

Hudson Whiskey NY

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Brand Story

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Hudson
Whiskey
NY

Our Story

Like many New York stories, ours started with a bold proposition: make whiskey in New York for the first time since prohibition. In 2003, Ralph Erenzo had a wild idea to move upstate and start a distillery, way back before there was a craft distiller in every neighborhood across the US. Ralph didn't play by the rules. He fought for his whiskey, and challenged the government to change the laws for craft distillers everywhere. Now craft distilling is everywhere – with over 1,800 distilleries in the US, and over 180 in New York alone.

Hudson has always been known for its big, bold flavor: we like to think of it as New York attitude (and New York grains) distilled. And like New York itself, our whiskey is in a class of its own. Thanks to high-quality grain from local family farmers and straight up, undiluted mashbills, we're able to create the purest possible expressions of each grain and truly make whiskey the way we want to: Bold, yet refined; artful and unapologetic.

Now we're pushing the limits once again. As our whiskeys quietly matured over the last decade, we continued to experiment with new grains, blends and cask finishes. We've carved out our place in American distilling, creating something new and groundbreaking for whiskey drinkers everywhere. Ever evolving and always exciting, our whiskeys capture the thrill that is New York. We are inspired by the bright lights of Broadway, the scenic views of the majestic Hudson Valley, and – most importantly – the brilliant, creative and resilient people that call this place home. Hudson: Whiskey as Bold as New York.





How We've Evolved



Details

Neck Wrap with Reference
to Provenance

Stacked Type

Clever Naming
Conventions

Bold Color



Cork

Tagline

Empire Rye

Kosher



Our whiskey is now a minimum of 3 years old.

Maintaining the bold character of Hudson while mellowing
the finish and softening the edges



Notes of rich vanilla and lightly salted
caramel on the finish



Bold and spicy rye with notes of citrus and
honey and a bright mint finish



Bold rye spice rounded by a subtle maple
sweetness



Brand Personality

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Hudson
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NY

An aerial photograph of the New York City skyline at dusk. The image shows a dense cluster of skyscrapers, including the Empire State Building on the left and the Freedom Tower on the right. The sky is a mix of orange, yellow, and blue, indicating the time is either sunset or sunrise. The city lights are beginning to glow, and the overall atmosphere is one of a bustling metropolis.

Welcome  New York

Welcome To New York.

**It's huge and loud and chaotic,
a tangle of contradictions and characters
strewn across 5 boroughs and countless neighborhoods,
each with its own bold attitude and unique flavor.**

Take a sip. Swirl that around on your palate.

**This isn't your typical whiskey.
But that's how we do it around here.**

**Bold, yet refined.
Artful, and unapologetic.**

**It's got a spirit that's undeniable,
a certain spark that sets it apart.**

**Because here in this crazy place we call home,
we make whiskey the way we want to.**

Hudson: Whiskey as Bold as New York.

Our Values

Our values reflect the wonderfully resilient people of New York. We're proud of our heritage and the people that call New York home. We're all about supporting our local establishments that make New York great – from the most storied steak house, to the beloved corner bodega. New York has a long legacy of creativity and innovation – two things we hold in highest esteem. We have great taste, but we aren't exclusive or snobby; we welcome everyone into the wonderful world of Hudson, whether you've called NY home for your entire life or you've never stepped foot on the island of Manhattan.



Tone of Voice

Our tone of voice is crucial – it's where our bold attitude really comes through. This tone starts with our variant names: Bright Lights Big Bourbon, Do the Rye Thing, and Short Stack. These names scream NY; they are witty, fun and bold. They lean on cultural references and take on a life of their own. Building off of these names, our tone is straightforward, witty, bold and unapologetic. We'll give it to you straight and talk to perfect strangers like they're old friends.



Creative Assets

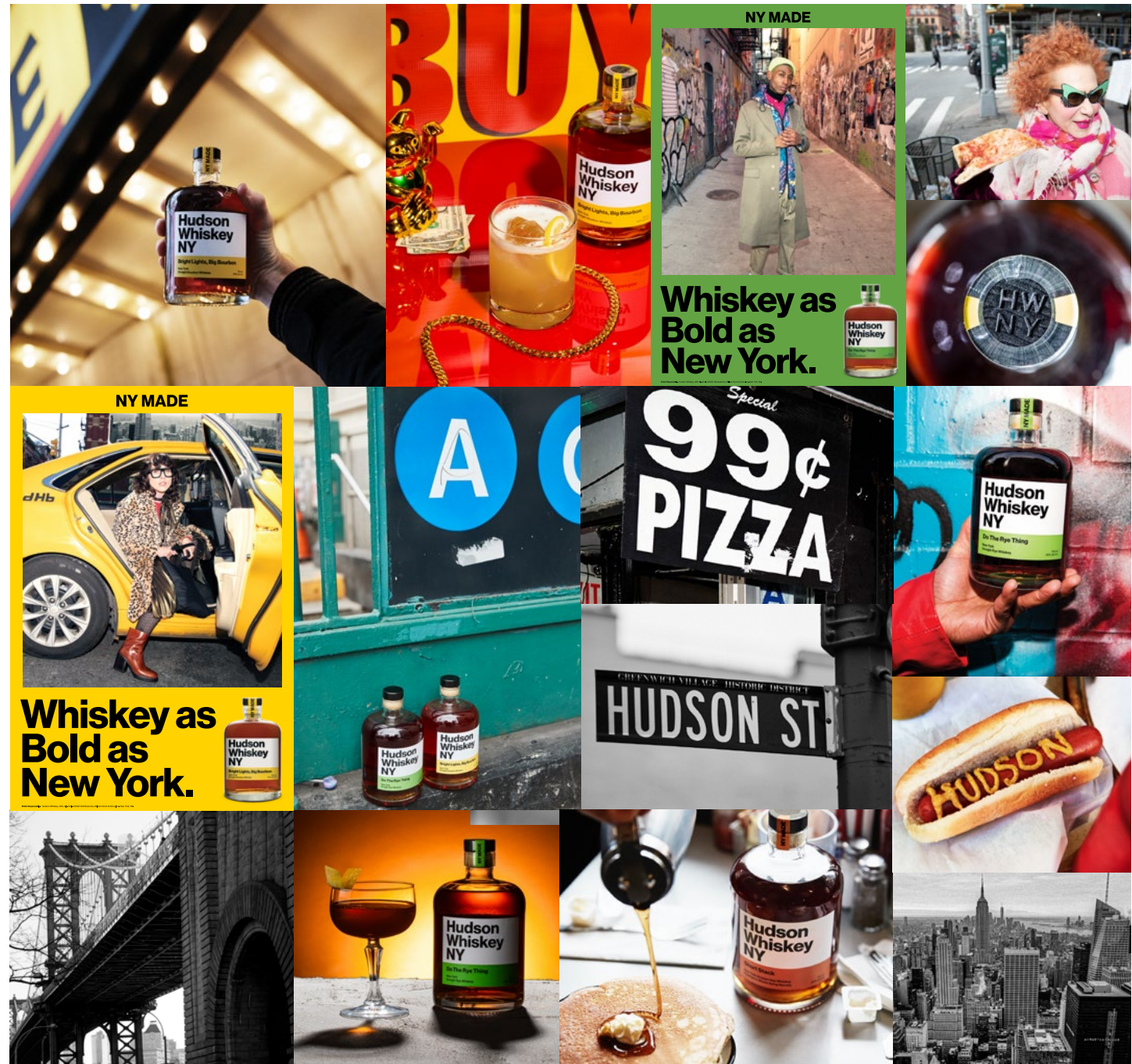
15

Hudson
Whiskey
NY

Our Brand World

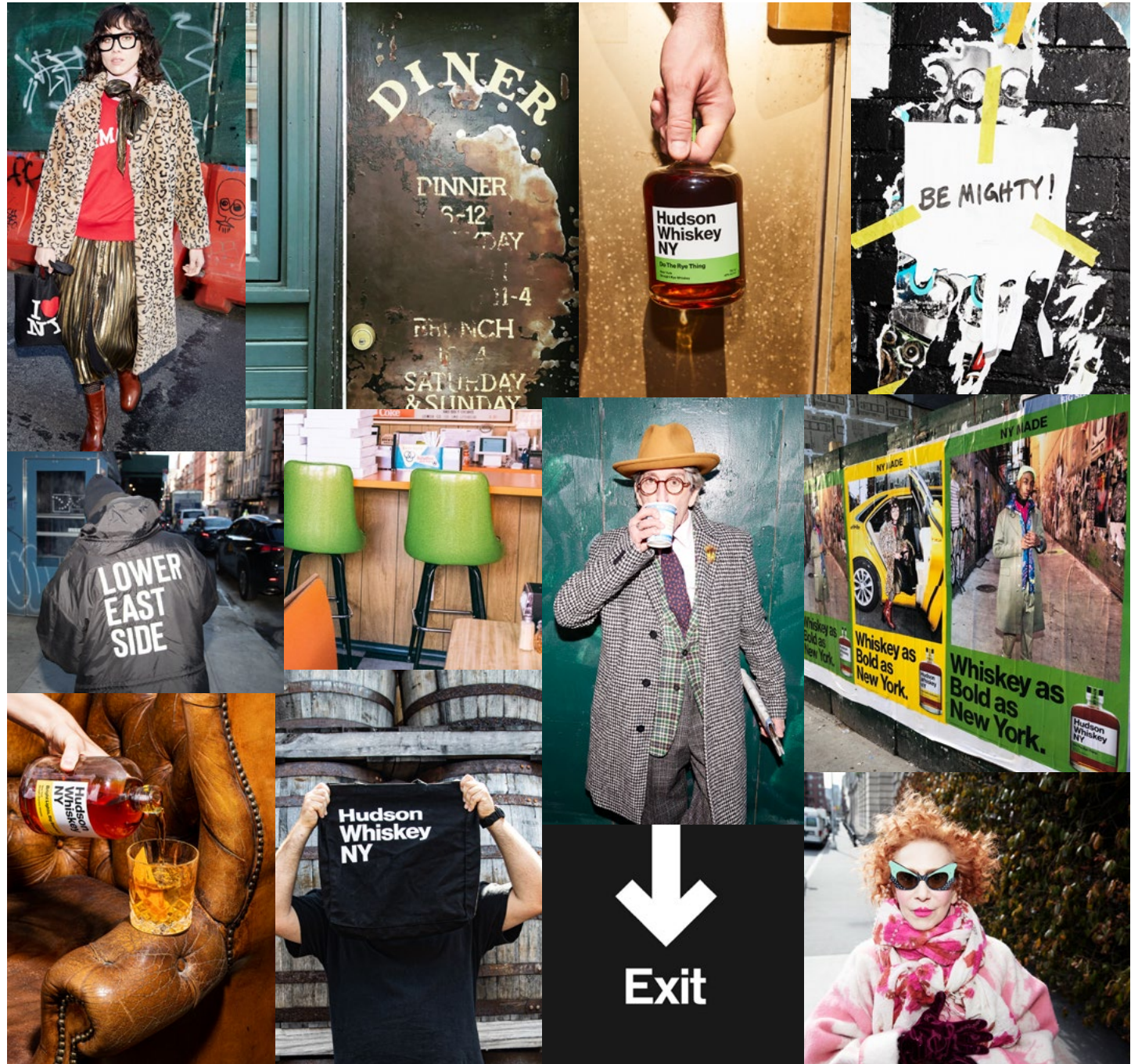
Welcome to New York. Home of Hudson Whiskey. It's a city that's Bold yet Refined. Artful and Unapologetic. It's got a spirit that's undeniable. A certain spark that sets it apart.

The Hudson Brand World captures the kind of characters, places, moments and the mix of high & low culture that only exist in this crazy place we call home. Hudson: Whiskey as bold as New York.



Style & Design

Our style is New York cool: a mix of high and low culture. Our brand is built on stylish characters with bold attitudes who aren't concerned about what other people think. We use flash photography to give our photos a fashion edge with an understated glamour. In addition to colorful characters, we also lean on bright, bold colors that catch your eye and break through the monotony of most craft whiskey brands. Our brand world is minimal and straightforward, but we must be consistent in order to execute properly.



Key Visual Posters

NY MADE



Whiskey as
Bold as
New York.



©2016 Hudson Whiskey, 40% alc./vol. (80 proof) Imported by Hudson & Sons, Inc., New York, NY.



Whiskey as Bold
as New York.

©2016 Hudson Whiskey, 40% alc./vol. (80 proof) Imported by Hudson & Sons, Inc., New York, NY.

Characters

The character posters show off our bold attitude and help build brand awareness. They should be used for consumer facing communications, like billboards and wheat paste posters. Bottle image must be included in the composition.



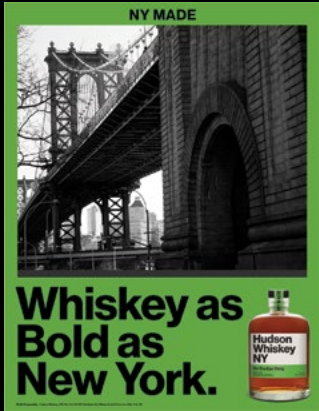
Bottles

The bottle posters are entirely product focused and can be used for consumer facing and trade facing communications.



Scenic

Scenic Posters contain classic NY imagery. Bottle image must be included in the composition.





Whiskey as Bold as New York.

Drink Responsibly. Hudson Whiskey, 46% Alc./Vol. ©2020 Distributed by William Grant & Sons, Inc. New York, NY.



<p>NY MADE</p>  <p>Whiskey as Bold as New York.</p> 	<p>NY MADE</p>  <p>Whiskey as Bold as New York.</p> 	<p>NY MADE</p>  <p>Whiskey as Bold as New York.</p> 	<p>NY MADE</p>  <p>Whiskey as Bold as New York.</p> 
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The collage displays a wide range of Hudson Whiskey NY merchandise and marketing materials. Key items include:

- Product Packaging:** A 6-pack of Hudson Whiskey NY bottles with labels like "Bright Lights, Big Bourbon" and "NY MADE".
- Apparel:** A black tote bag, a green baseball cap, and a black beanie, all featuring the brand name.
- Accessories:** A blue and white patterned cup, a black bottle opener with a circular logo, and a black hairbrush with a circular logo.
- Promotional Materials:** A yellow and black poster with the slogan "Whiskey as Bold as New York.", a black and white poster with the same slogan, and a black and white photo of a man wearing a Hudson Whiskey NY cap.
- Other Items:** A black and white photo of a man holding a glass of whiskey, a black and white photo of a man holding a bottle of whiskey, and a black and white photo of a man holding a glass of whiskey.

The overall theme is a bold, urban, and New York-centric branding for Hudson Whiskey NY.

On-Premise Visibility 2022

Shot Glass
Flask
Napkin Caddy
Table Cloth
Bar Tools Set
Whiskey Barrel - 5L

Rocks Glass
Dropper Bottle
Apron
Hat
Tote Bag
Beanie

Champion Hoodie
T-Shirt
Duffle Bag
Ceramic Coffee Cup
Paper Sampling Cup
Paper Sampling Cup-4oz

LED/Neon
Bar rail mat
Square Mat
Mini Chalkboard



Retail Visibility 2022

- 3 Case Rack

1 Case Bin w/ Case Card

Case Card

Posters

Shelf Talkers
- Tear Pads

Barrels

Floor Mat

Counter Unit



Where to focus:
Premium retail (state store, chain,
independent) and specialty stores

Social Strategy



Bold Whiskey

This is where we hero our product and variants. We will feature lifestyle and at-home content with a range of settings that showcase our variants while also helping to showcase their unique flavor components in interesting ways.



How to Drink

This is where we encourage folks to mix up drinks as bold as our whiskey. From simple serves, to mixology, to simply how to get the most out of enjoying Hudson neat, the content here will range from stills, to simple motion, to fullfledged tutorial style videos featuring our ambassadors or bartender networks. This will be extended by utilizing all three variants as well.



Personality & Lifestyle

This is where we tell stories about New York and New Yorkers. What it means to be from New York and what New York means to them. We will highlight the personalities from our shoot as well as Friends of Hudson/New York Icons. This will also highlight the settings and exhibit the personality of our Whiskey as it pertains to New York. This can also expand to outside of the city – think locations New Yorkers go to get away, such as the Hamptons, the Catskills, or the Finger Lakes. And of course, the Hudson Valley. It goes without saying that if we highlight locations throughout the state, they should still exude the attitude same we aim to set forth.

Activations

Whether we're hosting an event in New York or somewhere else, it's important that our brand shows up in an ownable way. We have two ways of executing this. The first is to use our brand colors, logo, and taglines, like the painted barrels outside the Public Theater. The second way we do this is through our use of iconic New York fixtures like the hot dog cart and Greek coffee cups. Using these in tandem helps bring our brand world to life in an authentic and bold way, no matter where we are.



Visual Identity

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Hudson
Whiskey
NY

Primary Logo

The Hudson Whiskey NY logo is the key asset of our visual identity. Inspired by the iconic signage of the New York subway system, the word mark serves as the brand’s bold first impression. Our primary logo must appear on all creative assets in black. The logo may appear in white only when placed against a dark background.

**Hudson
Whiskey
NY**

The word mark is always left aligned and vertically stacked

Place on all branded materials (internal and consumer-facing)



Primary Logo Inverse

The primary logo should always appear in black, except when placed against dark backgrounds – in which case the inverse logo should be used to ensure maximum legibility.

**Hudson
Whiskey
NY**



Logo Usage



Correct use – left aligned vertically stacked text in approved brand color.



Do not use a drop shadow.



Do not use unapproved colors.



Do not apply a gradient.



Do not rearrange the logo elements.



Do not stretch, warp or distort.



Do not rotate.



Do not use at low resolution.



Do not use against a complex image.

Taglines

Primary Tagline

Should be treated as a lockup and broken over 3 lines so that it mirrors the primary logo. This tagline must appear on all marketing communications – it represents our bold attitude and provenance. Always complete the tagline with a full stop.

**Whiskey as
Bold as
New York.**

Secondary Tagline

Used to complement the primary logo. This supporting asset can be used on bottle shots, lifestyle imagery, posters & POS. It should never replace the primary tagline but instead be used in conjunction with other KBAs as a secondary graphic element.

NY MADE

Secondary tagline should always be uppercase.

Primary Tagline Alternate

This version should only be used when there is not sufficient space to break the tagline over 3 lines.

**Whiskey as Bold
as New York.**

Typography

Our typeface, Neue Haas Grotesk (NHG), is the bold visual “voice” of our brand system. It’s purpose is two-fold: to supplement our key brand assets and to communicate our NY MADE identity.

The font pays homage to the NY subway and it’s iconic signage. As with all wayfinding fonts, it is designed to be read easily and understood quickly. The consistent use of this typeface throughout our entire brand system is paramount.

The brand utilizes 4 weights – NHG Display Bold, NHG Text Bold, NHG Text Medium, and NHG Text Roman.

Neue Haas Grotesk

NHG Display
75 Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz 0123456789
.,;!?*#\ (){}[],,,"'"\$€£+-=/%@&

NHG Text
75 Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789
.,;!?*#\ (){}[],,,"'"\$€£+-=/%@&

NHG Text
65 Medium

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789 .,:!?*#\ (){}[],,,"'"\$€£+-=/%@&

NHG Text
55 Roman

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789 .,:!?*#\ (){}[],,,"'"\$€£+-=/%@&

Headline/Title

NHG Display 75 Bold

Size (Print): larger than 72 pts.

Kerning: -10

Leading: size

Color: Black (light background)

As Bold As New York

Headline/Title

NHG Text 75 Bold

Size (Print): larger than 72 pts.

Kerning: optical

Leading: size

Color: white (dark background)

As Bold As New York

Subheader
NHG Display 75 Bold
Size (Print): 40 pts.
Kerning: optical
Leading: size

Body Copy
NHG Text 65 Medium
Kerning: optical
Leading: size

Caption
NHG Text 55 Roman
Kerning: 15
Leading: size

We make whiskey the way we want to.

Sanderia et occatem pernatquam essunt, necto int et pratectenis modit vollab inullabore cus ut auda ipsam, occae. Et lab ipit, ipsum que est, conserum fugitia quiatur, sit et que etum, si qui dolorepudit, sapienestiam verrum disto endition cuptaturem eatatus aborum ea consequas imin percipsa dipsa necullab ilibus rempos simeturerum quundis peritatum et mo moluptate maio iuntotatem sed modit, omnit vent

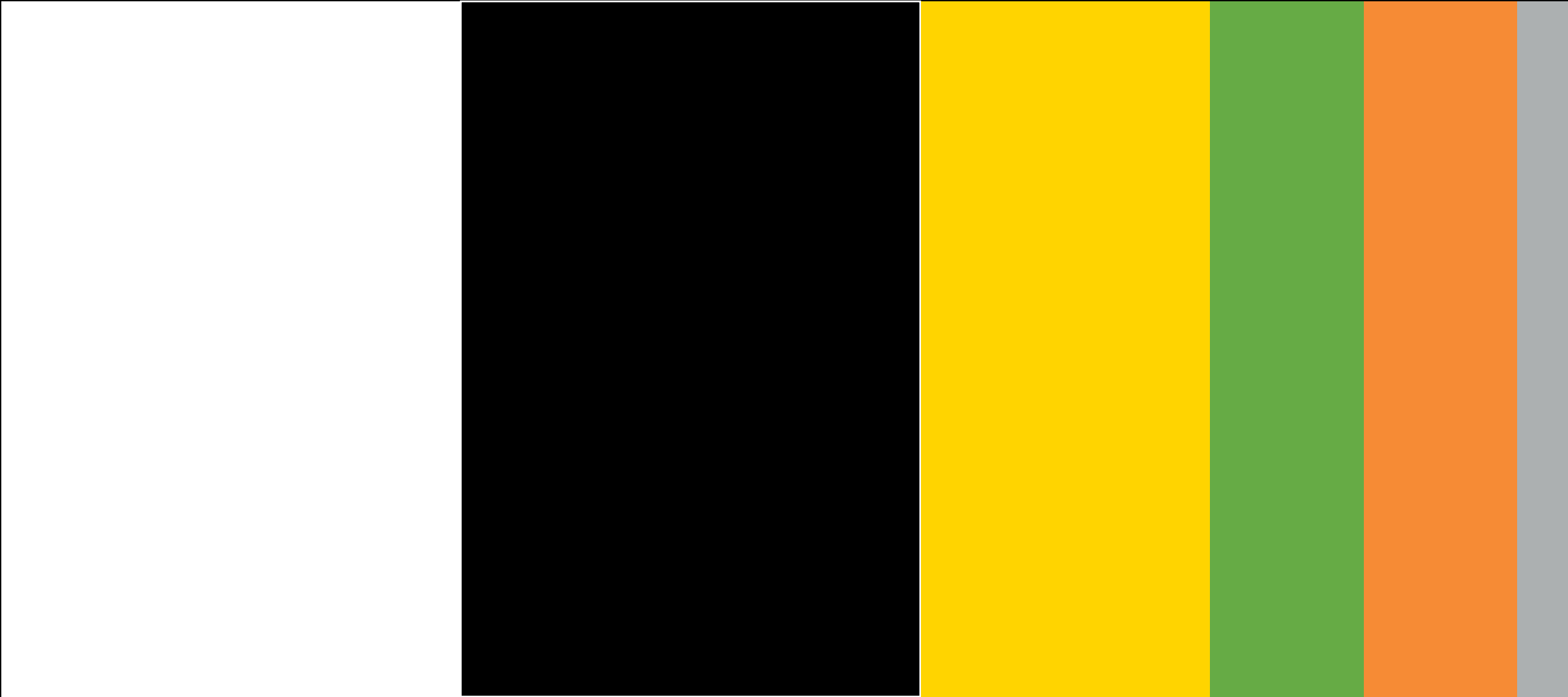
Sanderia et occatem pernatquam essunt,
necto int et pratectenis modit vollab
inullabore cus ut auda ipsam, occae.

Brand Colors

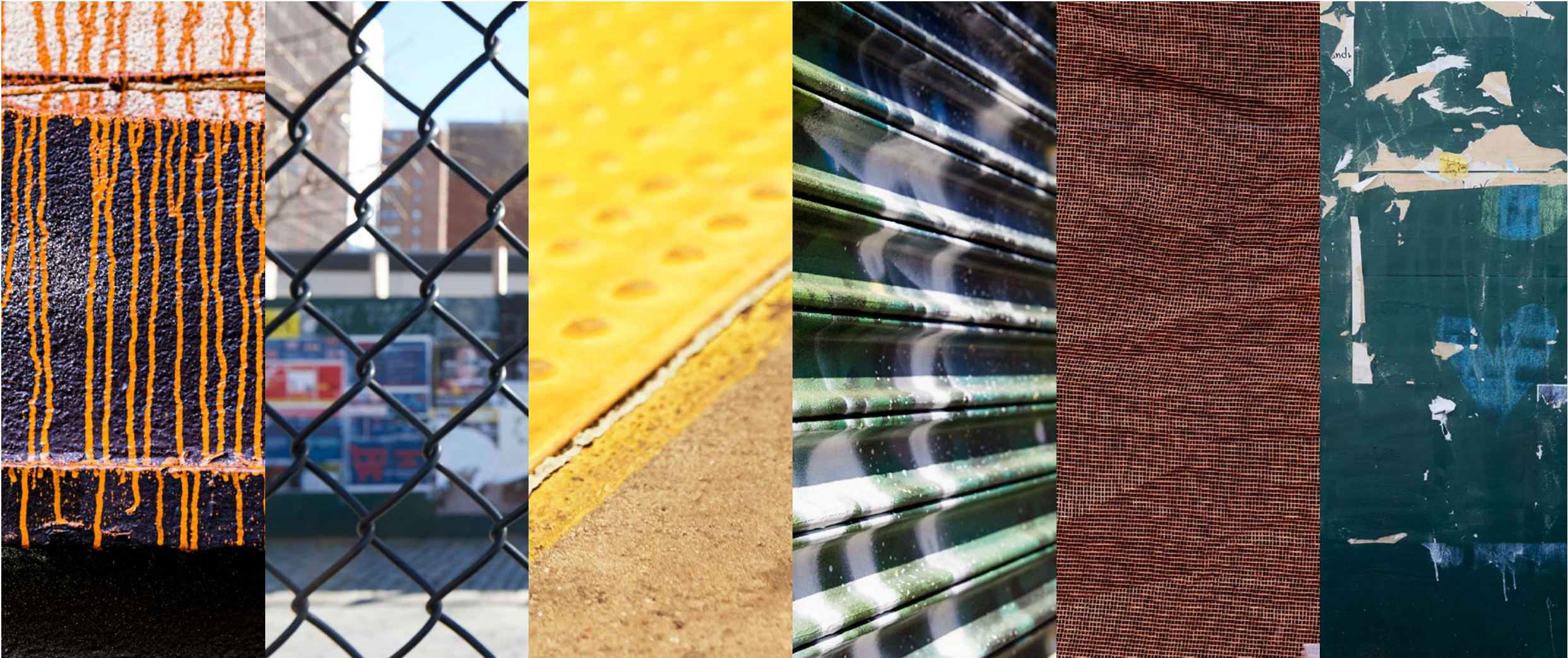
Our contemporary, bold, natural color palette cues flavor and allows our brand to stand out in a sea of craft whiskey.

<div><div>Rich Black</div><div>RGB 0/0/0</div><div>CMYK 30/20/20/100</div><div>PMS Black C</div></div>	<div><div>BLBB Yellow</div><div>RGB 255/212/0</div><div>CMYK 0/15/100/0</div><div>PMS 109 C</div></div>	<div><div>DTRT Green</div><div>RGB 100/173/69</div><div>CMYK 66/10/100/0</div><div>PMS 369 C</div></div>
<div><div>White</div><div>RGB 255/255/255</div><div>CMYK 30/20/20/100</div></div>	<div><div>SS Orange</div><div>RGB 245/141/59</div><div>CMYK 0/54/86/0</div><div>PMS 144 C</div></div>	<div><div>BRD Gray</div><div>RGB 174/177/175</div><div>CMYK 33/25/27/0</div><div>PMS Cool Gray 5C</div></div>

Color Hierarchy



Brand Textures



Legal Guidelines

NHG Text 55 Roman
Kerning: Optical
Leading: size

Mimimum Size (Print): 5.5 pts.

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Hudson Whiskey NY

Hudson
Whiskey
NY

NY MADE



NY MADE



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Whiskey
NY



Core Imagery

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Hudson
Whiskey
NY

Bottles



Lifestyle - Bold Characters



Scenic - Black & White



Cocktails



Ca\$h for Gold

2 Parts Hudson Bright Lights, Big Bourbon
¾ Part Fresh Lemon
¾ Part Honey Syrup



New York Ryeball

1½ Parts Hudson Do The Rye Thing
¾ Part Sweet Vermouth
½ Fresh Lime Topped with Ginger Ale



Autumn in New York

2 Parts Hudson Short Shack
½ Part Fresh Lemon Juice
¼ Part Real Maple Syrup
2 Parts Fresh Apple Cider



Backroom Handshakes

2 Parts Hudson Back Room Deal
3 Dashes Tuthilltown Basement Bitters
½ Part Cynar
½ Part Averna

Cocktails



New Money Old Fashioned

- 2 Parts Hudson Bright Lights, Big Bourbon
- ¾ Part Fresh Lemon
- ¾ Part Honey Syrup



Manhattanhenge

- 1½ Parts Hudson Do The Rye Thing
- ½ Part Sweet Vermouth
- ½ Part Dry Vermouth
- 3 Dashes Angostura® Bitters



Collin's Diner

- 2 Parts Hudson Short Stack
- ¾ Part Fresh Lemon
- ¾ Part Maple Syrup
- Topped with Club Soda



Out of the Ashes

- 2 Parts Hudson Bright Lights, Big Bourbon
- ¾ Part Fresh Lemon
- ¾ Part Honey Syrup

THANK YOU
THANK YOU
THANK YOU
THANK YOU
THANK YOU
THANK YOU
THANK YOU

Hudson
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NY