Brand Playbook: Sachi Spirits

Welcome to Pureheart Spirit Co.'s Brand Playbook

The Importance of Brand Consistency

Brand Values

1. Innovation: At Pureheart, innovation is the essence of our spirits. We push boundaries, experiment, and challenge conventions to bring you unique and exceptional products.
2. Courage to Take Risks: We are fearless in our quest to create new flavors and experiences. Our willingness to explore uncharted territories drives our creative spirit.
3. Sustainability: Sustainability is not just a buzzword; it's a way of life for us. We're committed to eco-conscious practices and reducing our environmental footprint.

Brand Voice

Our brand voice is Courageous and Adventurous. It reflects our fearless pursuit of innovation and the adventurous journey we invite our customers to embark on.

Mission and Vision

Mission: Our mission is to revolutionize the world of spirits by crafting innovative, eco-conscious, and exquisite soy-based products. We're setting a new standard for quality and sustainability.

Vision: Our vision is to create unparalleled drinking experiences that transcend borders and cultures, leaving an indelible mark on the global spirits industry.

Brand Positioning

Sachi is the pioneering force shaping the future of soy spirits. We fuse innovation, sustainability, and craftsmanship to deliver exceptional, world-class luxury spirits.

Target Audience

We cater to global explorers—adventurous travelers and curious expats in Singapore. We introduce them to a locally crafted gem with global appeal, offering a taste of innovation and sustainability in every sip.

Visual Identity

a. Logo

Our logo symbolizes two interlinked S’s and Infinities in gold enclosed a circle. We want to express the idea that an unbalanced and exceptional pursuit of quality is kept in balance by fusing tradition, heritage and culture.

Gold is used to express the idea of luxury.

b. Color Palette (Can be suggested by designer)

Adventure Gold: Gold signifies luxury, premium quality, and adventure. It can represent your brand's premium positioning and the idea of exploring new horizons in the spirits industry.

Pure Green pantone627 : Represents eco-consciousness, purity, and sustainability. It aligns with your commitment to environmentally friendly practices and can be used for messages related to sustainability.

Innovation Red: Red is often associated with energy, passion, and innovation. It can symbolize your brand's bold and innovative spirit. This color can be used to draw attention to innovative aspects of your products or marketing materials.

c. Typography

Primary fonts: "PureSans" for headings and "SoySerif" for body text.

Size and style recommendations for headings and body text.

d. Imagery

We emphasize images of natural ingredients, craftsmanship, and adventure.

Maintain a connection between imagery and our core values.

Avoid clichés and opt for authentic, unique visuals.

**e. Packaging**

**Sustainable packaging: We're committed to minimizing environmental impact.**

**Explore eco-friendly packaging options.**

**We have chosen a glass bottle with a label for our bottles.**

**\*Guidelines for label design: Maintain consistency with our logo and color palette.\***

**We are looking to design a label that can make our bottle a piece of collectable art.**

**We hope that there could be some elements of Soy, Singapore, Fusion, East meets West on our label and can help us to establish a unique brand image.**

**Some ideas we have are to have these elements on a batik style stamp print with a simple elegant expression. Some elements that need to be on the bottle are Sachi logo (logo file as attached), 1831 (the name of the product), Soy Whisky (the category of the product) and Singapore (made in Singapore to showcase the Singapore spirit)**

**Some inspiration for ideas are Sovereign Brands’ Bumbu Rum and Deacon Whisky.**

**We have yet to decide on an outer packaging but would like something luxurious that one can only receive in a ten thousand dollar or more expensive whisky.**

**Some ideas we have are to have a wooden or leather box with a luxurious unboxing experience or a vegan leather luxury bag like a mulberry or chanel wine bag that can fit our whisky bottle. The design could incorporate elements of our labels like the Batik print.**

**Product Description:**

**Sachi’s 1831 Soy Whisky**

1831 pays tribute to the invention of the '**Coffey**' still by Aeneas **Coffey** and also celebrates the first documented bottle of whisky imported into Singapore,

<https://en.wikipedia.org/wiki/Aeneas_Coffey>

<https://eresources.nlb.gov.sg/newspapers/digitised/page/singchronicle18310526-1.1.4>

We have developed a soy based whisky to seek the ultimate whisky experience as we realised that soy whiskies age faster and taste smoother than any other grain base.

It is made using the best Soy Beans. Using traditional tofu craft, we use a 7 step process to create the best quality Soy Whey before going through a 11 step proprietary technology to turn soy whey into exceptional Soy Whiskies. Each batch is carefully crafted and in small batches of 150 bottles. Each bottle is 500ml with 50%abv, the whisky is clean, flavourful, strong yet smooth with fruity floral aromas and a sweet vanilla aftertaste. We are retailing each bottle at 500 Singapore dollars and would like our fans to get an experience we will pay tens of thousands to get.

Marketing and Communication

Strategies: Develop content that showcases innovation, sustainability, and adventure.

Content creation: Create blog posts, videos, and social media content that resonates with our brand values.

Social media: Engage with our audience and share stories of exploration and sustainability.

Advertising: Emphasize our unique selling points and how we're different from traditional spirits.

Sustainability Commitment

We proudly support eco-friendly practices. Our distillation and production methods minimize waste, water usage, and energy consumption.

Convey our commitment to sustainability in all communication, showing customers how choosing Pureheart means choosing a sustainable future.

Conclusion

The success of our brand lies in the hands of our team. As ambassadors of Sachit, it's crucial to embody and promote our brand values consistently. We invite everyone to be part of this exciting journey.

Please note that the actual guidelines may require the input of a professional graphic designer for specific visual elements and design. These guidelines serve as a starting point to build a strong brand identity and communication strategy for Sachi Spirits.