wheated Bourbon Whiskey.



PHOTOGRAPHY

HHD Annual Shoot 2023

At the Heaven Hill Distillery 2023 annual shoot, we captured a set of images that will also be used for this brand. These photographs show the partnerships behind the Heaven Hill Grain to Glass™ line of Whiskeys as well as the care and craftsmanship that goes into every bottle.



CAMPAIGN ELEMENTS

Bottle Shape

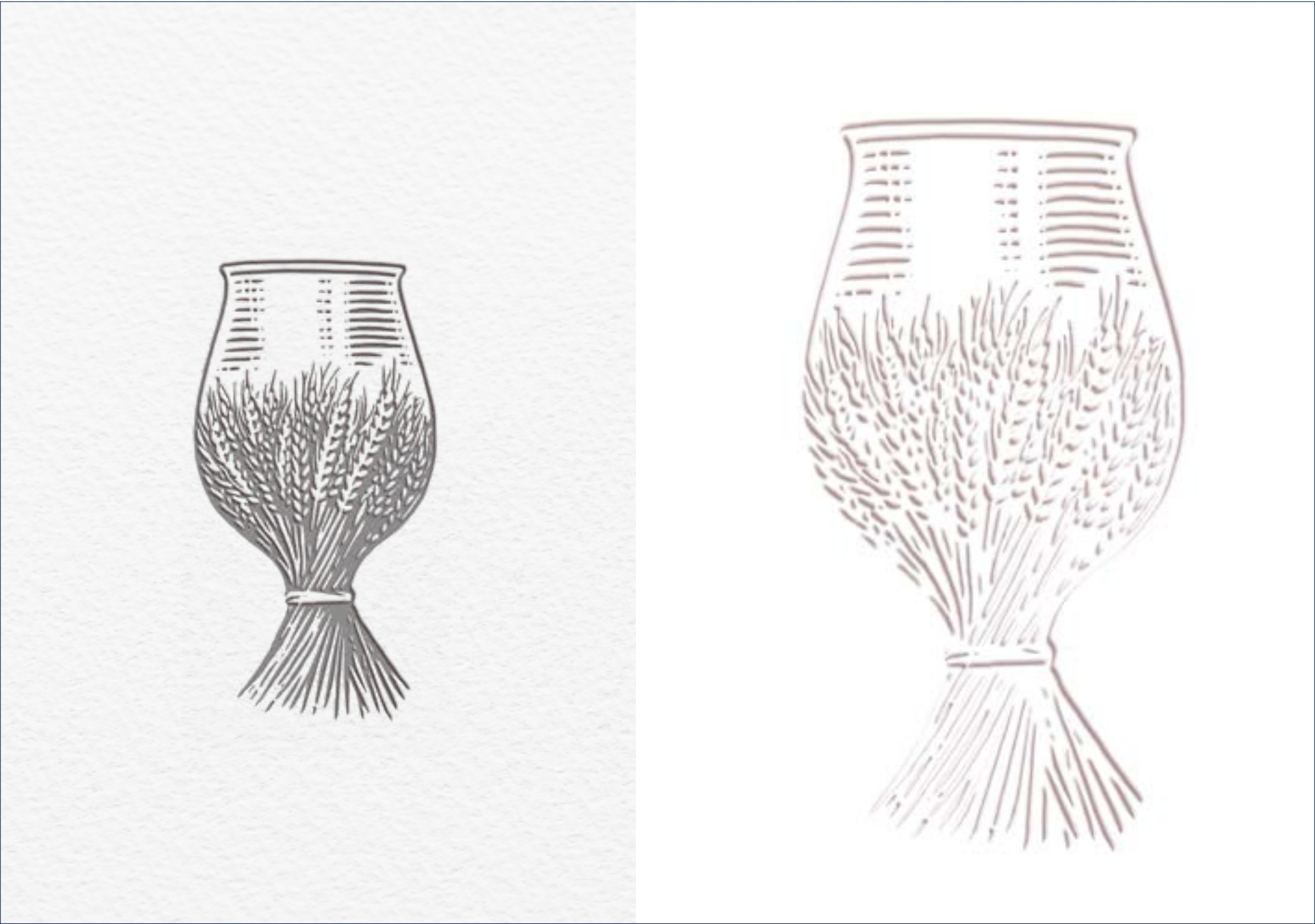
We leverage the shape of our bottle as a window into other aspects of the campaign—such as a container for images or a frame through which we can tell stories. This unique feature is easily recognized by our audience, which builds familiarity with our brand.



CAMPAIGN ELEMENTS

Chalice

The Heaven Hill Grain to Glass™ chalice is a graphic that represents the brand and all it stands for, and is also a primary mark on the label. Because of its importance, we use it in a prominent way to reinforce this line of Whiskey’s ideals. It is also included on the website alongside the etched and embossed paper treatment.



CAMPAIGN ELEMENTS

Carousels



In carousels on the website and other digital applications, the number of images or segments are shown using outlined blue circles as depicted above. The current circle has a smaller, solid blue circle within it.



The buttons on the side of each carousel feature blue arrows in a white box with rounded blue edges. These allow the user to skip to the next or return to the previous image.

CAMPAIGN ELEMENTS

Buttons



On lighter backgrounds, we use blue buttons with white text in the Bordonaro Spur font.



On darker backgrounds, the buttons are white with blue text in the Bordonaro Spur font.

CAMPAIGN ELEMENTS

Gold Borders

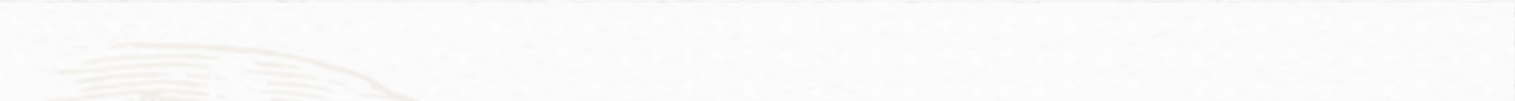
Gold borders are a key brand element. They signify the premium award-winning nature of Heaven Hill Grain to Glass™. When we use these borders, they frame and call attention to the process of and people who are significant to making this Whiskey.



CAMPAIGN ELEMENTS

Gold Dividers

To add to the set of gold elements in the brand, we also use 2 types of section breakers that utilize the gold gradient to emphasize the premium aspect of the campaign.





THREE FAMILIES, ONE LINE OF WHISKEY

Family-owned businesses are built differently—in the way we prioritize people, quality and our traditions. For Heaven Hill Grain to Glass, we partnered with two like-minded companies, Beck's Hybrids and Peterson Farms, which share our commitment to quality and a passion that's been passed down for generations.

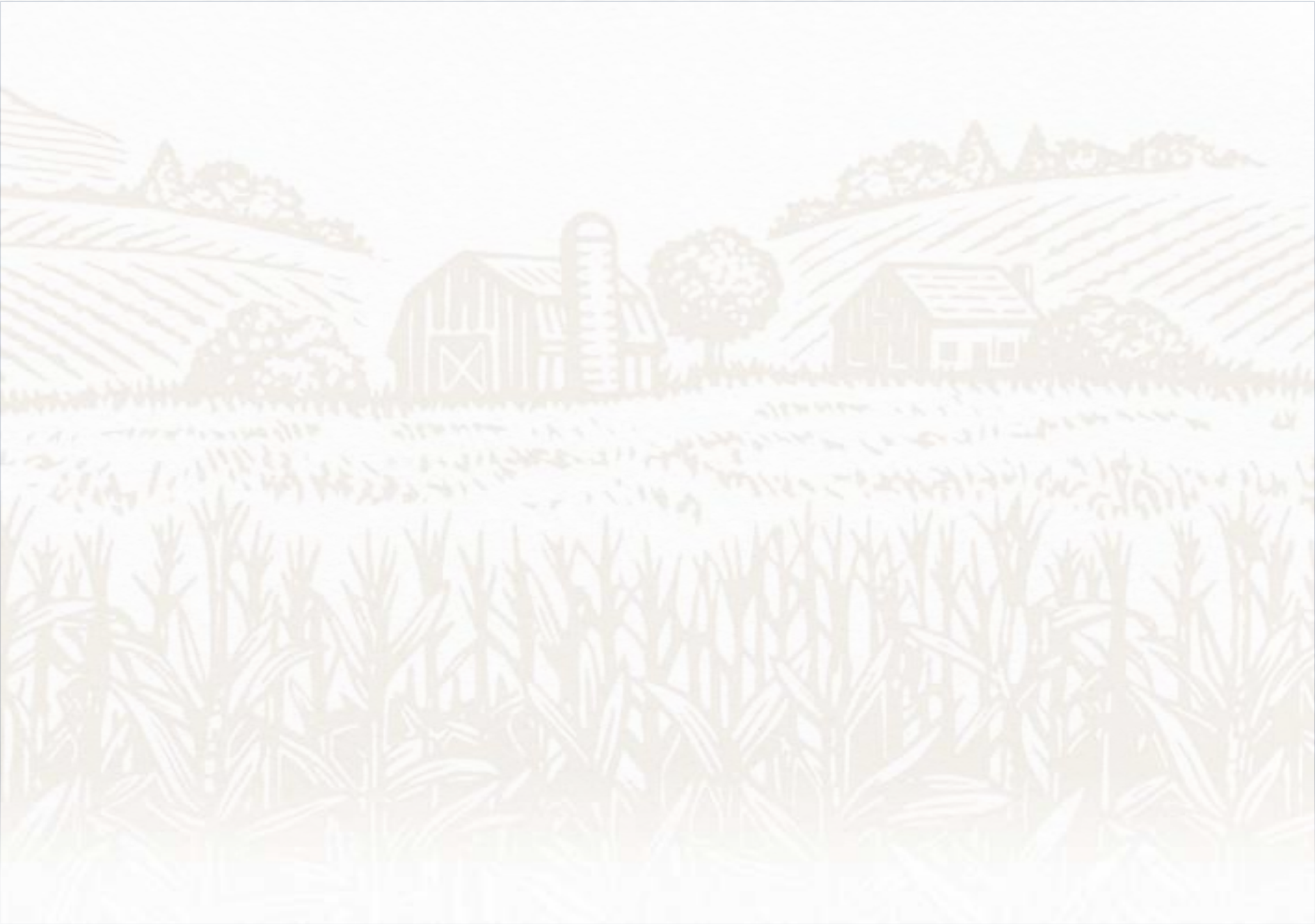


FAMILY. QUALITY. CRAFT

CAMPAIGN ELEMENTS

Label Illustration

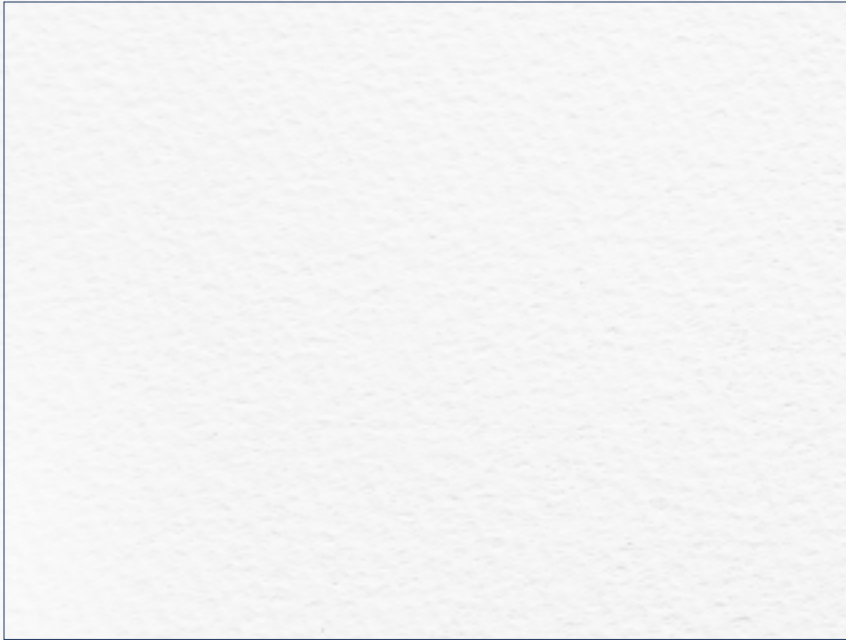
The label illustration is used as a background element at a lower opacity. Bringing this element of the label into other designs reinforces the tie between the Whiskey and its marketing. It also reminds fans of this line’s “grain to glass” production.



CAMPAIGN ELEMENTS

Paper Texture

The paper texture and its use as a background element speaks to the handmade farm-to-table aspect of this line of Whiskeys. It promotes a rustic backbone to the product while still maintaining its high-quality nature.



Etched Elements

The etched elements continue to tie into the story of the carefully handcrafted process that went into creating these Whiskeys.



Signatures

The signatures of Max, Bernard and Sonny are to be used in biographical sections of the website, or in any other place in which we're including their profiles. They lend credibility to the product, showing viewers that these three are not only involved in the Whiskey's production, but will sign their name to its quality.



CAMPAIGN ELEMENTS

Lay-Flat Ingredients

Lay-flat images of the products’ ingredients are used with a slight shadow to make them feel “placed” on the page and reinforce the key brand element of the importance of high-quality ingredients. They should bleed in from one of the edges and occupy no more than 15-20% of the screen from that side.



Label Elements

There are some small portions of the label that we have featured as background elements to bring character and reinforce the brand RTBs. The phrase “exceptional grains come from passionate farmers” is an example of this.



EXAMPLE ARTWORK

CASE CARDS

To be populated once finalized.

EXAMPLE ARTWORK

POS

To be populated once finalized.

THANK YOU!