



Alfonso Vaccari

LIVORNO 1896

GALLIANO

SPIRITO ITALIANO

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GALLIANO

THE TRUE ITALIAN LIQUEUR



Galliano liqueur debuted in 1896. It was created by Arturo Vaccari, a brandy producer and distillery owner in Livorno, Tuscany.

The original formula, developed with the participation of the Maraski brothers, pioneers of infusion and maceration, contained over 30 botanical ingredients. The patron of the brand is Giuseppe Galliano, the hero of the First Italo-Abyssinian War (1894-1896). For 44 days, Galliano, along with a detachment of 2,000 soldiers, defended the Enda Jesus Monastery against the 80,000 Abyssinian army. For his courage, he was awarded the Silver Medal of Merit and was promoted to the rank of lieutenant colonel. Galliano liqueur gained immense popularity in the United States and in the 1970s.

MISSION

Offering the sophisticated 'Italian' flavours and lifestyle, to be celebrated with friends & family. 'Celebrate in style. Galliano. Spirito Italiano.'

VISION

Create a festive mood & spice up your (pre) & after dinner moment. Driving besides on trade also the at home consumption.

"Galliano is a 'La Dolce Vita' inspired Italian drink that is smooth, rich in flavour and a bit playful."

"Galliano is a true sophisticated Italian spirit; full of character and zest."

"Come nightfall; friends gather, stories are being shared and turn into unforgettable moments."

"Galliano is an artisanal and authentic Italian product. A powerful, delectable spirit, with a unique history of craftsmanship."

KEYWORDS:

Intense | Vibrant | History | Spirito Italiano | Lifestyle moments | Rich | Metropolitan | Premium | Taste | Passion | Indulgence | Classy | Heritage | Quality | Stories | Herbs | Digestivo | Enjoy Italy | Audacity



Primary logo

The Galliano brand mark reflects the essence of Galliano: heritage and craftsmanship combined with contemporary style.

The Galliano logotype combined with the Galliano crest and Arturo's signature have a unique and sophisticated identity.

Wherever possible the *primary brand mark* should be used. However, where space is limited or the background is too complex an *alternative version* of the brand mark without the crest and Arturo signature should be used.

The elements within the primary brand mark are always used together, as shown on the right. Their sizes and position relative to one another are fixed. These elements have been specially drawn and the brand mark exists as a set of unique master artworks.

The brand mark should only be reproduced from the master artworks and should not be redrawn or altered in any way. The master artworks are provided in a digital format.



Primary logo - color alternatives

The brand mark should only be reproduced in the colours shown in this and the following pages.

The background behind the brand mark should be of an even tone to aid contrast and legibility. This applies to both a flat colour background and a photographic background.

Brand mark may be placed only on color blocks, taking into account the protective field of the sign and the color version which will not affect the legibility of the sign. When choosing a white, gold or full colour version, take into account the one that provides a better contrast on a given color scheme.

Recomendet versions are the full color version and the white on gold background.

Gold	Red
Pantone 871 C	Pantone 1955 C
CMYK 0 / 35 / 50 / 5	CMYK 0 / 100 / 60 / 37
RGB 143 / 118 / 72	RGB 130 / 15 / 33
HEX #8f7648	HEX #820f21



Gold
Pantone 871 C
CMYK 0 / 35 / 50 / 5
RGB 143 / 118 / 72
HEX #8f7648



White
Pantone White
CMYK 0 / 0 / 0 / 0
RGB 255 / 255 / 255
HEX #ffffff



The alternative brand mark

An *alternative* version of the brand mark (without the crest and Arturo signature) should be used where space is limited or the background is too complex.

The elements within the alternative brand mark are always used together, as shown on the right. Their sizes and position relative to one another are fixed. This element has been specially drawn and the alternative brand mark exist as a unique master artwork. The alternative brand mark should only be reproduced from the master artworks and should not be redrawn or altered in any way. The master artworks are provided in a digital format.



The alternative brand mark - color variations

The brand mark should only be reproduced in the colours shown in this and the following pages.

The background behind the brand mark should be of an even tone to aid contrast and legibility. This applies to both a flat colour background and a photographic background.

Brand mark may be placed only on color blocks, taking into account the protective field of the sign and the color version which will not affect the legibility of the sign. When choosing a white, gold or full colour version, take into account the one that provides a better contrast on a given color scheme.

Recomendet versions are the full color version and the white on gold background.

Gold		Red	
Pantone 871 C		Pantone 1955 C	
CMYK 0 / 35 / 50 / 5		CMYK 0 / 100 / 60 / 37	
RGB 143 / 118 / 72		RGB 130 / 15 / 33	
HEX #8f7648		HEX #820f21	



Gold	
Pantone 871 C	
CMYK 0 / 35 / 50 / 5	
RGB 143 / 118 / 72	
HEX #8f7648	



White	
Pantone White	
CMYK 0 / 0 / 0 / 0	
RGB 255 / 255 / 255	
HEX #ffffff	



The brand mark for Vanilla flavor

An *alternative version* of the brand mark (only for vanilla flavour) should be used where content is related to vanilla flavour only.

The elements within the alternative brand mark are always used together, as shown on the right. Their sizes and position relative to one another are fixed. This element has been specially drawn and the alternative brand mark exist as a unique master artwork. The alternative brand mark should only be reproduced from the master artworks and should not be redrawn or altered in any way. The master artworks are provided in a digital format.



The brand mark for Vanilla flavor - color variations

The brand mark should only be reproduced in the colours shown in this and the following pages.

The background behind the brand mark should be of an even tone to aid contrast and legibility. This applies to both a flat colour background and a photographic background.

Brand mark may be placed only on color blocks, taking into account the protective field of the sign and the color version which will not affect the legibility of the sign. When choosing a white, violet or full colour version, take into account the one that provides a better contrast on a given color scheme.

Recomendet versions are the full color version and the violet version.

Gold	●	Violet	●
Pantone		Pantone	
871 C		Violet C	
CMYK		CMYK	
0 / 35 / 50 / 5		90 / 99 / 0 / 0	
RGB		RGB	
143 / 118 / 72		85 / 23 / 145	
HEX		HEX	
#8f7648		#551791	



Violet	●
Pantone	
Violet C	
CMYK	
90 / 99 / 0 / 0	
RGB	
85 / 23 / 145	
HEX	
#551791	



White	●
Pantone	
White	
CMYK	
0 / 0 / 0 / 0	
RGB	
255 / 255 / 255	
HEX	
#ffffff	



The alternative *Vanilla* brand mark

An *alternative version* of the brand mark (without the crest and Arturo signature) should be used where space is limited or the background is too complex.

The elements within the alternative brand mark are always used together, as shown on the right. Their sizes and position relative to one another are fixed. This element has been specially drawn and the alternative brand mark exist as a unique master artwork. The alternative brand mark should only be reproduced from the master artworks and should not be redrawn or altered in any way. The master artworks are provided in a digital format.



The alternative Vanilla brand mark - color variations

The brand mark should only be reproduced in the colours shown in this and the following pages.

The background behind the brand mark should be of an even tone to aid contrast and legibility. This applies to both a flat colour background and a photographic background.

Brand mark may be placed only on color blocks, taking into account the protective field of the sign and the color version which will not affect the legibility of the sign. When choosing a white, gold or full colour version, take into account the one that provides a better contrast on a given color scheme.

Recomendet versions are the full color version and the white on gold background.

Gold		Violet	
Pantone		Pantone	
871 C		Violet C	
CMYK		CMYK	
0 / 35 / 50 / 5		90 / 99 / 0 / 0	
RGB		RGB	
143 / 118 / 72		85 / 23 / 145	
HEX		HEX	
#8f7648		#551791	



Violet	
Pantone	
Violet C	
CMYK	
90 / 99 / 0 / 0	
RGB	
85 / 23 / 145	
HEX	
#551791	



White	
Pantone	
White	
CMYK	
0 / 0 / 0 / 0	
RGB	
255 / 255 / 255	
HEX	
#ffffff	



The crest & signature

It's permissible to use the elements of the crest and Arturo's signature separately as a graphic element.

THE CREST

The Galliano crest is made up of the 'Spirito Italiano' motif, the 'G' monogram and the herbs, as shown right. It can be used as a shorthand for the brand, for example, on top of the bottle caps.

The signature

The Arturo signature is made up of the Arturo Vaccari signature and the city and date of creation. It can be used as a shorthand for the brand.

The elements within the crest and the elements within Arturo's signature are always used together, as shown on the right. They should always be reproduced as a one colour. Their sizes and position relative to one another are fixed. These elements have been specially drawn. The crest and signature sign should only be reproduced from the master artworks and should not be redrawn or altered in any way. These crest and signature marks are available in different file formats.

The master artworks are provided in a digital format.

Gold	
Pantone	871 C
CMYK	0 / 35 / 50 / 5
RGB	143 / 118 / 72
HEX	#8f7648



Arturo Vaccari

LIVORNO 1896



Arturo Vaccari

LIVORNO 1896

White	
Pantone	White
CMYK	0 / 0 / 0 / 0
RGB	255 / 255 / 255
HEX	#ffffff



Arturo Vaccari

LIVORNO 1896



Arturo Vaccari

LIVORNO 1896

Clear space & logo construction

Clear space is the area surrounding our logo that must be kept free of any text or graphic elements. By leaving space around the logo, we make sure it stands out on all our communications.

x - is the minimum clear space - the height of the letter N in the logotype.

It is sometimes necessary to increase and decrease the logo depending on the print area. Always keep in proportion. Always ensure the text is legible.

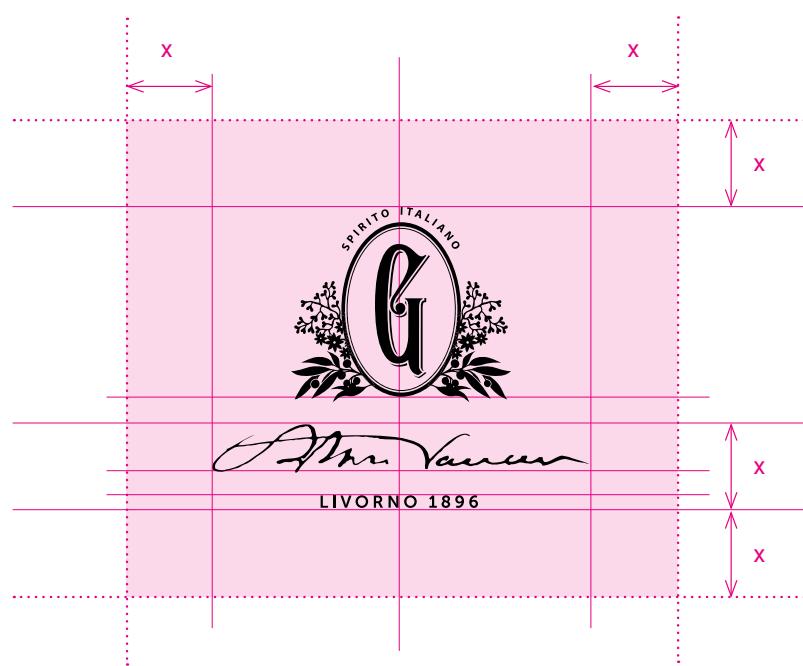


Clear space & logo construction

Clear space is the area surrounding our logo that must be kept free of any text or graphic elements. By leaving space around the logo, we make sure it stands out on all our communications.

x - is the minimum clear space - the height of the letter N in the logotype.

It is sometimes necessary to increase and decrease the logo depending on the print area. Always keep in proportion. Always ensure the text is legible.



Minimum sizing

The size of the brand mark is specified by measuring horizontally across the solid part, not the drop shadow, of the brand mark, as shown right. This ensures sizing consistency regardless of which version of the brand mark is used.

The minimum size of the brand mark for print is 25mm, as shown on the right. There is no limit on the maximum size of the brand mark.

All brand mark master artworks have been created measuring 100mm across the width of the Galliano word mark without the drop shadow. This ensures consistency and easy resizing.

Always ensure the text is legible.



Not allowed logo modifications

It is forbidden to place the sign on backgrounds and photos that affect its legibility and do not include the protection field.

It is forbidden to: use a color other than described in this brand book; a different typeface; disproportionate scaling; changing the proportion between the elements of the sign; skewing of the mark; changing the composition of the sign; adding foreign elements in the sign protection field; subtracting or adding elements in the mark; applying special effects (e.g. shadow, gradient).

It is forbidden to use the sign on colored backgrounds other than those specified in the brand book.

Any logo modifications are not allowed.



↔
deformation



↔
changing composition



↔
shadow/effects



↔
changing colors



↔
modification

Brand colours

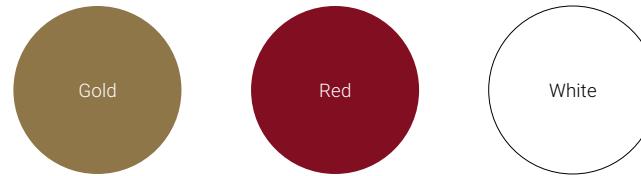
Our brand is underpinned with a colour palette designed to be elegant, harismatic and distinctive. Different combinations of these colours can dramatically change the tone and appearance of our brand so it is important to consider how they work together. Keeping colour consistent is a vital element to our branding. Colour is the way we differentiate and identify our brand in a crowded marketplace. To help achieve greater brand recognition it is important that our colour palette is applied accurately and consistently.

Print

Pantone colours are used to print the designs, rather than CMYK. Pantone colours will provide the maximum amount of consistency. In instances where this is not possible we have created optimised CMYK values.

Screens

Not all RGB colours render the same online. Therefore we recommend the use of hexadecimal colours when applying colours to screen.



Gold

Pantone
871 C

CMYK
0 / 35 / 50 / 5

RGB
143 / 118 / 72

HEX
#8f7648

Red

Pantone
1955 C

CMYK
0 / 100 / 60 / 37

RGB
130 / 15 / 33

HEX
#820f21

White

Pantone
White

CMYK
0 / 0 / 0 / 0

RGB
255 / 255 / 255

HEX
#ffffff



Violet



Yellow gold hot stamping

Violet

Pantone
Violet C

CMYK
90 / 99 / 0 / 0

RGB
85 / 23 / 145

HEX
#551791

Hero color

Gold is our hero colour. Keeping colour consistent is a vital element to our branding. Colour is the way we differentiate and identify our brand in a crowded marketplace. To help achieve greater brand recognition it is important that our colour palette is applied accurately and consistently. The correct colour values are specified below. Make sure to use them.



Colour palette

If there is an occasion when you need to create contrast without adding extra colours, you can use incremental tints. Our tints are to be applied in increments of 20%. From 80%, 60%, 40% and 20%. Avoid using any other tints.

A colour hierarchy has been implemented, ranging from Gold, White and Red. Gold is used for conveying importance. Whilst Red is mainly used for full colour brand mark, and for adding life and excitement in small but important elements of the brand identity.

Gold



Pantone
871 C

CMYK
0 / 35 / 50 / 5

RGB
143 / 118 / 72

HEX
#8f7648

Red



Pantone
1955 C

CMYK
0 / 100 / 60 / 37

RGB
130 / 15 / 33

HEX
#820f21

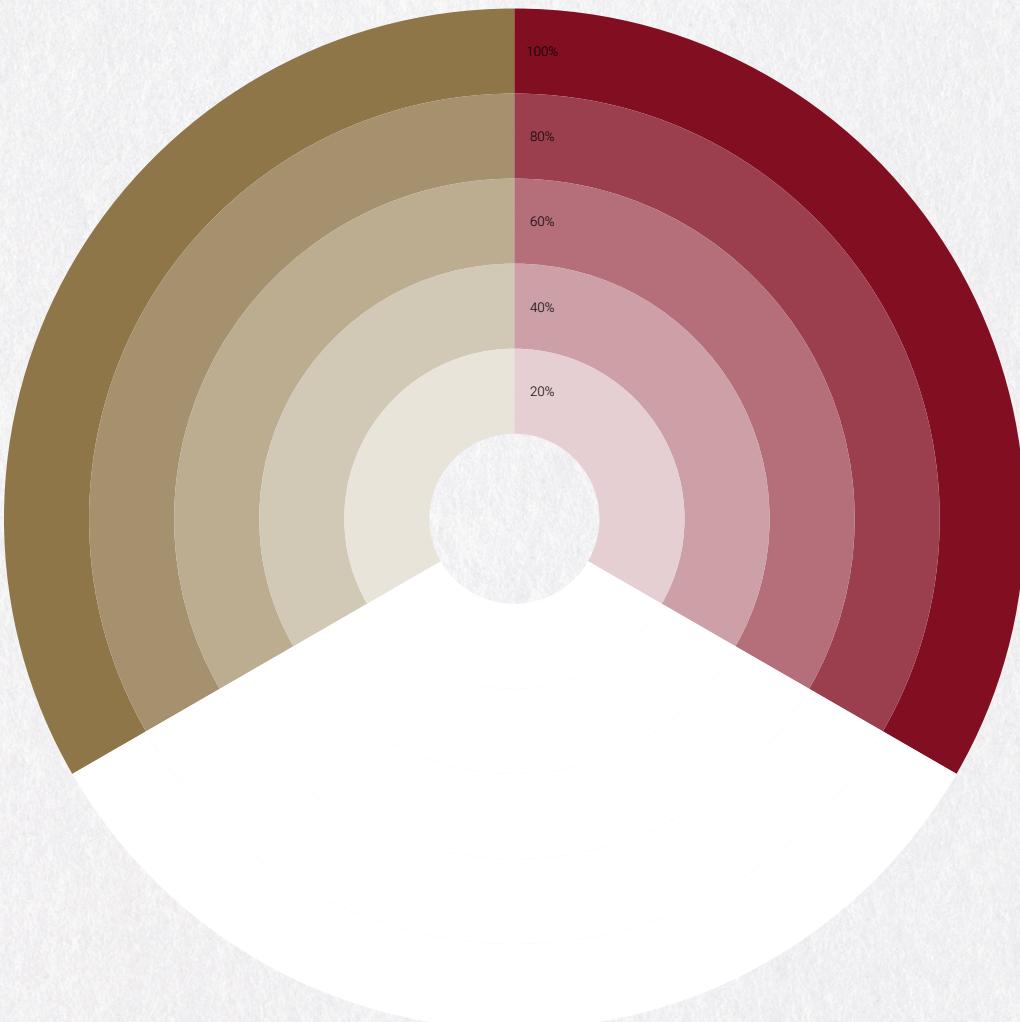
White

Pantone
White

CMYK
0 / 0 / 0 / 0

RGB
255 / 255 / 255

HEX
#ffffff



Colour palette for Vanilla alterative brand mark

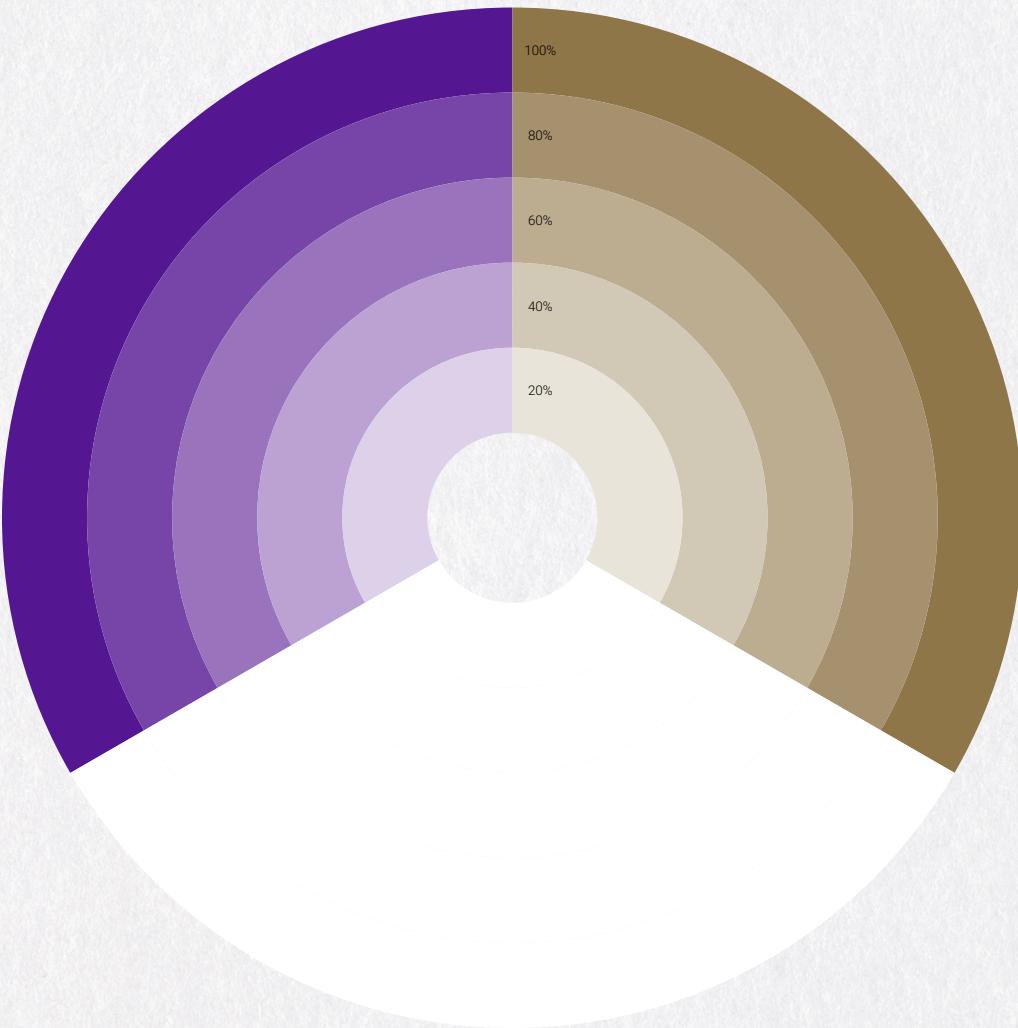
If there is an occasion when you need to create contrast without adding extra colours, you can use incremental tints. Our tints are to be applied in increments of 20%. From 80%, 60%, 40% and 20%. Avoid using any other tints.

A colour hierarchy has been implemented, ranging from Violet, White and Gold. Violet is used for distinction from other flavors and to communicate only Vanilla flavor.

Violet	
Pantone	
Violet C	
CMYK	
90 / 99 / 0 / 0	
RGB	
85 / 23 / 145	
HEX	
#551791	

Gold	
Pantone	
871 C	
CMYK	
0 / 35 / 50 / 5	
RGB	
143 / 118 / 72	
HEX	
#8f7648	

White	
Pantone	
White	
CMYK	
0 / 0 / 0 / 0	
RGB	
255 / 255 / 255	
HEX	
#ffffff	



Primary typography

Museo Sans is our primary brand typeface. Our typography is as modern and elegant as we are. Typography is a key element in our brand. It works to maintain consistency, create clarity and provide equity to our brand. It is important to adhere to the typographic hierarchy specified in this document to help achieve brand consistency.

Museo Sans is a simple, clean and legible typeface that complements our logo. It should be used in all instances where typography is required. We use four weights of Museo Sans. 100, 300, 500 and 700. Helvetica and Roboto can be used as a substitute for Museo Sans on digital applications such as websites and email. It is important to adhere to the leading and tracking arrangements specified in this document to help achieve brand consistency throughout.

ÀÁÂÃABCDEFHIJKLMNOP
MNOOPQRSTUVWXYZ
àáâãäååabcdeåfghijklm
nopqrstuvwxyz
1234567890
!@#\$%^&*()+=
ÆÇÈØ£×ßåæç

Aa

Museo Sans

Secondary typography

Playfair Display is a low contrast
Transitional-style typeface. It takes influence
from the designs of John Baskerville and
from 'Scotch Roman'.

It is used in exceptional circumstances as
complementary to our primary typography.

ÀÁÂÃABCDEFIGHIJKLMNOP
àáâãäåabcdefghijklm
nopqrstuvwxyz
1234567890
!@#\$%^&*()+=
ÆÇÈØ£åæç

Use of typography

One of the most important techniques for effectively communicating content is the use of typographic hierarchy.

Typographic hierarchy is a system for organizing type that establishes an order of importance within the data, allowing the reader to easily find what they are looking for and navigate the content.

It helps guide the reader's eye to where a section begins and ends, whilst enabling the user to isolate certain information based on the consistent use of style throughout a body of text. It is important to maintain these type pairings. This allows for clarity, consistency and a strong hierarchy for all communications.

HEADING FONT

MUSEO SANS 100 IS TO BE USED FOR BODY COPY AND MUSEO SANS 900 FOR HEADING.

Museo Sans 100 is to be used for body copy. Cookie dessert chocolate gummi bears oat pie donut chocolate bar macaroon muffin. Marzipan jujubes danish oat cake wafer oat cake pie chocolate bar gummies.

Playfair Display Regular is to be used for highlighted body copy. Cookie dessert chocolate gummi bears oat pie donut chocolate bar macaroon muffin. Marzipan jujubes danish oat cake wafer oat cake pie chocolate bar gummies.

Heading Font

Museo Sans 100 is to be used for body copy and Museo Sans 500 for heading. Cookie dessert chocolate gummi bears oat pie donut chocolate bar macaroon muffin. Marzipan jujubes danish oat cake wafer oat cake pie chocolate bar gummies.

Heading Font

Playfair Display Regular is to be used for highlighted body copy and Museo Sans 700 for Heading. Cookie dessert chocolate gummi bears oat pie donut chocolate bar macaroon muffin. Marzipan jujubes danish oat cake wafer oat cake pie chocolate bar gummies.

Button Font

Subheading Font

Heading Font

Museo Sans 100 is to be used for body copy. Subheading font - Museo Sans 300. Heading font Museo Sans 900. Cookie dessert chocolate gummi bears oat pie donut chocolate bar macaroon muffin. Marzipan jujubes danish oat danish cake

“Playfair Display Italic is to be used for quotes.”

