

DUTCH BARN ORCHARD VODKA

BUILDING BRAND GUIDELINES

WE WERE ASKED TO...

Develop and unify the brand's visual identity, as well as give DBVs internal team a singular place of reference for correct fonts, logos and colours.

SO WE...

Developed a brand guidelines with everything anyone working on the brand would need to know, complete with useful link outs to their Google Drive where the font, design files and visual references can be found.

AND ACHIEVED...

A useful document for employees to lean on as well as visual cohesion across the brand.



©YesMoreCreative.com