MALFY

GIN
FROM ITALY ™

BRAND GUIDELINES

JANUARY 2023

2.0
OUR BRAND WORLD

BRAND WORLD INTRODUCTION

With the launch of the Immagina campaign and to meet our ambition to become an icon of Italian style, there is a need to elevate and own a distinctive brand world with personality. It is an evolution, not a revolution. Malfy is still a nascent brand, consistency is crucial to build memory structure.

All the brand materials are inspired by the effortlessly chic, Italian lifestyle, aiming to transport you to a colourful, bright and sensorial world.

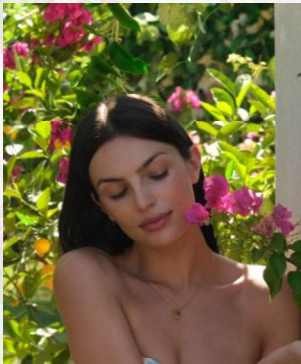| WHAT IS EVOLVING?	WHAT STAYS THE SAME
• Brand logos evolution • Malfy arch • Photographic real arch tiles • Key visuals design • Photography style • Brand patterns usage	• Colour palette • Typography • Brand patterns • Brand materials

HANGING TERRACOTTA

SHARING PLATTERS

SIGNATURE SERVE

FRUIT HANGING ON PERGOLAS

METAL FRAMED PERGOLA

ARCH WAYS INSPIRED BY THE AMALFI COAST

BOTANICAL TABLE DRESSING

TIME WITH FRIENDS & FAMILY

MALFY TILES

FRUIT CRATES

THE MALFY VISUAL WORLD

FESTOON LIGHTS

MEDITTERANEAN AMBIENCE

MOSAIC TABLES

ECLECTIC CROCKERY

TILED ARCHWAYS

CHEERS MOMENTS

MALFY GIN

CONTEMPORARY WICKER FURNITURE

MALFY WORLD

THE MALFY WORLD IS...

COLOURFUL

Inspired by nature, vibrant, textured, sensorial.

SENSORIAL

So you can immerse yourself in the smell of the botanicals, and taste of the ingredients.

ENERGETIC

Life has a tempo and dynamism, but it's ever frenetic.

CONVIVIAL

Not a solo experience, it is enjoyed together.

STYLISH

Aspirational, but never out of reach.

NOT JUST ONE PLACE

A wisp of several places with a touch of heightened reality.

TONE OF VOICE

Our tone of voice is our way of immersing our audience into the world of Malfy. Half drink, half dream, where all the right elements magically infuse together - we reference the place, the style and the Italian ingredients.

This effortless attitude should come through everywhere, whether it is a headline, a longer piece of website copy or a point of sale, we use language to help anyone Immagina Malfy. Because we see the best in all things, from our friends, to our junipers. We live life through Rosa-tinted sunglasses. In Malfy, we are forever stylish, whatever your style.

WE ARE	WE ARE NOT
• Inviting	• Judgemental
• Dreamy	• In a hurry
• Aspirational	• Shouty
• Stylish	• Over-indulgent
• Fresh	• Frivolous
• With an Italian wink	• Complicated
• Convivial	• Pretentious
• Sharable	

3.0
BRAND ASSETS

BRAND LOGOS
OVERVIEW

There are three core brand logos that can be used across L3F applications. When a L3F space displays more than one flavour variant of Malfy Gin, a combination of these two core logos may be used to brand the space.

In physical L3F applications, logos should be created as 3D signage in premium materials where possible.

For maximum standout in L3F, a yellow logo has been selected to be used as a core logo – for use when more than one variant is displayed.

ARCHED LOGO

CIRCULAR LOGO

**The arched logo is the priority logo.
It is the first consideration and should be used in an arch wherever possible. E.g. Key visuals / L3F application.**

Used to create variety, this should be prioritized when there are no Malfy bottles in close proximity to avoid over use of the circle logo. E.g. POS materials / murals / TVC

18

BRAND LOGOS
TRANSITIONS

Some of the logo details that have changed are minor, so it is important to ensure the logos being used are up to date.

ARCHED LOGO

FROM ➝ TO

CIRCULAR LOGO

FROM ➝ TO

GQDI has been replaced with 'GIN FROM ITALY', which is signals our origin more clearly to consumers. It also brings consistency between the core brand logo and the Immagina campaign logo.

Text in roundel changed to 'MALFY GIN DI QUALITA' DALL'ITALIA' for legal requirements. This will be changed across all packaging and POS in the coming months but exact date is TBC.

ARCHED LOGO
USAGE

The arched logo is the priority logo.
It is the first consideration and should be used in an arch wherever possible. E.g. Key visuals / L3F application.

Full colour:
The logo should be applied in full colour wherever possible.

Embossed / 3d:
It should be embossed or made into a 3d object such as a sign in L3F applications.

Stencil / Mural:
On brick or concrete walls, the logo may be applied as a large stencil, so long as it isn't becoming repetitive in any given space.

FULL COLOUR

EMBOSSED / 3D
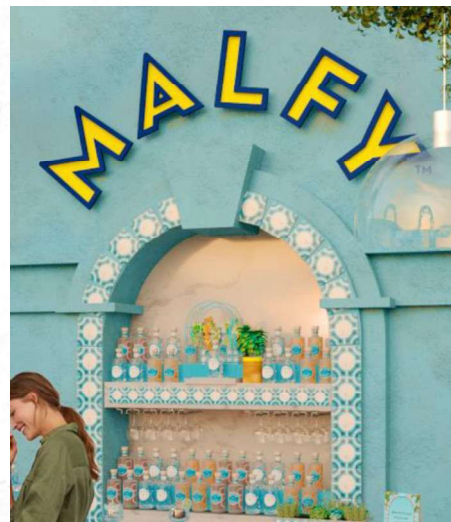
SINGLE COLOUR STENCIL / MURAL

Aim to apply stencil in full colour, however this can also be applied in single colour if visibility is high enough.

ARCH LOGO
USAGE DON'T'S

Don't mix variant colour logo & backgrounds.

Don't change the logo colours

Don't distort the logo

Don't change the logo lockup

Don't overlay the logo on a busy image

Don't create unapproved patterns

CIRCULAR LOGO
USAGE

The circular logo is used as an accompanying logo at L3F. Its main uses are:

Embossed:
The logo can be printed or applied as a sign over tiles to create variation vs. the arch logo.

Embossed:
The one colour version of the circular logo can be embossed into a terracotta stone texture or other Amalfi inspired materials for an authentic look.

Fabric:
The logo can be applied to fabrics such as cushions or parasols.

Mosaic:
The one colour version of the circular logo can also be used as a mosaic branded tabletop, or mosaic floor.

Single colour:
The logo can be applied in single colour over wood or other textures to give an authentic & textural aesthetic.

ON TILES

EMBOSSED INTO STONE

EMBOSSED INTO TERRACOTTA

MOSAIC TILES

SINGLE COLOUR PRINT

FABRIC

The single colour logo can be applied in white, navy blue or turquoise, depending on the background colour.

CIRCULAR LOGO
USAGE DON'T'S

Don't mix variant colour logo & backgrounds.
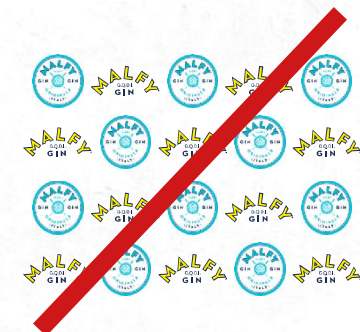

Don't change the logo colours

Don't distort the logo

Don't change the logo lockup

Don't overlay the logo on a busy image

Don't create unapproved patterns

BRAND LOGOS
HORIZONTAL

A horizontal logo has been created for when space is too limited for the arch logo to fit comfortably and at a large enough scale.

HORIZONTAL LOGO

Use the horizontal logo when space is too limited for the arch logo to fit comfortably and at a large enough scale.

HORIZONTAL LOGO (PACKAGING ONLY)

This logo appears exclusively on packaging but should not appear elsewhere at any point.

IMMAGINA LOGOS
OVERVIEW

The Immagina Malfy logo set has been created for use in markets that are utilising the 'Immagina Malfy' campaign. These are not to replace the core brand logos and should only ever be used in the context of the Immagina campaign. The Immagina logo and tagline is replacing the previous "Ciao Malfy!" tagline.

In physical L3F applications, logos should be created as 3D signage in premium materials where possible.

ARCHED LOGO – IMMAGINA

HORIZONTAL LOGO - IMMAGINA
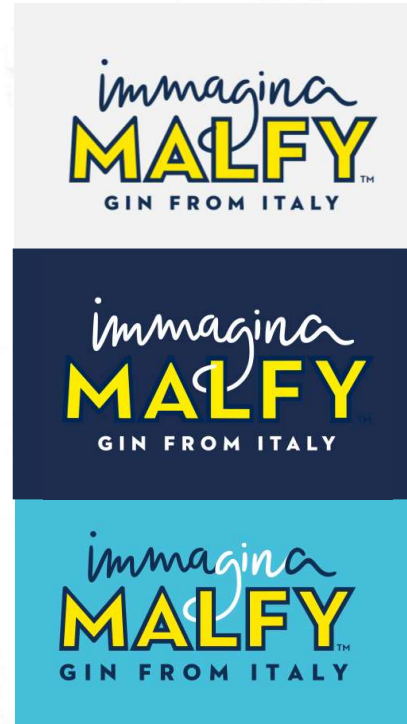
For maximum standout in L3F, this yellow logo has been selected to be used as a core logo – for use when more than one variant is displayed.

The Immagina marque can also be used in white if it aids in standout, particularly on a dark backdrop.

This version is highlighting the word 'gin' in Immagina. This should be used in a colour combination of white and navy only.

When animated, the word 'immagina' appears to be handwritten, appearing from left to right in a smooth and free-flowing way.

IMMAGINA LOGO
USAGE

The arched version of the Immagina logo is the primary logo in context of the Immagina campaign.

Full colour:
The logo should be applied in full colour wherever possible.

Embossed / 3d:
It should be embossed or made into a 3d object such as a sign in L3F applications.

Stencil:
On brick or concrete walls, the logo may be applied as a large stencil, so long as it isn't becoming repetitive in any given space.

FULL COLOUR

EMBOSSED / 3D

STENCIL / MURAL

Aim to apply stencil in full colour, however this can also be applied in single colour if visibility is high enough (Navy / teal / white).

IMMAGINA LOGO
USAGE DON'T'S

**Don't mix variant colour
logo & backgrounds.**

**Don't change the logo
colours**

Don't distort the logo

**Don't change the logo
lockup**

**Don't overlay the logo
on a busy image**

**Don't create unapproved
patterns**

VARIANT LOGOS
OVERVIEW

When a L3F space or individual wall bay / shelving unit displays just one flavour variant of Malfy Gin, the relevant variant logo should be used.

In most instances where the bottle is being displayed, e.g. wall bays or shelving units, the Arched Logo should be used to avoid over repetition of the circular logo already used on the bottle.

This will also ensure maximum standout as it can be used at a larger size.

	ORIGINALE	CON LIMONE	GIN ROSA	CON ARANCIA
CIRCLULAR LOGOS				
ARCHED LOGOS				
IMMAGINA ARCHED LOGOS				
HORIZONTAL LOGOS				
IMMAGINA HORIZONTAL LOGOS				

RTD LOGOS
OVERVIEW

A logo set has been created for consideration when the primary focus is on the Malfy RTD's.

The name 'Gin & Tonica' conveys Italian provenance where we can't state that the drink is from or made in Italy.

In physical L3F applications, logos should be created as 3D signage in premium materials where possible

If RTD's are placed in a larger display with core range products, the core brand / variant logos should be used, not the RTD logo.

ARCHED LOGO – RTD

ARCHED LOGO – RTD - IMMAGINA

For maximum standout in L3F, this yellow logo has been selected to be used as a core logo – for use when more than one variant is displayed.

RTD VARIANT LOGOS
OVERVIEW

When a L3F space or individual wall bay / shelving unit displays just one flavour variant of Malfy Gin, the relevant variant logo should be used.

In most instances where the bottle is being displayed, e.g., wall bays or shelving units, the Arched Logo should be used to avoid over repetition of the circular logo already used on the bottle.

This will also ensure maximum standout as it can be used at a larger size.

ARCHED LOGOS

IMAGINA ARCHED LOGOS

CON LIMONE

ROSA

ARCHED LOGOS
OVERVIEW

In most instances where the bottle is being displayed, e.g., wall bays or shelving units, the Arched Logo should be used to avoid over repetition of the circular logo already used on the bottle.

Where possible, the logo should be framed within the tiled arch, however in certain environments, the logo may be placed above an arch or on an arched frame, as seen in L3F application.

The yellow logo is used for the core brand for maximum standout and a pop of colour. If only one variant flavour is seen, the colours should change to reference each variant, as well as being locked up with the variant name.

CORE BRAND

CON LIMONE

ORIGINALE

CON ARANCIA

GIN ROSA

A separate arch lockup has been created for Malfy Gin & Tonica, to be used when Gin Tonica is the focal point.

CON LIMONE GIN & TONICA

GIN ROSA GIN & TONICA

BRAND COLOURS
OVERVIEW

The Malfy brand world is made up of a colour palette of six colours, seen across our range of brightly coloured bottles.

These work well in our L3F schemes to showcase the colourful world of the Amalfi coast. It is important to use a balance of all these colours as outlined on the following pages to achieve a warm, vibrant and truly Italian look and feel.

DARK BLUE
PMS 295 C
C:100 M:69 Y:8 K:54

WHITE
PMS White
C:0 M:0 Y:0 K:0

PINK GRAPEFRUIT
PMS 169C
C:0 M:30 Y:26 K:0

MALFY BLUE
PMS 3115C
C:65 M:0 Y:14 K:0

LEMON YELLOW
PMS Yellow
C:0 M:0 Y:100 K:0

BLOOD ORANGE
PMS 151C
C:0 M:60 Y:100 K:0
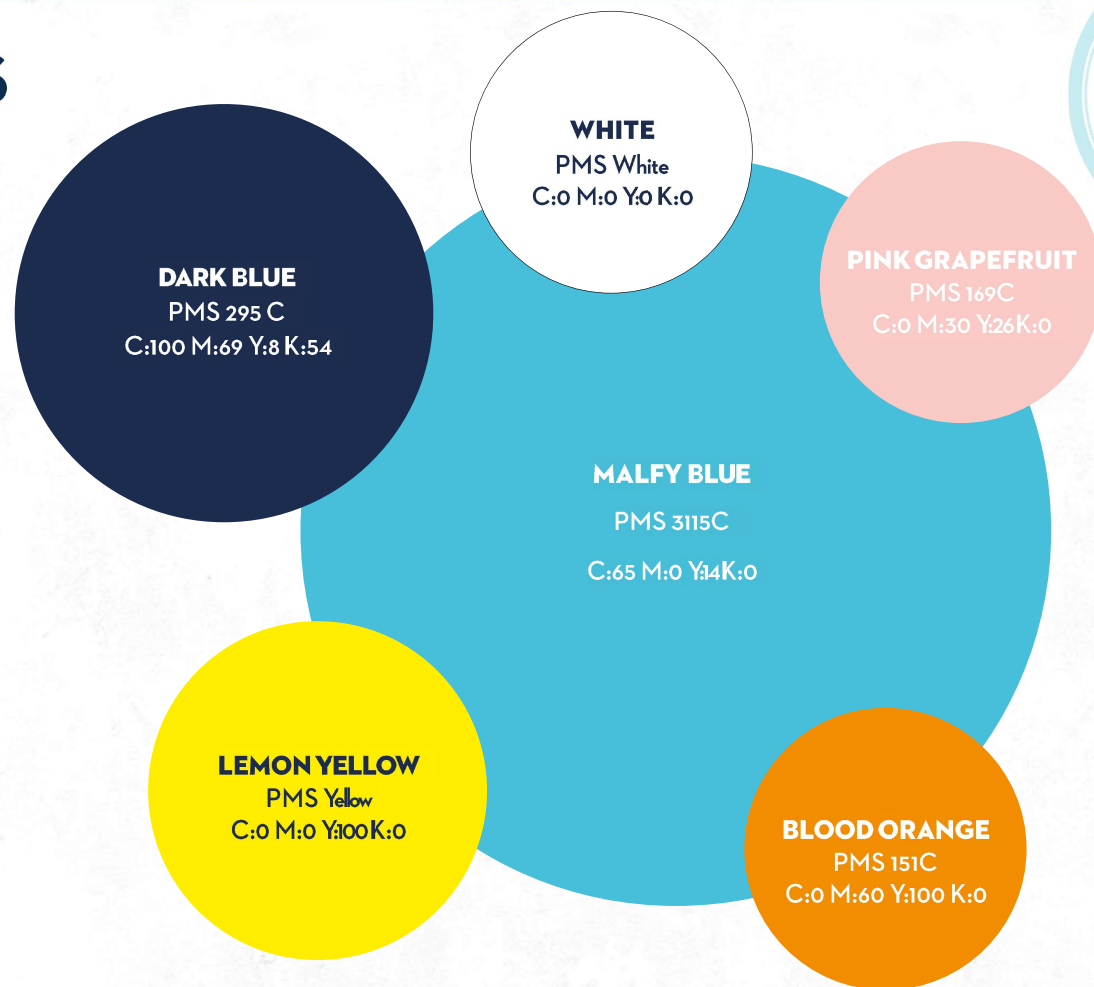
BRAND COLOURS
OVERVIEW

Our core master brand colours (used when displaying more than one variant) include Malfy Blue, Dark Blue and White.

An additional pop of Lemon Yellow is also recommended for L3F usage. This is due to the contrast and standout that can be achieved in a physical 3D space.

Spaces should always lead with our strongly recognisable Malfy Blue, but not rely solely on this.

When displaying more than one variant in a space, we also recommend including the secondary colours of Pink Grapefruit and Sicilian Orange to bring in the warmth of our 'Amalfi Coastal' scheme. However, these additional colours should be used in propping only, e.g., chairs, cushions, bunting and crates.

MASTERBRAND USAGE – CORE DESIGNED ELEMENTS

60%

15%

15%

10%
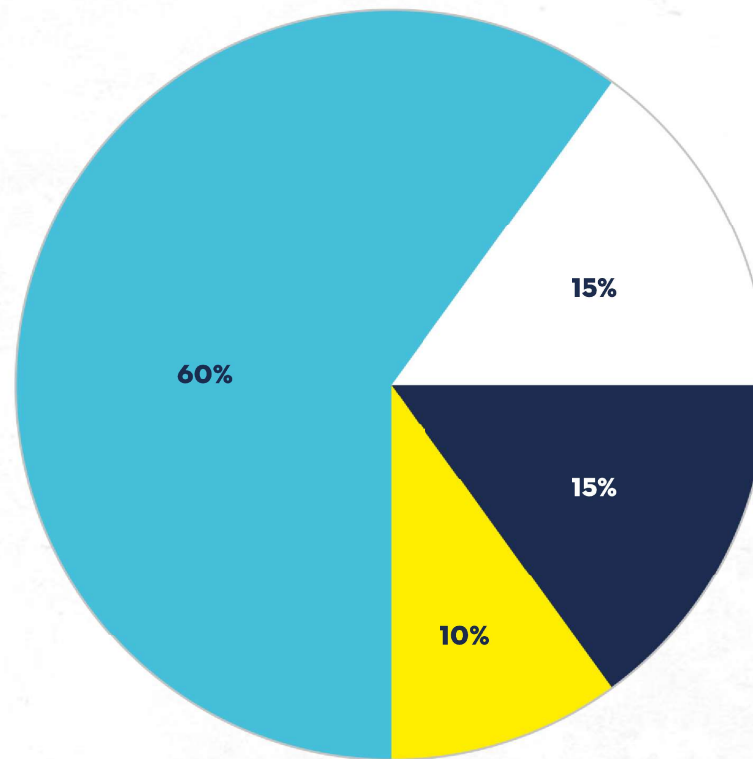
MASTERBRAND USAGE – ADDITIONAL ACCENTS ONLY
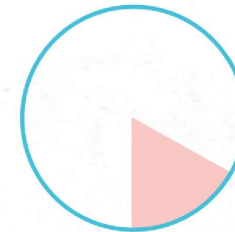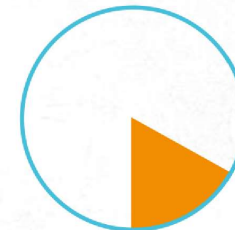
Maximum 10-20% of entire scheme

BRAND COLOURS
VARIANT USAGE

When displaying only one variant product, e.g. on a wall bay, the surrounding colours should be taken from that variant's specific colour palette, as seen on pack.

The balance of colour should be used as shown here. Malfy Blue is still our hero colour throughout due to its ownable nature.
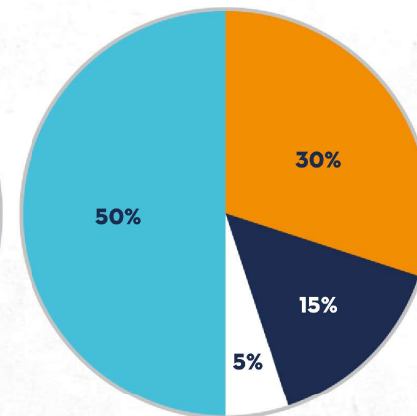

ORGINALE

40%
40%
20%

GIN ROSA

50%
30%
15%
5%

CON LIMONE

50%
30%
15%
5%

CON ARANCIA

50%
30%
15%
5%
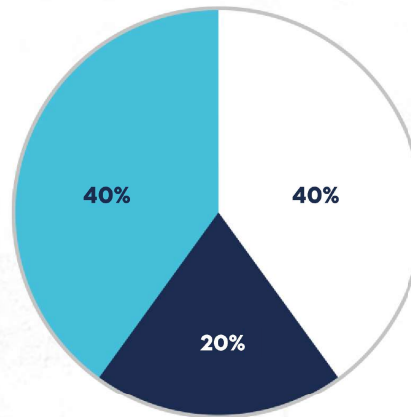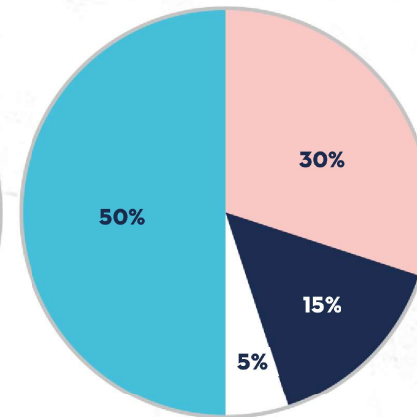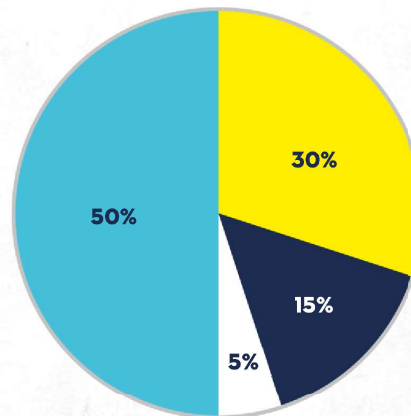
TYPOGRAPHY
HEADLINES

For most titling at L3F we use 'Neutraface Display Titling' (tracking +40) in all caps.

Occasionally to pull out specific lines, the type can be given a coloured outline, similar to our 'MALFY' wordmark. This should be used sparingly across a design.

When some more variation is required, 'Landmark Inline' (tracking +20) can also be used for titling.

These should always be used in all caps.

NEUTRA DISPLAY TITLING

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

NEUTRA DISPLAY TITLING OUTLINED

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

TYPOGRAPHY
BODY COPY

For body copy we use 'Neutraface 2
Display Bold' sentence case
(tracking 0).

NEUTRAFACE 2 DISPLAY BOLD

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

BRAND PATTERNS
OVERVIEW

Found on walls and buildings all over the Amalfi coast, our patterned tiles are a great way of creating ownable Malfy spaces as well as injecting vibrant colour and energy.

There are two types of pattern that can be used, one uses photographic tiles, the other is a graphic pattern.

PHOTOGRAPHIC / REAL ARCH TILES

PHOTOGRAPHIC / REAL TILES

GRAPHIC TILE PATTERN

This should be the primary consideration when applying The tile pattern. If the scenario befits the tiled arch, it should be used. This can also be used for borders.
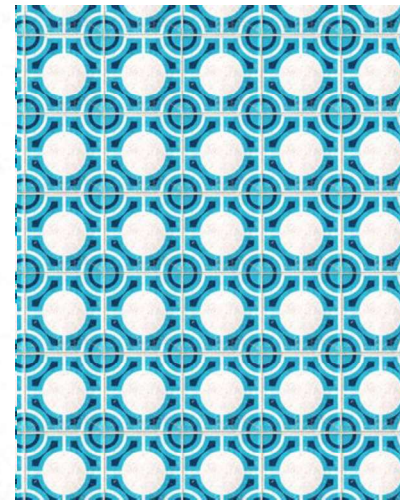
Derived from the tiled archways, the photographic tile pattern can be used for decorative physical elements such as bar fronts.
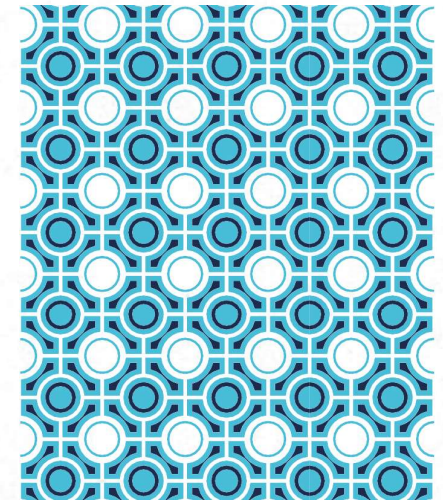
The graphic tiles pattern should only be used for fabrics and areas in which the photographic tile is not easily applied such as pillow cases. This should be used sparingly.
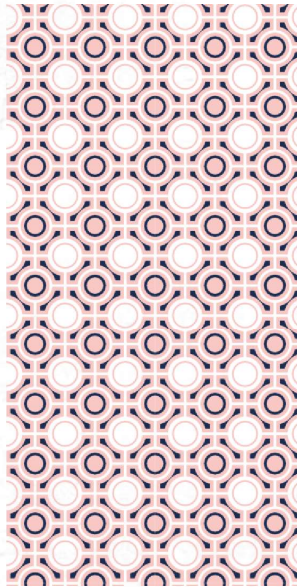
BRAND PATTERNS
GRAPHIC COLOURS

Whilst the primary consideration for any pattern application should be the photographic tiles, the simplified graphic pattern should be used to bring out accent colours where possible.
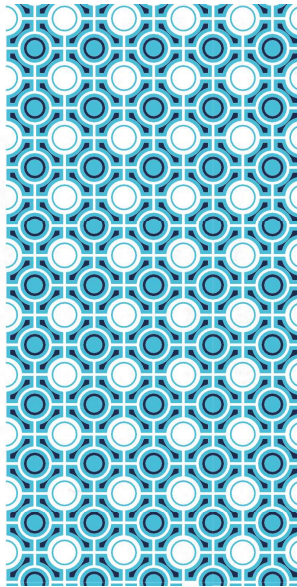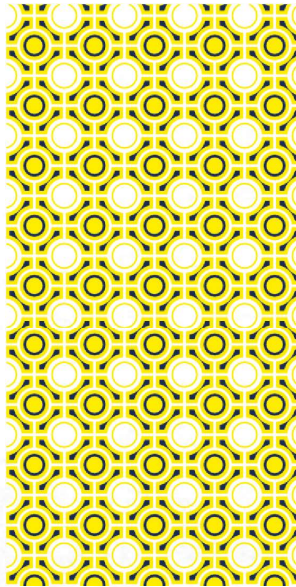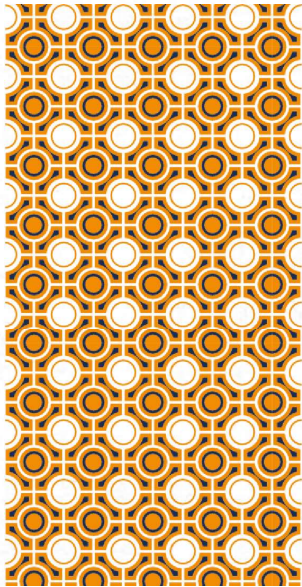
ORIGINALE   GIN ROSA   CON LIMONE   CON ARANCIA

BRAND PATTERNS
USAGE

The following examples show pattern usage to provide some understanding of the context in which they should be used.

PHOTOGRAPHIC ARCH / REAL TILES
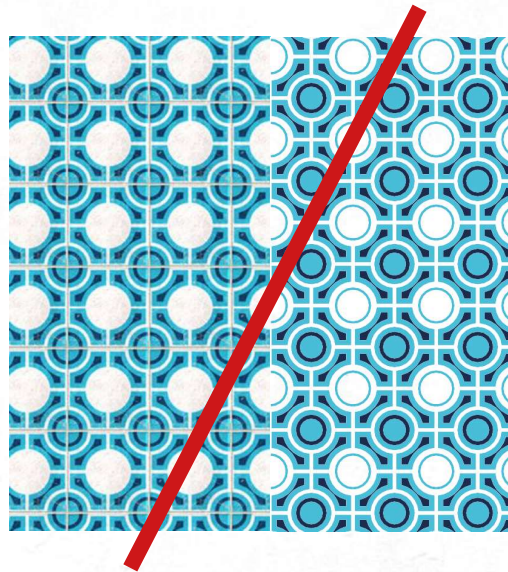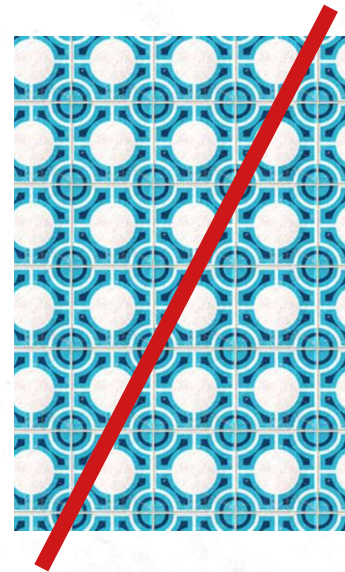
PHOTOGRAPHIC / REAL TILES

GRAPHIC TILE

BRAND PATTERNS
USAGE

The following examples show pattern usage to provide some understanding of the context in which they should not be used.

The real / photographic style arch or pattern should never be applied to the same object as the graphic pattern. This is to prevent a clash of styles.

The tile pattern should never take up 100% of a scheme or backdrop. Visual 'space' is needed around the pattern for it to breathe.
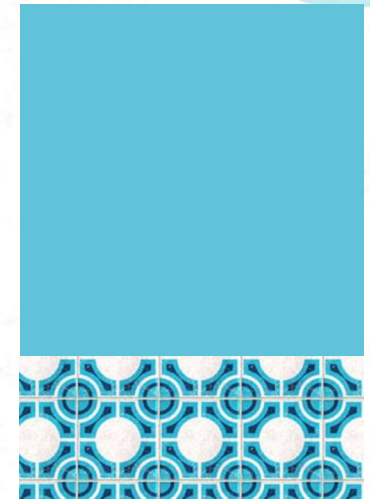
The tile pattern should take up a recommended 25% and maximum 50% of a scheme to allow the pattern and product visual clarity.

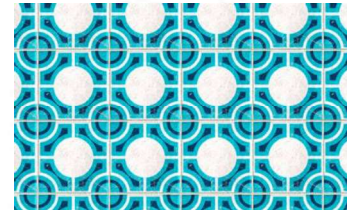# BRAND MATERIALS
PALLETE

To really give our experiences the true feel of the Amalfi Coast, tactile textures and materials are used.

It is important to try and achieve a premium finish when using the following materials, where budget allows.

E.g., when using the printed tiles, real tiles would be preferred to a vinyl application.

BLUE / WHITE STUCCO TEXTURE

TILES

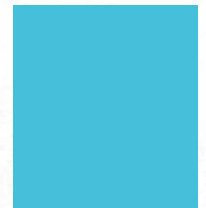BLUE BRICKS

WICKER

TERRACOTTA

MOSAIC TILES

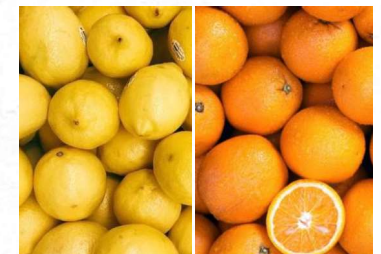OFF WHITE / PATTERNED CANVAS FABRIC
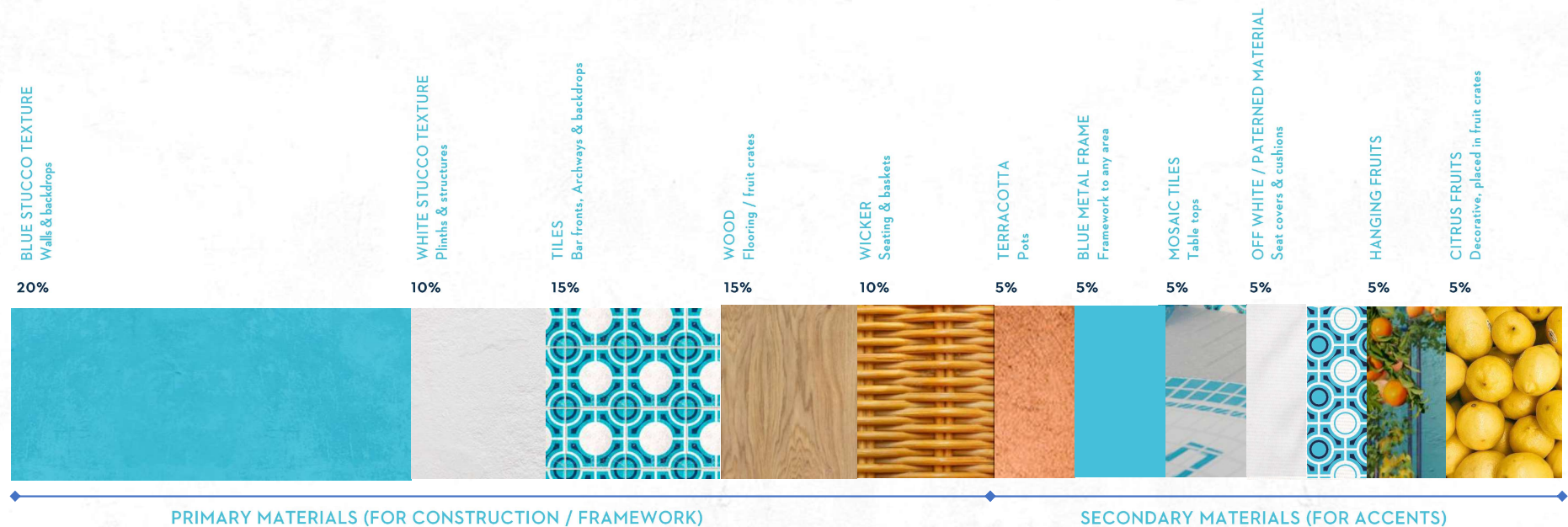

BLUE METAL FRAMEWORK

HANGING / CLIMBING FRUITS

NATURAL / WHITE / BLUE WOOD

CITRUS FRUITS

BRAND MATERIALS
USAGE

The following diagram gives approximate guidance into how much of each material should be used across a physical L3F space. It is important have a strong blue colour presence in any space.

BLUE STUCCO TEXTURE Walls & backdrops	WHITE STUCCO TEXTURE Plinths & structures	TILES Bar fronts, Archways & backdrops	WOOD Flooring / fruit crates	WICKER Seating & baskets	TERRACOTTA Pots	BLUE METAL FRAME Framework to any area	MOSAIC TILES Table tops	OFF WHITE / PATERNED MATERIAL Seat covers & cushions	HANGING FRUITS	CITRUS FRUITS Decorative, placed in fruit crates
20%	10%	15%	15%	10%	5%	5%	5%	5%	5%	5%

PRIMARY MATERIALS (FOR CONSTRUCTION / FRAMEWORK)　　　　　SECONDARY MATERIALS (FOR ACCENTS)

MALFY ARCH

The iconic Malfy archway offers a portal into the world we are creating: the world of Malfy. With Immagina campaign, we have updated it from a graphic 2D shape, to one that feels more authentic and three dimensional.

The wall behind it has a slightly weathered texture which signals an Italian town. The Malfy pattern has also been given a less computerised and graphic update, by being incorporated into the tiles which frame the archway. These also evoke a sense of authentic Italy and have been made to look slightly weathered and imperfect.

Our arch is always framed by lemons, grapefruits or oranges, and this changes depending on the hero flavour of the gin being featured in the advertising. The fruit serves to bring our botanical flavour cues into each piece of comms. Its presence adds freshness and drives crave-ability of the product - again nodding to our Italian roots. The arch is now applied across all touchpoints as a consistent brand device to build memory structure.
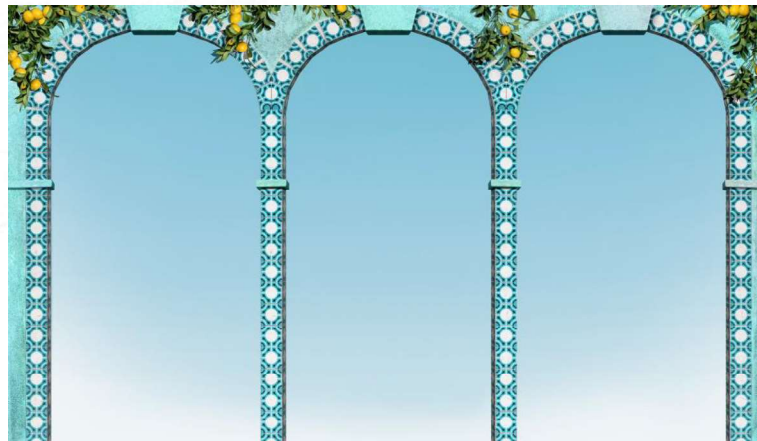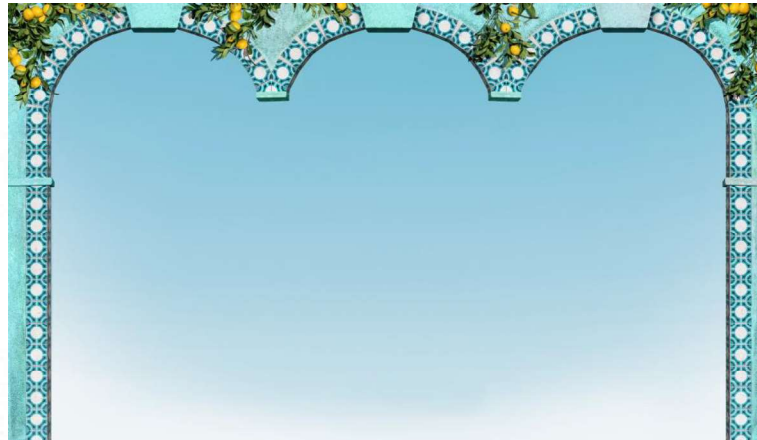
FROM ⟶ TO

MALFY ARCH
FORMATS

The arch comes in 3 different designs to suit both portrait and landscape formats.

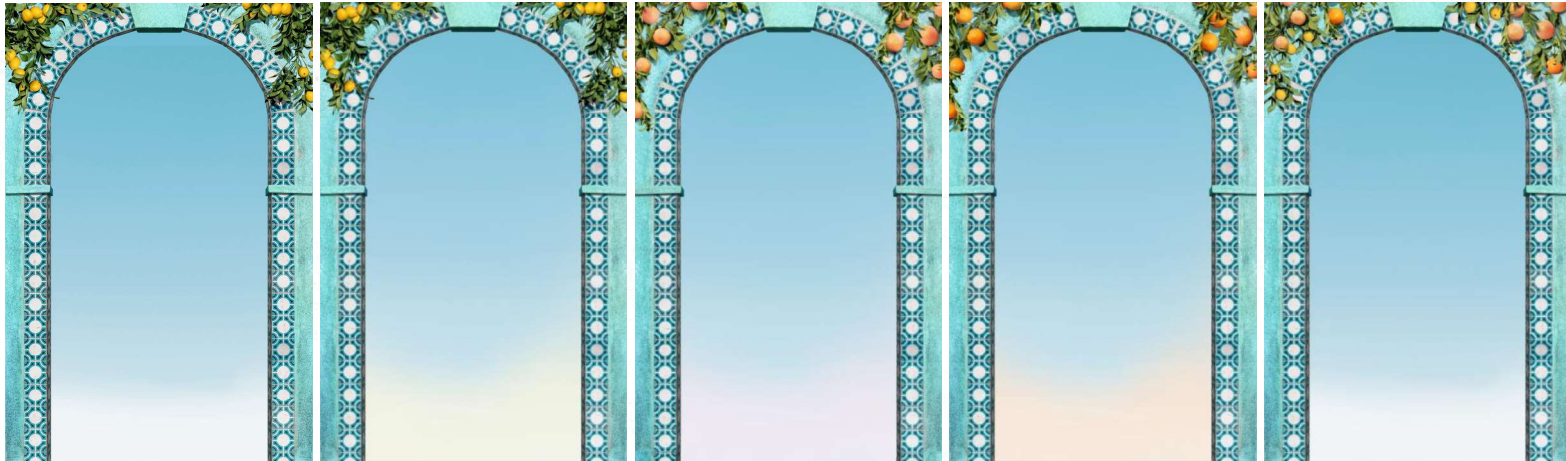A double arch has been created for product key visuals only, seen on page 42.

The 'triple arch' is used to showcase three different images.

MALFY ARCH
VARIANTS

The arch is available in each hero botanical and a mixed botanical, each colour
gradient is paired with a matching botanical, or mixed when multiple products.
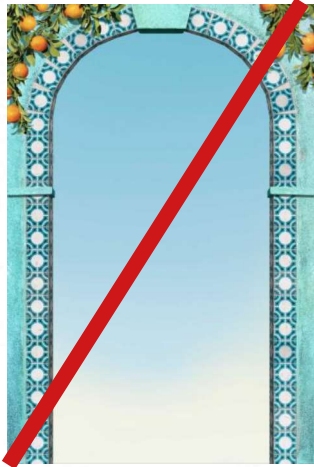are on show:

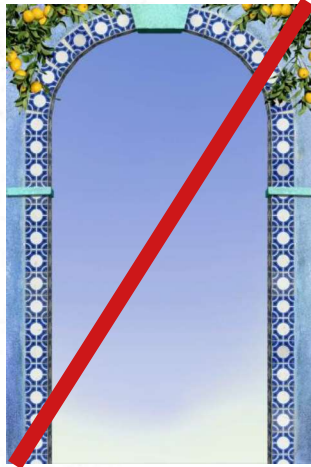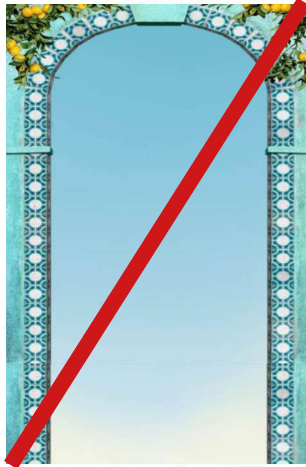ORIGINAL   LEMON - LEMON   GRAPEFRUIT - ROSA   ORANGE - ARANCIA   MIXED

MALFY ARCH
USAGE & DON'T'S

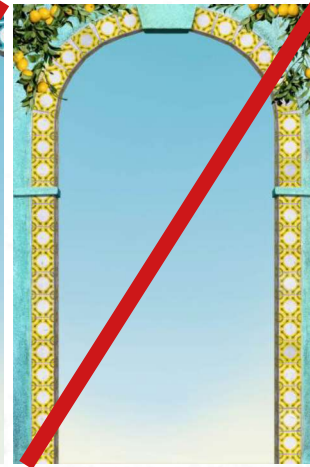**Don't mix up variant background and fruits**
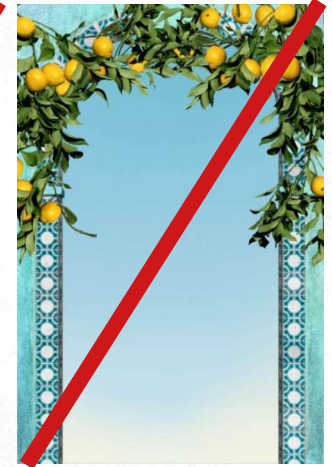
Don't use non Malfy colours

Don't stretch the arches out of proportion

Don't crop the arches

Don't change the colour of the tiles

Don't disproportionately change the sizes of fruits

MALFY ARCH
BOTANICALS

There are five different botanical types that can be used. These can be used in key visuals and digital comms, or in L3F physical spaces.

PRINT & DIGITAL

Used to frame the archway. The Botanicals should reflect whichever product is the main focus e.g. Con Limone should use Lemon botanicals. If there are a number of different flavours on show, mixed botanicals may be used.

L3F & PHYSICAL

In physical spaces, hanging botanicals should be used as much as possible to create a sense of life and colour.

PRINT & DIGITAL
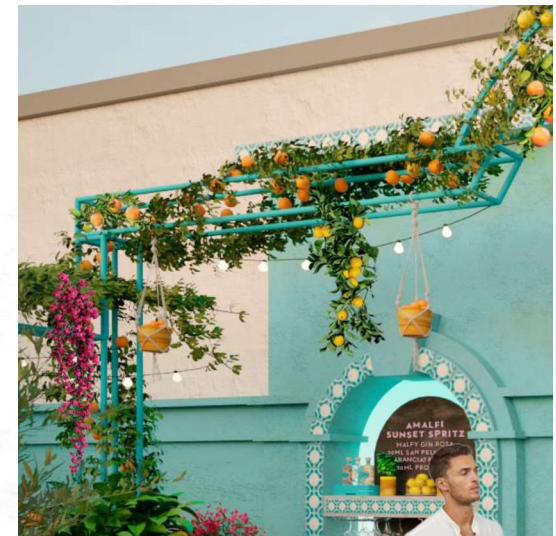

Botanicals used should match the variant on show.

Mixed botanical clusters are used when multiple variants are on show.

L3F & PHYSICAL

Botanicals should be hung from the arched framework in physical spaces.

MALFY ARCH
PRODUCT KEY VISUALS

A range of key visuals have been created in landscape and portrait format to be used as a guide for any formats or NPDs in the future.

MALFY ARCH
PRODUCT KEY VISUAL ANATOMY

Each element of the key visuals has been considered to provide the best balance of product stand out and variant differentiation, while allowing space for a clear logo and messaging.

BOTANICAL CLUSTERS

Matches the product on display. Placed in the top corners at the same size as in the files provided.

TILED ARCH

If this must be scaled to fit the space, it must be done proportionately.

FLOOR

The floor must remain in the navy blue, textured colour provided, and should come no more than 1/5 up the height of the KV.

MALFY LOGO

Placed at the top of the KV, centred within the arch.

BACKGROUND

The sky gradient in the background matches the product on show.

PRODUCT SHOT

Use product shots provided, including shadows and highlights. The bottle should be placed centrally within the arch.

MALFY ARCH
PRODUCT KEY VISUAL
TEXT PLACEMENT

Each element of the key visuals has been considered to provide the best balance of product stand out and variant differentiation, while allowing space for a clear logo and messaging.

TEXT PLACEMENT

Any copy should be placed between the logo and the product shot. The logo has been reduced by 70% and the product shot moved down slightly to allow space for text.

MALFY ARCH
PRODUCT KEY VISUAL ANATOMY

Each element of the key visuals has been considered to provide the best balance of product stand out and variant differentiation, while allowing space for a clear logo and messaging.

BOTANICAL CLUSTERS

Matches the product on display. Placed in the top corners at the same size as in the files provided.

LOGO

The base of the logo lockup sits halfway up the height of the key visual.

BACKGROUND

The sky gradient in the background matches the product on show.

FLOOR

The floor must remain in the navy blue, textured colour provided, and should come no more than 1/4 up the height of the KV.

TILED ARCH

For this particular format, 2 archways have been used. This allows for a clear space for logo and product placement.

PRODUCT SHOT

Use product shots provided, including shadows and highlights. The bottle / glass should be placed under the right hand arch.

MALFY ARCH
PRODUCT KEY VISUAL TEXT PLACEMENT

Each element of the key visuals has been considered to provide the best balance of product stand out and variant differentiation, while allowing space for a clear logo and messaging.

TEXT PLACEMENT

The logo has been moved just above halfway up the height of the KV to allow space for text beneath.

MALFY ARCH
LIFESTYLE KEY VISUALS

MALFY ARCH
LIFESTYLE KEY VISUALS

MALFY ARCH
LIFESTYLE KEY VISUALS

MALFY ARCH
PRODUCT LIFESTYLE KEY VISUALS

4.0
PHOTOGRAPHY STYLE

PHOTOGRAPHY-LIFESTYLE

Our lifestyle photography aims to be aspirational, candid and convivial. The settings should feel warm, inviting and Italian.

Our cast is a diverse crew of friendly characters. The product is always central to the image and shown in a way that feels natural, adding to the social moment. Our brand is bold and colourful, and this should be reflected in the styling and colour choices, using our key colours of turquoise, yellow and pink where possible.

PHOTOGRAPHY-PRODUCT LIFESTYLE

Our product photography brings our products and cocktails into our Malfy world. Products sit on realistic surfaces - ideally tiled with our Malfy pattern.

The backdrop should feel like we are somewhere in Italy, be it an urban or coastal environment. Details like Amalfi pink flowers can be used to help frame the scene. Around the drinks, we sometimes use Aperitivo snacks to make the image feel more inviting and convivial, like part of a genuine moment between friends. The drinks always look cold and refreshing with fresh and bright ice, and the appropriate garnishes. For bottles only, a more simple and graphic approach is taken, keeping the full focus on the product. We bring in the feeling of 'heightened reality' by pushing the bold colours (like sky, flowers, turquoise).

PHOTOGRAPHY-PRODUCT

Our product photography is shot on a clear white background, with a clear focus on the bottle label. All graphic elements of the bottle must be in focus.

5.0
IN APPLICATION

5.1
ON TRADE

immagina
MALFY

AMALFI
SUNSET SPRITZ
MALFY GIN ROSA
50ML SAN PEL
ARANCIAT
50ML PRO

SGROPPINO
50ML MALFY GIN CON LIMONE
25ML LEMON JUICE
15ML SUAGR SYRUP
1 SCOOP LEMON SORBET
25ML PROSECCO

AMALFI SUNSET SPRITZ
MALFY GIN ROSA
50ML SAN PELLIGRINO
ARANCIATA ROSSA
50ML PROSECCO

immagina
MALFY

SGROPPINO
50ML MALFY GIN CON LIMONE
25ML LEMON JUICE
15ML SUGAR SYRUP
1 SCOOP LEMON SORBET
25ML PROSECCO

ON TRADE POS
PALLETE

These assets* have been created for the POS catalogue and are available to purchase

* Only a selection of POS shown here please view POS catalogue for more.

GLASSWARE

ICE BUCKET

BOTTLE GLORIFIER

BAR BLADES

BAR RUNNER

MENU HANGER

TENT CARD

5.2
OFF TRADE

WINDOW DISPLAY

FRONT OF STORE TAKEOVER

SHIPPER & AISLE

LINKS

01. MASTERBRAND LOGOS

MASTERBRAND LOGOS

02. VARIANT LOGOS

VARIANT LOGOS

03. IMMAGINA LOGOS

IMMAGINA LOGOS

4.0 MALFY BOTANICALS

MALFY BOTANICALS

5.0 MALFY BRAND PATTERNS

MALFY BRAND PATTERNS

6.0 KEY VISUALS

KEY VISUALS

7.0 MALFY FONTS

MALFY FONTS