

SIP SOCIAL

Brands **SIP** **GUIDELINE**

Address
www.sipsocial.com

Industry
Beverage

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01.

Introduction

Brand Overview

Sip Social is wine, redefined for the modern vibe. We ditched the rules, the snobbery, and the quiet sipping to create bold, personality-driven wines that are made for living out loud. From the daring Shiraz Sass to the spontaneous Moscato Mood and the pink-with-attitude Rosé Rebel, every bottle is 100% vibe checked also guaranteed to match your energy and be the perfect plus-one for every memory, meme, and glorious mess you make.



Brand Personality

Sip Social believes wine should be a catalyst for genuine, social moments, not a source of intimidation. Our core value is rooted in unapologetic Joy and accessibility, meaning we create wines that are delicious, exciting, and instantly relatable. We reject traditional wine snobbery and instead focus on quality, personality, and encouraging our community to enjoy wine freely, confidently, and without rules.



02.

Logo System

Primary Logo

The Sip Social logo is the cornerstone of our visual identity, capturing our brand's fun, bold, and energetic spirit. The stylized wine glass with the legs breaking the surface represents our commitment to breaking convention, approachability, and the playful, unexpected nature of our wines. This element symbolizes our core value of Unapologetic Joy and Accessibility.

The bold, impactful "SIP SOCIAL" wordmark provides stability and easy recognition. It must always be displayed in the specified typeface (as shown) with 'SOCIAL' always vertically aligned beneath the graphic mark and the letters 'S' and 'P' alongside it to ensure immediate brand recall.



Secondary Logo

The Secondary Logo offers a simplified, elegant layout for use in smaller applications, product merchandise, or when the full Primary Logo might be too detailed. This version maintains the brand's sophisticated fun by featuring the clean, iconic illustration of the wine glass. The distinct wordmark, "SIP SOCIAL," sits clearly beneath the graphic, grounding the design and ensuring instant recognition, perfectly reflecting the brand's focus on quality, accessibility, and the core product.



Logo Variations

The Sip Social primary logo operates with a flexible system of colour variations for the pants, designed to amplify the brand's fun, dynamic energy and commitment to inclusivity across various marketing and campaign materials.

These vibrant colour executions (such as Red, Yellow, or blue) symbolise our belief in diversity and non-conformity, ensuring the mark adapts visually to any background or context. This strategy maintains the logo's strong visual power while guaranteeing that the brand always feels relevant, dynamic, and perfectly matched to the mood of the moment.



Logo on Background

The strategic pairing of the logo against a signature colour communicates the mood and style of the wine: The Red Background is exclusively reserved for Shiraz Sass, signaling a deep and powerful profile. The Pink Background is exclusively reserved for Rosé Rebel, signaling a sassy and confident attitude. The Yellow Background is exclusively reserved for Moscato Mood, signaling a sweet and joyful energy.



03. Colour

Primary Colour Palette

Our primary colours are the foundation of the Sip Social brand, reflecting our fun, high-energy, and sassy personality. The bold Red shows passion and daring, while the bright Yellow brings spontaneous joy and optimism.

The confident Pink represents our vibrant attitude and flair. Together, these high-contrast tones build an immediately recognizable identity that is always ready to stand out and spark conversation.

HEX EC1C24
 RGB 236, 28, 36
 CMYK 0.77, 99, 97, 0.11

HEX FFCE25
 RGB 255, 206, 37
 CMYK 0.19, 18, 93, 0

HEX FF85A6
 RGB 255, 133, 166
 CMYK 0, 61, 11, 0

Secondary Color Palette

These supporting colours add necessary contrast and depth to our primary palette. They are primarily used for accent elements like the wordmark, the wine glass illustration, and flexible details such as the logo's pants, ensuring high legibility across all backgrounds.

HEX 00ABA9
 RGB 0, 171, 169
 CMYK 77, 9, 38, 0

HEX 026D62
 RGB 2, 109, 98
 CMYK 89, 36, 63, 20

HEX 000000
 RGB 0, 0, 0
 CMYK 100,100,100,100

04. Typography

Brand Typography

Our primary typeface is Aquavit Extrabold. Its strong, bold weight and clean lines ensure maximum impact and easy readability across all digital and print materials, perfectly reflecting the confident and modern voice of Sip Social.

Heading Font Name

Aquavit Extrabold

Bold — ABCDEFGHIJKLMNOPQRSTUVWXYZ

Black — ABCDEFGHIJKLMNOPQRSTUVWXYZ

MEDIUM — ABCDEFGHIJKLMNOPQRSTUVWXYZ

REGULAR — ABCDEFGHIJKLMNOPQRSTUVWXYZ

NUMBER — 1234567890

Brand Typography

The body font is Contralto Big Regular. It is used for all body text across brand material, offering a neat and balanced form. This typeface keeps long text easy to read and gives the brand a clear, modern tone.

BODY FONT NAME

CONTRALTO BIG REGULAR

Bold — ABCDEFGHIJKLMNOPQRSTUVWXYZ

Black — ABCDEFGHIJKLMNOPQRSTUVWXYZ

Light — ABCDEFGHIJKLMNOPQRSTUVWXYZ

Regular — ABCDEFGHIJKLMNOPQRSTUVWXYZ

NUMBER — 1234567890

05.

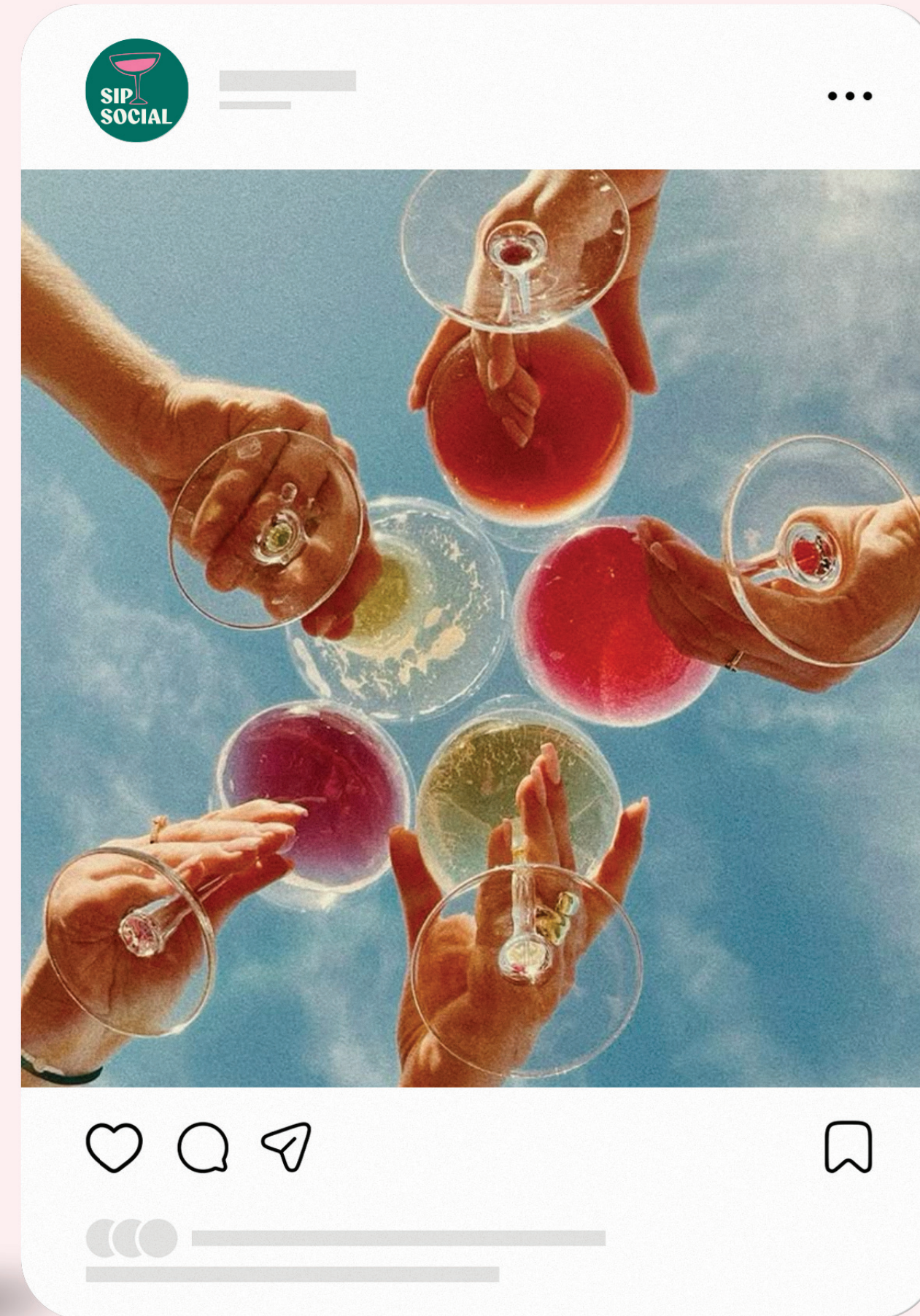
Iconography

Iconography



06.
Social Media

Social Media



07. Labels

Front Wine Labels



Back Wine Labels



08.

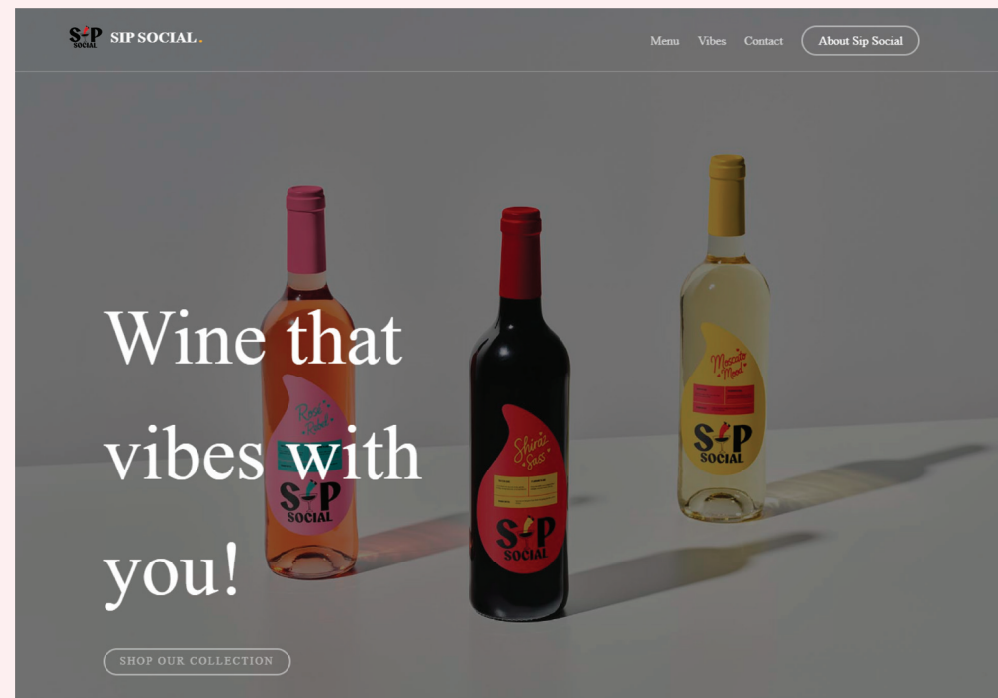
Merchandise

Merchandise




09. Website

Website



Meet the Squad


Get your hands on our tasty wines, curated for every moment.



Shiraz Sass

Deep, dark and daring.


[Get one off this one](#)



Moscato Mood

Sweet and spontaneous.

[Get one off this one](#)




Rose Rebel

Pink with attitude.

[Get one off this one](#)


Our Story, Your Journey

Sip Social was born from the belief that drinking wine should be fun, wine should be accessible and totally *you!*



Curated for you.


Each blend designed to match your mood and personality.



100% Vibe-Checked.

Wines that taste as good as they look on your feet.

[Read Our Story](#)



Social by Nature.

Made for sharing moments, and crazy memories.

What the Squad Says

Real vibes from real *sippers!*






Bianca B

Moscato Mood is who she thinks she is! If you're down for a crazy girls night filled with gossip and laughter, she really is your girl!

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10.

Brand Imagery

Brand Imagery



SIP SOCIAL

**THANK
YOU**

Address

www.sipsocial.com