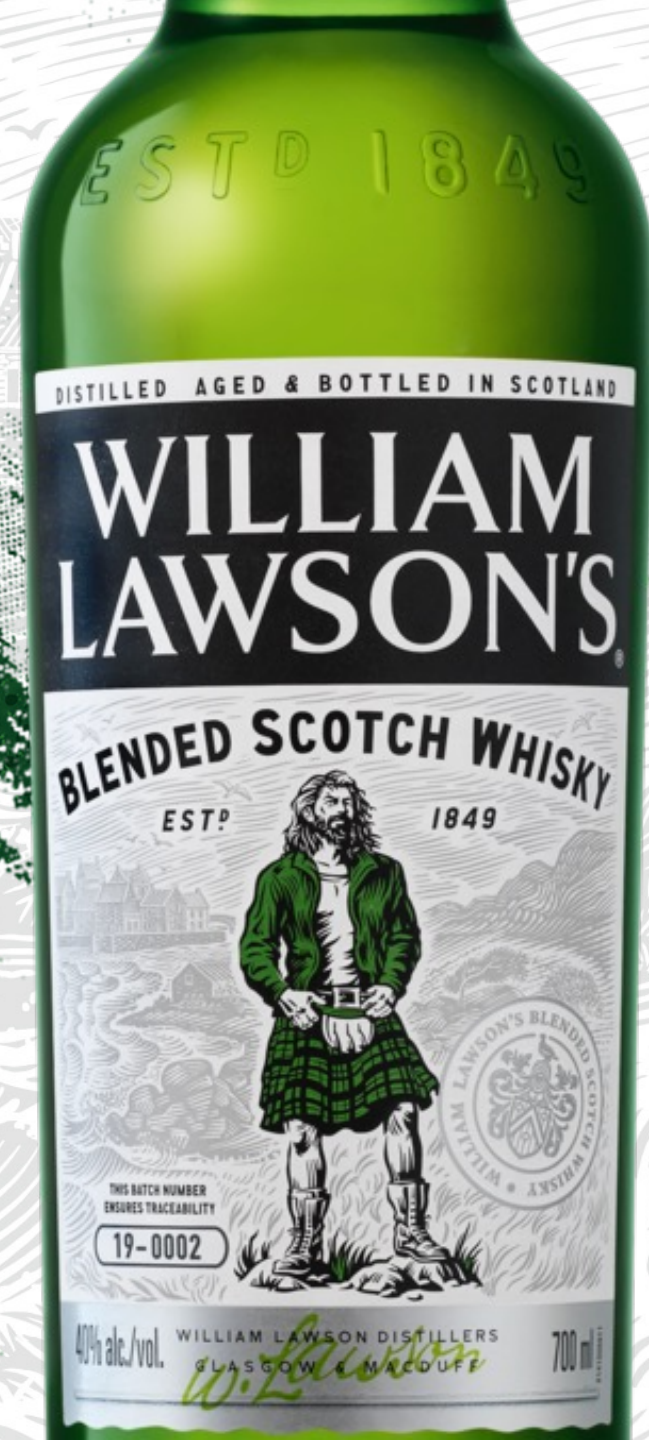


**WILLIAM
LAWSON'S**

NO RULES. GREAT SCOTCH.

**BRAND CHEAT
SHEET**





@WILLIAMLAWSONS



BRAND PURPOSE:

**CHALLENGE
BULLSHIT
CONVENTIONS
IN BOLD AND
HUMOROUS
WAYS**



WHO ARE OUR WILLIAM LAWSON'S DRINKERS?

66% are indifferent to what is 'in' right now / what is popular. Our audience follow their own path. They lead. Often suggesting what to do and where to go next.



BOLD & UNCONVENTIONAL

They want the choices they make to reflect their bold & daring personality



IT'S ALL ABOUT THE GROUP

86% like to have a close, supportive group of friends.



IT'S ALL ABOUT HAVING FUN

83% just want to have fun and enjoy life's pleasures.



TRAVEL & ADVENTURE

95% want to explore the world around them and 80% have a keen sense of adventure.



WHAT DO WE MEAN BY "NO RULES"?

'NO RULES' IS ABOUT SEEING UNCONVENTIONAL SOLUTIONS WHERE OTHERS DO NOT. USUALLY THESE SOLUTIONS ARE BOLD AND GOOD HUMOURED. THERE IS THE CONVENTIONAL, ORDINARY AND EXPECTED WAY TO REACT TO A SITUATION. AND THEN THERE IS THE 'NO RULES' WAY.



FACED WITH A CHALLENGING/
FRUSTRATING SITUATION

SITUATION

CHOICE?

RULES

WHAT WOULD EVERYONE
ELSE DO? IE. WHAT'S
COMMON, CONVENTIONAL,
THE NORM?

NO
RULES

WHAT WOULD A HIGHLANDER
DO? WHAT'S BOLD, SIMPLE,
UNCONVENTIONAL AND
HUMOROUS?

WHY DO WE HAVE A "GREAT SCOTCH"?

'SCOTCH': DID YOU KNOW? LEGALLY, EVERY DROP OF WILLIAM LAWSON'S MUST BE AGED IN OAK BARRELS, IN SCOTLAND FOR A MINIMUM OF 3 YEARS BEFORE WE CAN CALL IT A "SCOTCH".

SINGLE MALT BLEND: AT THE HEART OF OUR WHISKY LIES 'THE DEVERON'. A SINGLE MALT AS UNPRETENTIOUS AS WE ARE. WE BLEND THIS WITH OTHER FRUITY MALTS TO GET OUR BOLD LAWSON'S TASTE.



LEGACY: EST. IN 1849 AND FORGED IN A SMALL COASTAL TOWN FROM SCOTLAND CALLED MACDUFF

TASTE: NOTES OF TOASTED CEREALS AND BUTTER TOFFEE. EASY TO MIX OR SIP. WE NEVER USE SMOKE BECAUSE, WELL NO ONE WANTS TO DRINK A BONFIRE!

THE HIGHLANDER SPIRIT: THE MAN ON OUR LABEL IS A SCOTTISH 'HIGHLANDER'. A SYMBOL FOR BEING BOLD, BRAVE AND UNCONVENTIONAL. A SPIRIT WE BELIEVE LIVES IN US ALL.

OUR BRAND PERSONALITY



GOOD HUMOUR. DON'T TAKE LIFE TOO SERIOUSLY



Juventus after buying Ronaldo



WE ARE:

WE HAVE A WITTY SENSE OF HUMOUR THAT MAKES PEOPLE LAUGH BECAUSE OF HOW UNEXPECTED AND/OR SMART OUR JOKES ARE. WE LOOK AT THE WORLD THROUGH THE HIGHLANDER'S POINT OF VIEW. WE NEVER USE TOILET HUMOUR.

WE ARE NOT:

- SEXIST
- 'LAD' HUMOUR
- TOILET HUMOUR
- MEAN-SPIRITED
- CONFRONTATIONAL



BOLD. BE BRAVE AND DO THINGS YOUR WAY!



WE ARE:

ABOUT BEING A CONFIDENT, STRONG AND HONEST INDIVIDUAL WHO IS UNCOMPLICATED; ALWAYS READY TO ACT AND REACT IN A STRAIGHTFORWARD WAY. NO MATTER YOUR AGE, GENDER OR RACE. IT'S AN ATTITUDE.

WE ARE NOT:

- AGGRESSIVE
- MACHO/SEXIST
- SHOW-OFF
- VAIN
- DEGRADING OTHERS!

UNCONVENTIONAL. THERE'S ALWAYS ANOTHER SOLUTION.



WE ARE:
REMAINING INSTINCTIVELY OPEN-MINDED,
QUESTIONING COMMONLY ACCEPTED
SOCIAL NORMS AND THEREFORE ACTING IN
AN UNCEREMONIOUS, DARING YET HONEST
WAY THAT IS IMPOSSIBLE TO IGNORE. DO
THINGS 'YOUR' WAY.

WE ARE NOT:

- REBELLING AGAINST SOCIETY
- SHOWING OFF
- BEING DIFFERENT FOR ATTENTION
- BEING DIFFICULT
- DOING WHAT EVERYONE EXPECTS

OUR BRAND
COLOURS,
SYMBOLS,
LOGOS ETC.



THE SYMBOL

THE HIGHLANDER ON OUR BOTTLE IS NOT WILLIAM LAWSON'S. HE IS THE 'HIGHLANDER'. A SYMBOL FOR OUR NO RULES SPIRIT AND ATTITUDE. WE ALSO USE THE KILT AS A SYMBOL OF OUR SCOTTISH HERITAGE.



THE LOGO



OUR CORE LOGO IS THE BLACK BACKGROUND VERSION ABOVE. THE LOGO MUST ALWAYS INCLUDE 'NO RULES. GREAT SCOTCH'.

THE STYLE



WE USE GRUNGE EFFECTS TO CREATE BOLD TARTAN PATTERNS, PAINT-STRIPED BACKGROUNDS AND STENCILLED SYMBOLS. NEVER TOO POLISHED.

COLOUR PALETTE

THE BRAND COLOUR PALETTE IS TAKEN FROM THE SCOTTISH HIGHLANDS. IT HAS AN AUTHENTIC ORIGIN AND A BOLD CONTEMPORARY TWIST.

IT IS BASED ON THE MOST SIMPLE CONTRASTS TO ENSURE THAT THE BRAND STANDS OUT. THE COLOUR WHEEL DEMONSTRATES THE HIERARCHY OF OUR COLOUR PALETTE AND THE IMPORTANCE OF PREDOMINANTLY USING OUR PRIMARY GREEN.

PRIMARY



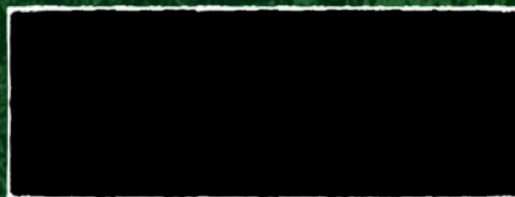
PANTONE	348C
CMYK	C 100 / M 0 / Y 85 / K 24
SCREEN	R 0 / G 132 / B 61
WEB	00843D

DARK GREEN



PANTONE	7735 C
CMYK	C 59 / M 0 / Y 69 / K 75
SCREEN	R 8 / G 50 / B 24
WEB	36573B

BLACK



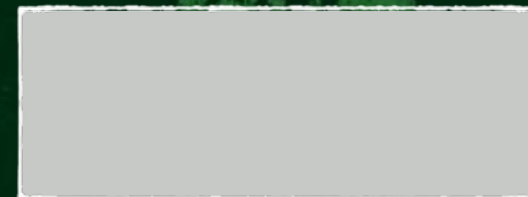
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CMYK	C 63 / M 62 / Y 59 / K 94
SCREEN	R 45 / G 41 / B 38
WEB	2D2926

WHITE

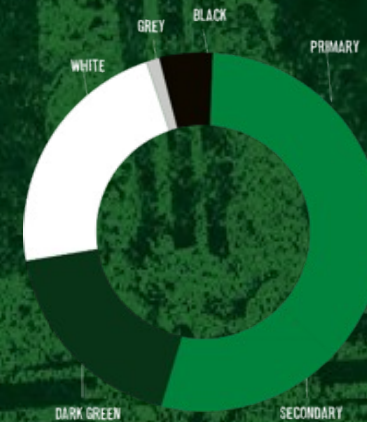


PANTONE	N/A
CMYK	C 0 / M 0 / Y 0 / K 0
SCREEN	R 255 / G 255 / B 255
WEB	FFFFFF

GREY



PANTONE	420 C
CMYK	C 6 / M 4 / Y 7 / K 13
SCREEN	R 199 / G 201 / B 199
WEB	C7C9C7



BUILD MATERIALS

THE BOLD HIGHLANDER COMES FROM THE WILD, RUGGED HIGHLANDS AND THIS IS REFLECTED IN THE MATERIALS HE USES.

THE USE OF NATURAL MATERIALS AND WEATHERED TEXTURES HELP CONVEYS THE DISTINCT FEEL OF THE HIGHLANDS. WE DO NOT USE SYNTHETIC OR MOULDED VERSIONS OF THESE MATERIALS. IF YOU CAN'T MAKE IT, DON'T FAKE IT. USE THE FOLLOWING EXAMPLE OF HOW TO BRING THE WILLIAM LAWSON'S BRAND WORLD TO LIFE IN A LIVE ENVIRONMENT TO CREATE AN AUTHENTIC EXPERIENCE AND MAINTAIN CONSISTENCY ACROSS MARKET.



Chunky Wood



Wooden Tiles



Rough Stones



Old Rustic Metal



Wooden Planks



Wild /Highland Grass

THANKS FOR READING OUR
CHEAT SHEET. IF YOU HAVE ANY
QUESTIONS DROP OUR CREATIVE
DIRECTOR **RICC WEBB** AN EMAIL.
I'M SURE HE WON'T MIND.



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