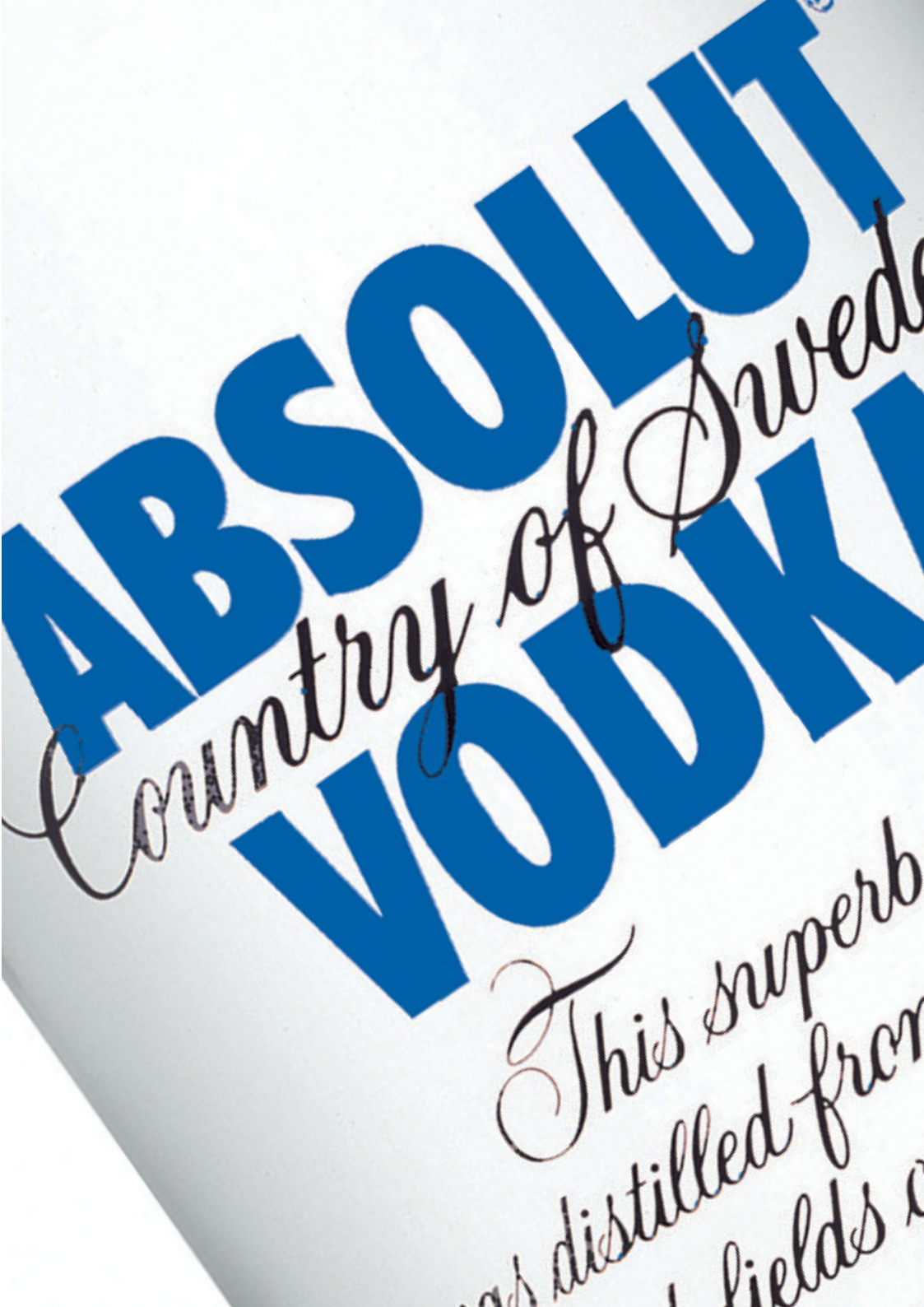


ABSOLUT GUIDELINES *Global brand design*

Edition 1, July 2008
Revision 4, January 2009

ABSOLUT[®]
Country of Sweden
VODKA

Source: Global Brand Director ABSOLUT, Anna Malmhake
anna.malmhake@absolut.se



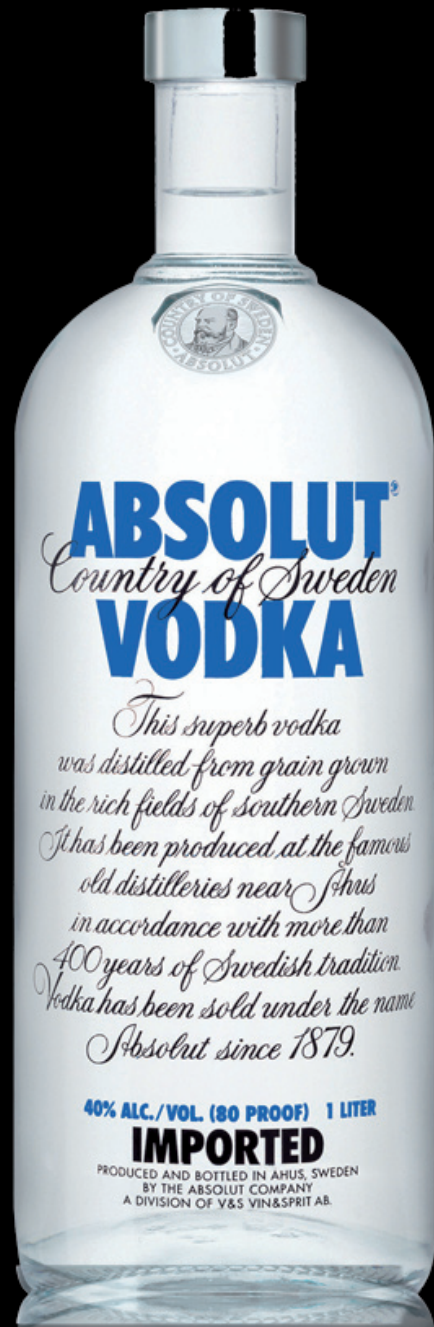
INTRODUCTION

How to deliver a consistent and attractive brand

Design is the tangible representation of the ABSOLUT brand, which consumers experience with all their senses.

Design of ABSOLUT brand touchpoints, including marketing communications, retail and products, is something that broadcasts our brand 24 hours per day, 7 days per week, 365 days per year. Using design strategically, we are able to create a strong, lasting emotional connection with the ABSOLUT brand, and a consistent, unique brand experience across the globe, a key to achieving our brand vision: "To be the No 1 premium spirit in the world by being the leading creative visionary brand."

This is what our design strategy aims to deliver against, by enabling every design execution of the ABSOLUT brand to bring to life the contrast between our contemporary premium quality and our creative personality.



ABSOLUT
Country of Sweden
VODKA

*This superb vodka
was distilled from grain grown
in the rich fields of southern Sweden.
It has been produced at the famous
old distilleries near Åhus
in accordance with more than
400 years of Swedish tradition.
Vodka has been sold under the name
Absolut since 1879.*

40% ALC./VOL. (80 PROOF) 1 LITER

IMPORTED

PRODUCED AND BOTTLED IN ÅHUS, SWEDEN
BY THE ABSOLUT COMPANY
A DIVISION OF V&S VIN&SPRIT AB.

These guidelines will help you to deliver a clear, consistent and attractive brand in all our channels and on all our markets. It will also help you to maximize one of our greatest assets; our design.

There are two purposes to this guideline.

The first is to communicate our brand essence through design. To achieve this we have not added anything new, no new patterns, no change of typefaces or outer graphic tricks and treatments. Instead, we have sought out the essence of our visual DNA and clarified it so it can be used consistently.

The classic outline of our bottle is the same, the medallion, our logotype, unmatched combination of our unique script and the bold typography in our logotype. Even the cap that has a unique design and sets us apart and ahead from the competitors is the same. The combination of these design elements is what makes a unique, balanced and attractive whole, and helps us deliver a creative and consistent brand experience.

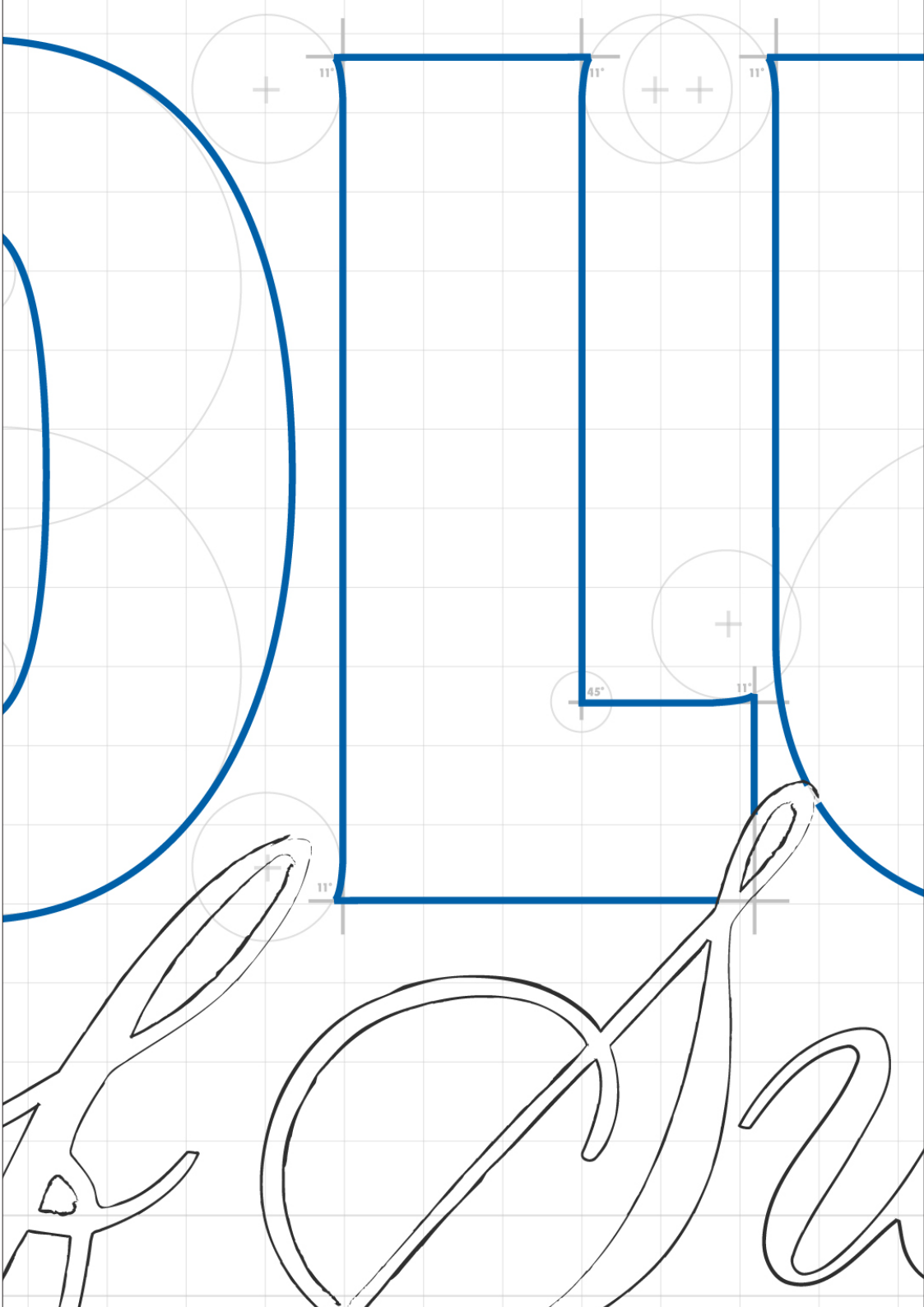


OUR DESIGN STRATEGY

The Absolut contrast concept

Our design strategy is based on the idea of contrast. The contrast between contemporary premium quality and creative personality. There is contrast in all creative expressions; contrast gives vitality – and vitality and energy gives; creativity, boldness, makes it engaging and sometimes even stylish.

You see this within every creative field. You can hear it in the contrast between the sweet “Obladi Oblada” by Paul McCartney and the saltier “say you want a revolution” by John Lennon in the Beatles. Taste it in the cooking of chef Nobu Matsuhisa, when he merges the simple elegance of the Japanese kitchen with the spices from Peru and Argentina to the finest dining on the globe.

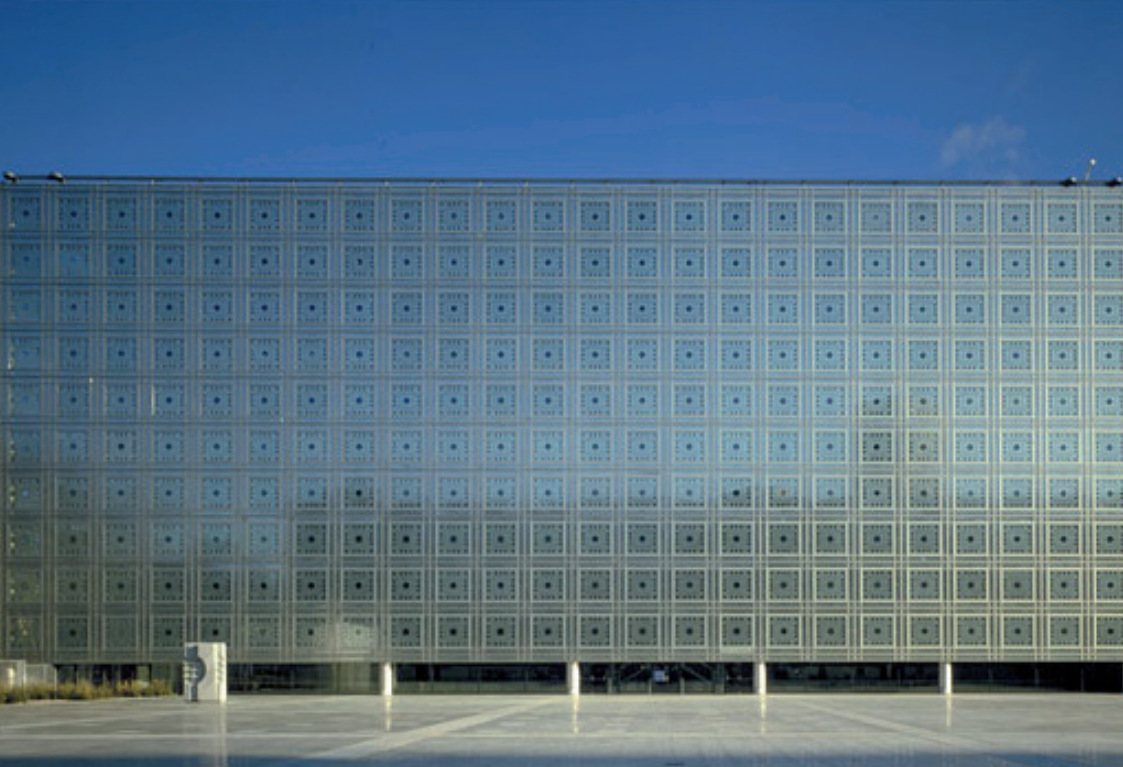


CONTRAST IN TYPOGRAPHY

Sharpness in the finest details

We have developed two special versions of our typefaces with the finest craftsmen available in the field, to give us a script that is easy to work with and create a higher degree of sharpness to the finest details.

ABSOLUT Headline and ABSOLUT Script are proprietary ABSOLUT fonts.



CREATING CONTRAST *For a more vital brand experience*

We have organized our design elements in a slightly different way. When you read the guidelines you will see that we want to create greater contrast between typefaces, colors and materials. Also executing clearer proportions to create a more vital experience that goes beyond the expectations of the consumer. We have to be very exact when we work with our design elements; just as attentive to detail as we are when we produce our vodka.



And, as we all know - the perfect cocktail is all about contrasting flavours. So we want to create a contrast that gives a vital and magic experience both at the tip of the tongue and in the eye of the beholder. The second purpose is the most important. The purpose of the guidelines is to support and help YOU and your colleagues; to bring our brand essence to life.



THE PRIMARY IDENTITY

Heritage and modernity - forever contemporary

Our logo is our primary identity. It is composed of two typographic elements – ABSOLUT Headline and ABSOLUT Script.

Together, these elements form a symbol that combines heritage and modernity.

ABSOLUT[®]
Country of Sweden
VODKA

WHEN TO USE IT

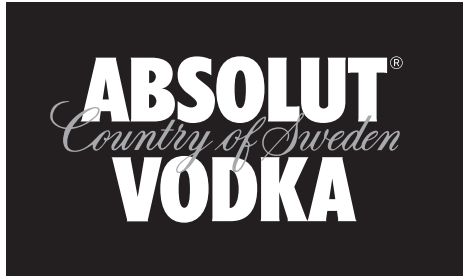
How to use it

Our logo is our brand's primary identifier. The logo must never be altered or modified in any way. This is the only logo that should be used.

There is also a version to use on dark backgrounds.

On the following pages you will find examples of how to use the logo in different areas and situations.

ABSOLUT[®]
Country of Sweden
VODKA



FULL ABSOLUT VODKA PRIMARY IDENTITY LOGOTYPE



NOT SMALLER THAN
10 MM
0,4 INCHES

THE MINIMUM SIZE IS 10 MM IN HEIGHT

ABSOLUT[®]



ABSOLUT ONLY, PRIMARY IDENTITY LOGOTYPE

ABSOLUT VODKA PRIMARY LOGOTYPE

Is the basic logotype

The ABSOLUT logotype exists in different versions. The full ABSOLUT primary identity logotype, in silver, black and white, is the basic logotype. It represents the brand ABSOLUT VODKA. This logotype shall be used as first choice whenever possible.

The minimum size is 10 mm in height. In cases where you need to use a smaller logotype, due to limited space, for instance on swizzle sticks or straws, you can use the ABSOLUT only, primary identity logotype.

The blue variant logotype is used for the original ABSOLUT VODKA 40%. There are also specific variants/flavor logotypes in the designated color for each flavor. See next page.



PREFERRED VERSION



CMYK VERSION

IN WHAT COLORS

Black, white and silver

The preferred version of the logo; apply whenever possible.

If you need a more luxurious version you can instead of PMS 877C use metallic shiny silver (hot foil or chrome).

And if for some reason PMS 877C (or metallic shiny silver)

is not possible, substitute PMS 877C with a light grey

PMS 429C. When you are printing in four color process

use 40% black instead of silver.



PREFERRED VERSION REVERSED



CMYK VERSION REVERSED

IN WHAT COLORS

Black, white and silver

The preferred version of the logo in reversed should be used on black backgrounds or very dark backgrounds.

If Pantone colors can't be used there is a CMYK version.

ABSOLUT[®]
Country of Sweden
VODKA

ABSOLUT[®]
Country of Sweden
PEPPAR

ABSOLUT[®]
Country of Sweden
CITRON

ABSOLUT[®]
Country of Sweden
KURANT

ABSOLUT[®]
Country of Sweden
MANDRIN

ABSOLUT[®]
Country of Sweden
VANILIA

ABSOLUT[®]
Country of Sweden
RASPBERRI

ABSOLUT[®]
Country of Sweden
APEACH

ABSOLUT[®]
Country of Sweden
RUBY RED

ABSOLUT[®]
Country of Sweden
PEARS

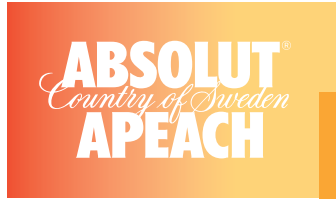
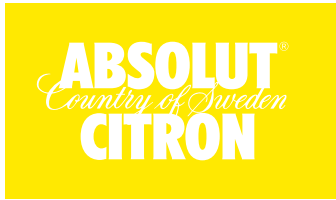
ABSOLUT[®]
Country of Sweden
MANGO

ABSOLUT[®]
Country of Sweden
100

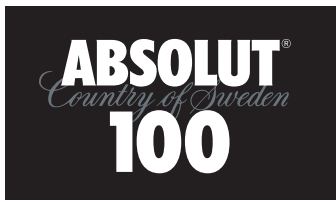
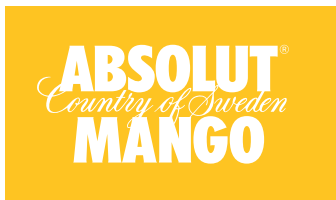
ABSOLUT LOGOTYPE VARIANTS

For different variants and flavors

The blue variant logotype is used for the original ABSOLUT VODKA 40%. All the ABSOLUT vodka flavors have their own logotype that represent the actual flavor. The ABSOLUT vodka flavor logotypes shown here are for print or screen presentations. Some of these logotypes appear in a slightly different color coding on the bottle (ABSOLUT APEACH, ABSOLUT RASPBERRI and ABSOLUT VANILIA). But for print or screen they have to be shown as here, otherwise you wouldn't be able to recognize the logotype.



SECONDARY LOGOTYPE
USE ONLY WHEN PRIMARY COLORS
ARE NOT TECHNICALLY FEASIBLE
- USE RESTRICTIVELY



SHINY SILVER FOIL OR PMS 877C (SILVER)
WHEN PRINTED AGAINST A BLACK BACKGROUND,
WHITE IS A BETTER OPTION IF YOU CANT USE SILVER FOIL OR
PANTONE 877C (SCRIPT, CMYK: 35% BLACK AGAINST BLACK)

ABSOLUT REVERSED LOGOTYPES

For the flavor range

The blue variant logotype is used for the original ABSOLUT VODKA 40%. All the ABSOLUT vodka flavors have their own logotype that represent the actual flavor. The ABSOLUT vodka flavor logotypes shown here are for print or screen presentations. Some of these logotypes appear in a slightly different color coding on the bottle. But for print or screen it has to be as shown here, otherwise you wouldn't be able to recognize the logotype. For color specifications see next page.



ABSOLUT VODKA (40%)
PANTONE 286C
CMYK: 100% CYAN, 60% MAGENTA, 6% BLACK

BLACK



ABSOLUT PEPPAR
PANTONE 485C
CMYK: 91% MAGENTA, 100% YELLOW

BLACK



ABSOLUT CITRON
PANTONE 012C
CMYK: 3% MAGENTA, 100% YELLOW

BLACK



ABSOLUT KURANT
PANTONE 259C
CMYK: 65% CYAN, 100% MAGENTA, 15% BLACK

BLACK



ABSOLUT MANDRIN
C 1585C
CMYK: 65% MAGENTA, 90% YELLOW

BLACK



ABSOLUT VANILIA
PANTONE 401C
CMYK: 5% MAGENTA, 11% YELLOW, 23% BLACK

PANTONE WARM GRAY 2C
CMYK: 2% MAGENTA, 5% YELLOW, 9% BLACK



ABSOLUT RASPBERRI
PANTONE 201C
CMYK: 100% MAGENTA, 63% YELLOW, 29% BLACK

PANTONE 428C
CMYK: 2% CYAN, 18% BLACK



ABSOLUT APEACH
GRADATION FROM PANTONE 1788C TO 1225C
CMYK: FROM 84% MAGENTA, 88% YELLOW TO 17% MAGENTA, 62% YELLOW

ABSOLUT APEACH, SECONDARY LOGO
PANTONE 1375C

USE ONLY WHEN PRIMARY COLORS ARE NOT TECHNICALLY FEASIBLE - USE RESTRICTIVELY



ABSOLUT RUBY RED
PANTONE WARM RED C
CMYK: 75% MAGENTA, 90% YELLOW

BLACK



ABSOLUT PEARS
PANTONE 376C
CMYK: 55% CYAN, 100% YELLOW

BLACK



ABSOLUT MANGO
PANTONE 1235C
CMYK: 29% MAGENTA, 91% YELLOW

BLACK



ABSOLUT 100
SHINY SILVER FOIL OR PMS 877C (SILVER) WHEN PRINTED AGAINST A BLACK BACKGROUND. WHITE IS AN OPTION IF YOU CAN'T USE SILVER FOIL OR PANTONE 877C

PMS 432C (WHEN THE LOGO IS USED AGAINST A BLACK BACKGROUND USE 431C FOR SCRIPT COUNTRY OF SWEDEN)
CMYK: 75% BLACK AGAINST WHITE BACKGROUND
CMYK: 50% BLACK AGAINST BLACK BACKGROUND

ABSOLUT FLAVOR COLORS

For the Absolut flavor logotypes

Shown here are the color specifications for the variants and flavor logotypes. The large color box corresponds to the ABSOLUT VODKA part and the small box corresponds to the Country of Sweden part of the logotypes.

An exception is the ABSOLUT APEACH logotype which has a gradient across the logotype. If it is not possible to print gradients there is a secondary choice, to print the logotype with Pantone 1375C. Use this option restrictively.

ABSOLUT[®]
Country of Sweden
VODKA

ABSOLUT[®]
Country of Sweden
VODKA

ABSOLUT[®]
Country of Sweden
VODKA

ABSOLUT[®]
Country of Sweden
VODKA

ABSOLUT[®]
Country of Sweden
VODKA

ABSOLUT[®]
Country of Sweden
VODKA

IN WHAT COLORS

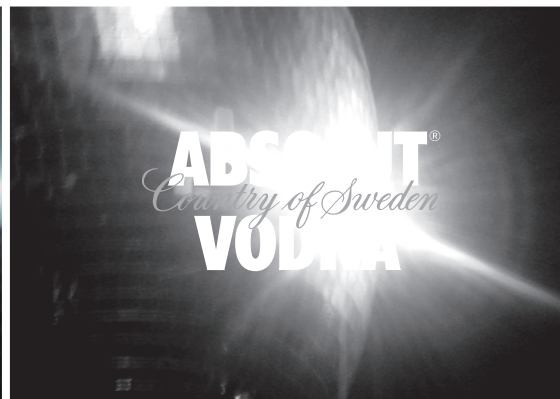
Make sure it stands out against the background

The logo should be used primarily against solid black or white backgrounds. It can also be used against pictures with sufficient contrast. The reversed logo should be used on black background and very dark pictures. It's important that all the details of the logo are clearly visible.

ABSOLUT[®]
Country of Sweden
VODKA



ABSOLUT[®]
Country of Sweden
VODKA



HOW NOT TO

Never, never, never

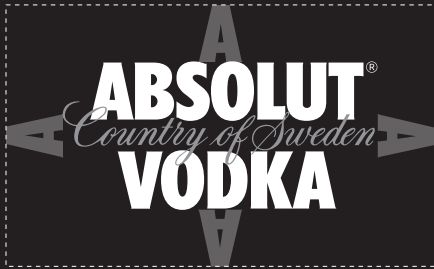
The logo must NOT be placed against backgrounds that are very busy. It's important that all the details of the logo are clearly visible. Color backgrounds are only used with flavours combined with the logo of the flavour.

<p>Do not stretch</p> 	<p>Do not substitute the typeface</p>
<p>Do not alter the typeface</p> 	<p>Do not omit any element</p>
<p>Do not alter the scale of elements</p> 	<p>Do not substitute logo color</p>
<p>Do not separate elements</p>	<p>Do not add unapproved descriptor artwork</p>
<p>Do not replace color with a gradient</p>	<p>Do not add other graphic elements</p>
<p>Do not enclose logo in a shape</p>	<p>Do not add drop shadows, glows, or other effects to the logo</p>

HOW NOT TO

Never, never, promise

In order to preserve its status as a trademark and build a strong brand identity, the logo artwork must not be altered or used incorrectly or inappropriately. These examples demonstrate many – but not all – incorrect uses of the logo.



CLEARSPACE



MINIMUM REPRODUCTION SIZE



CLEARSPACE



MINIMUM REPRODUCTION SIZE

IN WHAT PROPORTIONS *Keeping the clarity and the integrity*

Always keep the logo clear of any graphics, imagery, or text. This protects the integrity of our logo and ensures that it is seen as a "unit" and is never visually dominated by other elements. The minimum clear space is equal to the height of the "A" in "ABSOLUT". This is the minimum clear space; whenever possible, the space should be increased.

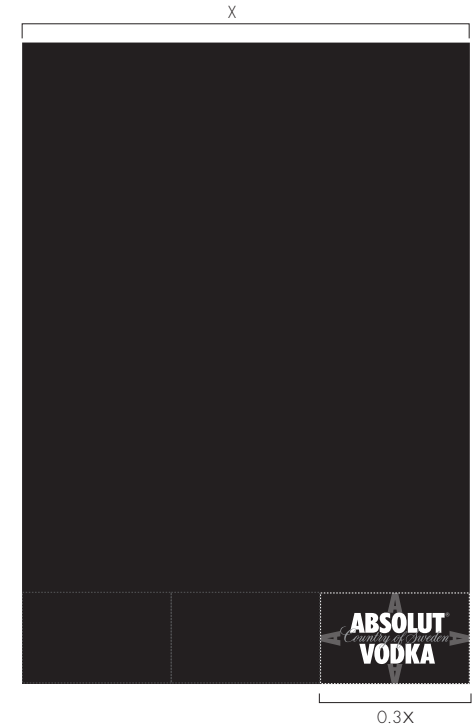
Do not use the logo on printed materials at a size smaller than 10 mm (.4 in) height. When reduced below the minimum size, the details of the logo will become indistinguishable – the clarity and integrity of the logo will be lost.



THE SIGN OFF

The focal point of all our brand investments

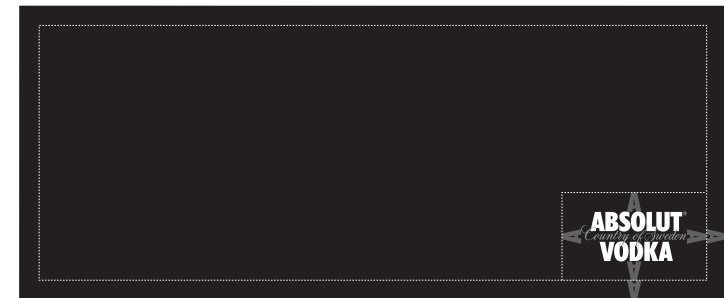
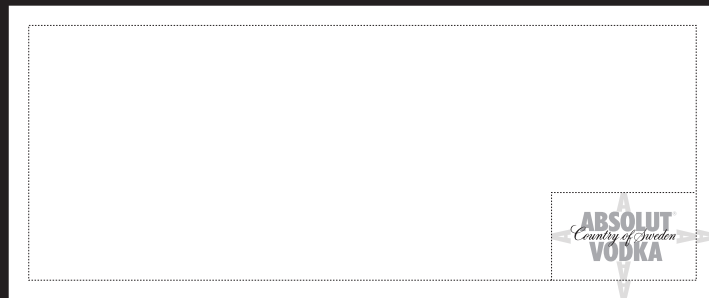
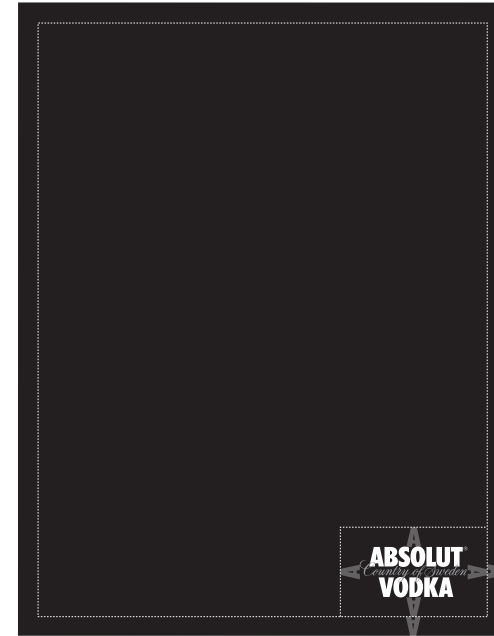
In order to preserve its status as a trademark and build strong brand identity, the logo artwork must be used consistently. In the following pages, you will find examples of how to resize the logo for communications and the correct logo placement.



IN WHAT PROPORTIONS

Thirty percent is perfect

The logo and its clearspace is always 30% of the width of the page, if the page is in portrait orientation or 30% of the height of the page if in landscape orientation.



WHERE TO PLACE IT

Our place is bottom right

The logo is always placed on the bottom right corner.
The margin of the page is determined by the clearspace
of the logo.

VISIONS OF
It has been produced at the

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent posuere imperdiet sapien. In hac habitasse platea dictumst. Donec congue hendrerit enim. Vivamus a sapien. Cras velit leo, luctus eget, varius quis, tincidunt ac, est. Sed congue cursus felis. Maecenas sodales neque quis enim. Quisque eleifend cursus turpis. Morbi



ABSOLUT
Country of Sweden
VODKA

VISIONS OF
It has been produced at the

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent posuere imperdiet sapien. In hac habitasse platea dictumst. Donec congue hendrerit enim. Vivamus a sapien. Cras velit leo, luctus eget, varius quis, tincidunt ac, est. Sed congue cursus felis. Maecenas sodales neque quis enim. Quisque eleifend cursus turpis. Morbi



ABSOLUT
Country of Sweden
VODKA

THE SIGN OFF

There must be no doubt who is behind the message

The logo is always placed on the bottom right corner.
The margin of the page is determined by the clear space of the logo.



OUR TYPEFACES

Strong identifiers of the Absolut brand

Used together appropriately they build on our unique identity and support the concept of contrast. Special care should be taken to maintain consistency and adhere to our identity standards. The following pages show how these typefaces should be used and combined.

ABSOLUT HEADLINE – UPPERCASE ONLY

A B C D E F G H I J K L M N O P Q R S T U
1 2 3 4 5 6 7 8 9 0 (! ? & % \$. , ; :)

ABSOLUT SCRIPT

A B C D E F G H I J K L M
a b c d e f g h i j k l m n o p q r s t u v w
1 2 3 4 5 6 7 8 9 0 (! ? & % \$. , ; :)

FUTURA LIGHT

A B C D E F G H I J K L M N O P Q R S T U V W
a b c d e f g h i j k l m n o p q r s t u v w
1 2 3 4 5 6 7 8 9 0 (! ? & % \$. , ; :)

ABSOLUT HEADLINE – UPPERCASE ONLY

A B C D E F G H I J K L M N O P Q R S T U
1 2 3 4 5 6 7 8 9 0 (! ? & % \$. , ; :)

ABSOLUT SCRIPT

A B C D E F G H I J K L M
a b c d e f g h i j k l m n o p q r s t u v w
1 2 3 4 5 6 7 8 9 0 (! ? & % \$. , ; :)

FUTURA LIGHT

A B C D E F G H I J K L M N O P Q R S T U V W
a b c d e f g h i j k l m n o p q r s t u v w
1 2 3 4 5 6 7 8 9 0 (! ? & % \$. , ; :)

OUR TYPEFACES

We are using three typefaces

We use three typefaces: ABSOLUT Headline, ABSOLUT Script and Futura Light. These are the only typefaces that should be used when designing all brand touchpoints and communication materials. Based on the custom lettering on our bottles, ABSOLUT Headline and ABSOLUT Script have been specially designed and crafted to support our unique identity. Futura Light has been selected to complement and contrast these two typefaces.

A

ABSOLUT HEADLINE

Is specially created to be used for our headlines

ABSOLUT Headline is a custom typeface that is specially created for ABSOLUT. Initially it was made for the ABSOLUT Vodka logotype on our bottles.

The typeface has then been extended across the entire alphabet. It is a bold and modern typeface comprised of all uppercase letterforms. It should only be used for emphasis on short headlines or single words or phrases.



ABSOLUT SCRIPT

Is used for subheadings following the headline

ABSOLUT Script is a custom typeface that is based on the hand-drawn script on the ABSOLUT bottle and has been extended across the entire alphabet. It contrasts the modern and bold feeling of the ABSOLUT Headline typeface with its classic and elegant letterforms. The typeface should be used in conjunction with ABSOLUT Headline as header text and should not be used in long passages of text. Keep it short – one line only. With one exception and that is the text on the front of the ABSOLUT bottle.

There is a separate pdf supplement called: [How_to_Absolut_Script.pdf](#) to help you handle ABSOLUT Script in Indesign and Illustrator.

A

FUTURA LIGHT

Is used for all body copy

Futura Light has been selected to complement as well as contrast ABSOLUT Headline and ABSOLUT Script. Unlike ABSOLUT Headline, it includes both upper and lowercase letterforms and is more suitable for longer passages of text or body text as well drink recipes and charts.

PROPORTIONS
It has been produced at the

Cras enim est, mollis commodo, imperdiet id, commodo vel
nisl. Nullam ultrices purus at nunc. Ut auctor ultrices neque.
Nunc a dolor eget massa fermentum dictum. Aliquam erat
volutpat. Sed eget mi non urna auctor.

Left-align the type and align
the body copy to the subhead

PROPORTIONS
It has been produced at the

Cras enim est, mollis commodo, imperdiet id, commodo vel
nisl. Nullam ultrices purus at nunc. Ut auctor ultrices neque.
Nunc a dolor eget massa fermentum dictum. Aliquam erat
volutpat. Sed eget mi non urna auctor.

Right-align the type and align
the body copy to the subhead

PROPORTIONS
It has been produced at the

0.25X 1.5X

The headline must overhang the subhead
on the left, with a minimum distance of 1.5X

PROPORTIONS
It has been produced at the

0.25X 1.5X

The headline must overhang the subhead
on the right, with a minimum distance of 1.5X

RELATIONSHIPS BETWEEN *Headline, script and body copy*

To ensure consistency, please use the proportions shown above. The cap-height of both ABSOLUT Headline and ABSOLUT Script are equal, which determines the space between the subhead and the body copy. The cap-height of Futura Light is half of the headline. Use one line only for ABSOLUT Headline and ABSOLUT Script.

ABSOLUT Script overlaps ABSOLUT Headline. The distance between the baseline of ABSOLUT Headline and ABSOLUT Script is 0.25x.

HEADLINE

A little longer subtitle

Cras enim est, mollis commodo, imperdiet id, commodo vel, nisl. Nullam ultrices purus at nunc. Ut auctor ultrices neque. Nunc a dolor eget massa fermentum dictum. Aliquam erat volutpat. Sed eget mi non urna auctor.

A MUCH LONGER HEADLINE

Short subtitle

Cras enim est, mollis commodo, imperdiet id, commodo vel, nisl. Nullam ultrices purus at nunc. Ut auctor ultrices neque. Nunc a dolor eget massa fermentum dictum. Aliquam erat volutpat. Sed eget mi non urna auctor.

A MUCHO VERY LONG HEADLINE VERY MUCHO A LONG A TEXT

Short subtitle

Cras enim est, mollis commodo, imperdiet id, commodo vel, nisl. Nullam ultrices purus at nunc. Ut auctor ultrices neque. Nunc a dolor eget massa fermentum dictum. Aliquam erat volutpat. Sed eget mi non urna auctor.

Imperdiet id, commodo vel, nisl. Nullam ultrices purus at nunc. Ut auctor ultrices neque. Nunc a dolor eget massa fermentum dictum. Aliquam erat volutpat. Sed eget mi non urna auctor.

Nullam ultrices purus at nunc. Ut auctor ultrices neque. Nunc a dolor eget massa fermentum dictum. Aliquam erat volutpat. Sed eget mi non urna auctor. Imperdiet id, commodo vel, nisl. Nullam ultrices purus at Ut auctor ultrices nunc. neque. Nunc a dolor eget massa fermentum dictum. Aliquam erat volutpat. Sed eget mi non urna auctor.

LEFT ALIGNED TEXTS

HEADLINE

A little longer subtitle

Cras enim est, mollis commodo, imperdiet id, commodo vel, nisl. Nullam ultrices purus at nunc. Ut auctor ultrices neque. Nunc a dolor eget massa fermentum dictum. Aliquam erat volutpat. Sed eget mi non urna auctor.

A LONGER HEADLINE

Short subtitle

Cras enim est, mollis commodo, imperdiet id, commodo vel, nisl. Nullam ultrices purus at nunc. Ut auctor ultrices neque. Nunc a dolor eget massa fermentum dictum. Aliquam erat volutpat. Sed eget mi non urna auctor.

VERY MUCH LONG HEADLINE WITH A MUCHO VERY LONG HEADLINE

Short subtitle

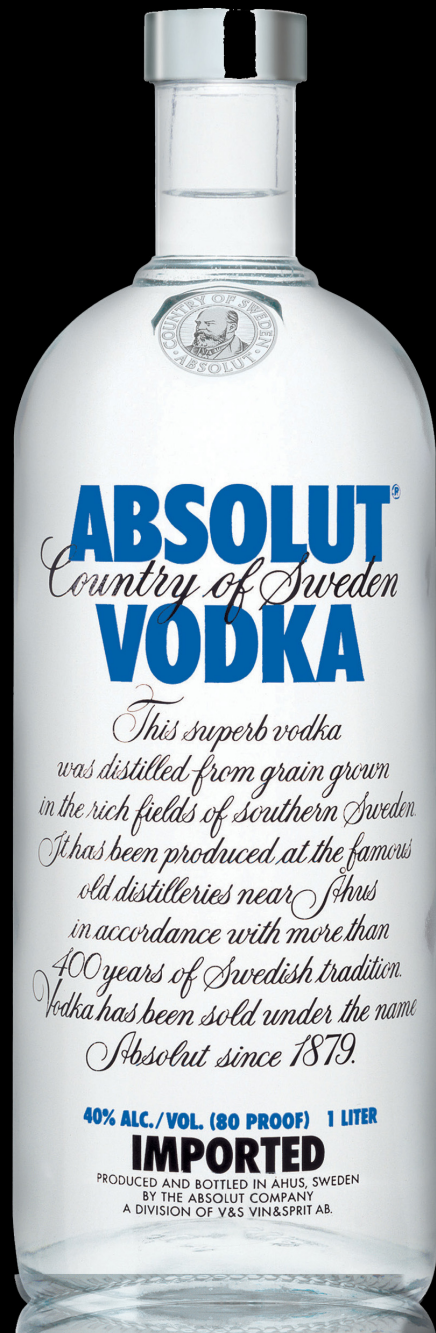
Cras enim est, mollis commodo, imperdiet id, commodo vel, nisl. Nullam ultrices purus at nunc. Ut auctor ultrices neque. Nunc a dolor eget massa fermentum dictum. Aliquam erat volutpat. Sed eget mi non urna auctor.

RIGHT ALIGNED TEXTS

BASIC TEXT GROUP LAYOUTS

Some examples

Shown here are some basic text layout examples. On a left hand side page the text is aligned to the left and on a right hand side page the text is aligned to the right. You can also see how the text is treated on a white background and on a black background.



SPACING AND LETTERFORMS

Absolut Script with special features

Use the calligraphy on the ABSOLUT Vodka bottle as a reference for spacing and general guide for how to treat the ABSOLUT Script.

It is an OpenType font which gives multiple choices when using the ABSOLUT Script. The script is made up from different categories of letter forms. First there are the plain capital letters and the more elaborate initial swash letter forms. Use the initial forms in the beginning of a script line and the capital within a line. But this is not a definite rule. Try out the alternatives and use the letter form that works best in the given situation.

In the lower case script we have three types of letter forms: Forms for the beginning of a word, forms for a position in between other letters and forms for ending a word.

There are ligatures which are specially joined two (or three) letter combinations which are automatically activated when you are writing that specific letter combination. You can also make that function non active if you wish.

A DIVISION OF V&S VIN&SPIRIT AB
BY THE ABSOLUT COMPANY
PRODUCED AND BOTTLED IN ÅHUS, SWEDEN
IMPORTED

A

HOW NOT TO

It has been produced at the famous

In order to preserve its status as a trademark and build strong brand identity, the logo artwork must not be altered or used incorrectly or inappropriately. These examples demonstrate many but not all incorrect uses of the logo.

B

HOW NOT TO

It has been produced at the famous

IN ORDER TO PRESERVE ITS STATUS AS A TRADEMARK AND BUILD STRONG BRAND IDENTITY, THE LOGO ARTWORK MUST NOT BE ALTERED, USED INCORRECTLY OR INAPPROPRIATELY. THESE EXAMPLES DEMONSTRATE MANY BUT NOT ALL – INCORRECT USES OF THE LOGO.

C

HOW NOT TO

It has been produced at the famous

In order to preserve its status as a trademark and build strong brand identity, the logo artwork must not be altered or used incorrectly or inappropriately.

These examples demonstrate many – but not all – incorrect uses of the logo.

HOW NOT TO

Use the Absolut typefaces

As a general rule, use ABSOLUT Headline and ABSOLUT Script as one-liners for headlines and subheads. Futura Light is to be used for all body copy. These examples demonstrate some – but not all – incorrect uses of the typography

A - Do NOT alter the defined relations inbetween the typefaces, shown in the previous page

B - Do NOT use ABSOLUT Headline as body copy

C - Do NOT introduce or substitute typefaces

A

It has been produced at the famous
HOW NOT TO

In order to preserve its status as a trademark and build strong brand identity, the logo artwork must not be altered or used incorrectly or inappropriately. These examples demonstrate many – but not all – incorrect uses of the logo.

B

**HOW NOT TO CURABITUR ADIPISCING IPSUM
VITAE RISUS. MAURIS CONSECTETUER, PURUS
A VEL PRETIUM CURSUS, AUGUE RISUS ELEIF
END SEM, SIT AMET DIGNISSIM METUS ORCI.**
*It has been produced at the famous
old distillery near Paris
in accordance with more than*
How not to preseve status and build a strong brand identity.

C

HOW NOT TO ^x
It has been produced at the famous

In order to preserve its status as a trademark and build strong brand identity, the logo artwork must not be altered or used incorrectly or inappropriately. These examples demonstrate many – but not all – incorrect uses of the logo.

HOW NOT TO

Use the Absolut typefaces

As a general rule, use ABSOLUT HEADLINE and ABSOLUT Script sparingly as short headlines and subheads (one-liners only). Futura Light is to be used for all body copy. These examples demonstrate some – but not all – incorrect uses of the typography.

A - Do NOT change the type hierarchy

B - Do NOT alter the relational proportions of the typefaces

C - Do NOT mix type sizes in the body copy

A

HOW NOT TO

It has been produced at the famous

In order to preserve its status as a trademark and build strong brand identity, the logo artwork must not be altered or used incorrectly or inappropriately. These examples demonstrate many – but not all – incorrect uses of the logo.

B

HOW NOT TO

It has been produced at the famous

In order to preserve its status as a trademark and build strong brand identity, the logo artwork must not be altered or used incorrectly or inappropriately. These examples demonstrate many – but not all – incorrect uses of the logo.

C

HOW NOT TO

It has been produced at the famous

In order to preserve its status as a trademark and build strong brand identity, the logo artwork must not be altered or used incorrectly or inappropriately. These examples demonstrate many – but not all – incorrect uses of the logo.

HOW NOT TO

Use the Absolut typefaces

To ensure legibility and brand consistency, be mindful of the color palette. These examples demonstrate some – but not all – incorrect uses of the color palette in typography.

A - Do NOT use the same color for the headline and subheadline

B - Do NOT mix colors from the color palette

C - Do NOT use colors from outside the color palette



COLOR PALETTE

Use the colors to create the right contrast

Our color palette was inspired by the simple clean design of our bottles combined with the contrast of our various flavors.

The following pages show how to maintain a consistent proportion of color and contrast when using the color palette.



BLACK
PMS BLACK C
CMYK 0 0 0 100
RGB 38 28 2



SILVER
PMS 877
CMYK 0 0 0 40
RGB 167 169 172



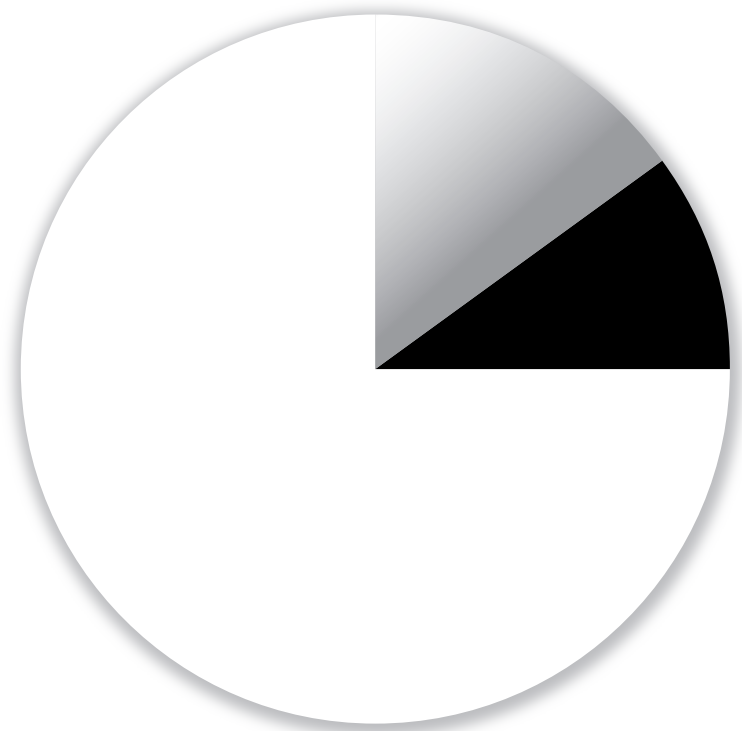
WHITE

PRIMARY COLORS

Black, white and silver

Our primary colors are neutral and classic, comprised of black, white and silver. Appropriate use of these colors ensures a compelling contrast to our bright accent colors as well as provides appropriate staging for our proprietary typefaces.

Above are the color values for each of our primary colors.



PRIMARY COLOUR PROPORTIONS

The right proportions gives the right contrast

Primary colors are used for promoting ABSOLUT VODKA, except for specific flavor communication. Shown are roughly the proportions of the primary colors that should be used.



HOW NOT TO

Never, never, never

Here are some examples of how NOT to use the color palette:

A - Do NOT alter the proportion of black

B - Do NOT alter the proportion of silver

C - Do NOT mix with colors from the secondary color palette

D - Do NOT use colors from outside the color palette



ORIGINAL
PMS 286 C
ESC 100C 60M 6K



RUBY RED
PMS Warm Red C
CMYK 75M 90Y



KURANT
PMS 259 C
ESC 65C 100M 15K



PEPPAR
485 C 2X
ESC 100M 91Y



VANILIA
PMS WARM GRAY 2C
ESC 2M 5Y 9K



PEARS
PMS 376 C
CMYK 100Y 50C



RASBERRI
PMS 201 C
ESC 100M 63Y 29K



CITRON
PMS 012 C
ESC 3M 100Y



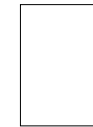
APEACH
PMS 1788 C
TO PMS 1225 C
ESC 84M 88Y
TO 17M 62Y



MANDRIN
PMS 1585 C
ESC 65M 90Y



MANGO
PMS 1235C
CMYK 29M 91Y

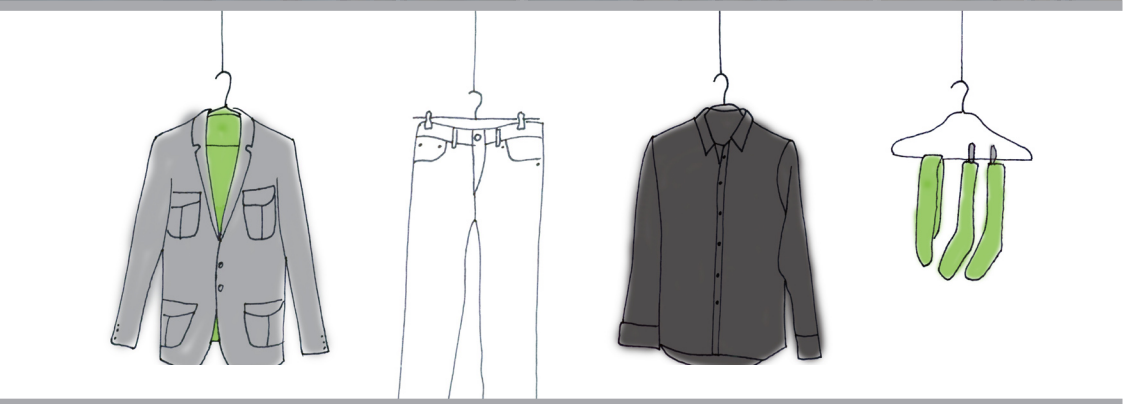


NEW FLAVOUR
PMS XXX
CMYK X X X X

SECONDARY COLORS

The contrast with a distinction

The secondary colors are specific for each flavour. If Pantone colors can't be used there are both CMYK and RGB values.



SECONDARY COLOUR PROPORTIONS

The right proportions gives the right distinction

Secondary colors are used for promotion each individual ABSOLUT flavored vodka. Shown above are roughly the proportions of the secondary colors that should be used.



HOW NOT TO

Never, never, never

Here are some examples of how NOT to use the color palette:

A - Do NOT change or invert the color proportions

B - Do NOT use colors from outside the color palette

C - Do NOT mix colors from within the secondary color palette

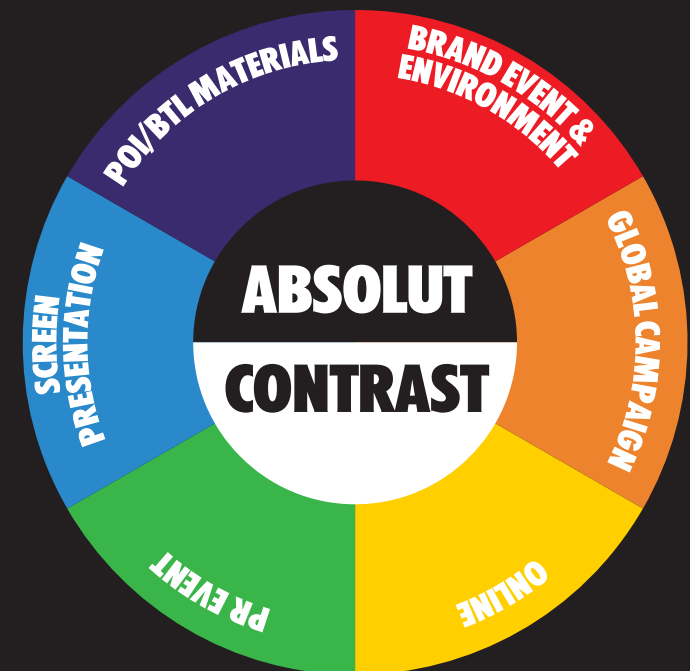
D - Do NOT use one color only

BEST PRACTICE DESIGN

Applications

In essence, the ABSOLUT brand design strategy is about bringing to life the contrast between our contemporary premium quality and our creative personality. This is expressed in its most basic form in our primary identity, our logotype, in the contrast between the Headline and Script typefaces.

Our design guidelines set out how to create a greater contrast between typefaces, colors, materials and proportions in all our designs. However, it can be hard to interpret a design strategy and general design guidelines for specific applications in different markets, when time and budget are limited. In this section, we offer tangible examples of design applications which are global best practice for design, and should be used as guidelines for specific media/channels. You will find design applications for the following:



BRAND EVENT AND ENVIRONMENT
GLOBAL CAMPAIGN
ONLINE
PR EVENT
SCREEN PRESENTATION
POI/BTL MATERIALS

BRAND EVENT AND ENVIRONMENT

A contrasting experience

This event brought the Contrast concept to life at every step of the visitor's experience, in the big picture as well as through attention to the smallest details.

CONTRASTING COLORS

The over-arching visual/experiential contrast of the whole event was created by giving the two main areas contrasting designs and atmospheres. The conference seating area stood for a more industrial and sleek feeling, black, in contrast with the white, lighter and softer dining area. The conference colours were contrasting black, white and silver, our primary brand color palette. White Panton chairs were used and in random places exchanged for black ones, for contrast.

CONTRASTING CULTURES

The dining area and menu concept was "Contemporary Swedish Bento Box". An homage to Scandinavian design with custom made tables, a Swedish, contemporary take on the glass tradition of the ABSOLUT origins and lighting reminiscent of a Swedish midsummer night's white, soft light, and a modern culinary experience where all senses were nourished.



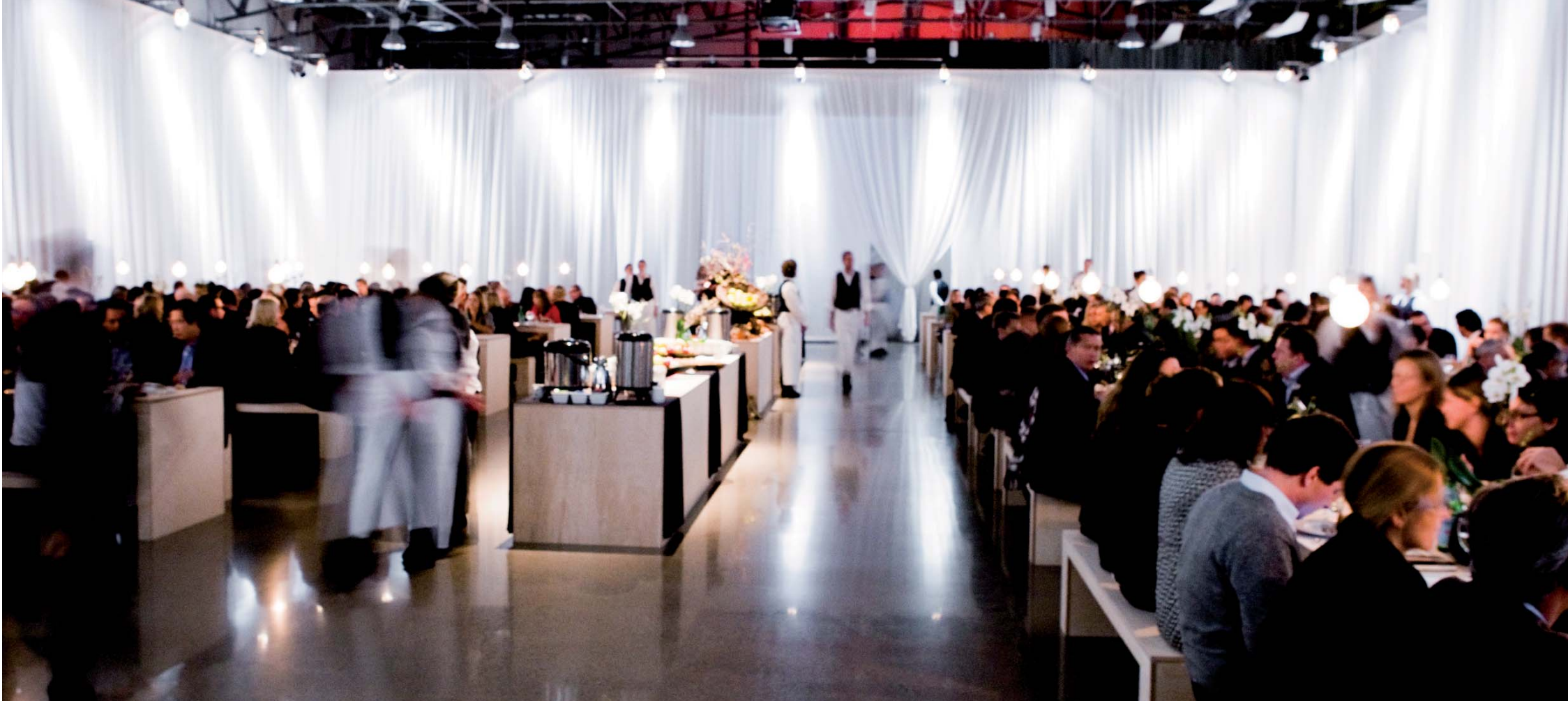


THE CONTRAST IS CAPTURED IN THE CONCEPT – CONTEMPORARY SWEDISH BENTO BOX



DETAILS FROM THE "BENTO BOX"





THE DIFFERENT ENVIRONMENTS ARE BUILT AROUND THE CONTRAST BETWEEN THE SCANDINAVIAN MODERN...



...THE CLASSIC AND THE SPIRIT OF THE FRIVOLOUS MASQUERADE



CONTRAST IN COLORS AND BETWEEN THE CITYSCAPE OF THE SUMMER NIGHT



ABSOLUT MANGO
ABSOLUT VODKA
ABSOLUT 100
ABSOLUT CITRUS
ABSOLUT PEARS
ABSOLUT RUBY RED
ABSOLUT KURANT
ABSOLUT ASPERGER
ABSOLUT MANDRIN
ABSOLUT PEPPAR

Engaging

ABSOLUT-CONTRAST
Design cocktail bar

Contemporary Premium

ABSOLUT
VODKA



GLOBAL CAMPAIGN

A fresh contrast in cluttered retail

The ABSOLUT Mini Bar is part of the IN AN ABSOLUT WORLD OPPORTUNITIES ALWAYS POP UP campaign (April to September 2009).

The design and pattern are inspired by bright summer nights and the urban city landscape. The ABSOLUT iconic bottle contours are revealed on opposite sides of the pack, enhanced by the shiny silver campaign label.

The premium feel is further enhanced by the pack's semi-matte satin finish and great attention to detail, such as the glossy ABSOLUT logo debossed on top.

The stylish and contemporary design reveals a surprisingly witty and bold interior when being used - two compartments for ice and garnish fold out, on each side of the bottle. And when closed, the Mini Bar will provide a welcome contrast in an otherwise cluttered retail environment.



READY TO POP UP



ABSOLUT
Country of Sweden
VODKA

This superb vodka was distilled from grain grown in the rich fields of southern Sweden. It has been produced at the famous old distilleries near Åhus in accordance with more than 400 years of Swedish tradition. Vodka has been sold under the name Absolut since 1879.

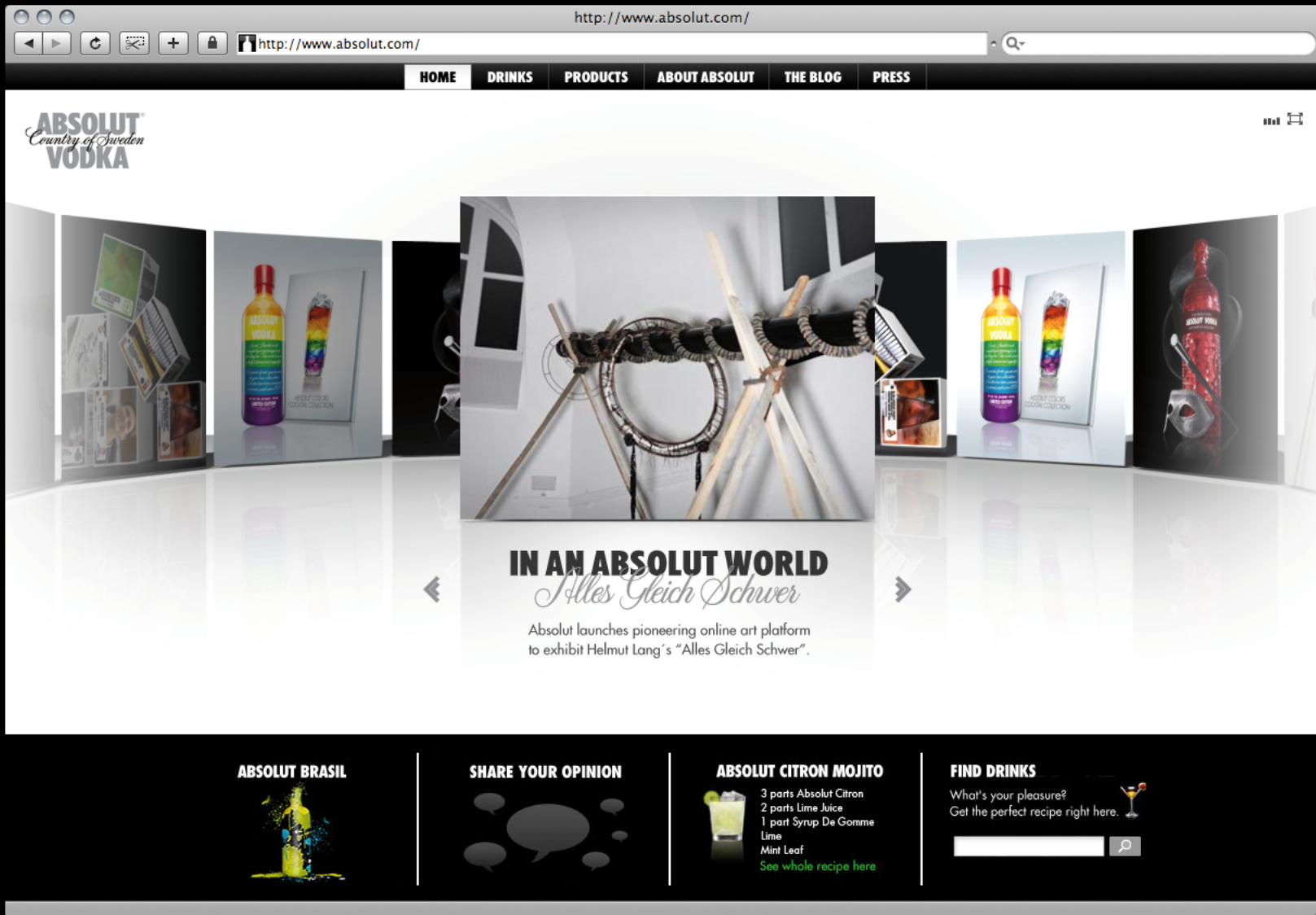
40% ALC./VOL. (80 PROOF) 750 ML.
IMPORTED
PRODUCED AND BOTTLED IN SWEDEN
V&S VIN&SPIRIT AB, ÅHUS, SWEDEN



ONLINE

Utilizing the unique benefits for an optimal experience

In online media we can deliver a truly contrasting experience beyond the constraints of traditional media. With the help of animation, sound and interactivity, we continue a dynamic presence in interactive environments.



MOTION AND DEPTH CONTRASTS

The start page features three dimensional posters complete with depth, reflections and shadows that contrast with the content in the solid, black field in the bottom of the page. This shows how depth and motion can be used to create a contrasting experience. Using depth and motion contrasts can maximize experiential screen media content, such as campaign sites, video content and online ads.



ABSOLUT DRINKS

The home of drinks



SEARCH >>

ABSOLUT MASQUERADE

A new limited gift pack

Want a drink to go with our new ABSOLUT HOLIDAY GIFT PACK? Then try cloaking your glass in an Mysterious MASQUERADE SEABREEZE.

ABSOLUT MASQUERADE

- 1 Part ABSOLUT VODKA
- 2 Parts Cranberry Juice
- 2 Parts Grapefruit Juice
- Lemon

ANOTHER MASQUERADE DRINK >>



GET A DRINK RECOMENDATION BASED ON:

BASE SPIRIT

- Vodka
- Gin
- Rum
- Brandy
- Tequila

TASTE

DRINK TYPE

OCCASION

OUR COLLECTIONS

WHAT YOU HAVE HOME

A MAN WITH A VISION DENEVAN'S TOP 3 DRINKS

In Jim Denvan's ABSOLUT WORLD urban farming would spread all over the world. To help we start here by presenting his top 3 drinks. >>



ALLES GLEICH SCHWER

ABSOLUT vodka presented an online virtual "gallery", showcasing Helmut Lang's "Alles Gleich Schwer". Here are the Top 5 drinks from the launch event >>



HOW TO MIX

Want to mix drinks? Here are a few tips, tricks and techniques that will get you started in no time >>



THE CLASSICS

There are thousands of drinks but only a few have stood up to the test of time. Let us present the classics of classics >>



SCREEN MEDIA WITHOUT MOTION SUPPORT

In screen media that doesn't support motion, such as web services or pages created with HTML technology, we use color contrasts, size contrasts, form contrasts and strength contrasts, just like in print media. Here we see our drink search engine where the colorful, saturated images contrast against the white background with strict, black typography.



ABSOLUT® VODKA

The Absolut Products

ABSOLUT VODKA is one of the most well-known vodkas in the world. Here, you'll find some of the reasons why. For example just what gives ABSOLUT the true taste of vodka. You'll also find some new ways of enjoying it!

[READ MORE >>](#)



TRY AN ABSOLUT VODKA DRINK

[ABSOLUT Vodka Tonic](#)
1 part ABSOLUT Vodka
Tonic
Lime Wedge



EVERY NIGHT IS A MASQUERADE



ALL NATURAL INGREDIENTS

All ABSOLUT products contain natural ingredients and no added sugar.



SEARCH FOR DRINKS

Absolutdrinks.com is the ultimate resource for drinks.

Start searching right here:



CREATE AN AS RICH EXPERIENCE AS POSSIBLE

This is the products section of ABSOLUT.com. This section is created using HTML technology, but to create a richer experience a minor motion effect has been added in the navigation system. This can be seen at absolut.com/products



ONLINE IMAGERY *Depth and saturation*

Images and animations should always add depth to contrast with the surrounding black or white background. To achieve this, images with a depth and high saturation are preferred.

ARIAL – PC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(!?&%\$. , ; :)

LUCIDA GRANDE – MAC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(!?&%\$. , ; :)

FUTURA MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(!?&%\$. , ; :)

ARIAL – PC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(!?&%\$. , ; :)

LUCIDA GRANDE – MAC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(!?&%\$. , ; :)

FUTURA MEDIUM

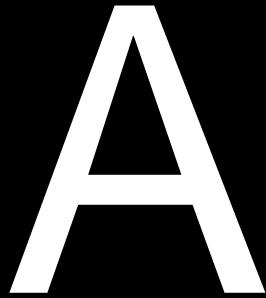
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(!?&%\$. , ; :)

FONTS FOR SCREEN BASED MEDIA

Complementary fonts for use in interactive media

Interactive media isn't as rich from a typography perspective as other media.

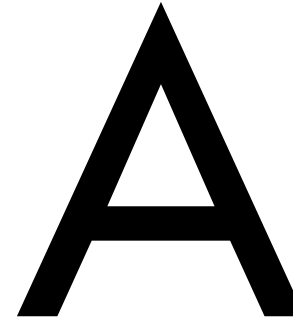
All fonts aren't available everywhere and the screen's rather low resolution puts demands on what fonts and weights to use. On the following pages we will explain how to use typography in screen based media.



ARIAL AND LUCIDA GRANDE
Alternative for body copy

When creating pages using HTML technology, Futura Light cannot be used for technical reasons. Instead, we use Lucida Grande on Mac and Arial on PC. These both typefaces are default fonts on those systems. A HTML page with these fonts will have a very high probability to be rendered as intended.

Recommended size/line height:
font-size: 11 px line-height: 1.5 px



FUTURA MEDIUM
When Futura Light is too light

When creating content using flash or GIF rendering, all typefaces are available. Sometimes when Futura Light is used on screen in smaller sizes, the thin lines of the font might more or less dissolve or be rendered in an unpleasant way. In such a case the Futura Medium must be used.





NAVIGATION







Work with contrast

Navigation systems always follow a three state model. The selected and the unselected state should always be in contrast to each other i.e. black and white or bold and narrow. The hover state should be somewhere in between and is there to give the user an instant feedback signal. Please note that the image above serves as an example.

BASE COLORS

	BLACK #000000
	WHITE #FFFFFF
	GREY #999999

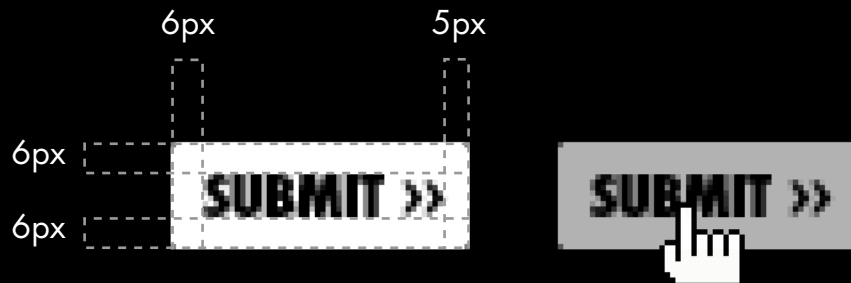
FLAVOR COLORS

	RUBY RED #FC4807
	CITRON #F6D80C
	MANGO #F9BD04
	PEPPAR #CB291C
	ORIGINAL #0066CC
	PEARS #7ECD0B
	APEACH #FAB000
	MANDRIN #F87700
	VANILIA #C1C1C1
	RASPBERRI #C4101D
	KURANT #834D93

COLORS

Contrast is key

The page background color should always be black or white. The main foreground color should be the inverted color of the background color. The grey color mainly used for subheadings and links. 'Flavor-colors' are only used in a flavor contexts like on the ABSOLUT Products section.



Contrast with background **BUTTONS**

Buttons should be flat. On white background buttons are black, and on black background they are white. Avoid effects like bevels, drop shadows etc. and keep use of gradients to a minimum.

A



B

>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do
eiusmod tempor incididunt ut labore et dolore magna aliqua.
Ut enim ad minim veniam, quis nostrud exercitation ullamco
labore nisi ut aliquip ex ea commodo consequat.

C

HOW NOT TO

It has been produced at the

In order to preserve its status as a trademark and build
strong brand identity, the logo artwork must not be altered
or used incorrectly or inappropriately.

D

HOW NOT TO

Use online elements

These examples demonstrate some – but not all – incorrect
uses of graphics and typography in screen media.

A – Do NOT add exaggerated bevels/effect on buttons and other UI elements

B – Do NOT use Futura light/Medium in HTML text

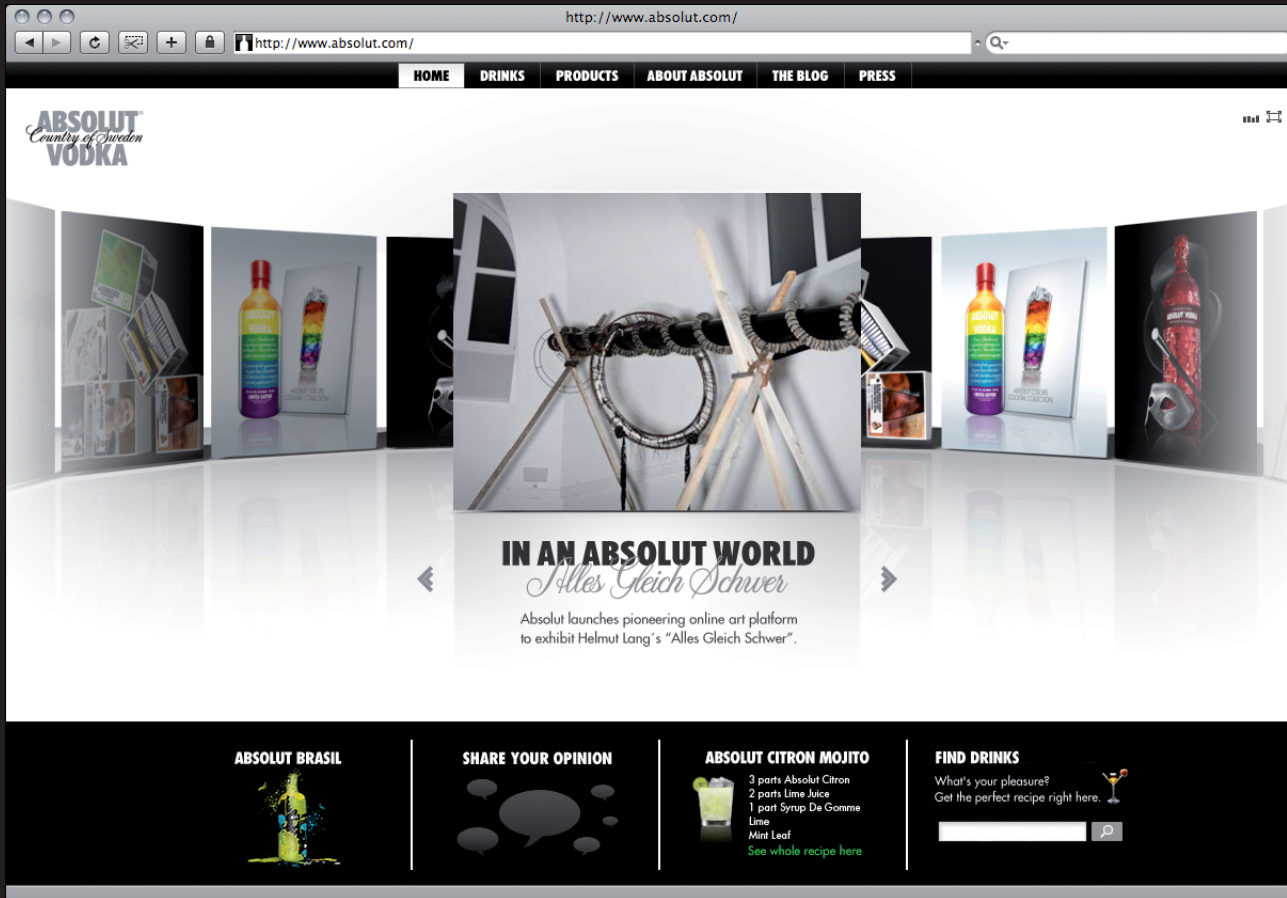
C – Do NOT use HTML text in headlines when combined with Absolut Script

Absolut contrasting Helmut Lang **PR EVENT**

In An ABSOLUT World Alles Gleich Schwer by
Helmut Lang, www.absolut.com/helmutlang
30.09.08 -31.12.08 Virtual Art Platform.

In An ABSOLUT World the fashion designer Helmut Lang and ABSOLUT would co-create a Virtual Art Platform to reveal Lang's brand new creative discipline HL – Art. This creative collaboration itself brings to life contrast on many levels, between design and art, between ABSOLUT and Helmut Lang, for a specific high-end target audience, focusing on positioning a particular product (ABSOLUT 100).

Contrasting different aspects of the art and the two brands was the given approach when ABSOLUT started the collaboration with Helmut Lang: the traditional Art Gallery vs A Virtual Art World, black/white vs colour, clean black minimalism in typography vs old renaissance white embellished building, white polished cubes vs dried black tar. It gives you the possibility to play with contrast in a sophisticated way. Both ABSOLUT (and in this case ABSOLUT 100) and Lang have strong creative brand heritages, and in the collaboration between the two brands an entire world of contrasts was brought to life for an exclusive audience.



THE START PAGE FOR ABSOLUT ART, MUSIC AND FASHION





SCREEN SHOT FROM THE HELMUT LANG FILM

THE COMBINATION OF THE ERECT, SHINY BLACK ABSOLUT BOTTLES
PLACED AGAINST THE RICH EMBELLISHED WHITE BACKGROUND
MAKES THEM THE CENTERPIECES OF THE ROOM

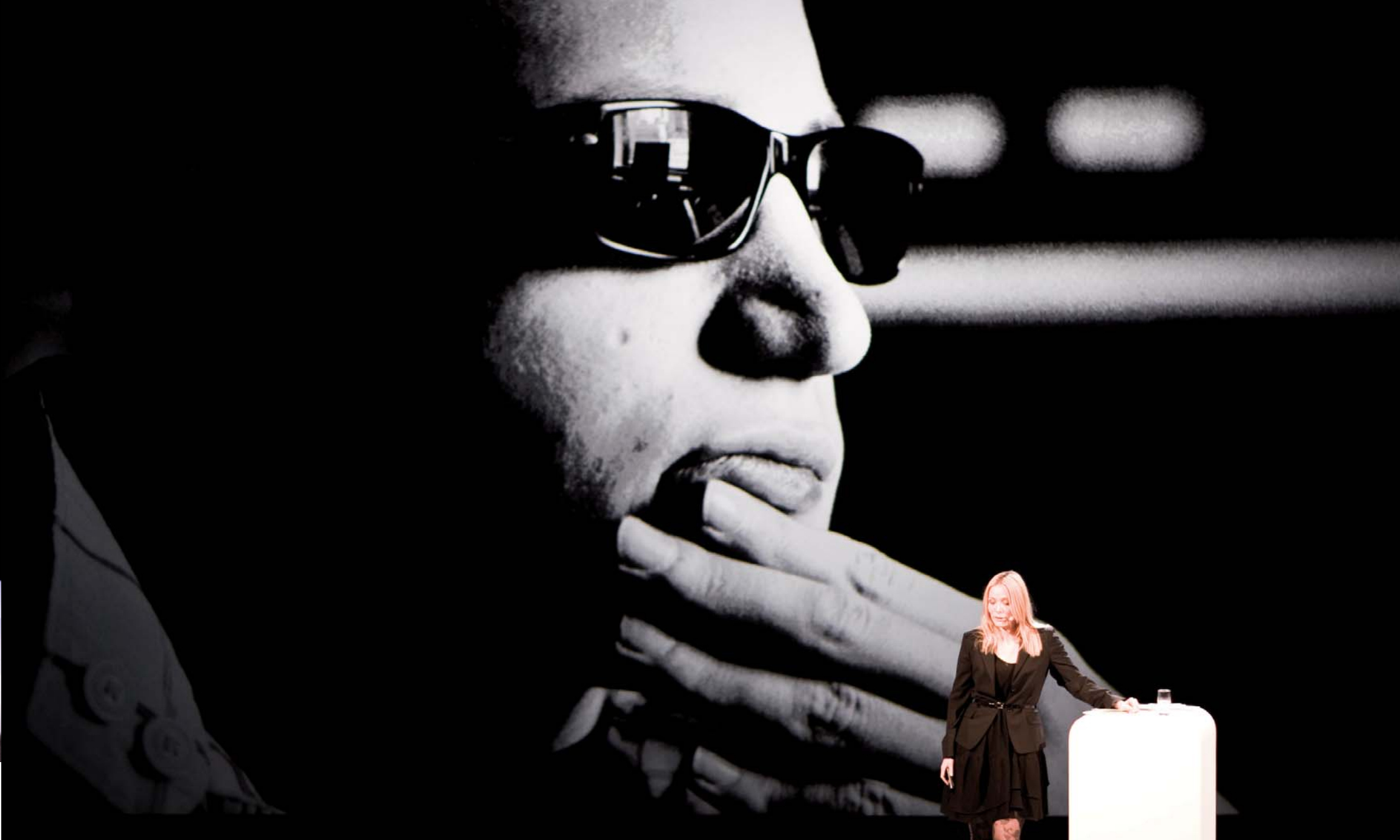
SCREEN PRESENTATION
A contrasting experience

OBSESSION WITH THE DETAILS

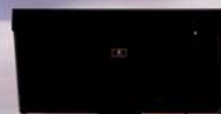
It's what makes Absolut... Absolut

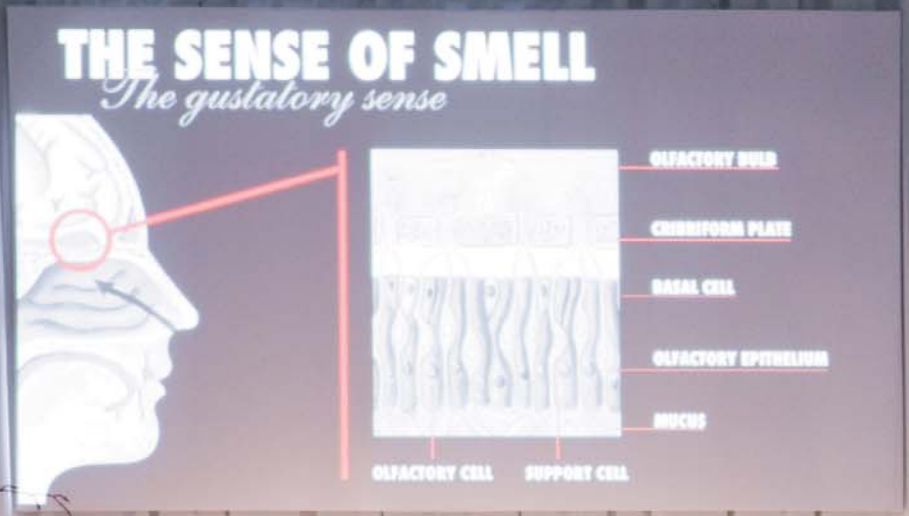


CONTRAST IN COLORS AND TYPOGRAPHY



POWERFUL CONTRASTS. MAN/WOMAN, BLACK AND WHITE VERSUS COLOR





PRESENTATION IN AN ABSOLUT ENVIRONMENT

POI/BTL MATERIALS *Contrast in black and white*

On-trade, bar utensils are exposed to a lot of wear, pressure and dirt. A white muddler does not stay white long after muddling ABSOLUT Raspberri mojitos. The same goes for a shaker, an ice bucket and other materials that are used extensively in a bar.

To create more durable bar utensils for on-trade, we have decided to focus more on the contrast between our primary colors and different materials. The future bar materials releases will have black as main colour, but will play with the contrast between black, white and silver.



