



GREEN RIVER

KENTUCKY STRAIGHT WHISKEY

.....
STYLE GUIDE

REVISED APRIL 2023



THE WHISKEY WITHOUT
A HEADACHE



BRAND CONTACTS

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CREATIVE DIRECTOR

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BRAND MANAGER

Mike Smith

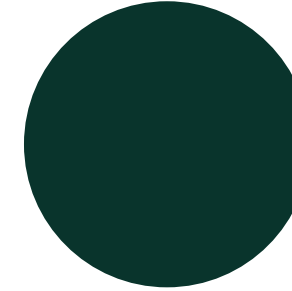
msmith@bardstownbourbon.com

BRAND COLORS

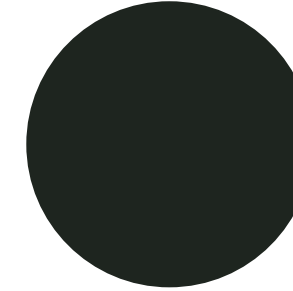
Color plays a key role in the expression of Green River's bold visual style. Our palette has been developed with the brand's rich heritage in mind.

Depending on the medium used for printing and other reproduction, the color build or Pantone used will change. Please consult the Green River team and/or printer to ensure that your final color will match these specifications. Colors outside of the approved palette are unacceptable for use.

PRIMARY



CMYK: 86 / 53 / 71 / 61
RGB: 14 / 53 / 45
HEX: #0E352D
PANTONE: 627 C

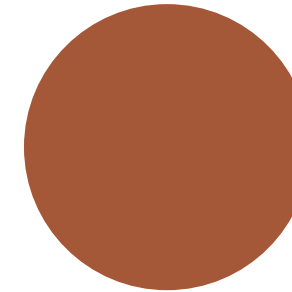


CMYK: 73 / 61 / 69 / 71
RGB: 33 / 39 / 34
HEX: #212722
PANTONE: Black 3C

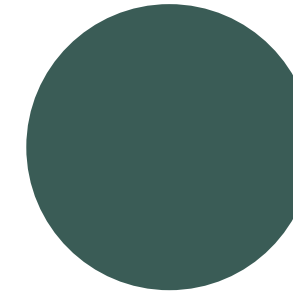


CMYK: 0 / 0 / 6 / 2
RGB: 249 / 247 / 234
HEX: #F9F7EA
PANTONE: Off White

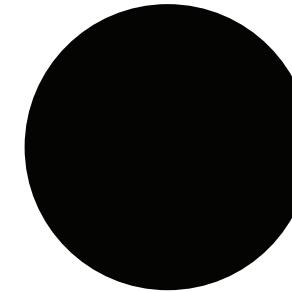
SECONDARY



CMYK: 14 / 65 / 78 / 27
RGB: 166 / 90 / 56
HEX: #A65A38
PMS: 1615C / 349 Foil



CMYK: 86 / 53 / 71 / 61
RGB: 14 / 53 / 45
HEX: #0E352D
PMS: 627C (80% ALPHA)



CMYK: 0 / 0 / 0 / 100
RGB: 0 / 0 / 0
HEX: #000000
PMS: Process Black

OUR LOGOS

The logo expresses our identity to the world. Our logo is set up to be flexible based upon the application while maintaining consistency. By adhering to all of the principles that govern its usage, we ensure that our logo remains a powerful representation of our personality.

Our logo tells our story and conveys the history and proud heritage of the Green River Brand through the use of color and font.

PRIMARY

FULL COLOR

**GREEN
RIVER**
KENTUCKY STRAIGHT WHISKEY

MONOCHROME

**GREEN
RIVER**
KENTUCKY STRAIGHT WHISKEY

REVERSE

**GREEN
RIVER**
KENTUCKY STRAIGHT WHISKEY

SECONDARY



INLINE

GREEN RIVER
KENTUCKY STRAIGHT WHISKEY

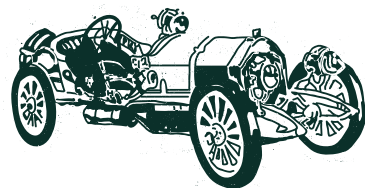
GREEN RIVER
KENTUCKY STRAIGHT WHISKEY

GREEN RIVER
KENTUCKY STRAIGHT WHISKEY

OUR TAGLINE

Green River lore is some of the most fascinating in the whiskey world. As the official whiskey of the U.S. Marine Hospital, Green River was originally known as “the whiskey without a headache.” This was later changed to “the whiskey without regrets,” when whiskey was no longer considered medicinal.

Songs were penned about the “Whiskey Without Regrets,” and early reviews described it as a “king among whiskeys.” The whiskey won many international awards, including a gold medal and “best of show” at the Paris Exposition in 1900, and later a grand prize at the 1905 Liege Exposition in Belgium. The Whiskey Without Regrets tagline is a gateway to telling Green River’s rich story and a consistent nod to the brand’s heritage forging into the future.



THE 
WHISKEY
WITHOUT
REGRETS



THE 
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APPLICATIONS OF ELEMENTS

The primary logo is the preferred lockup for the majority of applications, as it reinforces brand awareness by mirroring the orientation of the product label. This logo should only be executed with the highest color contrast.

Full color logo: white and off-white
Green monochrome: lighter colors
Reverse: darker colors and blacks

The content and proportionality of the logo cannot be altered in any way. No skewing, cropping, or effects (such as the drop shadow example on the next page) will be approved. Please contact the creative director with any questions or for additional guidance.



PROPER APPLICATION



POOR CONTRAST



ALTERATIONS



The secondary logo is appropriate for certain retail assets, activation signage, advertisements, and other **applications that reinforce the brand associations and tell more of the story visually** - including sense of place and heritage. This logo operates most effectively within 1:1 or portrait orientations. The same rules of color contrast and element preservation apply to the secondary logo.

The tertiary logo should be applied only when the available environment is a thinner landscape orientation, such as digital or print banners and certain POS.



The tagline is used exclusively in the presence of other primary branding, such as bottle photography. **It is not a substitution for the logo.** The two primary icons from the tagline lockup - the ornament and horseshoe bug - can be utilized as visual punctuations in some scenarios. However, any partial presentation or elemental alterations of THE WHISKEY WITHOUT REGRETS lockup is not permissible.



THE
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WITHOUT
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TYPOGRAPHY

HEADER

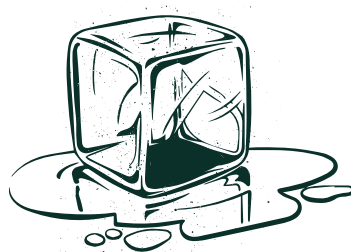
Always use Industry Bold for headlines. In some applications, extend to 118% for a more unique/vintage feel. Set tracking to 50.

SUB-HEADER

If a sub-header is necessary use Abolition Regular. In some applications, extend to 118% for a more unique/vintage feel. Set tracking to 50.

BODY

For large paragraphs of copy use Acme Gothic Condensed Regular. Set tracking to 50.



HEADER

INDUSTRY BOLD

0123456789

AaBbCcDdEeFfGgHhIiJjKkLlMm

NnOoPpQqRrSsTtUuVvWwXxYyZz

SUBHEAD

ABOLITION REGULAR

0123456789

ABCDEFGHIJKLM

NOPQRSTUVWXYZ

BODY

Acme Gothic Condensed Regular / Bold

0123456789

AaBbCcDdEeFfGgHhIiJjKkLlMm

NnOoPpQqRrSsTtUuVvWwXxYyZz

0123456789

AaBbCcDdEeFfGgHhIiJjKkLlMm

NnOoPpQqRrSsTtUuVvWwXxYyZz



PACKAGE FEATURES

- The bottle is in a horseshoe shape honoring the original labeling from 1885
- Ribbed edges on the top of the bottle reflect the rivet effect in the original label
- 10 notches in the horseshoe is a nod to our DSP-KY-10
- Distinct, ornate tax strip with original tagline “The Whiskey Without Regrets”
- Pride of Owensboro featured prominently on the package
- DSP-KY-10 featured – Green River has the 10th oldest distilling license in the state of KY

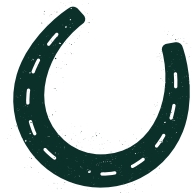


PHOTOGRAPHY STANDARDS

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Both product and lifestyle photography should convey the feel of an elevated brand that nods to both heritage and modernity. Significant texture, strong shadows, vintage high contrast color palettes, and film grain are all key elements within the Green River visual vocabulary. In darker color grades, the golden amber hues of the liquid should remain rich and in-focus.

Contact the creative director for any questions concerning on-brand photography.





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