

# OCEAN<sup>®</sup>



**Organic**Vodka

**BRAND IDENTITY  
STANDARDS & GUIDELINES**



The OCEAN logo is a copyright registered mark that requires a ®. The vector wave is part of the mark and must be present when using the logo.



When using a color to depict the OCEAN brand, use Pantone Matching System PMS3115C or 4-color process equivalent.



The logo can also be reversed to white on a gradient.



The logo can also be reversed to white on a solid background color.

NOTE: The OCEAN logo must always be used with the vector wave and the words "OrganicVodka" as shown in the stacked format.



OCEAN Organic Vodka is available in 3 sizes: 50ML, 375ML, 750ML, 1L



The OCEAN globe bottle is a patented design that is also a copyright protected shape. The best representation is a 4-color process photographic image.



The patented shape can also be depicted using vector (line) art illustration using Pantone Matching System PMS3115C color match.



The Water Globe icon is a registered mark of Hawaii Sea Spirits and can be produced in 4-color process.



The water globe icon can be produced in 2 color using BLACK and Pantone Matching System PMS 3115 C.



TOAST  
THE  
VOYAGE



TOAST THE VOYAGE

LIFE IS A JOURNEY

TOAST THE VOYAGE

The OCEAN Organic Vodka tag line can be used as a stand alone to represent the brand or in conjunction with the Water Globe icon. Do not substitute or utilize other type fonts.

# CAPTURE THE SPIRIT

## CAPTURE THE SPIRIT

The campaign headline can be used horizontally or stacked. It can also be used as the sign-off or tag line. Do not substitute or utilize other type fonts.



The operations at Hawaii Sea Spirits have been certified to use the USDA ORGANIC seal and therefore the products produced within the guidelines can also bear the seal.



OCEAN Organic Vodka is made from organic sugar cane and qualifies as gluten free.



The water image is a computer generated graphic that depicts the surface of the ocean, deep sea and rising bubbles. It should be used to help communicate the position and water source of the brand.

# OCEAN<sup>®</sup>



**Organic**Vodka

**40% ALC/VOL 80 PROOF**

**WE MAKE IT RESPONSIBLY.  
SO PLEASE ENJOY IT RESPONSIBLY.**

The Alcohol and Tobacco Tax and Trade Bureau (TTB) regulates messaging as it relates to alcohol. It is a mandate that the “net contents” accompany all brand communication.

Additionally, Distilled Spirits Council of the United States (DISCUS) is a national trade association that represents alcohol manufacturers regarding federal and local government policy. As a member, the statement of responsibility helps to support safe consumption efforts.

# OCEAN<sup>®</sup>



**Organic**Vodka

© 2016 All Rights Reserved. OCEAN Organic Vodka is a registered trademark of Hawaii Sea Spirits LLC. OCEAN Organic Vodka is distilled and bottled by Hawaii Sea Spirits LLC in Kula, Maui, HI.

40% ALC/VOL 80 Proof