P

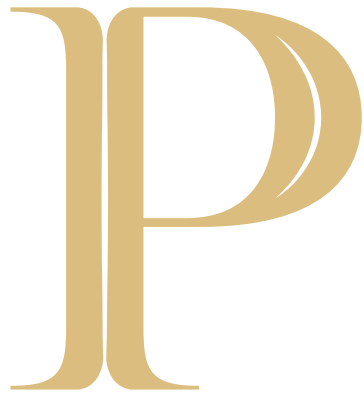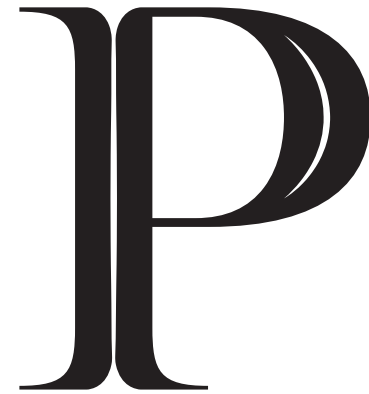# PENELOPE

BOURBON

Founded in 2018 by bourbon enthusiasts and life-long friends Mike and

Danny, Penelope Bourbon is an award-winning four grain straight bourbon

whiskey that boasts a light and flavorful taste. Penelope Bourbon sources

exceptional bourbons made from the finest grains aged in new American

oak barrels to create a unique and flavorful blend that pleases the

palate of bourbon connoisseurs and novices, alike.

P

PENELOPE

BOURBON

PRIMARY

P

PENELOPE

BOURBON

PRIMARY B&W

PENELOPE
P
BOURBON

SECONDARY

PENELOPE
P
BOURBON

SECONDARY B&W

FINAL LOGOS

LIMITED RELEASE SERIES

PENELOPE
BOURBON

ROSÉ CASK FINISH

PENELOPE
BOURBON

BARREL STRENGTH

PENELOPE
BOURBON

FOUR GRAIN

PENELOPE
BOURBON

PRIVATE SELECT

PENELOPE
BOURBON

TOASTED SERIES

PENELOPE
BOURBON

FINAL SECONDARY LOGOS

AaBbCc

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 !@#$%^&*()-_+=

MAJESTI BANNER

PRIMARY USE - LOGO, HEADERS

WEB FONT (alternative):
HTTPS://FONTS.GOOGLE.COM/SPECIMEN/JOMOLHARI

AaBbCc

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 !@#$%^&*()-_+=

BEAU-REGULAR

PRIMARY USE - SUBHEADERS, BODY COPY

WEB FONT (alternative):
HTTPS://FONTS.GOOGLE.COM/SPECIMEN/SPECTRAL

BRAND FONTS

RGB: 219,189,128
HEX: DBBD80
CMYK: 7,19,54,2
PANTONE: 3599 U

RGB: 147,149,152
CMYK: 0,0,0,100
PANTONE: PROCESS BLACK U
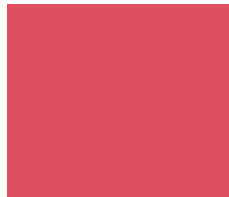(50%)

871C
METALLIC PANTONE
(MATCHES 3599)

PRIMARY COLORS

TOASTED SERIES

PANTONE: 2014U
CMYK: 2,30,98,8 (CMYK from 124U)
RGB: 176,121,37
HEX: b07925

LUXOR FOIL 348

ROSE CASK

PANTONE: 199U
CMYK: 0,97,72,0
RGB: 221,80,97
HEX: DD5061

LUXOR FOIL 28590

URBON W

BARREL STRENGTH

PANTONE: 3546 U
CMYK: 0,100,100,6
RGB: 223,26,34
HEX: DF1A22

LUXOR FOIL 491
SERIGRAPHIC RGOCP16

PRIVATE SELECT

INFINITY 84

PANTONE: 3599 U
CMYK: 7,19,54,2
RGB: 219,189,128
HEX: DBBD80

SECONDARY COLORS

SPECS:

PAPER:
70# Bright White Felt

FOIL:
Infinity Gold 84

FRONT LABEL SIZE:
3.97" x 6.2"

BACK LABEL SIZE:
3.75" x 4.7"

TAX TAPE SIZE:
.94" x 5.47"h

Notes:
For TTB submission,
include proof, alc. by vol & batch #.

PRIVATE SELECT LABEL

SPECS:

PAPER:
70# Bright White Felt

FOIL:
LUXOR 491 (GOLD)
LUXOR 28590 (PINK)

FRONT LABEL SIZE:
4" x 5.85"h
(primary label, bikini and space between)

BACK LABEL SIZE:
3.75" x 5.4"h

TAX TAPE SIZE:
.94" x 5.47"h

Notes:
For TTB submission,
include proof, alc. by vol & batch #.

ROSE CASK FINISH

SPECS:

SCREENPRINTING
RGOCP16 (GOLD)

PAPER:
70# Bright White Felt

FOIL:
LUXOR 491 (GOLD)

PANTONES:
Red: 3546

FRONT LABEL SIZE:
9" x 1.5806"h

TAX TAPE SIZE:
.94" x 5.47"h

Notes:
For TTB submission,
include proof, alc. by vol & batch #.

BARREL STRENGTH

SPECS:

PAPER:
70# Bright White Felt

FOIL:
LUXOR 491 (GOLD)

FRONT LABEL SIZE:
4" x 4.7439"h

BACK LABEL SIZE:
3.75" x 4.7939"h

TAX TAPE SIZE:
.94" x 5.47"h

80 PROOF

SPECS:

PAPER:
70# Bright White Felt

FOIL:
Luxor Foil 348

FRONT LABEL SIZE:
3.97" x 6.2"

BACK LABEL SIZE:
3.75" x 4.7"

TAX TAPE SIZE:
.94" x 5.47"h

Notes:
*For TTB submission,
include proof, alc. by vol & batch #.*

TOASTED SERIES

In the supplied logo folder there is a host of logo files for you; each with specific purposes.
As you open the parent folder, you will see 3 sub folders for Print, Web, and Microsoft use.

Print

The Professional or Hi Resolution Printing (300dpi) folder contains file types used by printing companies
for collateral such as signage, business cards or banners - basically anything you wouldn't print yourself
(some printers will ask for them by their file type). Only use the pantone for Commercial Printing.
Use CMYK (also known as 4 color) for all other uses.

Pantone .ai

CMYK .ai

CMYK hi res PNG

Web

The Web (72dpi) folder contains low resolution files that should only be used digitally.
If it is printed, the quality will be low and fuzzy.

RGB PNG (transparent background)

Microsoft

The Microsoft (150dpi) folder has files that you can use for programs
like Word, excel, quickbooks or other internal/online software.

RGB PNG (transparent background)

If you have a secondary mark or alternate orientation, this is included in the packaged logo folder.

wm