

TRULY®

BRAND BOOK 2023





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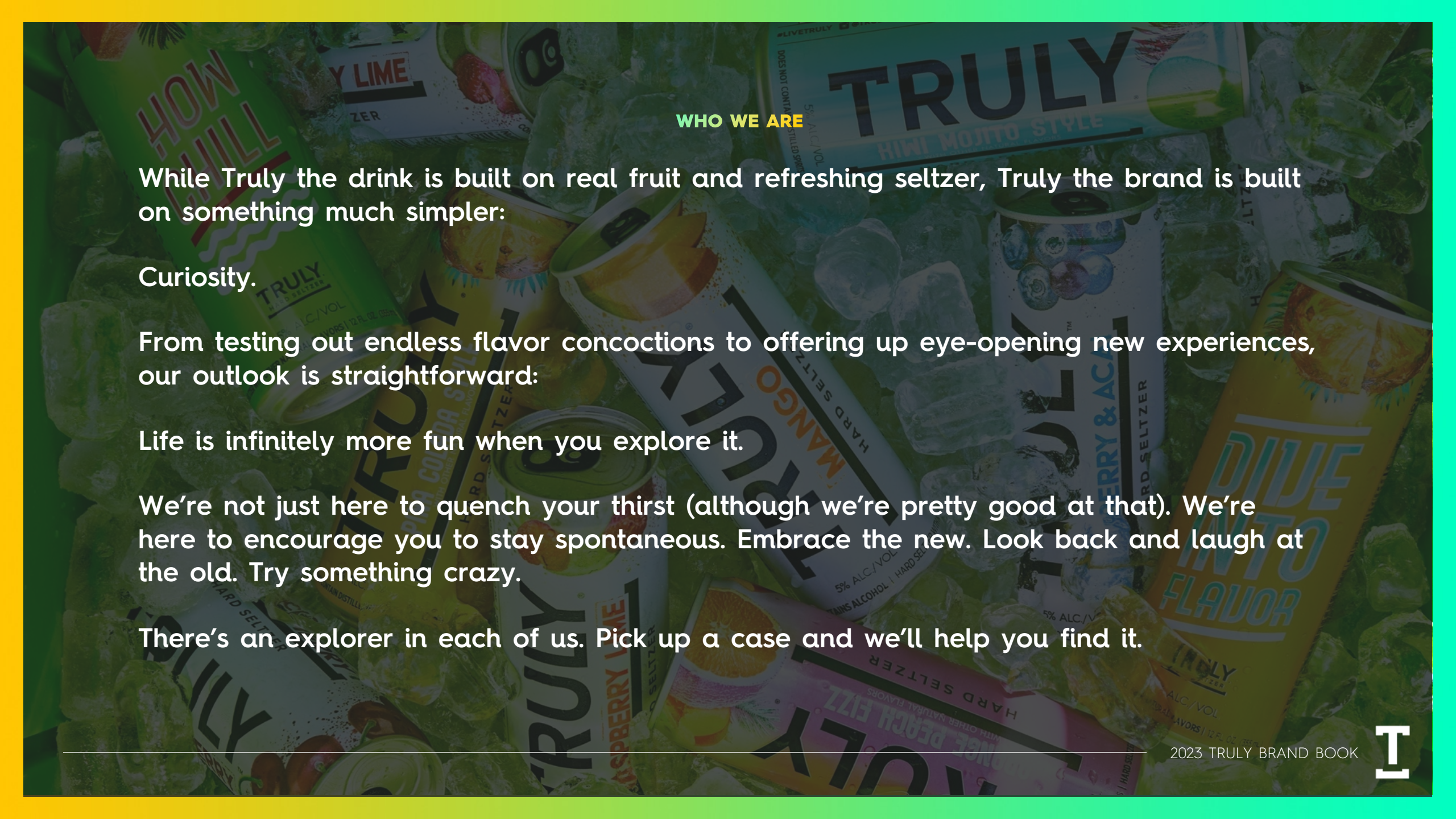
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BRAND IDENTITY

MISSION STATEMENT

Our mission is to create the most innovative,
refreshing, sessionable beverages on the planet.

The background of the entire page is a collage of various Truly hard seltzer cans and ice cubes. The cans are in different colors and flavors, including lime, mango, blueberry, and peach. The text "WHO WE ARE" is centered at the top in a bold, white, sans-serif font.

WHO WE ARE

While Truly the drink is built on real fruit and refreshing seltzer, Truly the brand is built on something much simpler:

Curiosity.

From testing out endless flavor concoctions to offering up eye-opening new experiences, our outlook is straightforward:

Life is infinitely more fun when you explore it.

We're not just here to quench your thirst (although we're pretty good at that). We're here to encourage you to stay spontaneous. Embrace the new. Look back and laugh at the old. Try something crazy.

There's an explorer in each of us. Pick up a case and we'll help you find it.

We believe in creating a more open, curious and less rigid world. We are for the explorers.

A generation that is eager to break free from outdated conventions and try new things.

Our drinkers live without a roadmap to create a world of possibilities.

BRAND POSITIONING

PURPOSE

To unleash playful experimentation while being inventive and experimental. Our enemy is outdated conventions, and our ally is imagination.

IDENTITY

Our personality and tone is playful, optimistic and clever. We have a distinct visual identity with our white and brightly colored cans with fruit on them. Our logos consist of a unique bracket feature and our signature Truly T.

COMPETITION

White Claw (hard seltzer) and High Noon (vodka seltzer).

MISSION

We strive to keep up with social moments. Whether they are spontaneous, new or open. Our highly sessionable and inventive beverages means there is always something new to try. With Truly's wide variety of flavors and packs, we have something for everyone.

A picnic scene featuring several teal-colored Truly cans and a clear plastic pitcher on a patterned blanket. The blanket has a design of pink and blue abstract shapes. The cans are labeled 'TRULY HARD SELTZER' and 'TRULY CITRUS SQUEEZE'. The scene is set outdoors on grass.

BRAND PRINCIPLES

Exploration
Inclusivity
Innovation
Fun
Positivity

EXPLORATION

At Truly, we believe in exploration as a way of life. We're not talking about climbing mountains here. We're talking about being open to new experiences, talking to strangers, breaking out of the status quo.

As such, we're all about variety. With 30+ flavors, we're the perfect partner for drinkers who want to get off the map and reimagine what's possible.

Life is full of flavor, explore it.

INCLUSIVITY

At this party, everyone's welcome. We celebrate diverse perspectives and encourage every Truly drinker to come as they are.

We believe labels are for cans, not people.

In our products, our design, and our brand identity, we strive to be relatable and accessible.

From hint of flavor to full flavor, we've got something for everyone.

INNOVATION

Truly was born from innovation in a brand-new category. From new products to new experiences to new tiny drink umbrellas, we're relentlessly fresh and endlessly innovative.

We always strive to take a new approach, to see things differently: whether it's new products, original creative ideas, or groundbreaking experiences, innovation is part of our DNA.

FUN

Look, we're not launching rockets. We make alcohol. We have fun.

From our bright and colorful brand identity, to the way we represent our products, fun is at the core of everything we do: our personality is fun, our communications are fun, and our drinkers are fun.

At the end of the day, we just want everyone to raise a can and have a good time.

POSITIVITY

Truly is a joyful expression of everything a delicious beverage can be.

A sense of optimism and positivity pervades everything we do.

It's not only central to the brand world our products inhabit, but it's also the overall feeling we want to evoke in our drinkers.

Truly is sunshine, poolside, and celebration. Truly is the feeling that anything is possible.

WHAT WE ARE:

Colorful
Optimistic
Adventurous
Social
Fun
Bubbly
Accessible
Aspirational

WHAT WE ARE NOT:

Black and white
Afraid of new things
Negative
Solo
Boring
Stale
Elitist
Lofty

TARGET DEMOGRAPHICS

Women and men from 21-35 who have an active social life, enjoy trying new things and believe variety is the spice of life.

VISUAL IDENTITY

OUR LOGOS

The Truly® logo was designed with flexibility in mind. With its versatility in design, we can apply it to many different comms and packaging designs.

PRIMARY LOGO

This is our primary logo. It's the logo we use most often in our comms. The blank space above the bracket is meant to be filled in with the product name.



HARD SELTZER PACKAGING LOGO



ALTERNATIVE LOGO

This is our alternative logo. Now that we have a more robust portfolio of products and aren't just hard seltzers anymore, we don't have "hard seltzer" as the main headline of our logo.



VODKA SELTZER PACKAGING LOGO



T LOGO

This is our T logo. This logo is used the least. It can be leveraged to represent the brand in smaller spaces.



VODKA PACKAGING LOGO



LOGO USAGE

DON'T

Use random colors or gradients.



DON'T

Skew, rotate or stretch the logo.



DON'T

Recreate the logo with any other fonts.



DON'T

Outline the logo with any stroke.



PRIMARY LOGO

Use the black logo unless the background is darkly colored or black.



KNOCKED-OUT

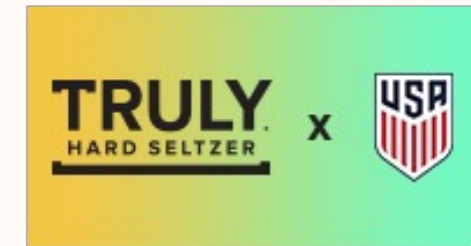
Use the knocked-out logo when the background is too dark to display the black logo effectively.



Don't skew, rotate or stretch the logotype.

LOCKUP WITH A THIRD PARTY

Give both logos plenty of space and divide it with an "X". The "X" should be used in both stacked and horizontal applications.



Make sure logos are equal in size and that the "X" is typed in Hurme Geometric Sans 4 Black.

VISUAL IDENTITY

The Truly® Hard Seltzer logo is built with our brand voice of bold inclusivity in mind.

PRIMARY LOGO

Using the logo in a consistent manner across all applications helps to both establish and reinforce immediate recognition of the Truly® brand.

LOGO CONFIGURATION

The bracket placed under the Truly type must always remain together and unchanged in its proportions or placement.

COLOR PREFERENCES

The Truly® logo in black is the preferred application of the logo. When possible, the logo should be shown in black. A white logo can be used when showing the logo on black, on very dark colors, or on visually busy backgrounds.

CLEAR SPACE

In order to preserve the integrity of our brandmark, it is important that no other logos, words or graphic elements infringe on its space. A clear space, equal to the length of “T” in Truly, must be maintained around the entire logo’s holding shape. This ensures separation from its surroundings and ample space to standout proud.

LOGO USE IN COPY

When representing the brand in body copy, it is important to treat Truly® consistently. “Truly” must be followed by a ® .



BRACKET

The bracket should not be moved, extended or altered.

® REGISTERED MARK

The ® must always align with the baseline of Y. The ® must always right-align with the far edge of the Bracket.

TYPOGRAPHY

Our font is Hurme Geometric Sans 4. Consistent use of typography in all brand applications will reinforce the Truly® Hard Seltzer brand visual equity.

HEADLINES

For headlines we use **Hurme Geometric Sans 4 Black in all caps**. This font weight is our boldest and easiest to read.

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z

SUBCOPY

For subcopy we use **Hurme Geometric Sans 4 Semibold in either all caps or sentence case** depending on the creative.

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n
o p q r s t u v w x y z

SMALL COPY

For legal language or small copy, we use **Hurme Geometric Sans 4 Regular in either caps or sentence case**. Any weight thinner than this will be difficult to read on screens.

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n
o p q r s t u v w x y z



VISUAL IDENTITY

HOW WE USE OUR TYPOGRAPHY

HEADLINES

**OUR BEST FLAVORS
JUST GOT BETTER.**

NOW MADE WITH REAL
FRUIT JUICE.

PLEASE DRINK RESPONSIBLY.

SUBCOPY

OUR BEST FLAVORS
JUST GOT BETTER.

NOW MADE WITH REAL
FRUIT JUICE.

PLEASE DRINK RESPONSIBLY.

SMALL COPY

OUR BEST FLAVORS
JUST GOT BETTER.

NOW MADE WITH REAL
FRUIT JUICE.

PLEASE DRINK RESPONSIBLY.



VISUAL IDENTITY

Truly has a very broad portfolio of products and we always show more than one flavor when promoting our products.

MUST HAVES

When showing product, we ensure that the tab of the hero/center can is always popped.

We also make sure to show the reflection of the cans on the ground they sit on, so the cans don't look like they're just floating in space.



2-CAN LINEUP



3-CAN LINEUP



4-CAN LINEUP



5-CAN LINEUP



9-CAN LINEUP

COLOR PHILOSOPHY

Bright, vibrant color is an essential part of the Truly brand identity.
We are not a single-color brand.

Our use of highly saturated gradients mirrors our vast range of flavors.
We choose appealing colors, that compliment the cans
and flavors that are being featured.

As a brand that is innovation-forward, we lean on fluidity and freshness as a core part of who we are. In the same way, when it comes to our brand identity, we are color-fluid. Rather than being chained to a hyper-specific palette, we have flexibility in the colors we choose to explore, so long as they are bright, bold, and highly saturated.



COLOR PALETTE

MASTER BRAND GRADIENT

#22dac2

R: 121

G: 249

B: 232

#00d2ff

R: 0

G: 210

B: 255



COLOR PALETTE

SECONDARY GRADIENT

#ff014a

R: 255

G: 1

B: 74

#ffc601

R: 255

G: 198

B: 1



COLOR PALETTE

SECONDARY GRADIENT

#00d2ff

R: 0

G: 210

B: 255

#fe01f7

R: 254

G: 1

B: 247



COLOR PALETTE

SECONDARY GRADIENT

#fdc703

R: 253

G: 199

B: 3

#01ffc1

R: 1

G: 255

B: 193



COLOR PALETTE

SECONDARY GRADIENT

#fd044b

R: 253

G: 4

B: 75

#79f9e8

R: 121

G: 249

B: 232



COPY

tone of voice

We are positive and outgoing, but still chill.

We're not afraid to laugh with others or at ourselves, particularly the latter.

We speak up when the situation calls for it (*cough* *comment section trolls* *cough*).

And nothing can bring our vibes down... except maybe being out of Trulys.

HOW OUR BRAND PRINCIPLES COME TO LIFE THROUGH COPY:

Exploration	→	Life is full of flavor. Explore it.
Inclusivity	→	At this party, everyone's welcome.
Innovation	→	Originality is everything.
Fun	→	Don't worry, be Truly.
Positivity	→	We make cans, not can'ts.
Refreshment	→	Refresh your perspective.



LIFE IS FULL OF FLAVOR. EXPLORE IT.

We show interest in everything new by asking questions, sharing what we know, and being open with what we don't.

We aren't afraid of exclamation points (!!!), emojis, or even the occasional CAPS – whatever gets our excitement across.

AT THIS PARTY, EVERYONE'S WELCOME.

We use first-person plural to be as inclusive as possible (like “we”, “our”, and “us”), avoid “judge-y” terms, and prefer welcoming language to make our drinkers feel like they belong.

We celebrate differences, never make assumptions about our drinkers based on appearances or first impressions and embrace everyone’s multidimensionality.

We stay away from labels, stereotypes, and biases.

ORIGINALITY IS EVERYTHING.

We do our own thing, which means not hopping on a trend “just because”. That also means we’re not afraid of taking risks, making mistakes, and the occasional failure.

We’re comfortable putting new ideas out there, even if they aren’t real yet.

We say “yes, and” instead of “no, but”.

DON'T WORRY, BE TRULY.

We keep things light – both grammar (“wanna” vs “would like to”) and tone-wise.

We’re fun, not formal... unless being formal is fun.

We talk like your cool cousin, not your cheesy uncle.

We comment on the absurdity of the world and joke the way two friends would after a seltzer... or six.

Oh, and most importantly: We get along with everyone.

WE MAKE CANS, NOT CAN'TS.

We reframe negatives as positives whenever possible and opt for “can” and “do” instead of “can’t” or “don’t”.

But we’re careful to avoid pouring it on too strong – we’re sincere, not sappy.

PHOTOGRAPHY

PHOTOGRAPHIC STYLE

Our photography is:
Aspirational, yet accessible;
Bright, open, and positive;
Imperfect, authentic

PHOTOGRAPHY DIRECTION

PRODUCT

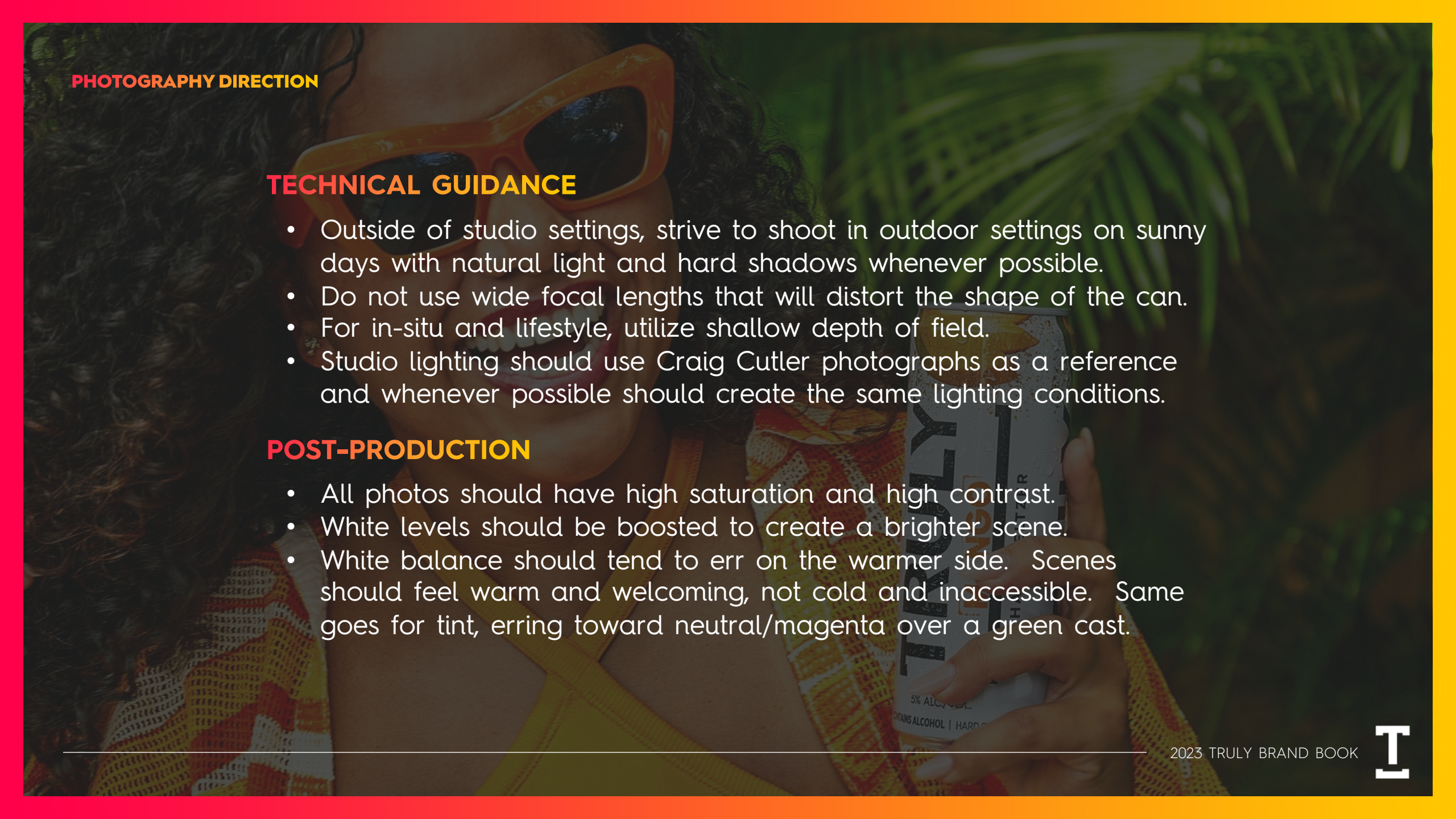
- At least one Truly can tab must always be popped
- Cans should always have condensation

ART DIRECTION

- The Truly brand inhabits a world of vivid color. Ensure props/backgrounds/any additional elements add vibrant color to the scene.
- Use comp cans over regular cans whenever possible.
- Never use props that might signify childhood/encourage underage drinking. When in doubt, nix it.
- Never shoot scenes that promote overconsumption of alcohol.
- Props and locations should be aspirational without being lofty. They should feel stylish and premium without feeling wildly expensive and out of reach of our drinkers.

TALENT

- Ensure casting promotes diversity across race, gender identity, sexual preference, body type.
- When shooting with talent, all models must appear to be at least 25 years old.
- We cannot legally show people physically drinking the product.
- When showing people, strive to show at least two people, or show a setting that implies the presence of other people. We want to show aspirational social scenes, not people drinking alone.
- Even when people are in the frame, the product is always the hero and center of attention. The photo should be about the can, not the person holding it.



PHOTOGRAPHY DIRECTION

TECHNICAL GUIDANCE

- Outside of studio settings, strive to shoot in outdoor settings on sunny days with natural light and hard shadows whenever possible.
- Do not use wide focal lengths that will distort the shape of the can.
- For in-situ and lifestyle, utilize shallow depth of field.
- Studio lighting should use Craig Cutler photographs as a reference and whenever possible should create the same lighting conditions.

POST-PRODUCTION

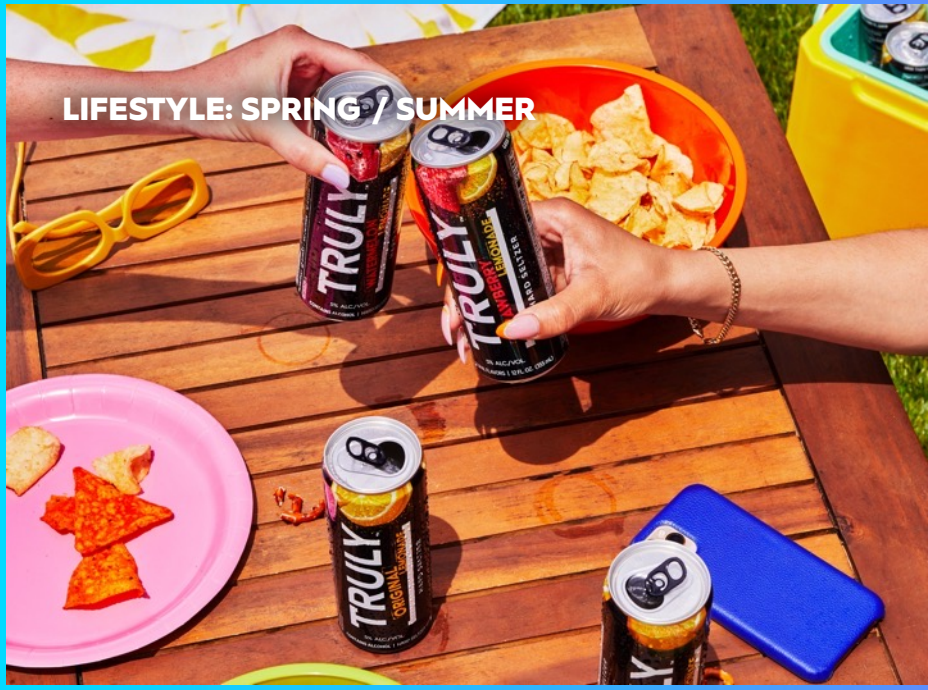
- All photos should have high saturation and high contrast.
- White levels should be boosted to create a brighter scene.
- White balance should tend to err on the warmer side. Scenes should feel warm and welcoming, not cold and inaccessible. Same goes for tint, erring toward neutral/magenta over a green cast.

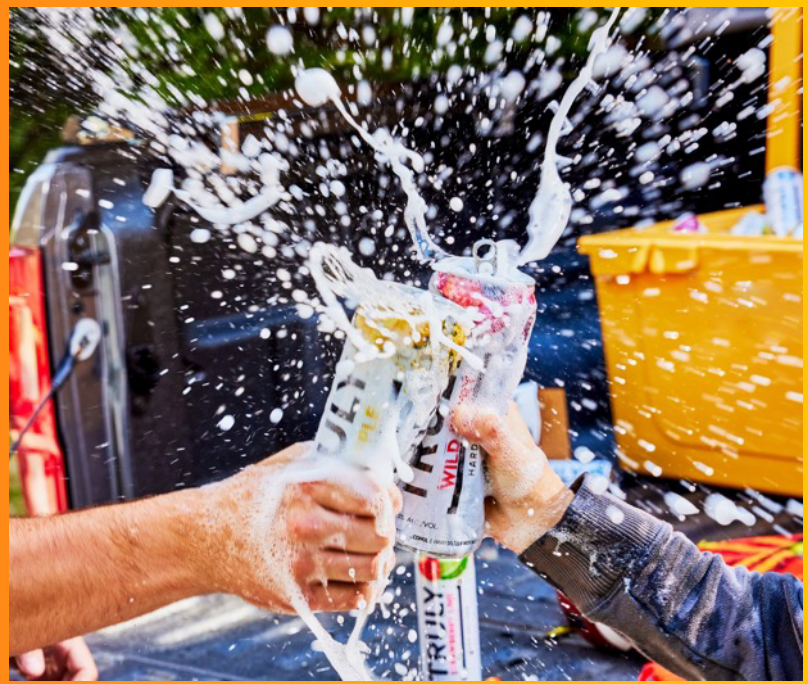
IN-SITU: SPRING / SUMMER



IN-SITU: FALL / WINTER







THANK YOU