



The Stave & Spirit Brand Guideline



The Stave & Spirit

Welcome to The Stave & Spirit

Based in a South African heritage district, The Stave & Spirit is a family run Irish whisky bar and micro-distillery with roots in Ireland's historic distilling legacy. It has foundations on rich sensory experiences, cultural depth, and stories.

The brand offers a warm, authentic whiskey experience where culture and style collide.

The Stave & Spirit celebrates the artistry of Irish whiskey, while providing an immersive bar and tasting experience that brings people together via culture, storytelling and shared spirit.



Core Values

Craftsmanship

Each pour has been made by skilled hands and an established tradition.

Cultural Preservation

Preserving the history of Irish Whiskey one tale at a time.

Community Experience

A shared spirit, savoured together.

Target Audience

Demographic

- Age: 30–65
- Middle to upper-income.
- Cultural tourists, local professionals, heritage explorers.

Psychographics

- Appreciates small batch products.
- Values authenticity and storytelling.
- Seeks immersive, sensory and cultural experiences.
- Enjoys bar culture, curated spaces, and design conscious environments.

The Logo

The logo was motivated by vintage pub signage and distillery stamps, with a bold serif typeface and a classic seal structure.

The entwined S&S monogram, a powerful and cohesive representation of stave (the barrel) and spirit (the whisky and the essence of the craft), is at the centre of the design. The lasting ideals of workmanship, community, and cultural pride are reflected in the round badge and traditional flourishes. It's a graphic homage to tradition, narrative, and Irish whiskey's timeless qualities.



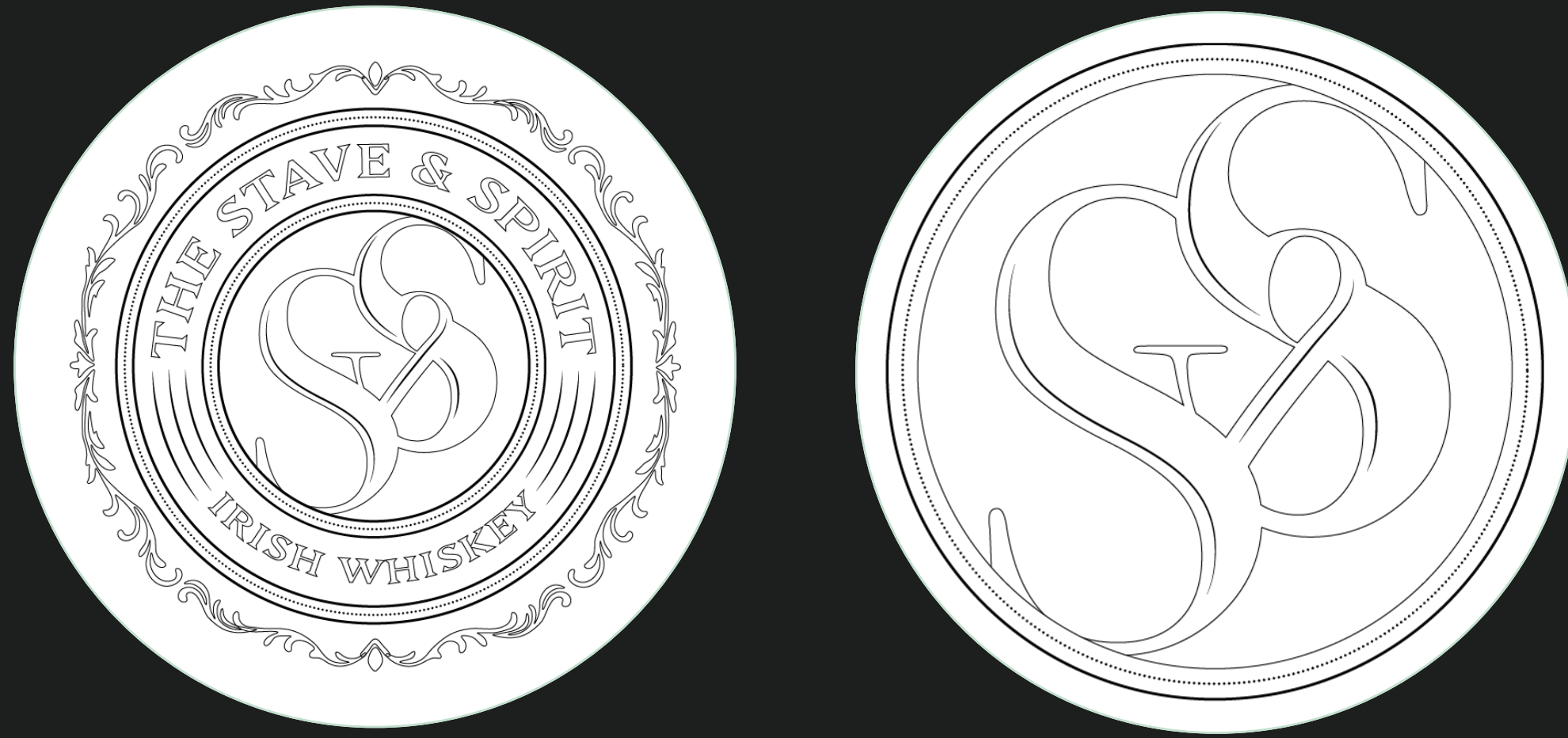
The Stave & Spirit



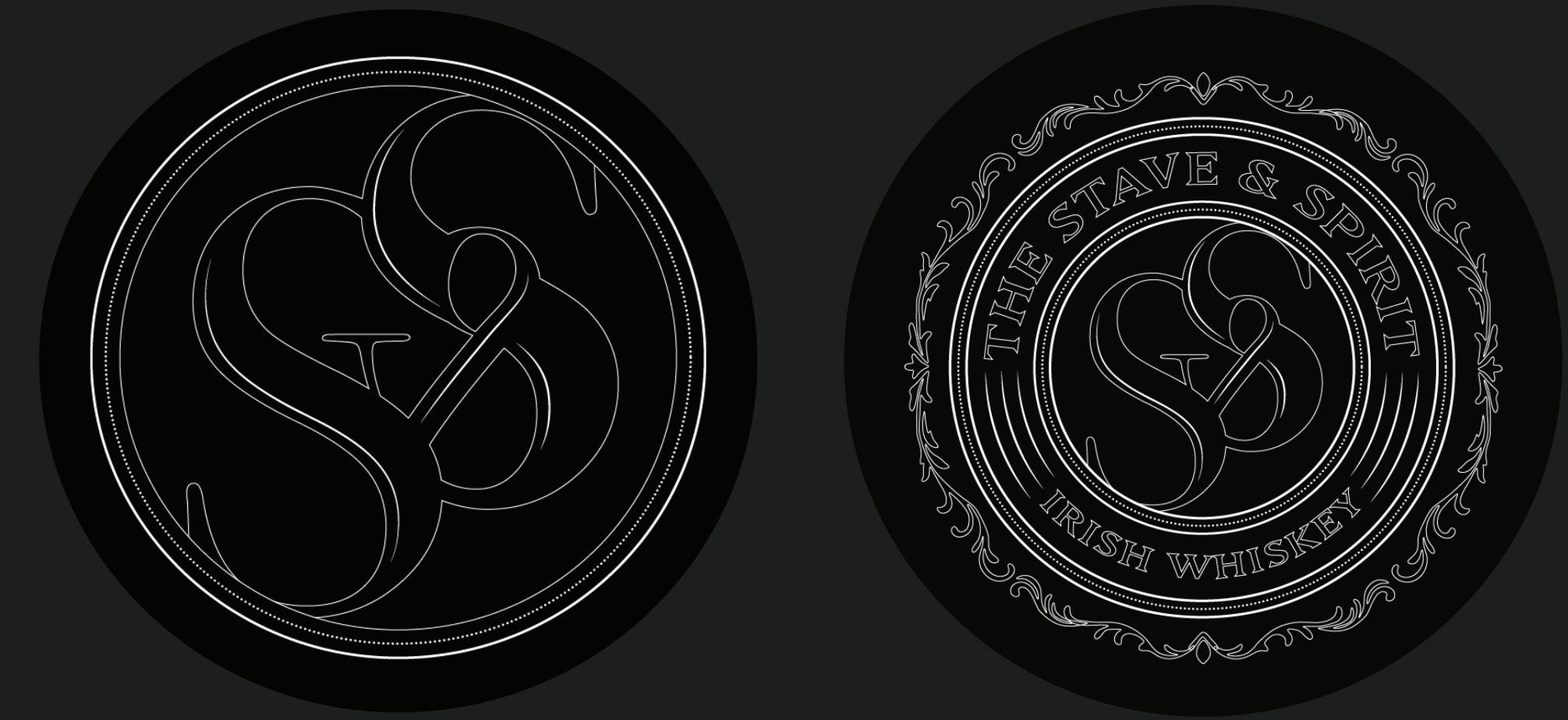
Logo colour variations

The Stave & Spiritt

Logo on White



Logo on Black



Logo on Colour



GOLD

RGB 167 127 72

CMYK 28 50 88 9

HEX #A77F48

WHITE

RGB 255 255 255

CMYK 00 00 00 00

HEX #ffffff

BLACK

RGB 0 0 0

CMYK 75 68 67 90

HEX #000000

Our colour scheme is rooted in the brand's history. Aged barrels and worn leather are shown by rich gold, deep red, blue and green, while black and white maintain the classic style. The warmth, artistry, and heritage of traditional Irish whisky culture are reflected in each shade.

DEEP BLUE

RGB 22 9 73

CMYK 100 100 31 45

HEX #160949

GREEN

RGB 49 73 53

CMYK 75 48 77 47

HEX #314935

DEEP RED

RGB 47 20 11

CMYK 55 74 74 77

HEX #2F140B

The Stave & Spiritt

Main Font - Headings, signage, Logo Text

Matrix II Semi Wide

Matrix II Semi Wide gives **The Stave & Spirit's** logo and headers a strong, powerful feeling of tradition, which is ideal for a company with a strong historical and storytelling foundation.

Regular

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Bold

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Extra Bold

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The Stave & Spiritt

Secondary Font - Body Text and Digital Formats

Source Sans Pro

Source Sans Pro has a contemporary, subtle tone and is easy to read. It is great for menus, web use and supporting text throughout brand materials due to its clarity. There is a perfect balance with the brand's classic serif styling while yet being approachable.

Regular

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Bold

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Black

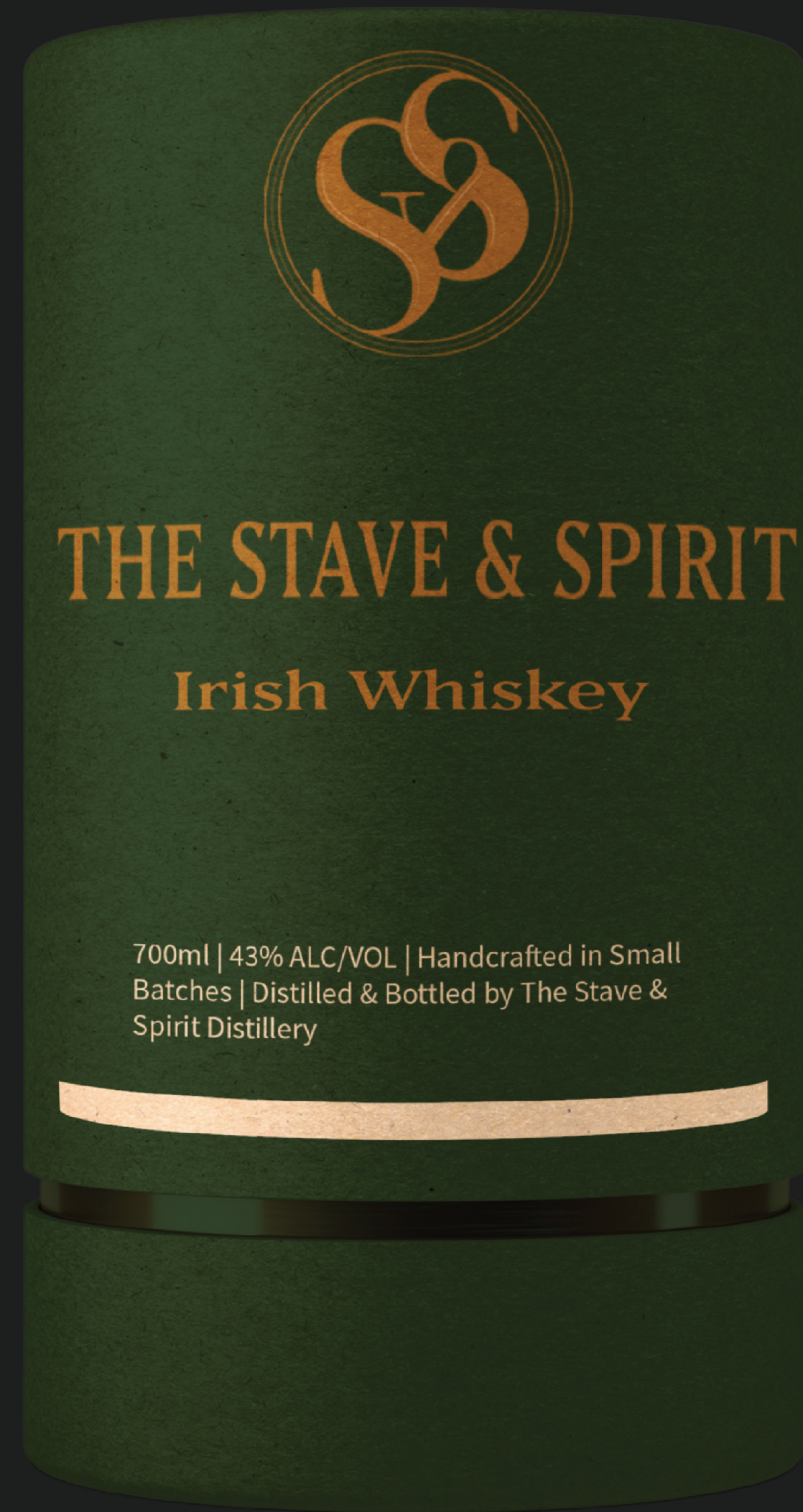
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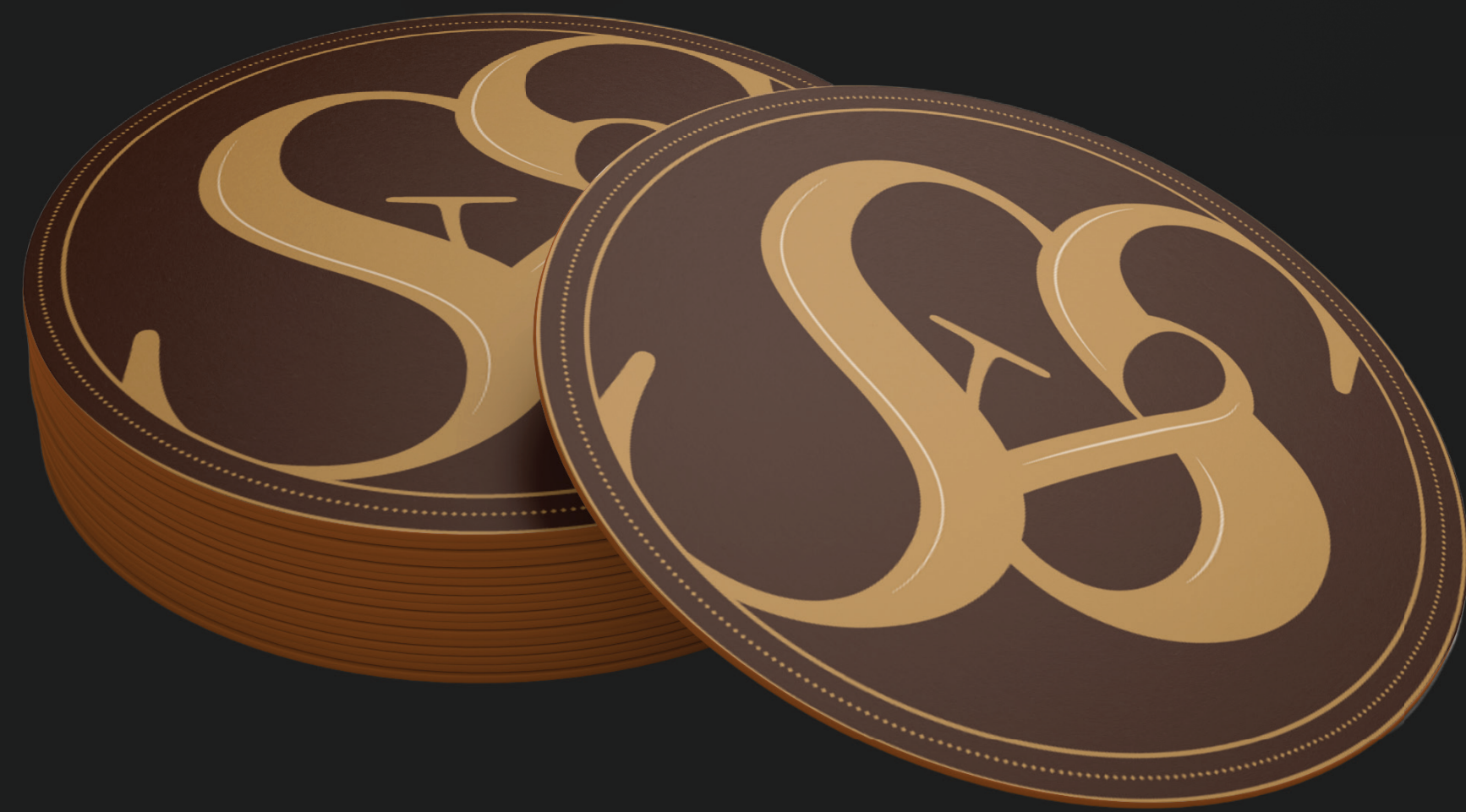
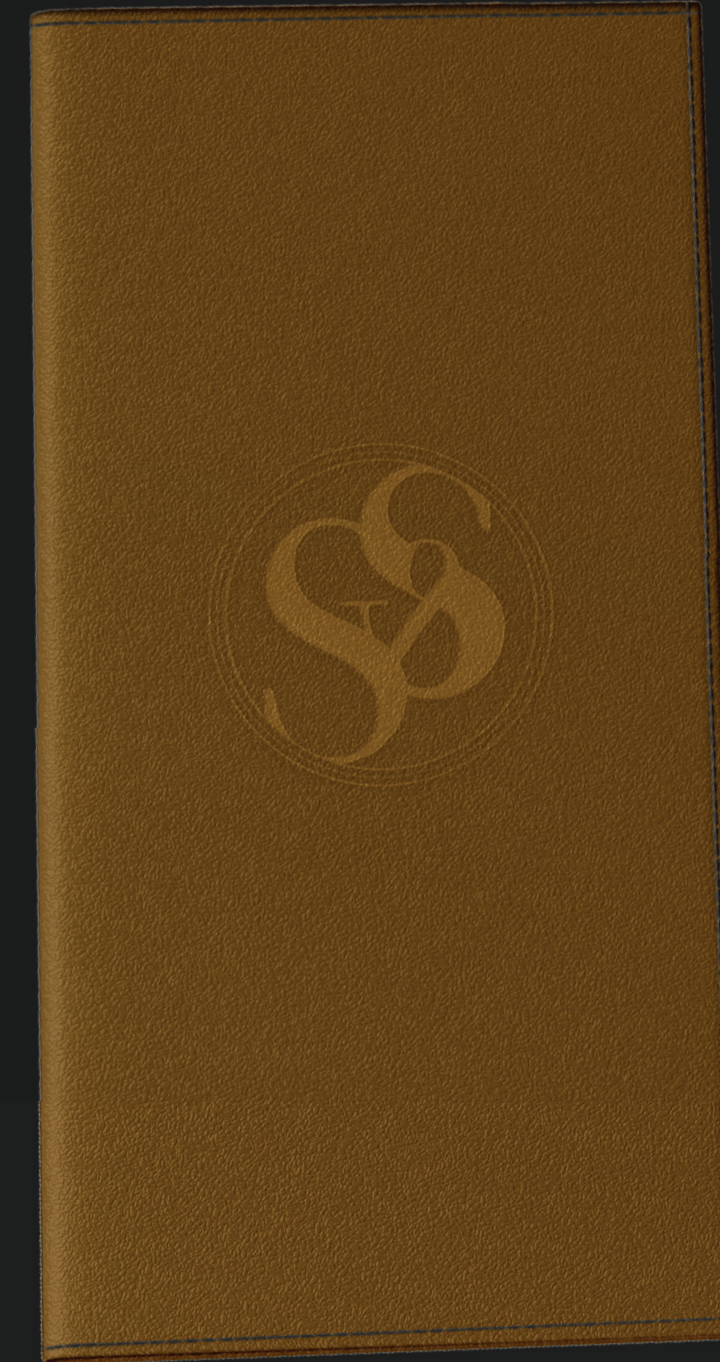
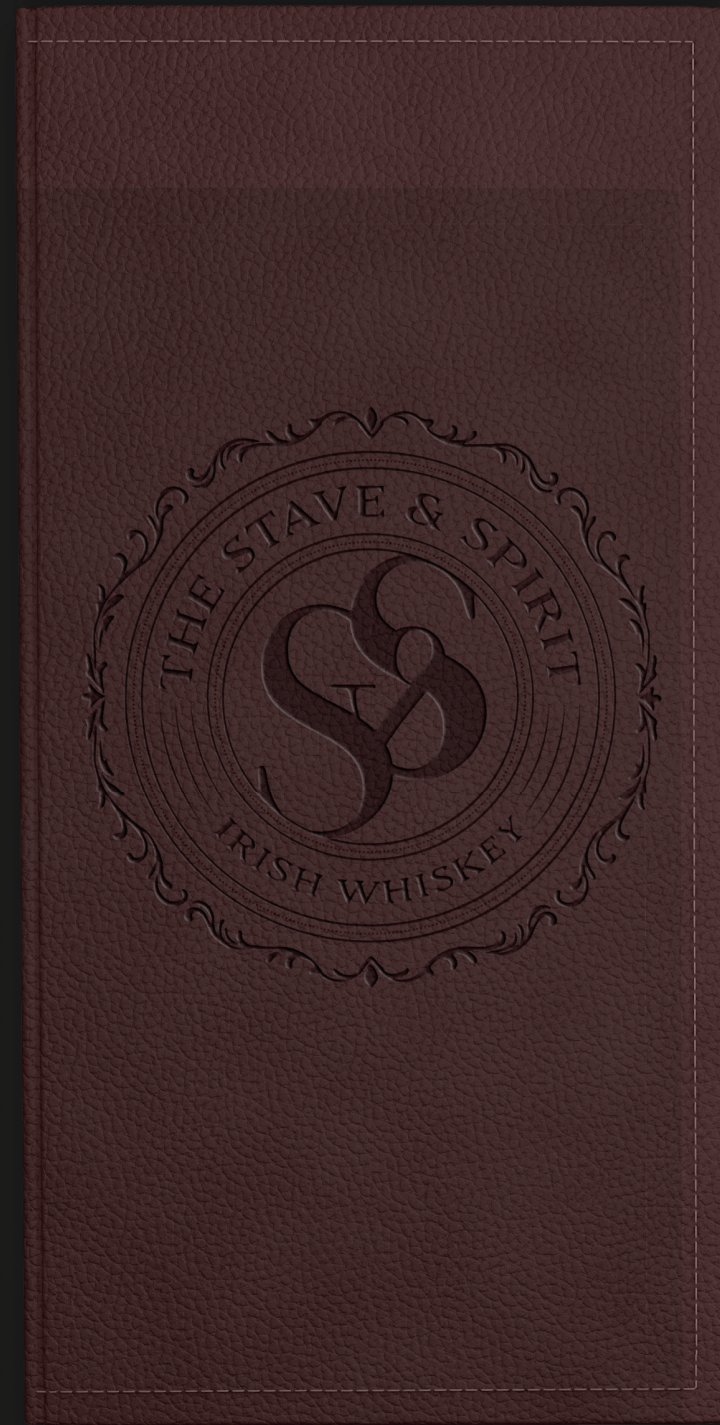


Bottle Label Variations



Bottle Label Variations

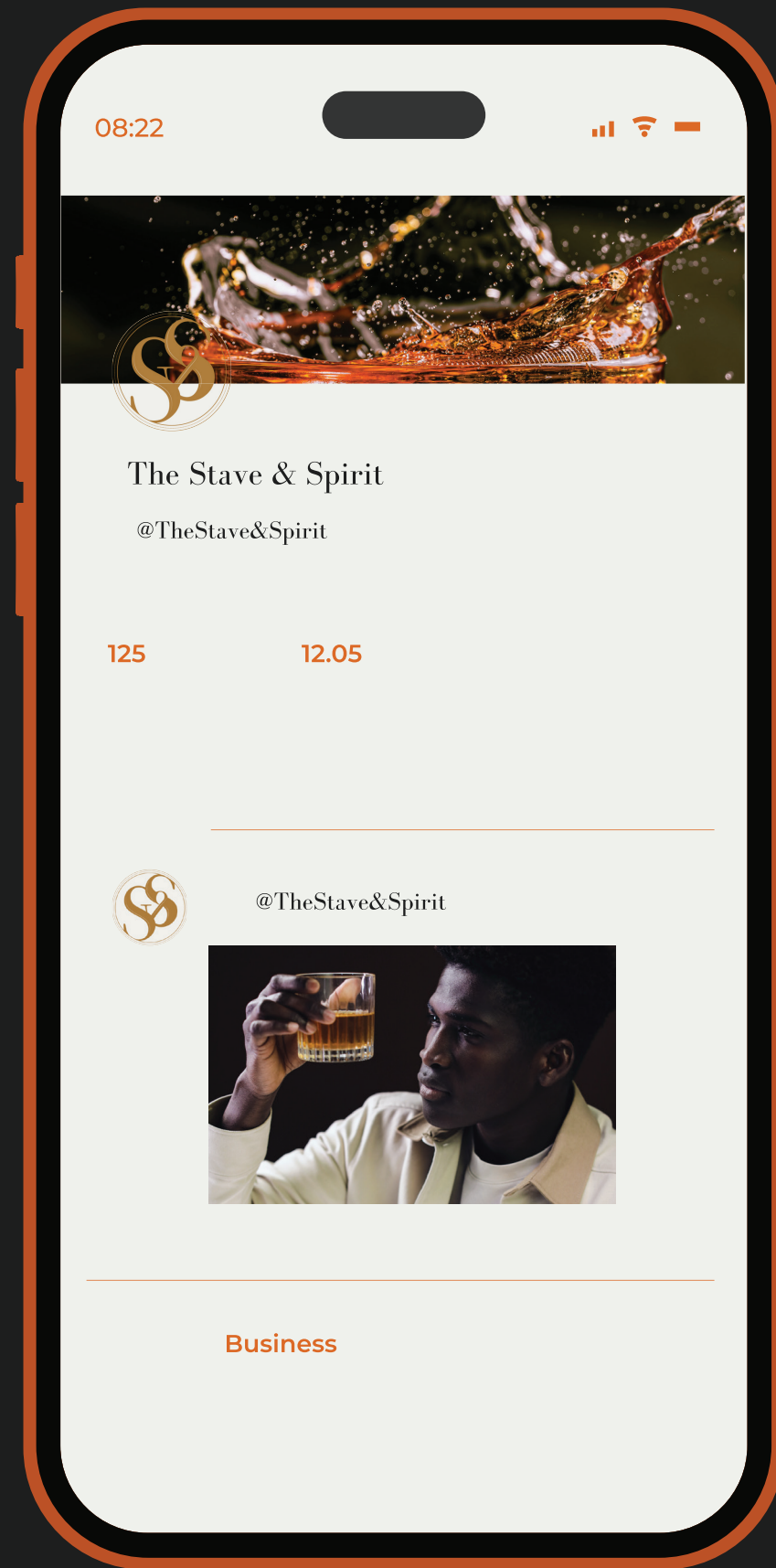




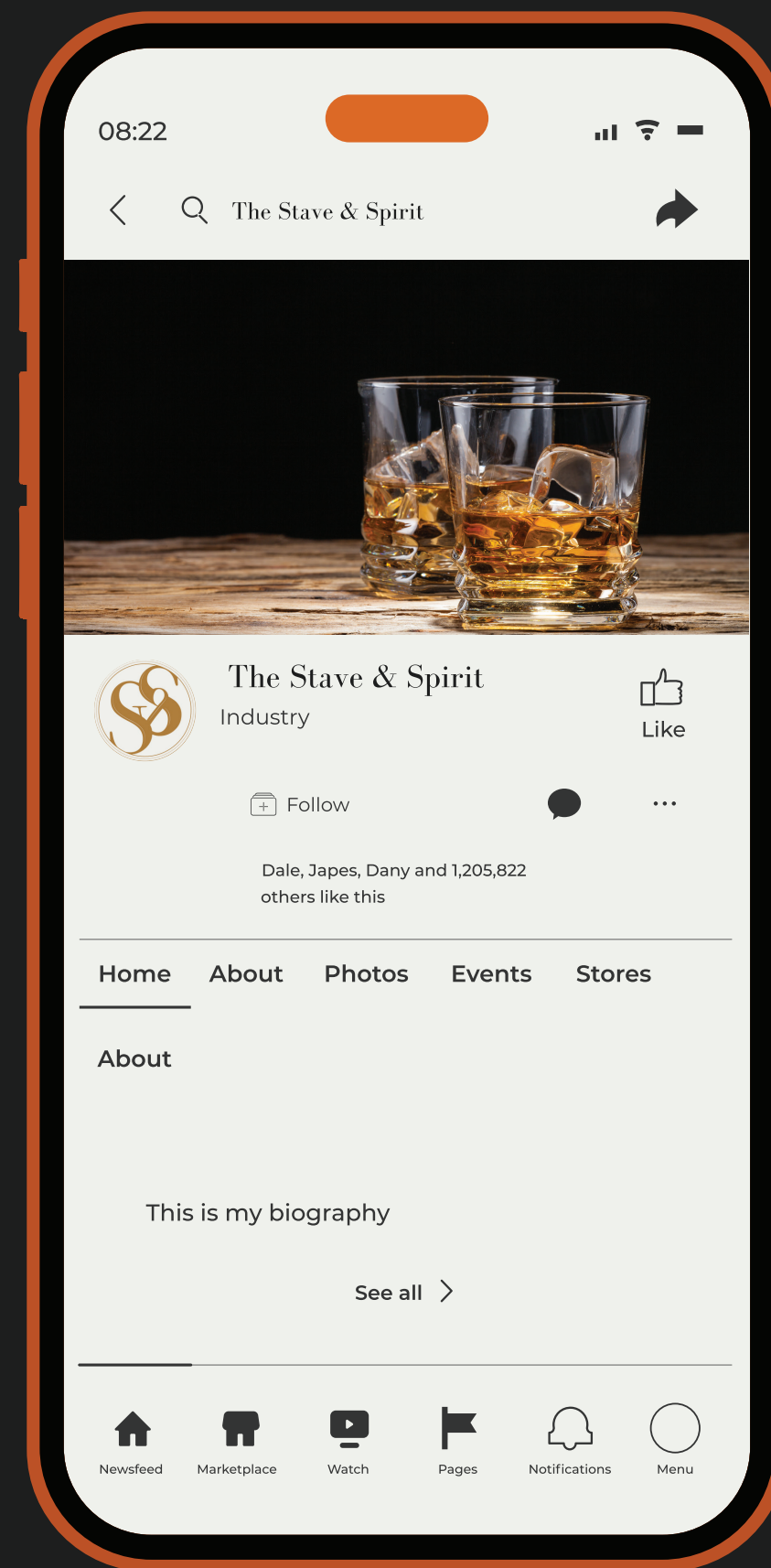


The Stave & Spirit

Twitter



Facebook



TikTok

