BOMBAY SAPPHIRE

Brand Framework

Creativity begins here

This document invites you to build the world of Bombay Sapphire. It guides you through the tools and techniques we've created to express ourselves. We use them to instil our substance, style and spirit in everything we do. And stir the creativity in those around us too.

CONTENTS

PLEASE NOTE: IMAGES USED THROUGHOUT THIS DOCUMENT ARE FOR INSPIRATION ONLY AND SHOULDN'T BE USED EXTERNALLY

SECTION 1

Brand Strategy

BRAND STRATEGY
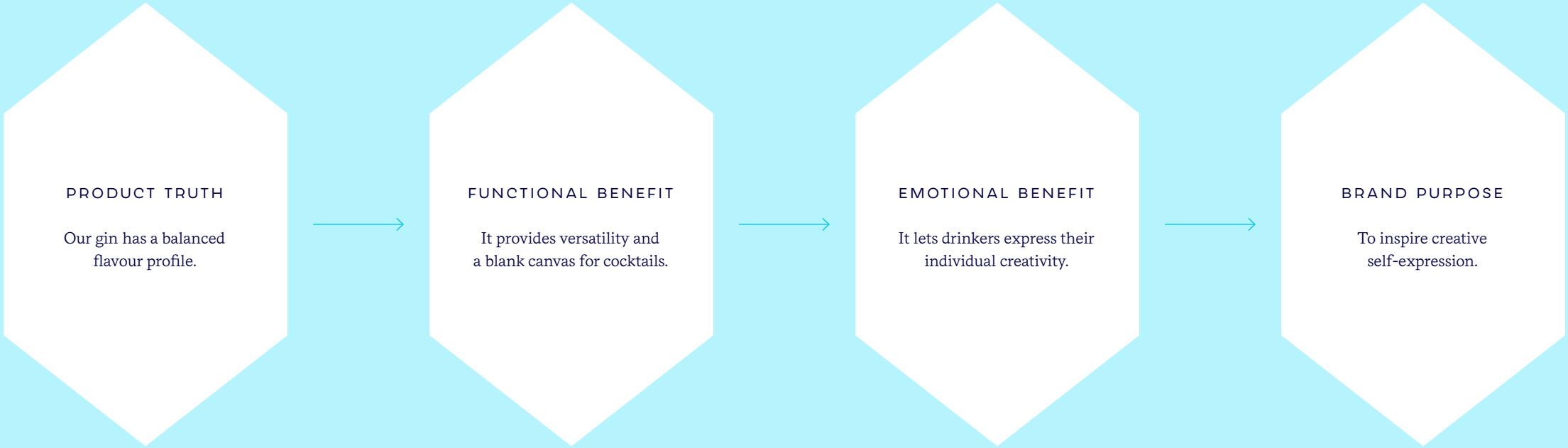
Our strategy is the foundation for everything that follows.

Our strategy motivates and defines every aspect of our identity. It's how we know what to aim for and how best to achieve it. Anything we make, say or do is done for this purpose.

BRAND STRATEGY

PRODUCT TRUTH

Our gin has a balanced
flavour profile.

FUNCTIONAL BENEFIT

It provides versatility and
a blank canvas for cocktails.

EMOTIONAL BENEFIT

It lets drinkers express their
individual creativity.

BRAND PURPOSE

To inspire creative
self-expression.

DEFINING OUR STRATEGY

With this connection, we know our ambitions
link back to the truth at the heart of our product.
It's how we keep our identity consistent, genuine
and believable.

OUR BRAND PURPOSE

To inspire creative self-expression

This is our reason for being. Our purpose captures the impact we make, what excites us, and why the world will be a better place because we're here.

OUR BRAND STORY

Creativity makes us feel alive. It frees us to create
new from nothing and to express our own perspective.

It's why we're here. To open creativity up to everyone.
To show how imagination creates the exquisite
and how provocation brings splashes of brilliance.
The exhilaration is the journey, wherever it takes you.

Creativity lives in our gin. We are a beautifully harmonious
expression of complex flavours. Pushing the boundaries of
botanicals and distillation. A gin so versatile it stretches
into all manner of experimentation and expression.

Together we stir creativity.

WHO, WHAT, HOW AND WHY

This story is for us. It's an internal narrative that
sums up who we are and why we do what we do.

OUR BRAND IDEA

Stir Creativity

Bombay Sapphire is a canvas for
creative self-expression.

OUR DIRECTIVE THOUGHT

This idea is a promise. A golden rule for
our brand. The thread which runs through
everything we do, make and say.

MIND MAP

HOW WOULD I DESCRIBE THE BRAND?

Blue bottle
Refreshing taste
Balanced flavour
Bright (flavour)
10 Botanicals

BRAND ICONOGRAPHY

Blue jewel
Faceted blue bottle
Laverstoke
Botanicals

WHAT DOES THE BRAND DO FOR ME?

Makes me stand out
Allows me to be versatile
Quenches my thirst
Stimulating
Opens my mind

BRAND ESSENCE

Exquisite
Avant-garde
Worldly

HOW DOES THE BRAND MAKE ME LOOK?

Stylish
Vibrant
Creative
Progressive
Cultured

HOW DOES THE BRAND MAKE ME FEEL?

Expressive
Energised
Self-expressive
Invigorated
Inspired

BRAND CHARACTER

Confident
Inspiring
Spirited
Charismatic
Empowering

INSIGHT

The expression of creativity makes
us human but we learn to suppress it.

PURPOSE / KBB

Bombay Sapphire inspires
creative self-expression.

REASONS TO BELIEVE

(First) iconic blue bottle
(Best) gin distillery
(Best) botanical sourcing & versatile liquid
(Longest) heritage of creativity

WHAT IS A MIND MAP?

Our Mind Map is what we want our customers
to think, feel and say about us.

SECTION 2

Brand Personality

OVERVIEW

How we think and what we say shapes who we are.

Our personality is made up of our essence and our tone of voice.
It determines how we think and what we say and, therefore,
how we're understood by those around us.

We make sure our personality is clearly present in every one
of our touchpoints.

SECTION 2.1

Brand Essence

A powerful brand idea is supported by a consistent brand essence. Our essence comprises three key values. This section explains what they mean and how we use them to bring our brand to life in a rich and meaningful way.

OVERVIEW

How we express ourselves.

In support of Stir Creativity, our values define how we speak, look and act. Whatever we're doing, no matter who we're with or where we are, if we keep these values close we'll stay true to who we are.

OUR THREE VALUES

Exquisite

BEAUTIFUL AND ELEGANT,
NOT FUSSY OR PRISTINE.

Avant-garde

MODERN AND DARING,
NOT WACKY OR HIGHBROW.

Worldly

OPEN AND EXPERIENCED,
NOT OLD OR INTELLECTUAL.

BRAND ESSENCE

Exquisite

WHAT WE MEAN ✓

› Marked by flawless craftsmanship or by beautiful, delicate or ingenious execution.

› Highly skilled or intricate; excellently made or formed.

› Appealing to refined taste.

WHAT WE DON'T MEAN ✕

› Fussy or pristine.

IMAGES ARE FOR
REFERENCE ONLY
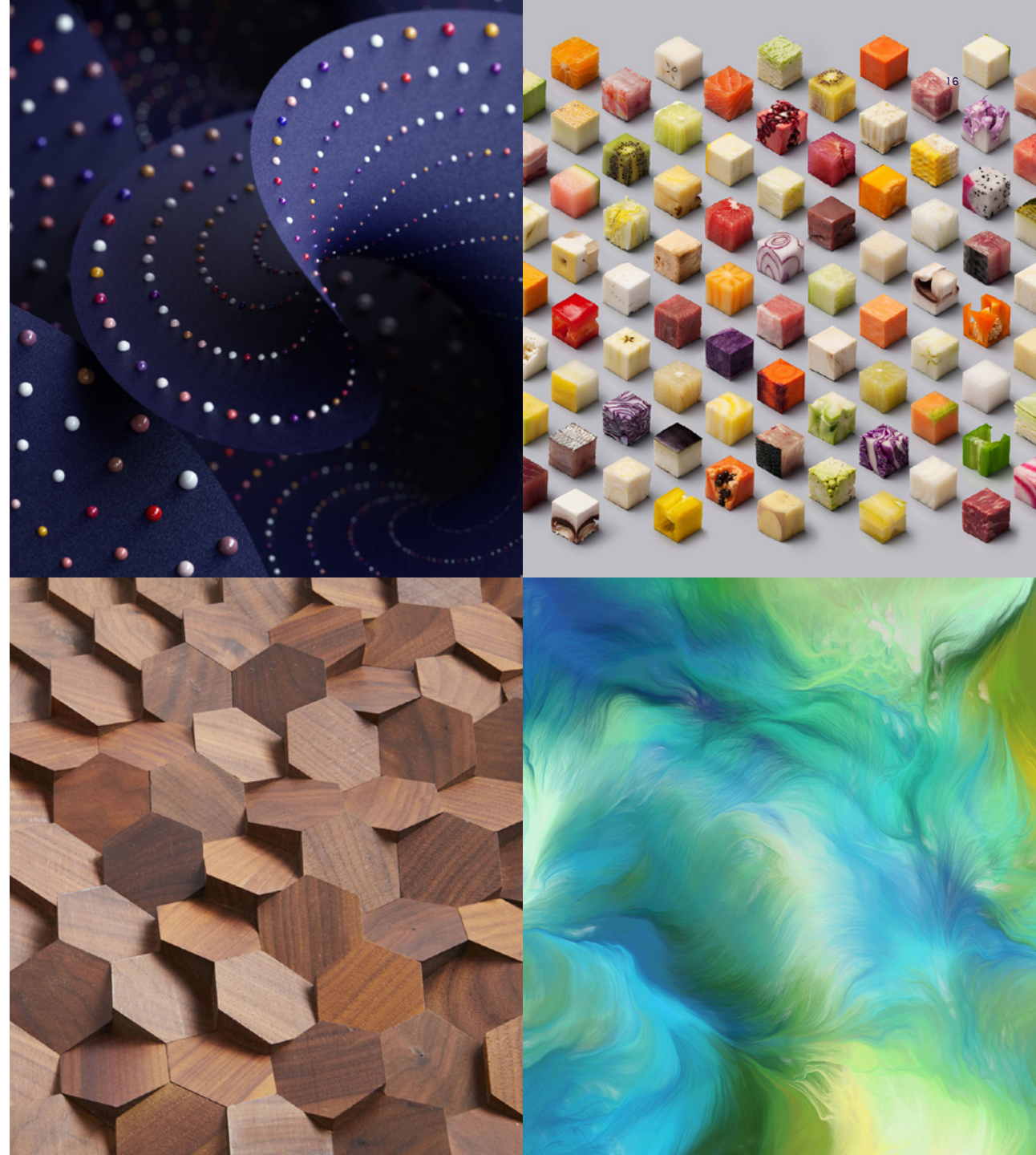
BRAND ESSENCE

Avant-garde

WHAT WE MEAN ✓

› Being part of an innovative group, especially one in the arts.

› Methods or forms which are markedly experimental or in advance of those generally accepted.

› Creating or promoting innovative ideas or techniques.

WHAT WE DON'T MEAN ✕

› Wacky or highbrow.

IMAGES ARE FOR
REFERENCE ONLY
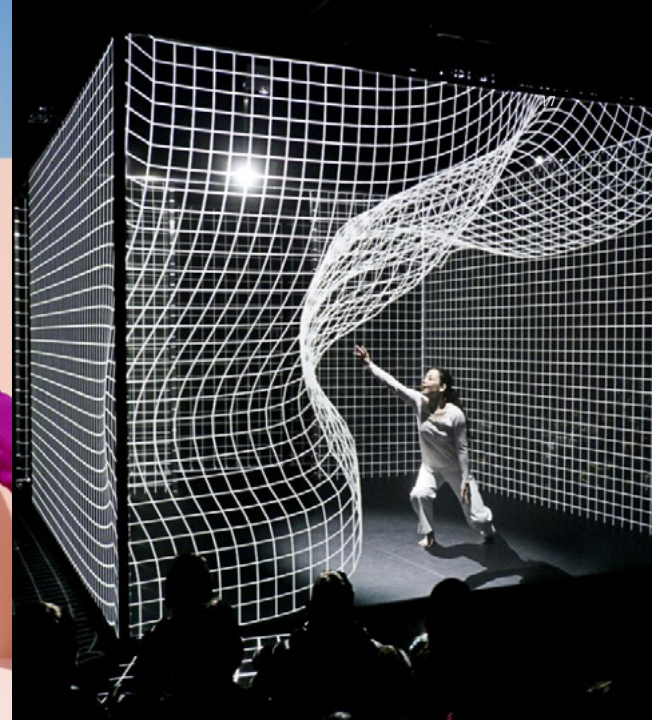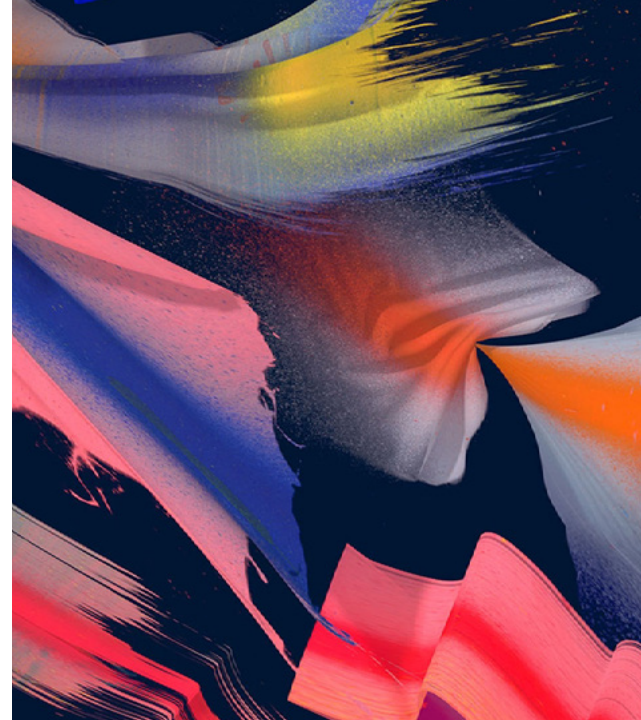
BRAND ESSENCE

Worldly

WHAT WE MEAN ✓

› Experienced, sophisticated, worldly-wise.

› Having or showing a lot of experience and knowledge about life and the ways of the world.

› Possessing a practical and often shrewd understanding of humanity.

WHAT WE DON'T MEAN ✕

› Old or intellectual.

IMAGES ARE FOR
REFERENCE ONLY

BEHAVIOUR PRINCIPLES

DESIGN
Stimulating and open, showing how diverse and free creativity feels.

NPD
New expressions that give collaborators and colleagues a platform.

DRINKS
Classics given a twist alongside the origination of new conventions.

EXPERIENCES
Immersive and playful, full of the tools and space to create yourself.

STARTING POINTS

If we're championing creativity, our actions should back up our words. We use these guiding principles as starting points for whenever we interact with customers and colleagues, and as we develop our signature brand experiences.

SECTION 2.2

Tone of Voice

Our tone of voice plays a crucial role in how others perceive us as a brand. We use our tone to speak to different people for different purposes, while always staying true to our essence and values.

TONE OF
VOICE
SECTION TO
FOLLOW

SECTION 3

Brand World

OVERVIEW

Our Brand World contains all the visual elements of our identity.

SECTION 3.1

Colour Palette

We lead with our light blue.

IT'S DESIGNED TO MAKE OUR BOTTLE STAND OUT. BRIGHT, AIRY, OPTIMISTIC AND MODERN, OUR LIGHT BLUE IS THE CORE PRIMARY COLOUR ACROSS OUR BRAND.

PRIMARY PALETTE

Our light blue sits alongside three additional core Bombay colours in our palette. Vibrant mid blue, is based on our bottle and works beautifully as a bright accent. Navy, helps to change the pace and create contrast, and pure white offers balance.

To offset our primary palette, we use a rich copper metallic. It adds warmth and links directly to our copper stills in Laverstoke.

WHITE

RGB   255 / 255 / 255
HEX   #FFFFFF

LIGHT BLUE

PMS   635
CMYK   30 / 0 / 5 / 0
RGB   181 / 244 / 253
HEX   #B5F4FD

NAVY

PMS   282
CMYK   100 / 80 / 10 / 70
RGB   0 / 0 / 70
HEX   #000046

COPPER METALLIC

PMS   8022
Foilco 6731

MID BLUE

PMS   2995
CMYK   90 / 0 / 0 / 0
RGB   0 / 195 / 242
HEX   #00C3F2

COPPER ACCENT: PHYSICAL

Metallic copper is a luxury accent that we use in moderation. It should be the most restrained material on any application.

In print, copper is best used for the keylines of our Brand Pattern, or applied to the edges of stationery and cocktail menus. Copper foil is the ideal finish: adding a premium, reflective detail. When foiling isn't available, we should use the metallic Pantone 8022.

If we can't use foil or print the Pantone, we shouldn't print the copper at all.

We also use copper for structures or surfaces to elevate environments. It should be used to add a premium touch, and therefore should never be faked or over-used.

KEY POINTS

› Copper should only ever be reproduced in foil or metallic Pantone in print. We should never print copper in CMYK.
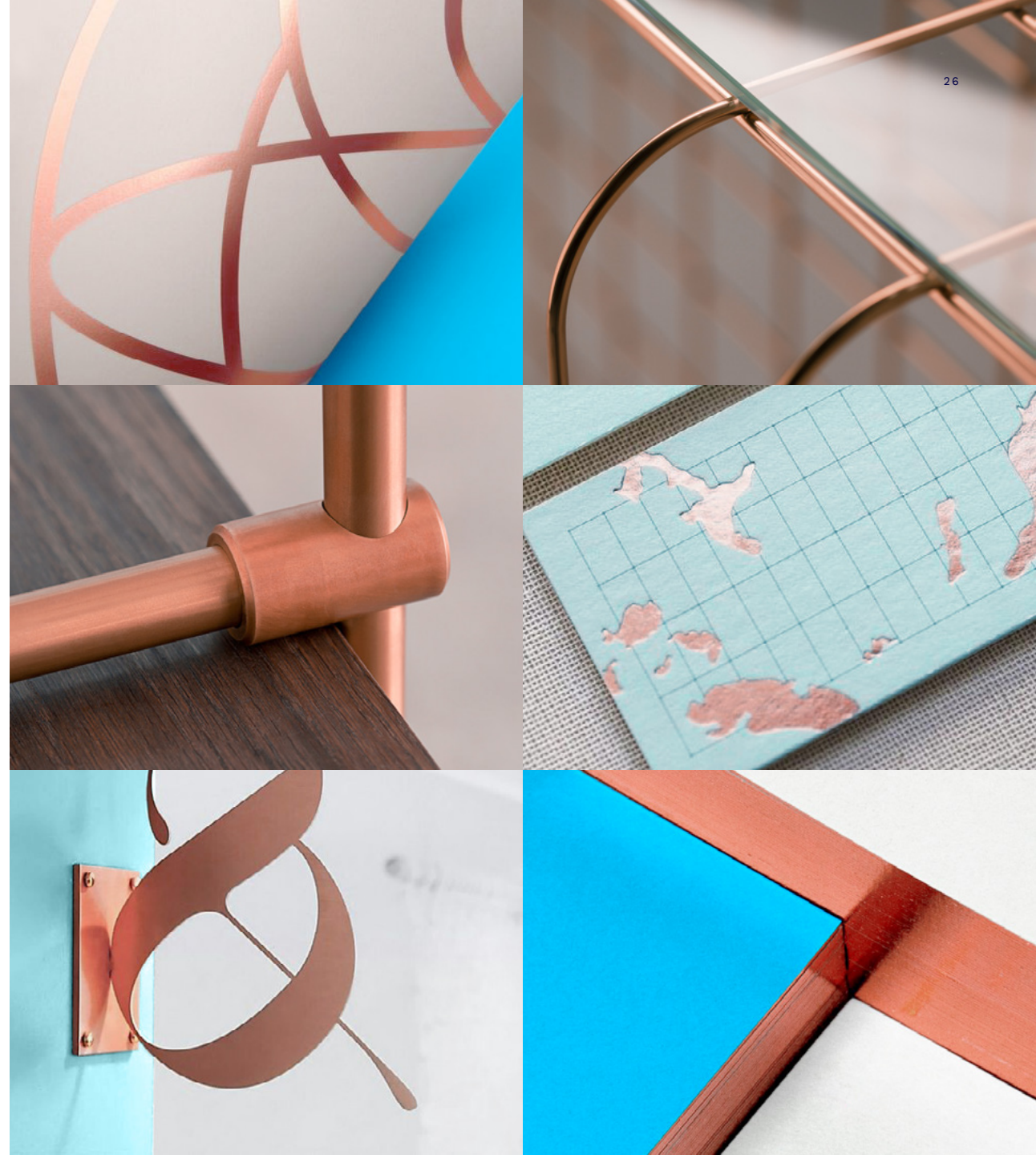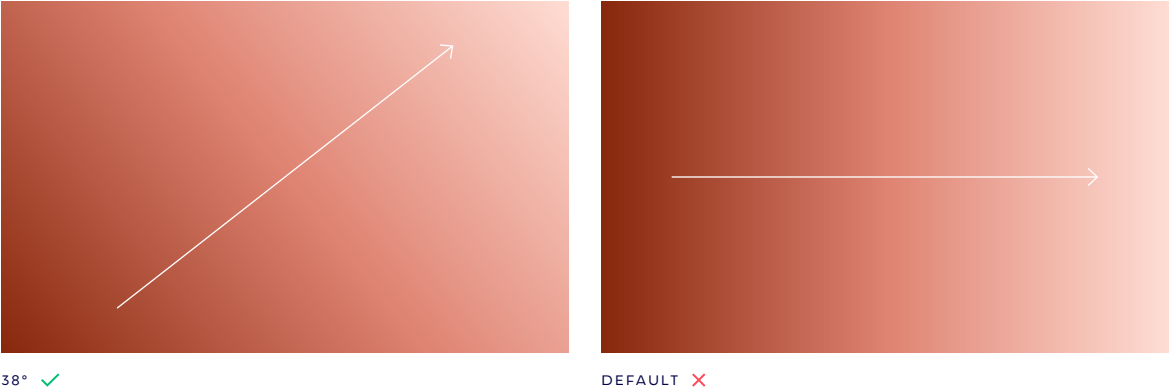
COPPER ACCENT: DIGITAL

We have a bespoke copper gradient swatch for digital use only. It is made up of three evenly spaced colours, and should always be set at a 38° angle.

It should only ever be used as an accent, never a dominant colour. A good is example would be in the keylines of our Brand Pattern.

GRADIENT COLOURS

DARK COPPER	MID COPPER	LIGHT COPPER
HEX #87270C	HEX #DF8372	HEX #FFDED5

GRADIENT ANGLES

38° ✓

DEFAULT ✗

USING OUR COLOURS

This colour wheel demonstrates the intended proportions of our colour palette. It should be used as a starting point and adjusted where appropriate.

Our light blue should always be the most prominent colour, supported by a liberal use of mid blue, and an accent of copper.
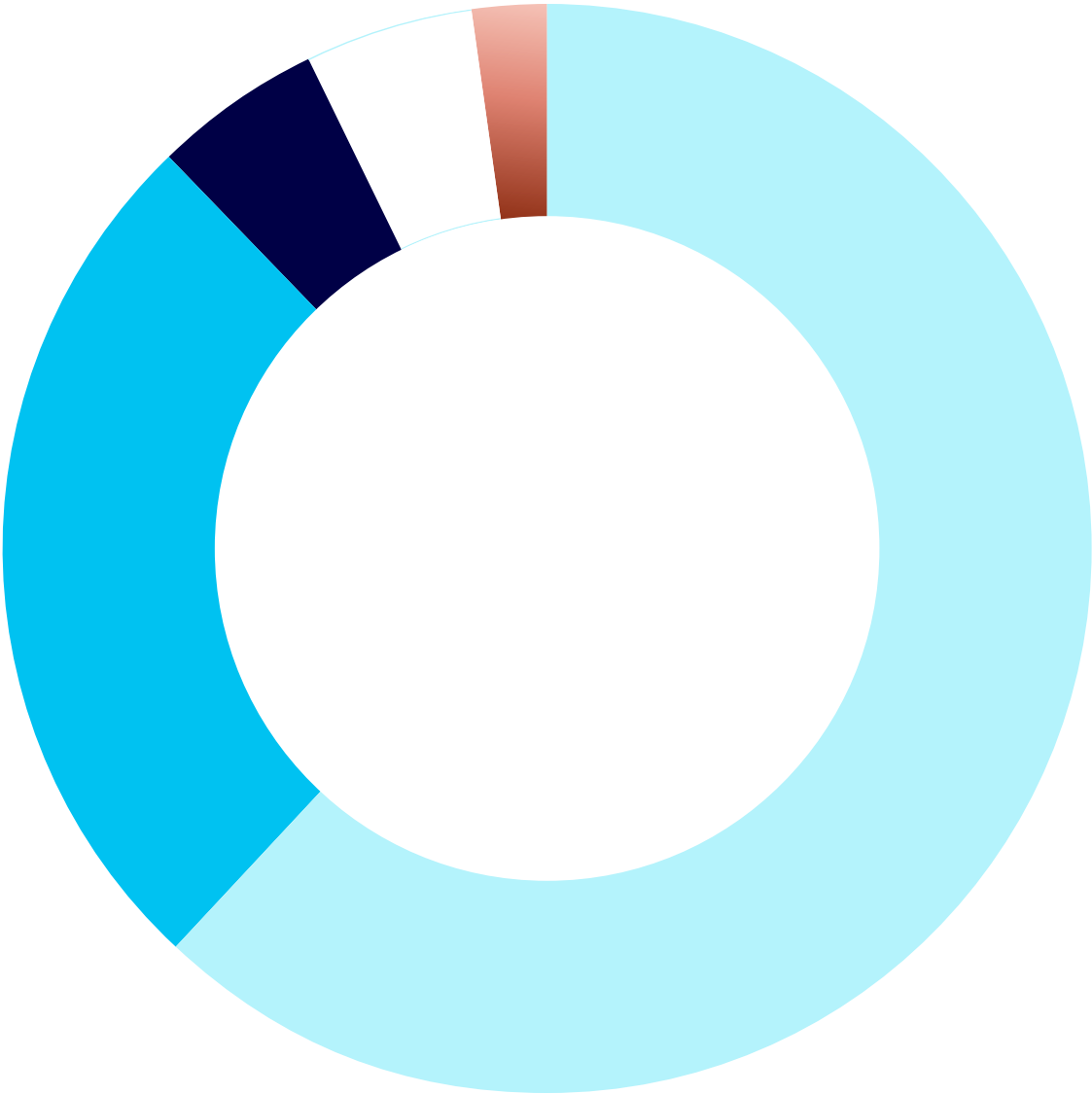
LIGHT BLUE

Our core brand colour. This should be the first impression of any touchpoint.

MID BLUE

This should support light blue on all touchpoints. It can be represented by our bottle.

NAVY

An accent colour. Generally used for text, logos and other details. It can also appear where there's a risk of areas getting dirty.

WHITE

An accent colour. Generally used for text, logos and other details. It mainly appears in print where there's a need for white space.

COPPER

An accent used as a foil in print or through physical objects. It provides a premium finish to touchpoints.

SECTION 3.2

Logos

PRIMARY LOGO

This is our Primary Logo. It features our Sapphire Icon, and incorporates our 'Stir Creativity' brand idea as a signature below the wordmark.

PRIMARY LOCKUP VERSIONS

There are three different colour versions of our Primary Lockup, to maintain legibility on various backgrounds.

FULL COLOUR

For use on light backgrounds

REVERSED

For use on dark backgrounds

ALL WHITE

For use on mid-tone backgrounds

SIGNATURE

This is our Stir Creativity Signature. Like an artist
signing their work, we use it as a mark of quality
and a proud statement of our Brand Idea.

SIGNATURE VERSIONS

Our Stir Creativity Signature is available in both horizontal and stacked forms, in three different colours.

To keep it legible, the horizontal Signature should never be reproduced smaller than 72px / 25.5mm wide. Similarly, the stacked Signature should never be reproduced smaller than 52px / 18.2mm wide.
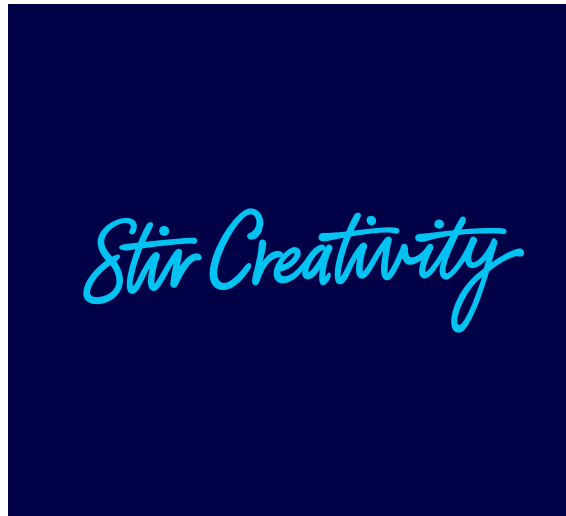
MID BLUE HORIZONTAL

WHITE HORIZONTAL

NAVY HORIZONTAL

KEY POINTS

› We use the mid blue Signature on dark or light backgrounds.

› We only ever use the navy Signature on light backgrounds.

MID BLUE STACKED

WHITE STACKED

NAVY STACKED

FLEXIBLE RELATIONSHIP

Our Signature also exists as a separate marque.
We can position it freely on collateral for emphasis,
provided a Bombay Sapphire logo is also prominent.

ALTERNATIVE LOGOS

We have three alternative logos for use in specific circumstances, when it is not possible to use our Primary Lockup.

SAPPHIRE ICON

Our Sapphire Icon has been refined for use at a small size, either digitally or in print, and can be used wherever the full logo is not necessary.

SECONDARY LOCKUP: FULL COLOUR

Our Secondary Lockup features Queen Victoria in the centrepiece. Due to its intricacies and finer details, we never attempt to recreate it in a single colour.

SECONDARY LOCKUP: REVERSED

A reversed version of our Secondary Lockup is also available, for use on dark backgrounds. It differs from the full colour version as the logotype is reversed out to white.

CLEAR SPACE

We always give our logos the appropriate amount
of spacing and never reproduce them below their
minimum size.

X   ¹/₂ X

X

X

X   ¹/₂ X

MINIMUM WIDTH

Screen 142px / Print 50mm

MINIMUM WIDTH

Screen 57px / Print 20mm

MINIMUM WIDTH

Screen 20px / Print 7mm

SIMPLIFIED VERSIONS

We have mono versions of our Primary Lockup and
Sapphire Icon to be used for foiling, embossing and
printing at small sizes.

SECTION 3.3

Typography

Bombay Display

SAPPHIRE
SANS

We use two bespoke typefaces unique to
Bombay Sapphire. We use Bombay Display
for headlines, and set our subheadings and
supporting copy in Sapphire Sans.

This paragraph is set in Messina Serif Book,
our body copy typeface.

TYPEFACES

1. BOMBAY DISPLAY

Bombay Display complements the angles and facets in our logo, while maintaining a sense of character and warmth. As a display typeface, it is best used at large sizes and for short, punchy headlines.

2. SAPPHIRE SANS

Sapphire Sans is a more functional typeface, set in upper-case, with its own quirks and understated energy. We use it for medium sized type or small sub-headings.

3. MESSINA SERIF BOOK

We set body copy in Messina Serif Book. It's a versatile serif typeface that works well at small sizes and with large amounts of copy. When setting copy in Messina Serif Book, we should make sure discretionary ligatures are active.

We use right-facing arrows for bullet points, which can be found in the glyphs palette of Messina Serif Book: Unicode 203A.

Our favourites 1

THE CLASSIC

BOMBAY SAPPHIRE & TONIC

The ultimate expression of the quintessentially classic Gin & Tonic. Orris root and angelica bring Bombay Sapphire its floral earthiness and enhance the bright, fresh flavours of citrus and juniper. Brilliantly straightforward and satisfying.

9.5

NEW TO THE BAR

ORANGE & PEPPERCORN TWIST RECIPE 2

Turn up the heat with this sweet, spicy take on a classic Gin & Tonic. Built around our Bombay Sapphire and best savoured slowly for a rich, citrus flavour and a warm, peppery kick. A hot tip for pre-dinner drinks.

10.5

The beauty is in the making

IT BEGINS WITH OUR BOTANICALS

3

Our spirit of innovation and inspiration is not only embodied in our gin, but also in our Master of Botanicals himself, Ivano Tonutti. Travelling to the four corners of the world, he's developed personal relationships with each and every supplier, some going back decades. As Ivano himself says, this absolute attention to detail is "simply about maintaining the standard of care b gin." Creating the finest gin possib highest quality raw ingredients. W twelve precious botanicals suspend the spirit in perforated copper bas distillation. Our key botanicals are

› Grains of Paradise
› Cubeb Berries

6

HIERARCHY & USAGE

We should always maintain a considered typographic hierarchy. This helps to convey information clearly and make our content easier to understand.

As shown on the right, we size our text relative to our body copy. We set Sapphire Sans at the same size as our body copy, or 1.5x larger. We set Bombay Display at least 4x larger than our body copy.

KEY POINTS

› Maintain a clear type hierarchy.

› Apply typesetting rules as above.

› Ensure discretionary ligatures are active when using Messina Serif Book.

BOMBAY DISPLAY

Leading	1.1 x
Tracking	0 em
Maximum use	15 words

SAPPHIRE SANS

Leading	1.1 x
Tracking	+90 em
Maximum use	25 words

MESSINA SERIF BOOK

Leading	1.4 x
Tracking	0 em

Our favourites

4 X BODY COPY

Size	40 pt
Leading	44 pt

THE CLASSIC

1 X BODY COPY

Size	10 pt
Leading	11 pt

BOMBAY SAPPHIRE & TONIC

1.5 X BODY COPY

Size	15 pt
Leading	16.5 pt

The ultimate expression of the quintessentially classic Gin & Tonic. Orris root and angelica bring Bombay Sapphire its floral earthiness and enhance the bright, fresh flavours of citrus and juniper. Brilliantly straightforward and satisfying.

BODY COPY

Size	10 pt
Leading	14 pt

TEXT DIVIDER

We use our text divider to pull out important messages or separate multiple pieces of information. We can use it in different ways.

We can highlight important information by positioning text dividers above and below our chosen text. When extended over a larger distance, they can act as borders.

We can separate two or more distinct pieces of text (for example, the ingredients and method of a cocktail) by placing a text divider horizontally or vertically between them.
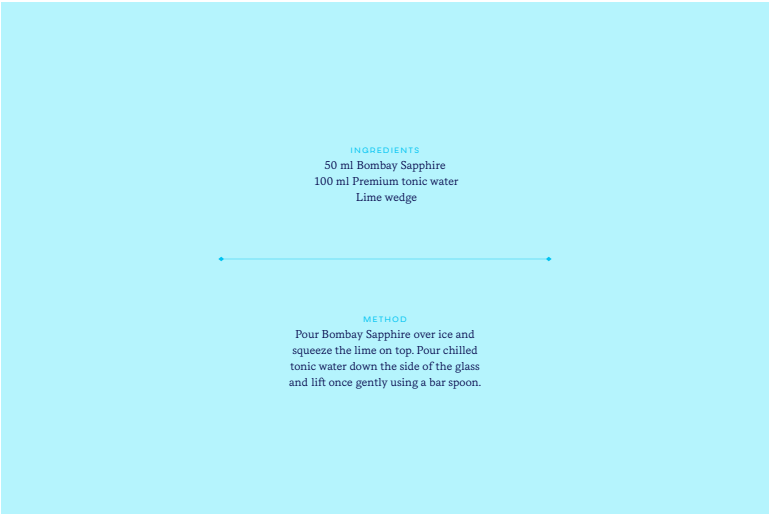
KEY POINTS

› Use text dividers to highlight or separate key pieces of information, or to frame content.

› Use them in moderation. We never use more than four dividers in a single layout.

› Use text dividers either horizontally or vertically. We never use them at an angle.

INGREDIENTS
50 ml Bombay Sapphire
100 ml Premium tonic water
Lime wedge

METHOD
Pour Bombay Sapphire over ice and squeeze the lime on top. Pour chilled tonic water down the side of the glass and lift once gently using a bar spoon.

CONTAINING TEXT

INGREDIENTS
50 ml Bombay Sapphire
100 ml Premium tonic water
Lime wedge

METHOD
Pour Bombay Sapphire over ice and squeeze the lime on top. Pour chilled tonic water down the side of the glass and lift once gently using a bar spoon.

FRAMING THE PAGE

INGREDIENTS
50 ml Bombay Sapphire
100 ml Premium tonic water
Lime wedge

METHOD
Pour Bombay Sapphire over ice and squeeze the lime on top. Pour chilled tonic water down the side of the glass and lift once gently using a bar spoon.

DIVIDING TEXT HORIZONTALLY

INGREDIENTS
50 ml Bombay Sapphire
100 ml Premium tonic water
Lime wedge

METHOD
Pour Bombay Sapphire over ice and squeeze the lime on top. Pour chilled tonic water down the side of the glass and lift once gently using a bar spoon.

DIVIDING TEXT VERTICALLY

USING THE TEXT DIVIDER

We've designed the text divider at a specific line weight, so it should never be scaled up or down. To change the length, we simply drag the anchor points of the vector outwards or inwards.

Alternatively, we can choose a text divider from a selection of fixed-width assets, available in our primary colour palette.
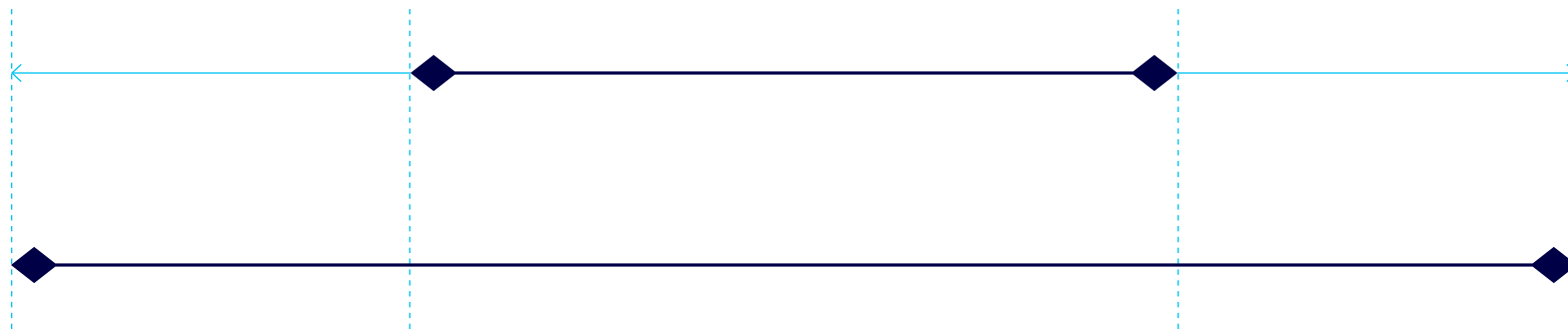
COLOUR VARIATIONS
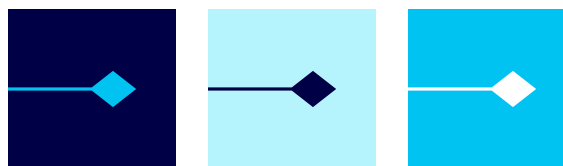
KEY POINTS

› Do not scale the text divider. Drag the anchor points to change the length.

› Fixed-width assets are available.

DIAGRAMS AT 4 X SCALE
FOR DEMONSTRATION ONLY

ADDING TEXT TO IMAGES

When we need to add text over an image, we can also use our sapphire shape as a holding device.

We can fill it with one of our primary blues, or with a secondary colour that complements the image underneath.

SECTION 3.4

Photography

BRAND
PHOTOGRAPHY
LIBRARY TO
FOLLOW

IMAGE TREATMENT

There are a few steps we can take to make images more coherent and relevant to the brand.

Once treated, photography should feel bright, colourful and have a subtle blue tone throughout.

HOW TO TREAT IMAGERY

STEP 1: ORIGINAL IMAGE

Try to use photography that contains interesting reflections or light play, to give a link to light interacting with our sapphire and our bottle.

STEP 2: ADJUST THE LEVELS

Reduce the white point value to make sure the image is bright, but not over-exposed.

STEP 3: ADJUST THE TONE

Use selective colour to increase the amount of cyan in the neutrals. This shifts the overall tone of the image towards our blue.

STEP 4: BRUSH IN EXTRA BLUE

Use the brush tool to add subtle blue tints to the background. It's best to use our mid blue and set the layer to overlay.

SECTION 3.5

Brand Pattern

WE USE OUR BRAND
PATTERN TO ADD TEXTURE,
DETAIL AND SUBTLE BRANDING
TO APPLICATIONS. IT'S AN
EXPRESSION OF THE MANY
FACETS IN OUR SAPPHIRE.

POSITION

We can crop and position our Brand Pattern in different ways. When centred,
it directs attention to the core sapphire shape. When positioned asymmetrically,
the sapphire relationship becomes more abstract. This brings other interesting
shapes from the tessellation into focus.

CENTRED
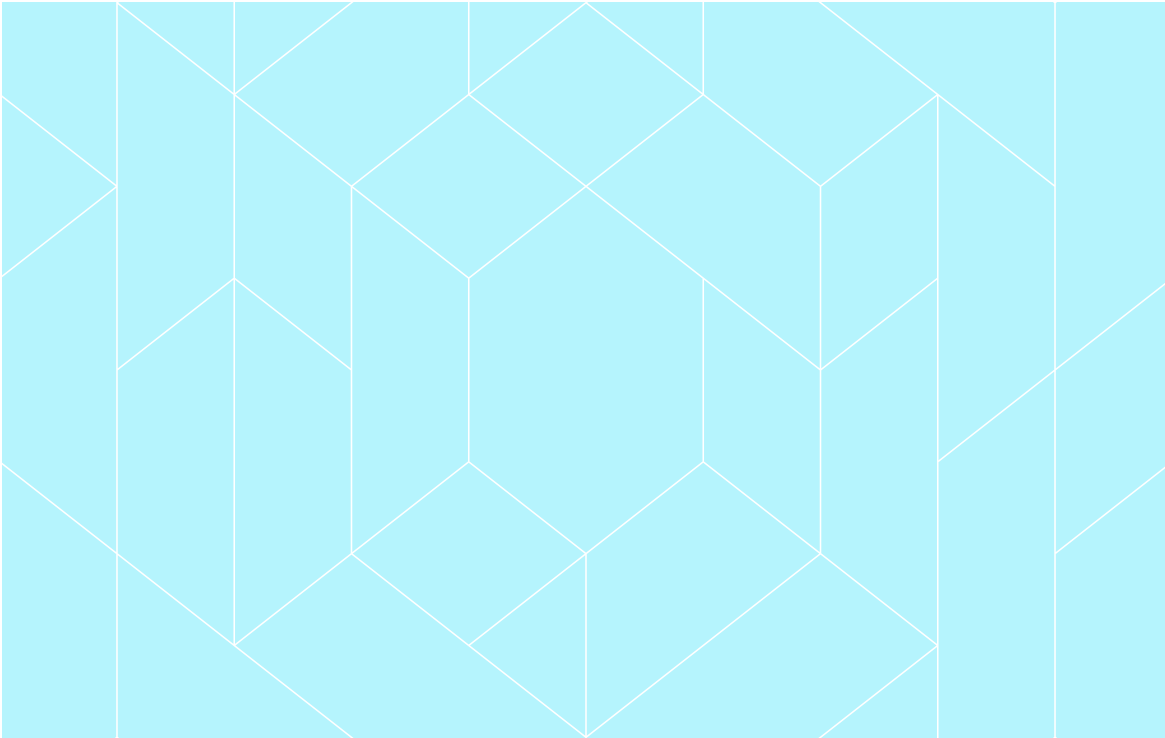
ASYMMETRIC
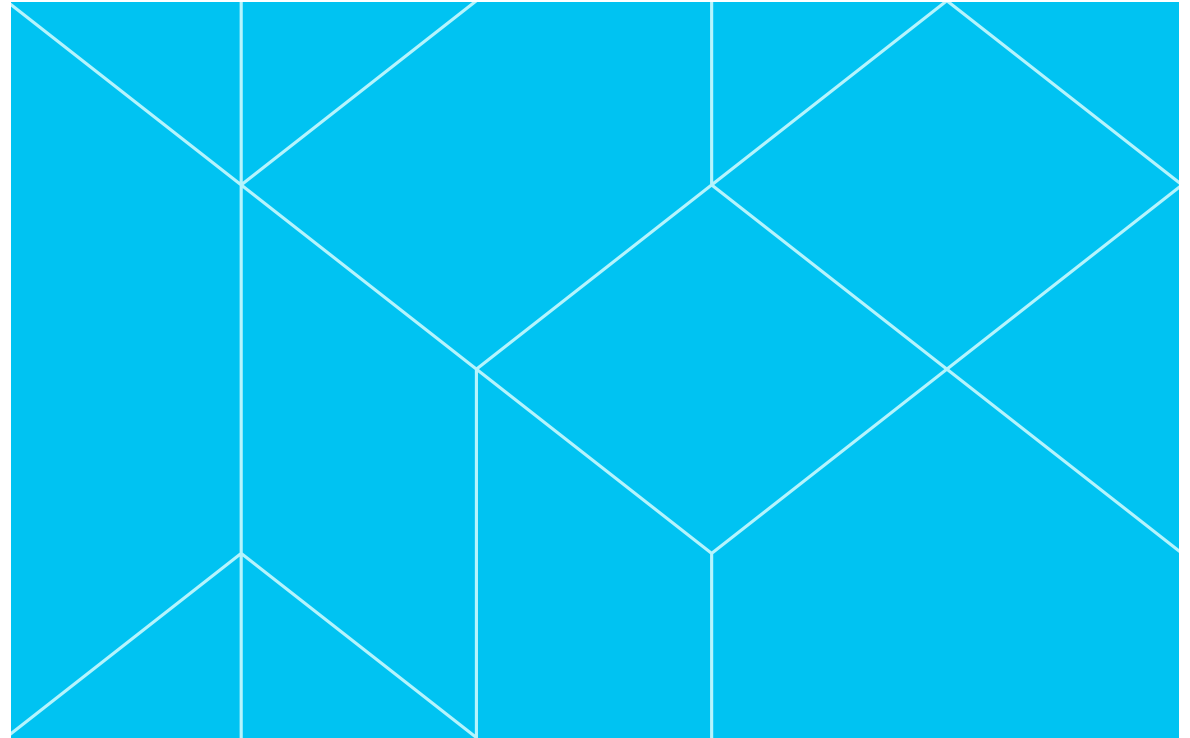
SCALE

INTRICATE

At its smallest scale, the Brand Pattern should be no more than 10 columns wide. Any smaller and the density becomes distracting.

INTERMEDIATE

The most balanced scale is four columns wide.
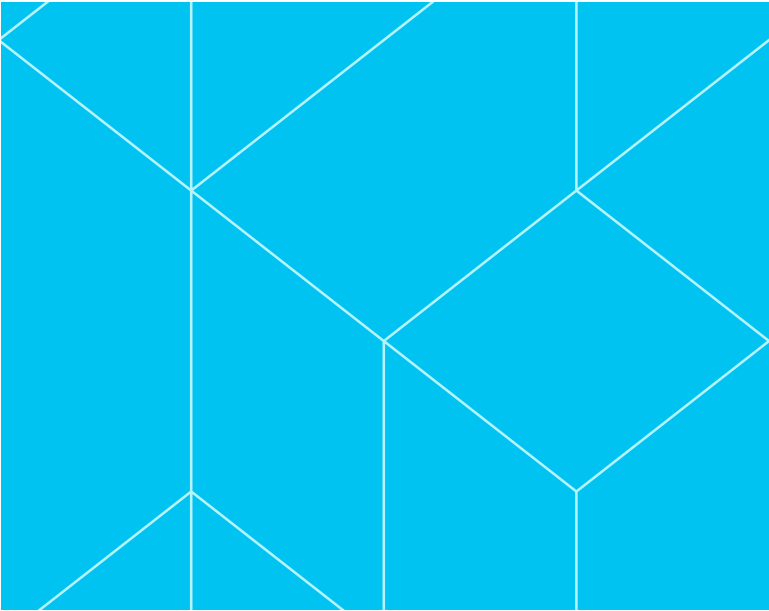
BOLD

At its largest scale, the Brand Pattern should be no fewer than two columns wide. At least four segments should always be visible.

SMALLEST USE: TEN COLUMNS WIDE
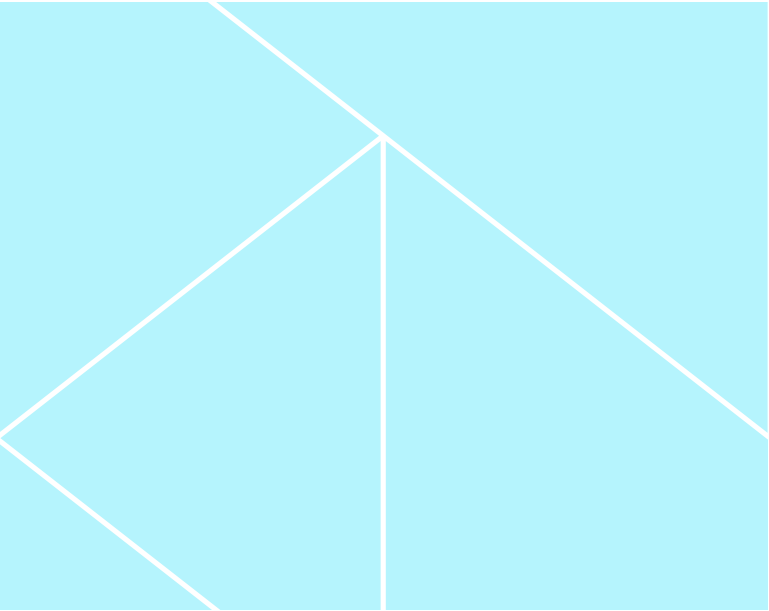
FOUR COLUMNS WIDE

LARGEST USE: FOUR COLUMNS WIDE

COLOUR

The Brand Pattern looks best when used subtly, so we only ever use it in a lighter tone than the background colour. When colouring the Brand Pattern in copper, we use a light blue or navy background.

WHITE ON LIGHT BLUE
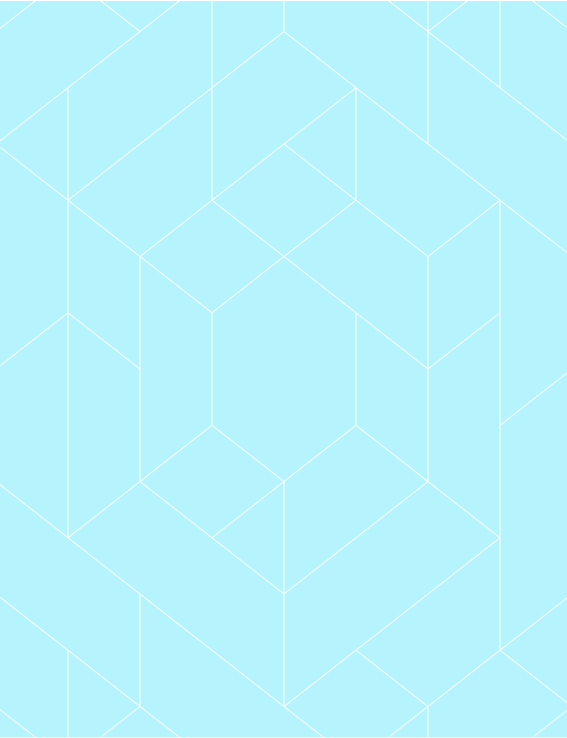
LIGHT BLUE ON MID BLUE
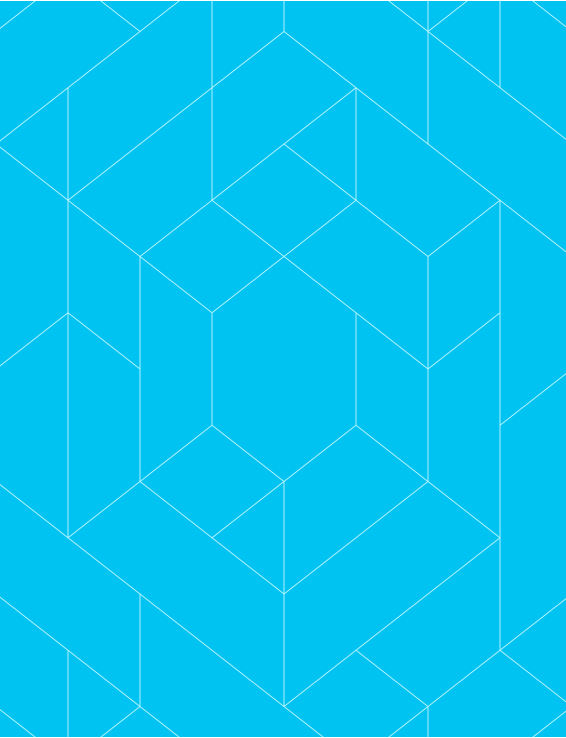
MID BLUE ON NAVY
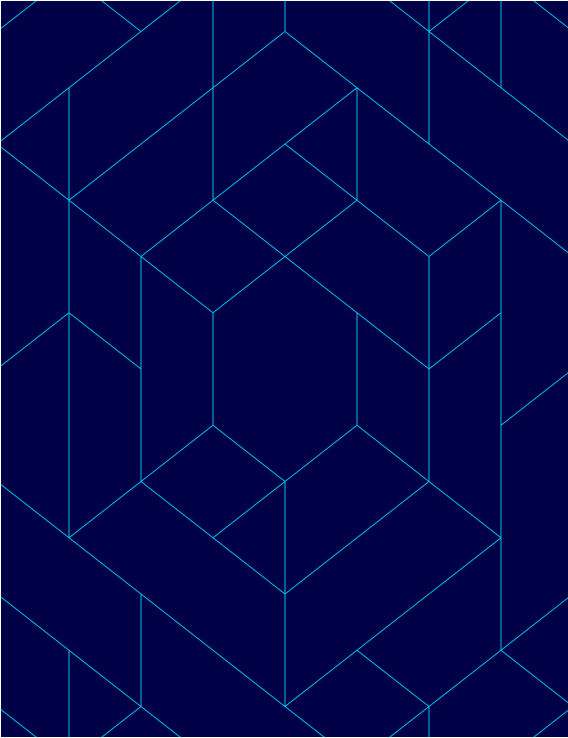
COPPER OR LIGHT BLUE OR NAVY
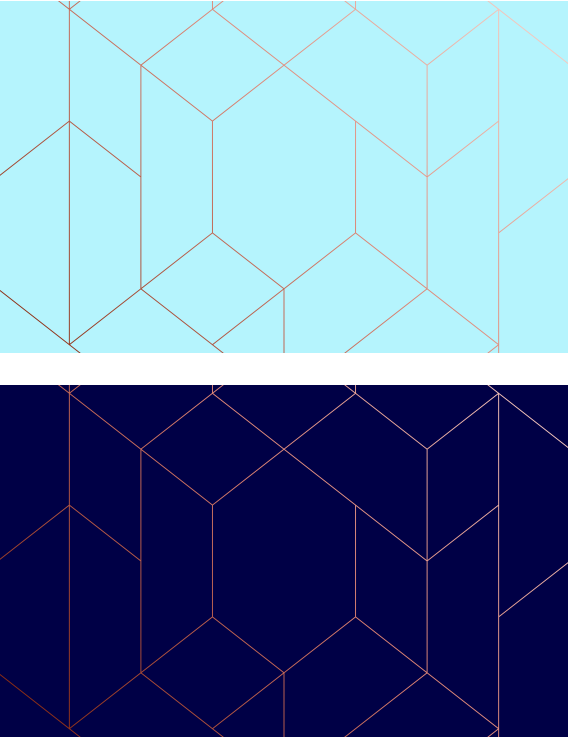
CENTRE SHAPE

To create larger areas to house text, we can knock out the centre shape from the Brand Pattern. There is a range of sizes included in our brand assets, so we can choose the most appropriately sized knockout area for the application.

FOUR COLUMN KNOCKOUT

BOMBAY
SAPPHIRE
& TONIC

SIX COLUMN KNOCKOUT

THE CLASSIC
BOMBAY SAPPHIRE
& TONIC

The ultimate expression of the
quintessentially classic Gin & Tonic.

EIGHT COLUMN KNOCKOUT

THE CLASSIC
BOMBAY SAPPHIRE
& TONIC

The ultimate expression of the
quintessentially classic Gin & Tonic.
Orris root and angelica bring
Bombay Sapphire its floral earthiness
and enhance the bright, fresh flavours
of citrus and juniper. Brilliantly
straightforward and satisfying.

FINISHES

We've designed our Brand Pattern to be realised in a number of different ways, to move from subtle to bold.

PRINTED
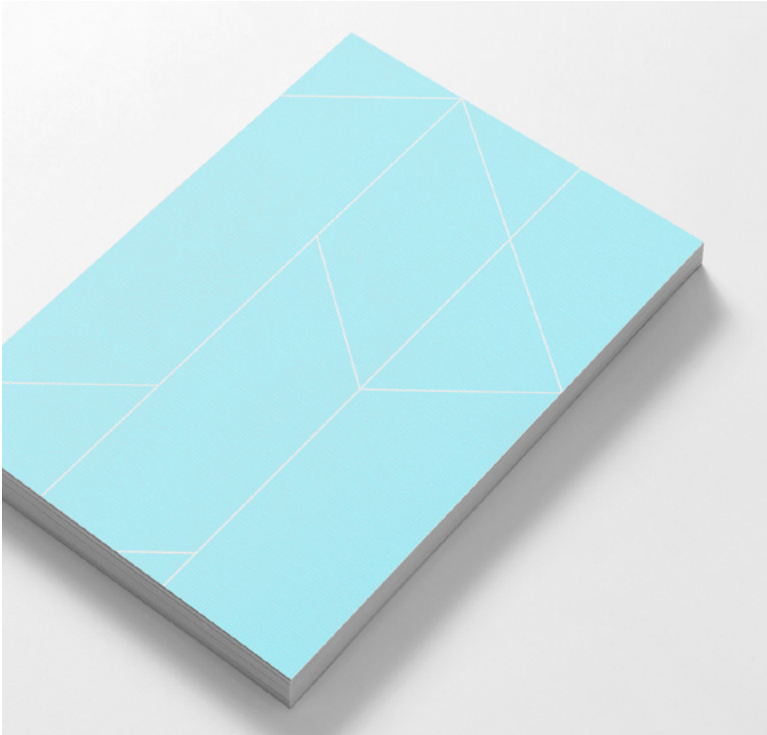
EMBOSSED
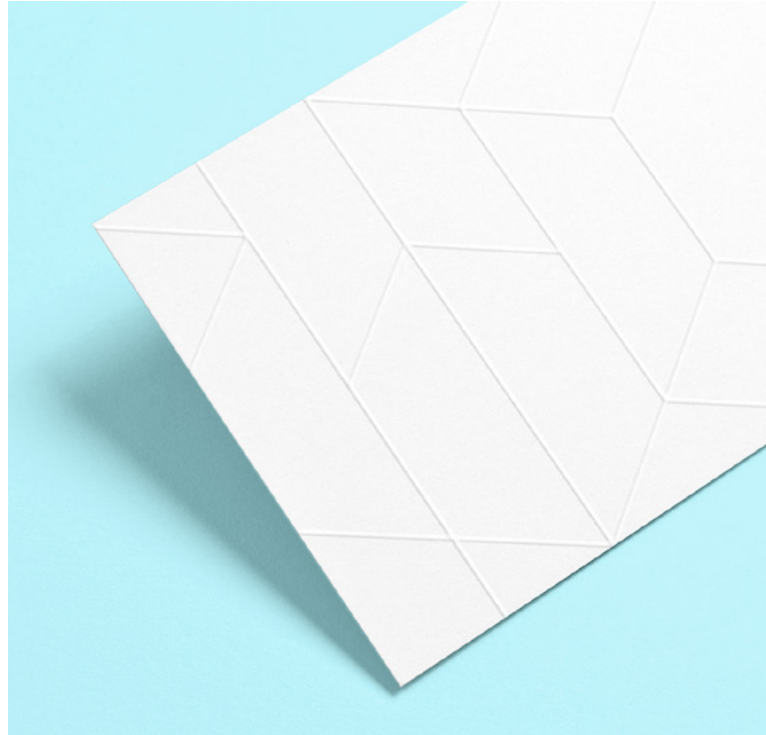
FOILED
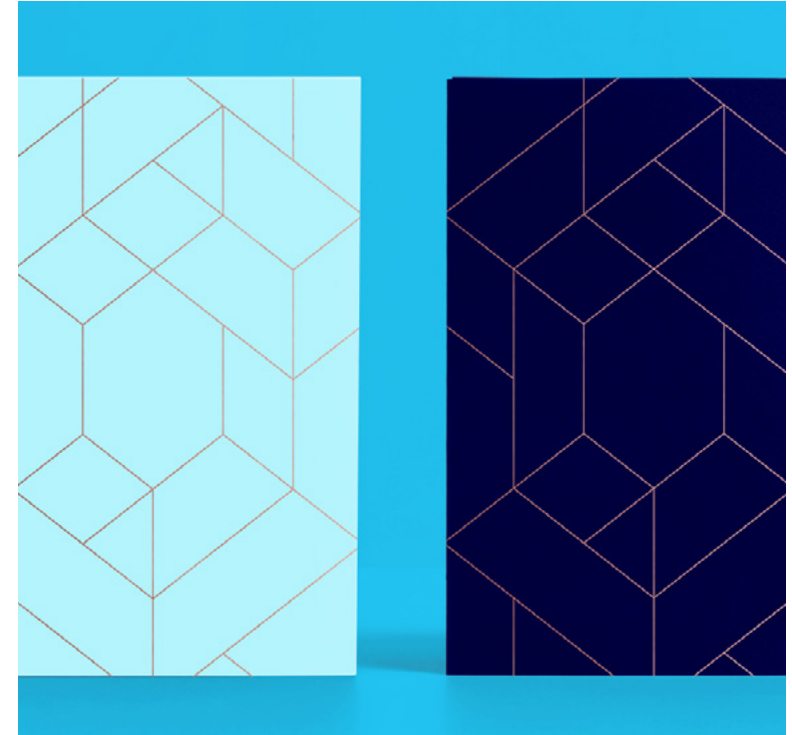
3D SPACE

Our Brand Pattern has the versatility to be replicated in 3D space using
different materials and processes. It could take the form of a simple
engraving, serve as the framework for a piece of construction, or even
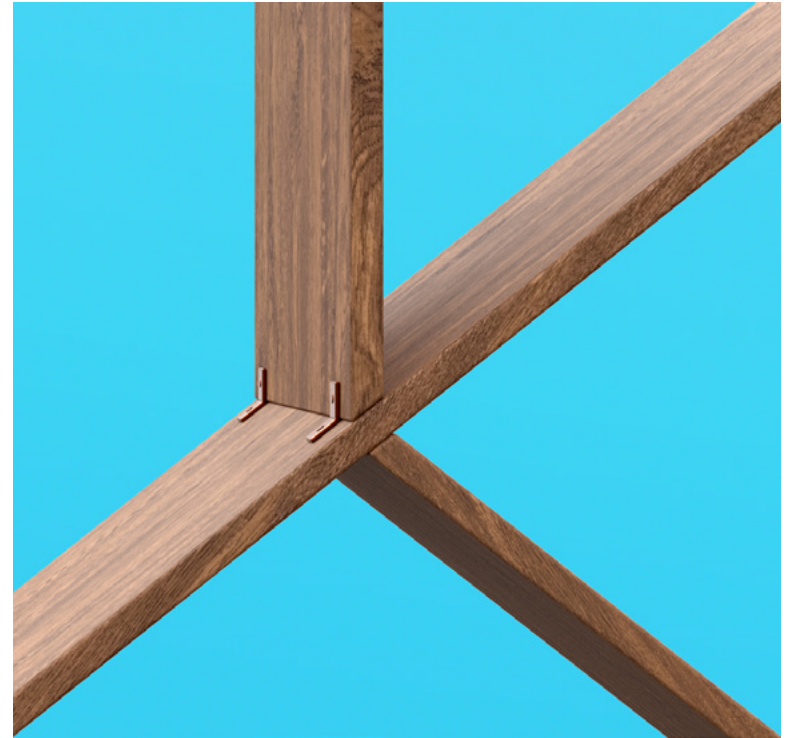be created using solid panels.

ENGRAVED

METAL FRAMEWORK
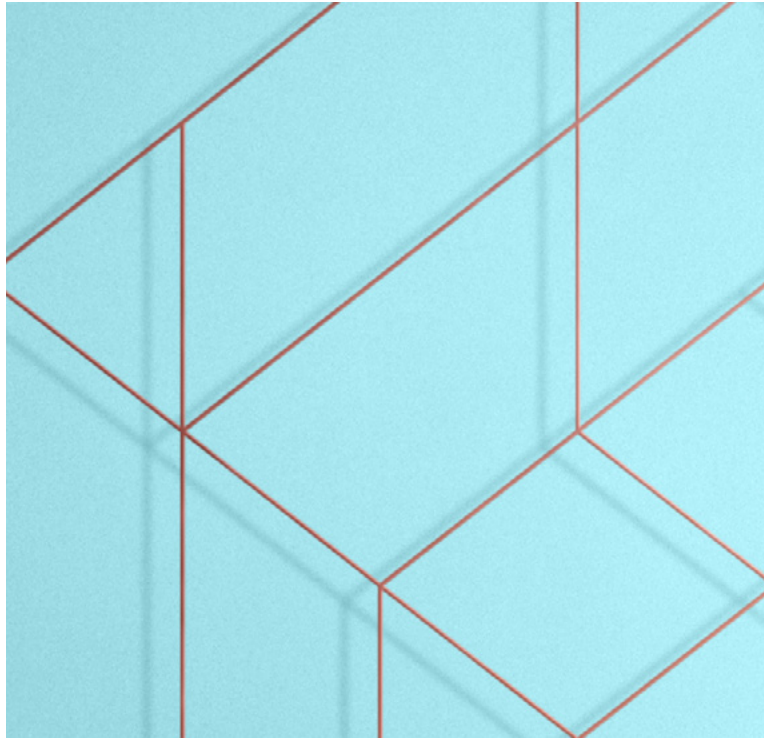
SOLID SHELVING

SECTION 3.7

Physical Design Principles

TWO PRINCIPLES

Defining how we combine our materials palette
to create a distinct Bombay Sapphire feel.

Contrasting Combinations

Different Perspectives

CONTRASTING COMBINATIONS

We always offset matte materials with a reflective or glossy surface and vice versa. This creates a visual contrast inspired by inherent creative tension.

Varying the proportions of matte to gloss can avoid repetition, and help dial up and down the luxury feel. We should always look for interesting ways to combine different materials.
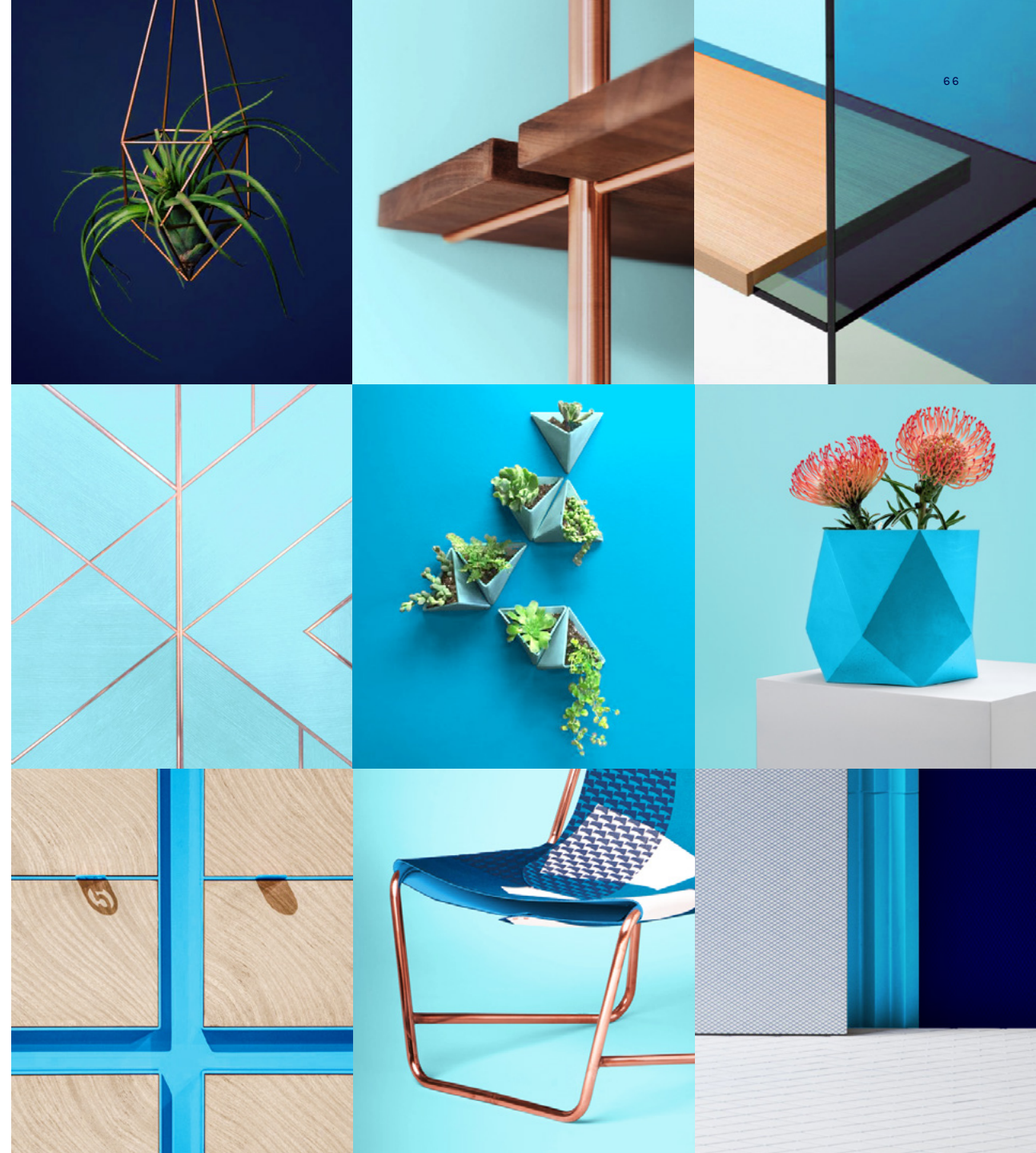
DIFFERENT PERSPECTIVES

Creativity is about seeing things differently. We use transparent and reflective materials to grant new perspectives on the world around us, or surfaces that catch light in unusual and interesting ways.
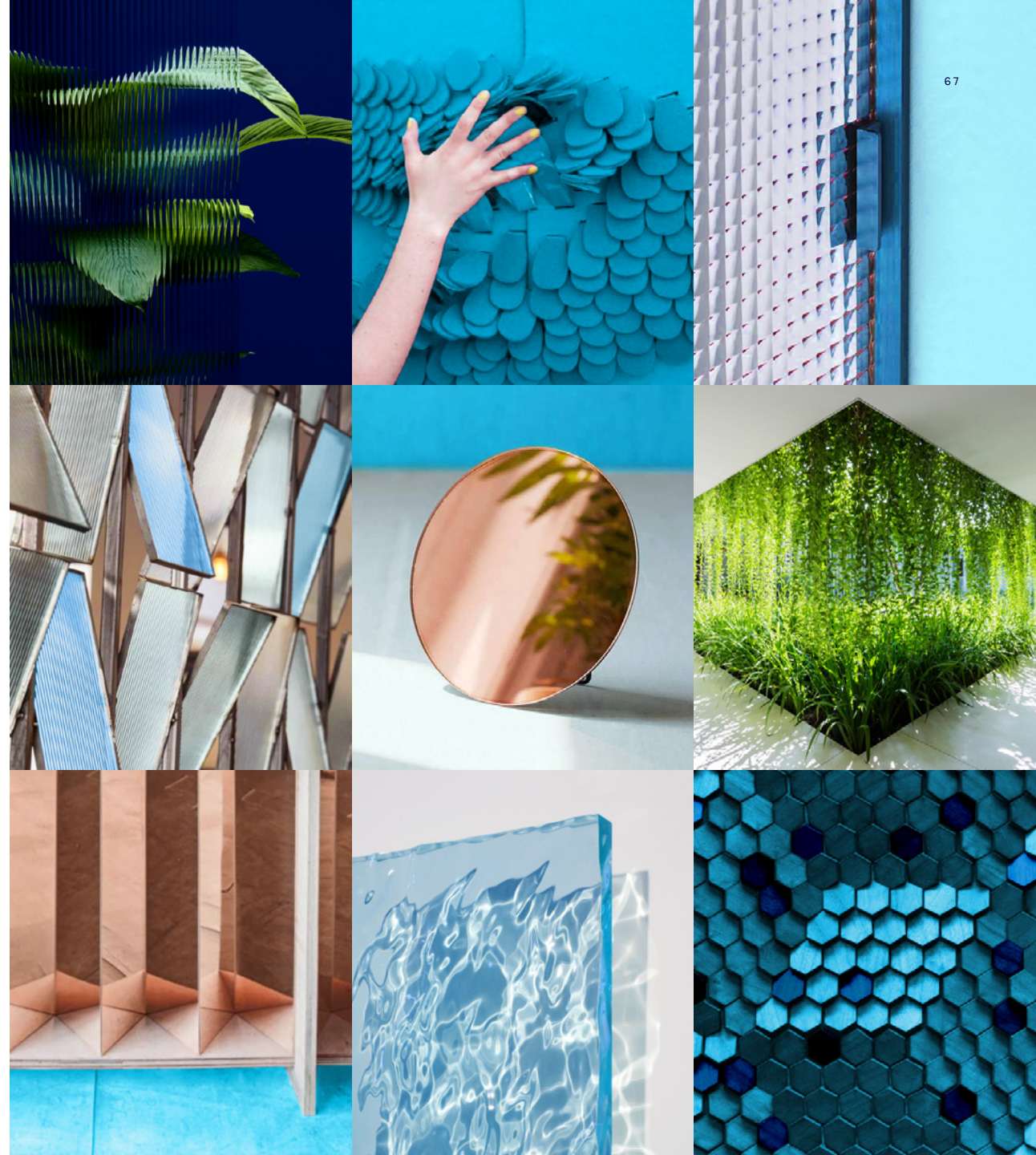
PACKAGING MATERIALS

Wherever possible, we combine matte materials with a metallic or reflective material.

We should always avoid faking materials. If replacing a premium material for a cost-effective substitute, we should ensure the finish stays true, representing as closely as possible the intended material.

Uncoated paper
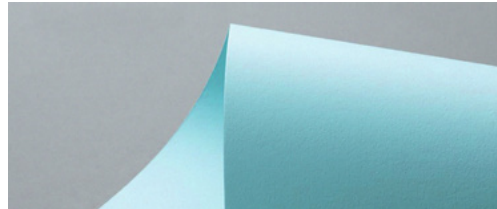
Coloured aluminium

Cotton string

Copper foil

Fluted perspex

Mirror board
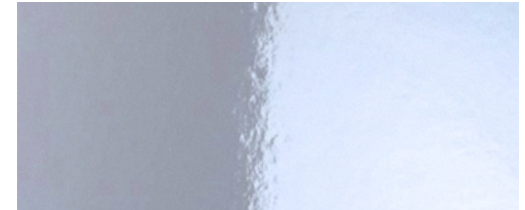
ENVIRONMENT MATERIALS

Wherever possible, we combine matte materials with a metallic or reflective material.

We should always avoid faking materials. If replacing a premium material for a cost-effective substitute, we should ensure the finish stays true, representing as closely as possible the intended material.
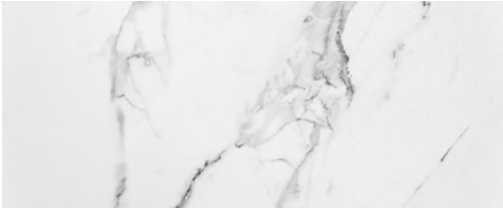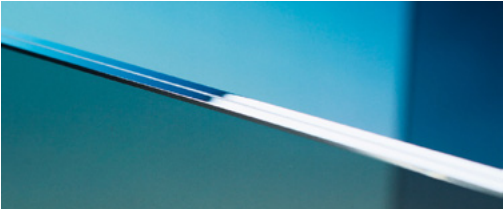
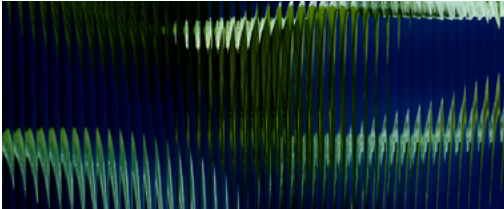Natural Wood

Painted Wood

Marble
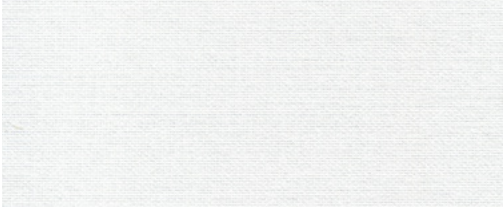
Coloured Glass

Texture glass

Mirror

Copper

Coloured Cotton

Canvas

IF YOU HAVE ANY QUESTIONS AROUND OUR BRAND FRAMEWORK, PLEASE CONTACT THE GLOBAL BRAND TEAM.