



Martini | Brand World + BVI + Fiero & Tonic

1. BRAND PERSONALITY

BRAND PERSONALITY

Martini. We're a born-and-bred Italian. **Warm** and **playful**, we take pleasure in bringing **joy** to the everyday, with an air of **casual sophistication**. We're **stylish**, but we don't try too hard; **convivial**, but not over the top.

Above all else, what drives us is the desire to build **authentic** connections with others – to find intimacy in close and lasting friendships that restore us and remind us of who we really are. The moments of **open-heartedness** we share are what energise us. We are our true selves in those moments, and we keep them with us as we go through life.

Our passion extends to the world around us. We're keen to enjoy every element of life and our surroundings – whether that's basking in the warm afternoon sun or relishing the flavours of our favourite dishes at aperitivo time.



WHO WE ARE



AUTHENTIC

We're not pretentious, but we're not people pleasers. We're authentic.

It means we stay true to ourselves, our values and our beliefs.



CASUALLY SOPHISTICATED

We're not glamorous. But we're not edgy. We're casually sophisticated.

It means we've got flair and style, but we're not trying too hard.



PLAYFUL

We're not serious. But we're not frivolous. We're playful.

It means we can have fun, and not take ourselves too seriously.

WHO WE ARE



OPEN-HEARTED

We're not aloof. But we're not overfamiliar.
We're open-hearted.

It means we value openness among our close friends.



WARM

We're not cold. But we're not overly flirtatious.
We're warm.

It means we're naturally able to connect with others.



JOYFUL

We're not despondent. But we're not over the top.
We're joyful.

It means we take joy in the everyday, the Italian way.

2. BRAND BEHAVIOURS

BRAND BEHAVIOURS

REMAIN TRUE TO ITALIAN HERITAGE

Embody the Italian
joy of living

Communicate with style and
sophistication

Celebrate contemporary
Italian food and style

CHAMPION THE POWER OF FRIENDSHIP

Show positives of spending
time together

Open up moments for friends
to spend time together

Adding value to
time people spend
with friends

ACT WITH IMPACT

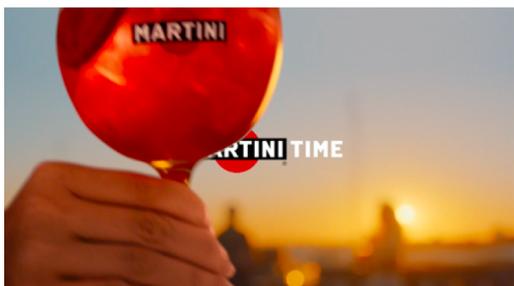
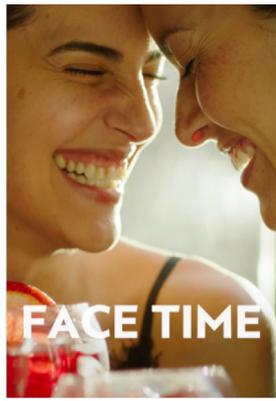
Be positive, not passive

Add to and enrich our
audience's experiences

Don't take ourselves
too seriously

3. BRAND LOOK & FEEL





LIFESTYLE PHOTOGRAPHY PRINCIPLES

- Images should capture **genuine expressions, actions** and **emotions of real friendship**; not staged, forced or exaggerated
- The images should make us feel like we are **in and amongst a friendship group**, not like an outsider looking in
- The behaviours in our images should reflect the Italian lifestyle and **joy of living**
- We focus on **real and intimate moments between friends**, but should steer away from a flirtatious vibe
- Our group of friends are **relaxed in each other's company**, enjoying good food and conversation. We let the scene play out, and capture the **natural moments** that occur within it.
- Images should feel **fresh, cool and modern**; not traditional glamour or clichéd

COLOUR PRINCIPLES FOR PHOTOGRAPHY



NATURAL

We should avoid an over-edited appearance, by keeping the lighting and colours in the shot as natural as possible.



WARM

The colours in our images should look warm. However, we need to be careful to avoid oversaturation or overexposure.



GOLDEN

The images should have a golden tone to them, as if they are captured during the 'golden hour' before sunset.

4. OUR OCCASION

THE APERITIVO OCCASION

Martini is served at the modern **aperitivo** occasion. A staple of **Italian** culture, Martini has been instrumental in it becoming a global export.

Intended to whet the appetite before dinner, aperitivo occasions are **casual** and regular, and involve **close friends coming together** over **drinks** and **small plates**.

Aperitivo often begins in the **warmth** of the **late afternoon/early evening sun** (often lasting long after it sets), and the occasion is characterised as long, **light** and leisurely.



LOCATIONS

We show up in the **piazas** amongst the crowds. Our **casual bars** aren't fancy and there's not a velvet rope in sight.

These are **relaxed, everyday** venues in **Southern Europe** where the natives congregate. They are places where you'd want to hang out with your friends

Local hangouts with an **effortless energy** and that **buzz** with the sound of **good conversation**.



5. VISUAL IDENTITY

THE MARTINI BRAND PRIMARY ELEMENTS: MARTINI BRAND COLOURS

MARTINI BRAND VISUAL IDENTITY |

The MARTINI brand colour palette consists of four main colours: Red, Black, Off-White and Gold.

It is essential that they are perfectly matched every time they are reproduced. For the exact colour references please refer to the official Pantone® Matching System.

BRAND COLOUR BALANCE



BRAND COLOUR BREAKDOWN



MARTINI RED

PMS: 1795 C

C10 | M100 | Y100 | K0

R204 | G0 | B0

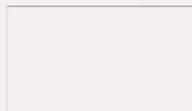


BLACK

PMS: BLACK C

C0 | M0 | Y0 | K100

R0 | G0 | B0



OFF-WHITE

C4 | M4 | Y6 | K0

R247 | G244 | B241



WARMTH

GOLD
FOIL: KURZ LUXOR 423

OR

WOOD

Match to colour & texture
in examples on pg: 37

OR

PATTERNS

Reference example pg: 21 – 27

OR

PHOTOGRAPHY

Reference example pg: 54 – 60



SILVER

FOIL: KURZ ALUFIN MAT

PMS: 10102 C

C0 | M0 | Y0 | K30

R198 | G198 | B198

* To be used on heritage illustration
only as specified on page 14

LOGOS



**MARTINI
FIERO**

The logo features the words "MARTINI" and "FIERO" stacked vertically in a bold, black, sans-serif font. A thick red circular arc is positioned behind the text, starting above the "M" and ending below the "O", creating a partial circle.



**MARTINI
FIERO & TONIC**

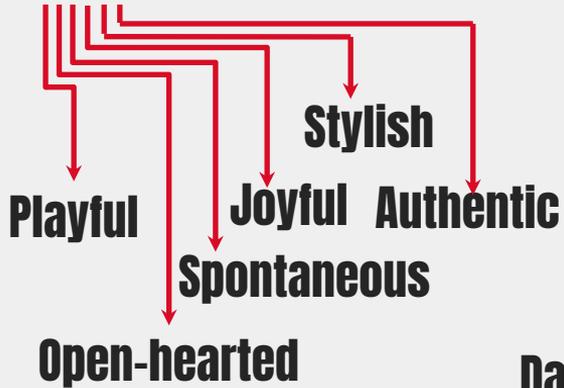
The logo features the words "MARTINI" and "FIERO" stacked vertically in a bold, black, sans-serif font. A thick red circular arc is positioned behind the text, starting above the "M" and ending below the "O". To the right of "FIERO" is an ampersand "&" in red, followed by the word "TONIC" in a black, sans-serif font.

6. BRAND AUDIO

OUR SOUND

Music should represent a strong sense of the Mediterranean aspects of life: the pleasures of sun, the aperitivo, true friendship and freedom

MOOD



Whilst you will be aware of our traditional heritage, a younger, more current feel is key. However, our music should use mostly acoustic instrumentation rather than electronic. These Mediterranean sounds will help it to feel true to our Italian roots and be organic and timeless.



ENERGY

Because of the nature of the Aperitif, music should feel energetic but sophisticated – we want a sense of excitement, but this is not a party.

5.2 FIERO & TONIC

PERSONALITY

We are the **cool younger** brother of the Martini Vermouth range. Our personality can be summed up by the three qualities below -



THE APERITIVO OCCASION

Martini Fiero is the same as the rest of the core range and is served at the **aperitivo** occasion, a staple of **Italian** culture.

Intended to whet the appetite before dinner, aperitivo occasions are **casual** and regular, and involve **close friends coming together** over **drinks** and **small plates**.

Aperitivo often begins in the **warmth** of the **afternoon sun** (often lasting long after it sets), and the occasion is characterised as long, **light** and leisurely.



LOCATIONS

We show up in the **piazas** amongst the crowds. Our **casual bars** aren't fancy and there's not a velvet rope in sight.

We can explore **urban** spaces for Fiero, maybe a cool city **rooftop** or **balcony**. Spaces with **concrete** or **metal** features could be great, and painted **murals** on brick walls could add colour and texture.

These are **relaxed**, **cool** venues in **Southern Europe** where the natives congregate. They are places where you'd want to spend time with your friends

Local hangouts with an **effortless energy** and that **buzz** with the sound of **good conversation** and **music**.



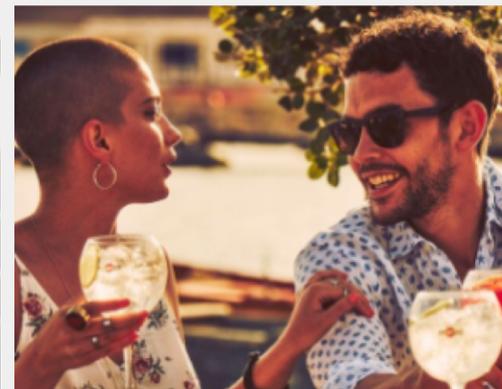
CASTING

Our Fiero cast must have **interesting** and **cool** looks with an **edge**. They should still look **approachable** and like someone you'd like to be **friends** with.

They are **between 25-32**, and should look like a **believable** mixed sex friendship group. These groups should feel like representative of our audience in modern cities around **Southern Europe**.

The friendship group, should have **between 3-5 cast** members.

Most importantly they should have **character**, and bring Martini's **enjoyment of friendship** to life.



STYLING

Styling is **cool** and **edgy**, yet still **casually sophisticated**. **Stylish** but **effortless**, we're comfortable in whatever we wear; **contemporary** but not too put-together or **overdressed**.

We let our **individual flair** lift our outfits – from big **statement** rings to **distinctive** sunglasses that bring an **edge** to our look.

We can be experimental with **hair**, **tattoos** and **makeup** to bring the Fiero attitude and edge to our shots.



PROPS & FOOD

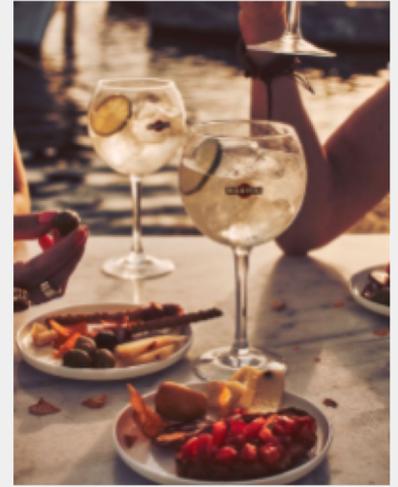
Once again, the same as the rest of the core range, the food should be of Italian heritage. We fill our plates with **antipasti**, **bruschetta**, **cold cuts** and **cheese** whilst the waiter brings our drinks.

In keeping with our informal venue, our food is served on a **mix of simple stone** and **ceramic textures**, but with effortless Italian style. Food should be served on small plates, buffet style.

We don't care where we sit as long as the company is good – **any rustic surface** can be improvised as a table or chair.

We can explore more **urban** textures for Fiero, for example concrete or worn metal.

Fiero drinks should be garnished with a slice of **blood orange**.





Thank you.