



# JACKSON MORGAN

SOUTHERN CREAM



Brand Style Guide

# 01

# LOGO USE



**Our logo is an important part of our brand.  
Please take care of it.**

This logo should be used for all print and digital collateral, including but not limited to printed publications, merchandise, signage, products, advertising, billboards, posters, flyers and handouts, website banners and presentations.

The main difference in logo for print and digital use is DPI (Dots per inch). **300 DPI** for most printed collateral. **72 DPI** for most on screen collateral.

02

# LOGO ELEMENTS

Whiskey Barrels

Jackson Morgan Southern Cream is made with Tennessee whiskey.



Jackson Morgan Logo

Next Generation

The Sip and Be Social brand appeals to the new generation of JM drinkers.



SIP AND BE: SOCIAL LOGO

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DOS AND DON'TS

## Best practices for displaying + design with the Jackson Morgan logo.

Taking care of the logo and the Jackson Morgan brand is something we all have to commit to. Take a moment to review the following parameters for all logo use.

SEE EXAMPLES ON NEXT PAGE.

### 1 Space Around the Logo

Try and leave some white (negative) space around the logo when possible. It gives it some breathing room.

### 2 Full Color Logo on a Color

The Jackson Morgan logo should appear in black on white, or white on black whenever possible. In rare circumstances, the logo can appear single color on a color other than white (i.e. seasonal brand coloring, metallic, etc.). The logo should not appear in any additional color but white or black unless approved by creative.

### 3 Heavy Rotation

The logo should remain unrotated at all times, unless very specific circumstances require otherwise.

### 4 Extras!

Don't add any extra effects to the logo. It's all set just the way it is.

1 Space Around the Logo



2 Full Color on Color



Don't Change the color of the logo

3 Heavy Rotation



Don't Rotate the Logo

4 Extras!



Don't Put Any Effects to the Logo

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# TYPOGRAPHY

You're just my type.

Keeping communication clean and clear is important for Jackson Morgan. Whenever possible, especially in any items viewed by the public, use these specified fonts.

Headline

Font  
Clarendon Cn BT

Weight  
Bold

The quick  
brown fox

Paragraph

Font  
Futura Bk BT

Weight  
Book

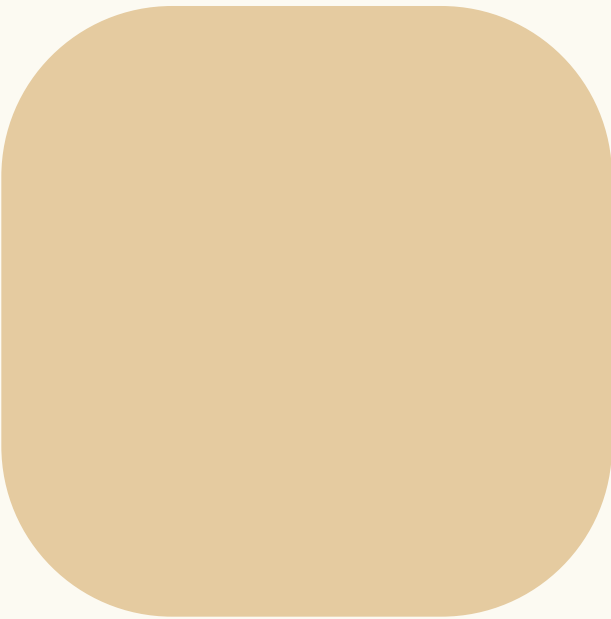
The quick brown fox jumps over  
the lazy dog.

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# COLOR PALETTE

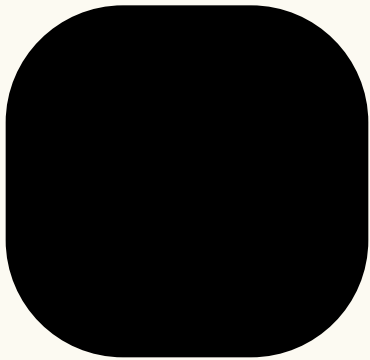
Color is key.

Using the correct colors to represent Jackson Morgan Southern Cream is paramount. Jackson Morgan is smooth, clean and comfortable with a pop of color.



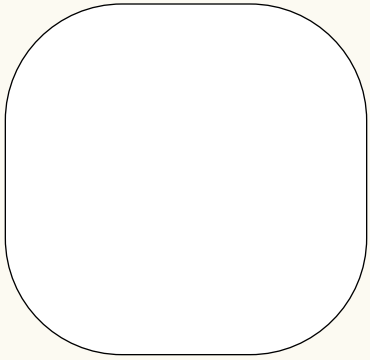
PANTONE 468C

CMYK 8% 14% 33% 0%  
RGB 221, 203, 164  
HEX DDCBA4



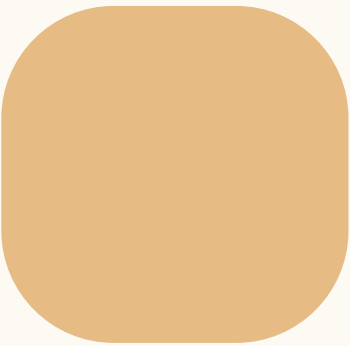
PANTONE BLACK 6C

CMYK 0% 0% 0% 100%  
RGB 0, 0, 0  
HEX 000000



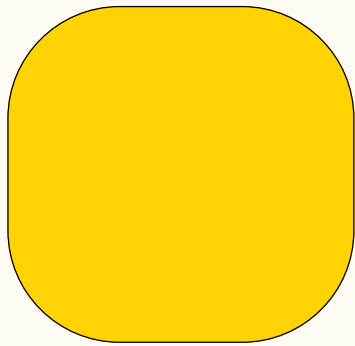
WHITE

CMYK 0% 0% 0% 0%  
RGB 255, 255, 255  
HEX FFFFFFFF



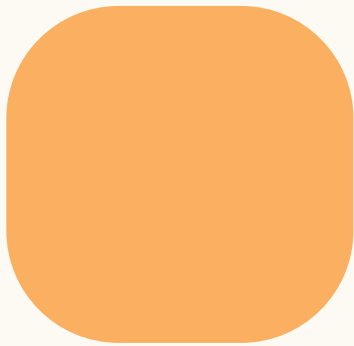
PMS 728 C LT BROWN  
SALTED CARAMEL

CMYK 10% 32% 49% 6%  
RGB 205, 161, 119  
HEX CDA177



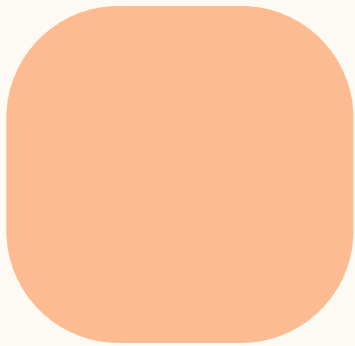
PMS 116 C  
BANANA PUDDING

CMYK 0% 10% 98% 0%  
RGB 255, 205, 0  
HEX FFCD00



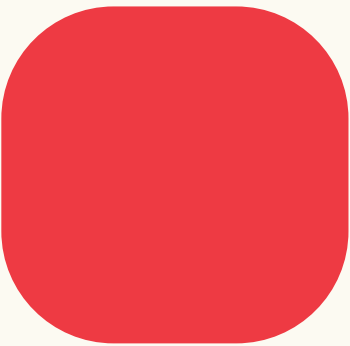
PMS 150 C LT ORANGE  
WHIPPED ORANGE

CMYK 0% 31% 71% 0%  
RGB 255, 178, 91  
HEX FFB25B



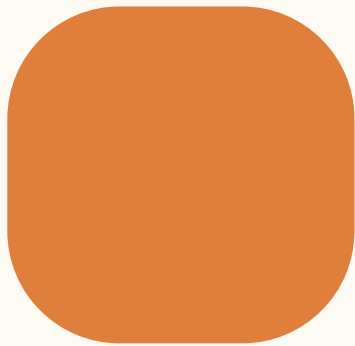
PMS 163 C  
PEACHES AND CREAM

CMYK 0% 44% 57% 0%  
RGB 255, 157, 110  
HEX FF9D6E



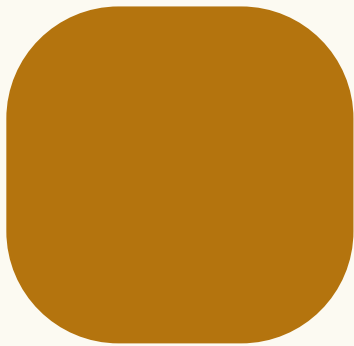
PMS 185 C  
PEPPERMINT MOCHA

CMYK 0% 100% 89% 0%  
RGB 228, 0, 43  
HEX E4002B



PMS 7577 C  
SPICED PUMPKIN ROLL

CMYK 0% 38% 64% 12%  
RGB 224, 126, 60  
HEX E07E3C



PMS 146 C  
BROWN SUGAR & CINNAMON

CMYK 0% 47% 100% 31%  
RGB 167, 109, 17  
HEX A76D11

06

# MARKETING VOICE

# Marketing Voice

At Jackson Morgan, our brand identity reflects our Tennessee roots with a clean and forward thinking twist. Our brand experience should be welcoming and customer focused, celebrating fun with an approachable vibe.

**We are Jackson Morgan Southern Cream, a Tennessee whiskey cream company. Shake or sip our seven hand-crafted flavors and indulge your senses.**

**Sip Responsibly.**

TAGLINE

**Sip and Be Social.**

ADDITIONAL LANGUAGE

American Made. Carefully Curated. Whiskey Cream. Southern Cream. Sip.

# What even is a Hashtag? #answers

In our online social media world, hashtags have become a large part of sharing information and allowing that information to be trackable and searchable by many individuals. Using keywords preceded by the"#" symbol is a hashtag. We use hashtags to help further our message and reach. Here are some examples we use. These will continue to evolve quickly.

- |                   |                |
|-------------------|----------------|
| #jacksonmorgan    | #entertaining  |
| #sipjacksonmorgan | #barcart       |
| #sipandbesocial   | #saltedcaramel |
| #thesip           | #tennessee     |
| #sipresponsibly   | #whiskey       |
| #cocktail         | #liqueur       |
| #happyhour        | #whiskeycream  |

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PHOTOGRAPHY

## Photography + Lifestyle shots

### Style and Feeling

Photography and imagery for Jackson Morgan should feel warm and comfortable and promote a lifestyle that is approachable and inviting. Individuals should give the impression of having a great time in the setting being photographed while having a sip of Jackson Morgan Southern Cream or having a branded item in the photo.

The drink or bottle should be easily recognizable and the photo or ad should feature or highlight the logo or product (whenever possible). Coloring for lifestyle photos needs to stay consistent with the tone of the lifestyle shots below. For product photography, bottles or products should be shot on clean white high key background. See examples below in the next few pages.



# Product Photography

Jackson Morgan Southern Cream is available in 6 delicious flavors.



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# BRANDED DESIGN

Here are some examples of items created using the Jackson Morgan Brand.

## Recipe Cards



Pumpkin Spice Latte Recipe

### Directions

Using an espresso machine, extract 2 shots of espresso. Steam milk using the steam wand on an espresso machine. Add espresso to a coffee cup, then add steamed milk, stir in Jackson Morgan. Garnish with whipped cream and a pumpkin rolled wafer cookie. Enjoy!

### Ingredients

- 2 Shots of Hot Espresso
- ½ Cup Milk
- 1 ½ Ounces Jackson Morgan Southern Cream in Spiced Pumpkin Roll
- Whipped Cream, Garnish
- Pumpkin Rolled Wafer Cookie, Garnish

### Directions

Garnish martini glass by dipping the edge of a glass in maple syrup. Place graham cracker crumbs on a plate. Then dip the maple syrup edge glass in the graham cracker crumbs. Press the graham cracker crumbs into the glass. Set garnished glass aside. In a cocktail shaker filled halfway with ice, add Jackson Morgan and vanilla vodka. Shake well then strain into the garnished glass. Cheers!

### Ingredients

- Garnish
- 1 Tablespoon Maple Syrup
- 1 Tablespoons Graham Cracker Crumbs
- Cocktail
- 2 Parts Jackson Morgan Southern Cream in Spiced Pumpkin Roll
- 1 Part Vanilla Vodka

## Shelf Talkers

AWARD WINNING



**JACKSON MORGAN**  
SOUTHERN CREAM  
**SPICED PUMPKIN ROLL**  
LIQUEUR  
*Made with Tennessee Whiskey*

**All things fall.** An elevated pumpkin spice vibe with a delicious toasty nutmeg and cinnamon-forward taste. From the kitchen to the tailgate and everywhere in between, Spiced Pumpkin Roll is THE definitive Fall flavor.

AWARD WINNING



**JACKSON MORGAN**  
SOUTHERN CREAM  
**BROWN SUGAR & CINNAMON**  
LIQUEUR  
*Made with Tennessee Whiskey*

**COZY DOES IT.** SWEET BROWN SUGAR, CINNAMON, AND REAL TENNESSEE WHISKEY WARM YOU JUST RIGHT FROM THE INSIDE OUT. BEST ENJOYED WITH CRUNCHY LEAVES, FOOTBALL GAMES, FALL TRADITIONS, AND PERFECT SWEATER WEATHER.

Print Ad

Oatmeal Cookie Cocktail



Ingredients:

- 1/2 cup Jackson Morgan Southern Cream in brown sugar & cinnamon
- 1/4 cup butterscotch schnapps
- 1/4 cup heavy cream
- Maple syrup (for garnishing)
- Ground cinnamon (for garnishing)
- Granulated sugar (for garnishing)

Directions:

1. Brush the outside of the cocktail glass rims with maple syrup.
2. Combine cinnamon and sugar and pour into a shallow dish.
3. Dip the rim of each cocktail glass into the cinnamon sugar mixture, moving it around to evenly coat. Set aside.
4. Pour Jackson Morgan Southern Cream in brown sugar & cinnamon, butterscotch schnapps and heavy cream into a cocktail shaker with ice. Shake well.
5. Strain into prepared glasses. Serve and enjoy.



Spirits of Tennessee, LLC  
Find a location near you!  
[www.sipjacksonmorgan.com](http://www.sipjacksonmorgan.com) • [info@spiritsoftn.com](mailto:info@spiritsoftn.com)

Southern Tennessee Whiskey Cream



- 🍷 Spiced Pumpkin Roll
- 🍷 Brown Sugar & Cinnamon
- 🍷 Whipped Orange Cream
- 🍷 Peppermint Mocha
- 🍷 Banana Pudding Cream
- 🍷 Salted Caramel



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Merchandise



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# QUESTIONS?

It's alright to have questions when using the Jackson Morgan logo or various additional parts of the Jackson Morgan brand. We encourage asking those questions instead of making a decision on your own and possibly misusing the logo or brand.

Thank you for doing your part to ensure the Jackson Morgan brand is upheld to its highest standard.

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**Jackson Morgan Southern Cream Co-founder + Marketing**

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