

Brand Style Guide

NOVEMBER 1ST 2024

[HTTPS://LIQUIDDEATH.COM](https://liquiddeath.com)



Liquid
Death



Content

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VISUAL FOUNDATION

02

BRAND ARCHITECTURE

03

BRAND NARRATIVE



Logo Guidelines - Do's

1. Clear Space Around the Logo
2. Central Positioning
3. Use Custom Font
4. Use Brand's Primary Colors
5. Variations Including the Skull or "Mountain Water"
6. Stacked Wordmark

Liquid
Death
MOUNTAIN WATER



Liquid
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Logo Guidelines - Dont's

1. Don't Distort
2. Don't Reposition/Add/Remove Elements
3. Don't Add Effects
4. Don't Change Colors
5. Don't Place on Busy Backgrounds
6. Don't Rotate
7. Don't Crop
8. Don't Use Low Resolution
9. Don't Overlap Elements



**Liquid
Death**

**Liquid
Death**

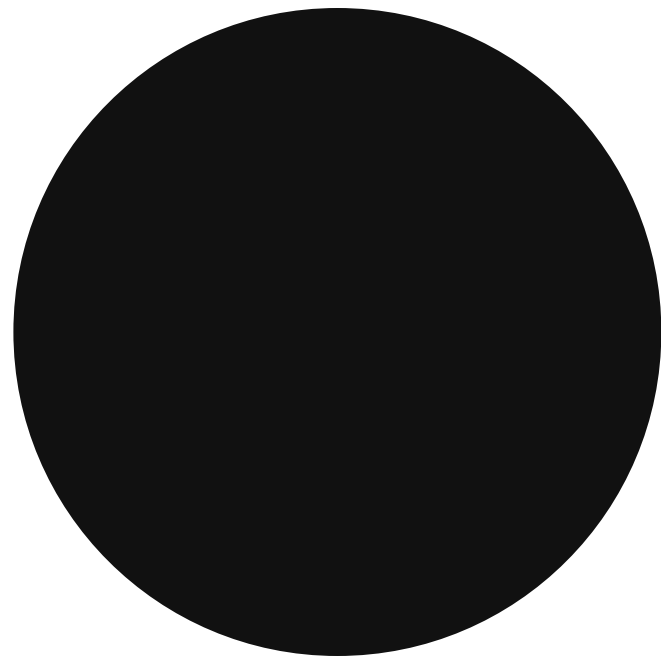
MOUNTAIN WATER

**Liquid
Death**

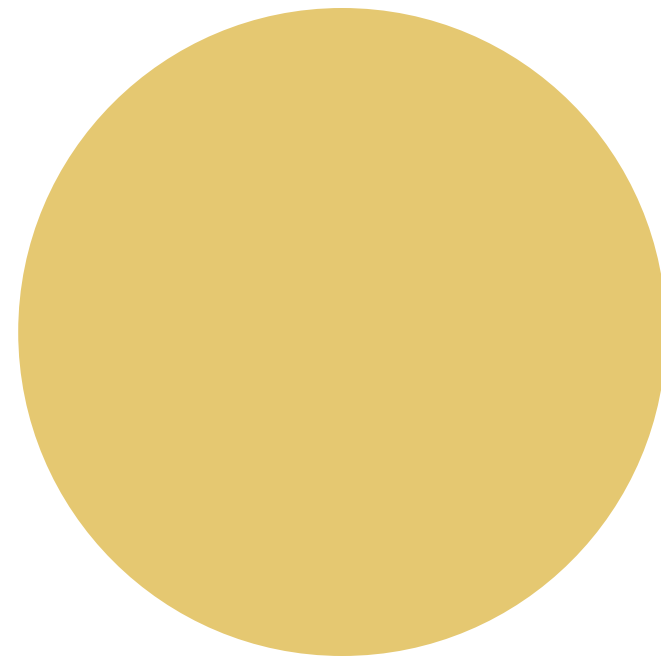
MOUNTAIN WATER

Our Color Palette

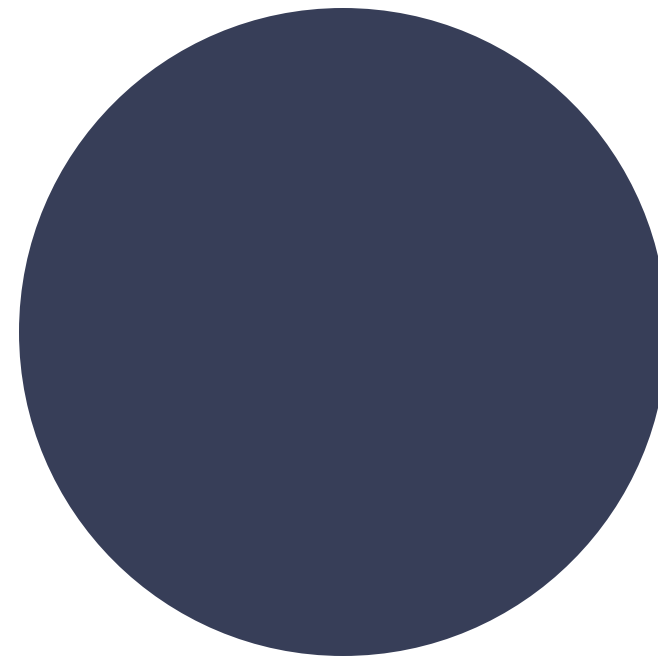
PRIMARY COLORS



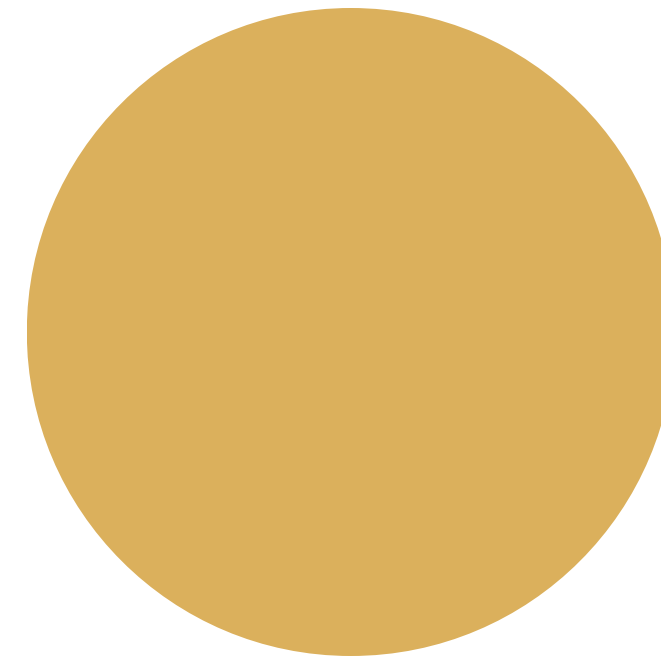
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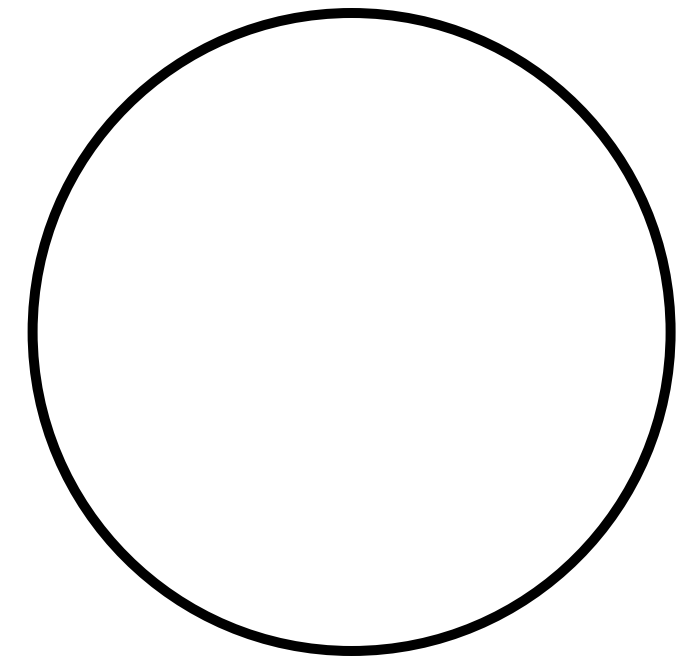
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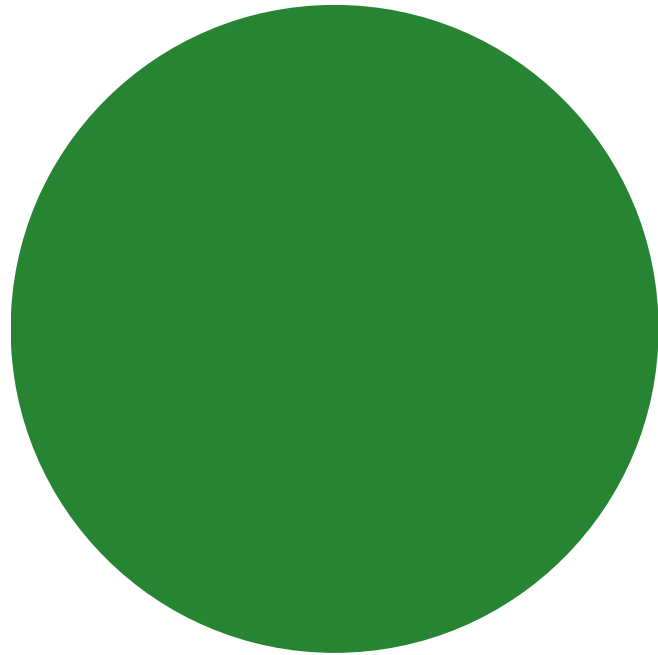


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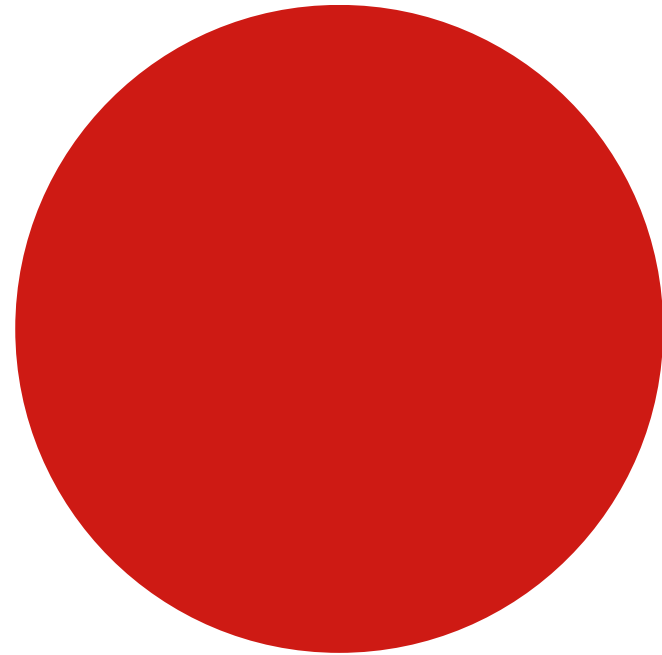
VISUAL FOUNDATION

Our Color Palette

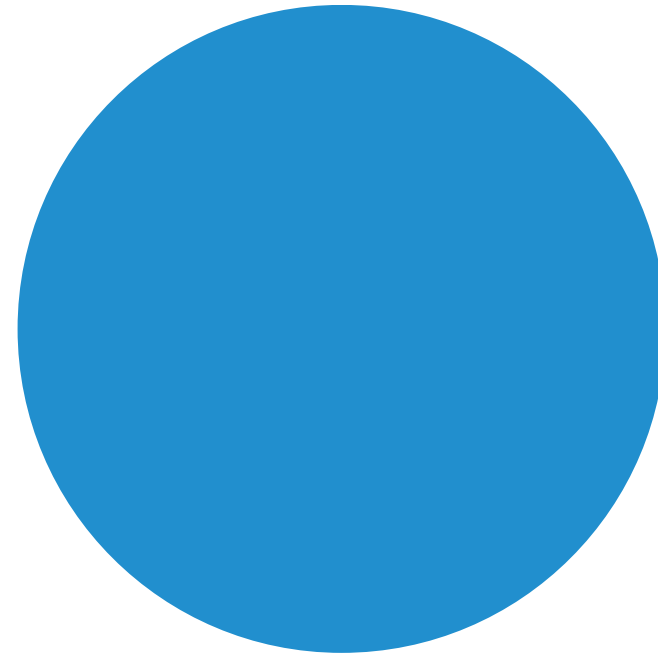
SECONDARY COLORS



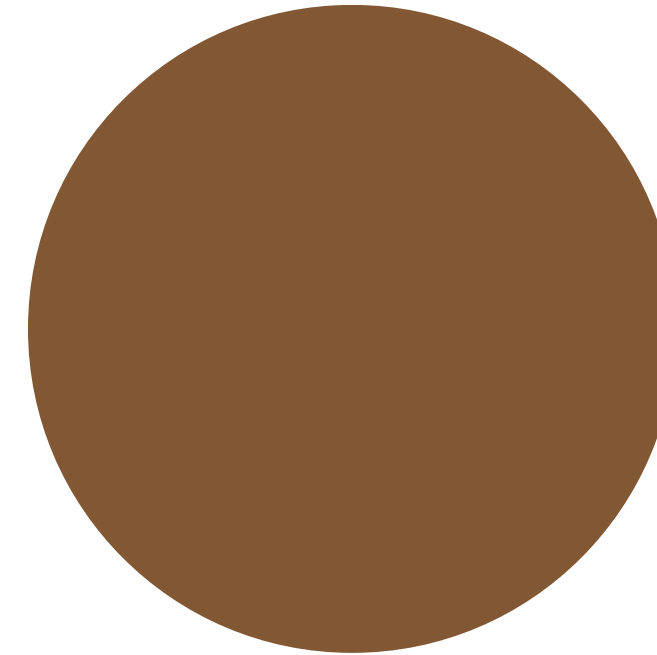
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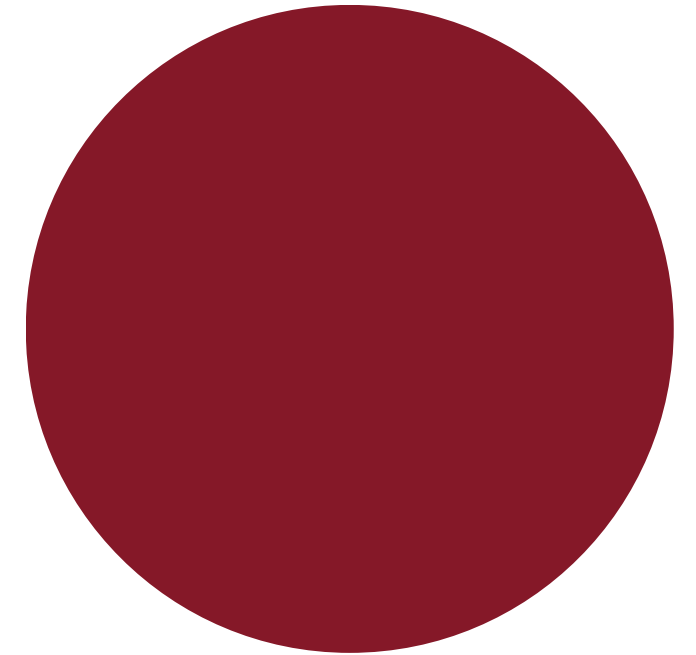
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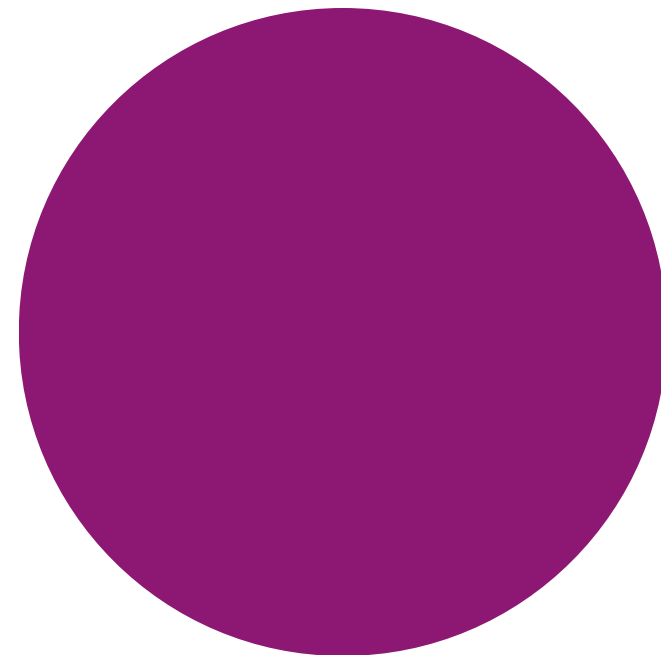
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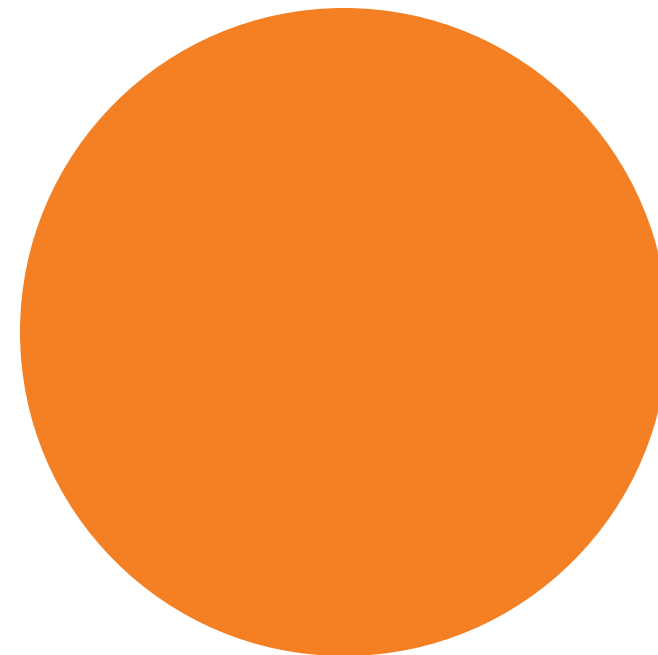
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VISUAL FOUNDATION

Typography

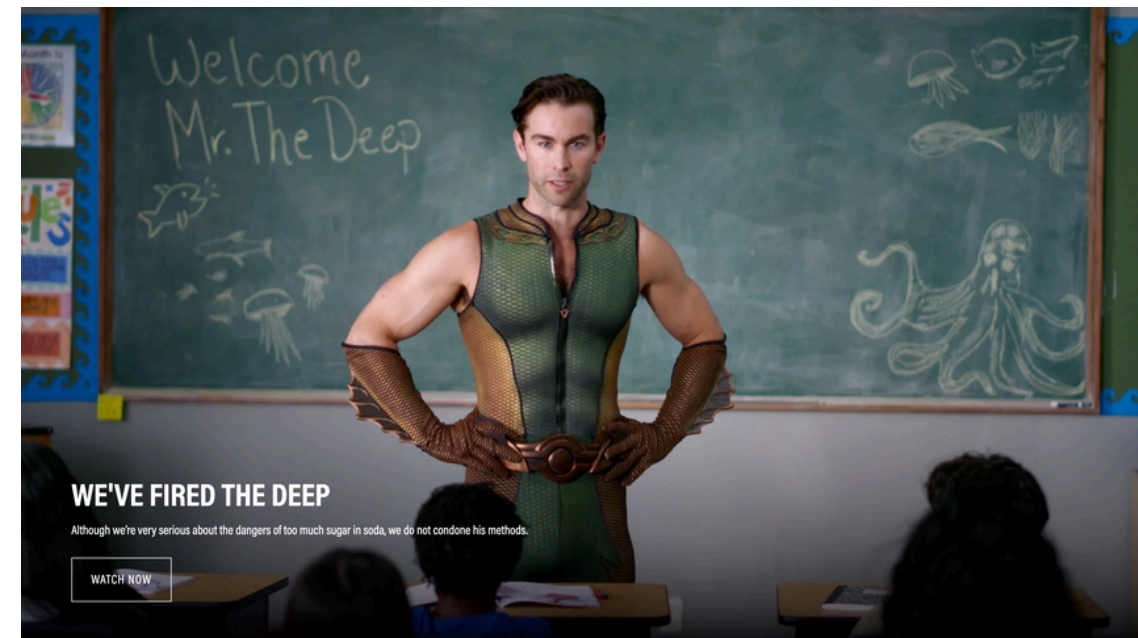
Our logo and branding feature a custom font inspired by **Blackletter** and **Gothic** typefaces, closely resembling **Traditio AH**. These bold and expressive fonts perfectly capture our punk rock, edgy brand image. We've added unique customizations to the letters "L" and "I," setting our design apart from traditional Blackletter styles. Additionally, the font used to spell "Mountain Water" on our packaging is **URW Clarendon**, adding a clean and striking contrast to our overall aesthetic.

The image shows the brand name 'Liquid Death' in a large, white, blackletter-style font. The letters are highly stylized with thick strokes and sharp, pointed terminals. Below this, the words 'MOUNTAIN WATER' are written in a smaller, clean, white, all-caps sans-serif font. The entire text is set against a solid black background.

**Liquid
Death**
MOUNTAIN WATER

Imagery Guidelines

PHOTOGRAPHY AND VIDEO



VISUAL FOUNDATION

Imagery Guidelines

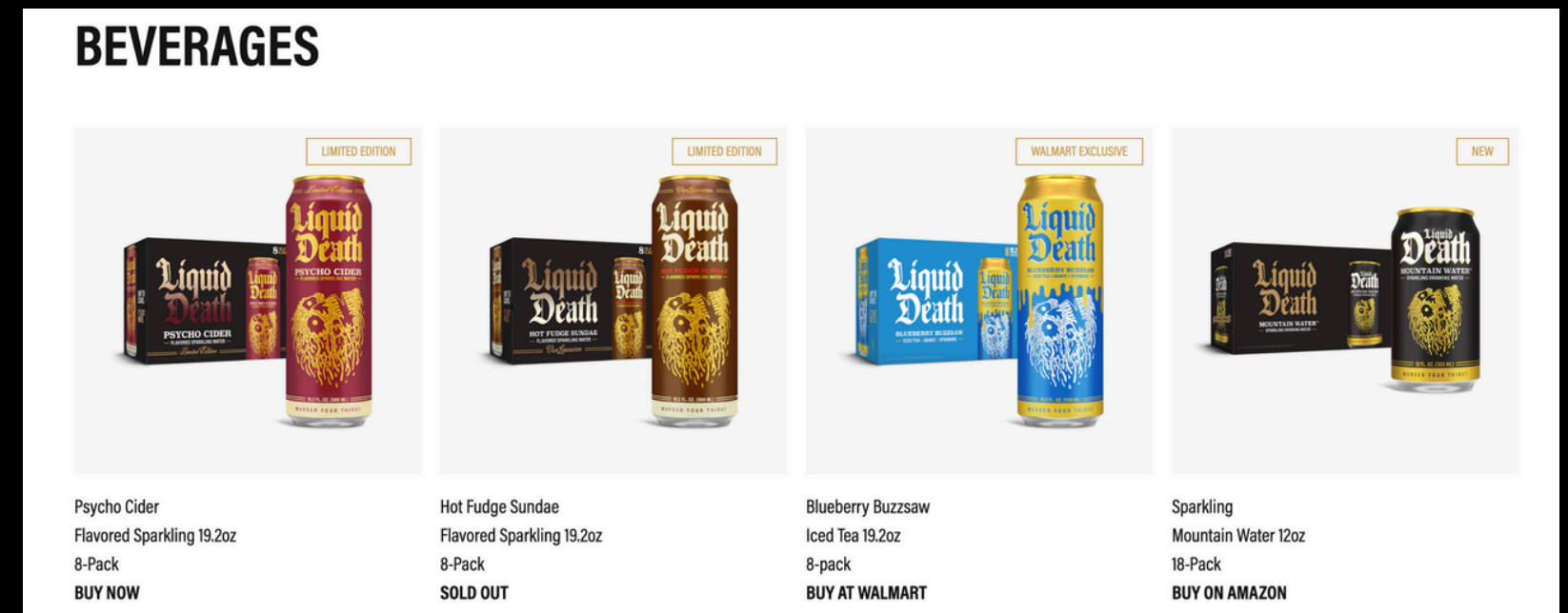
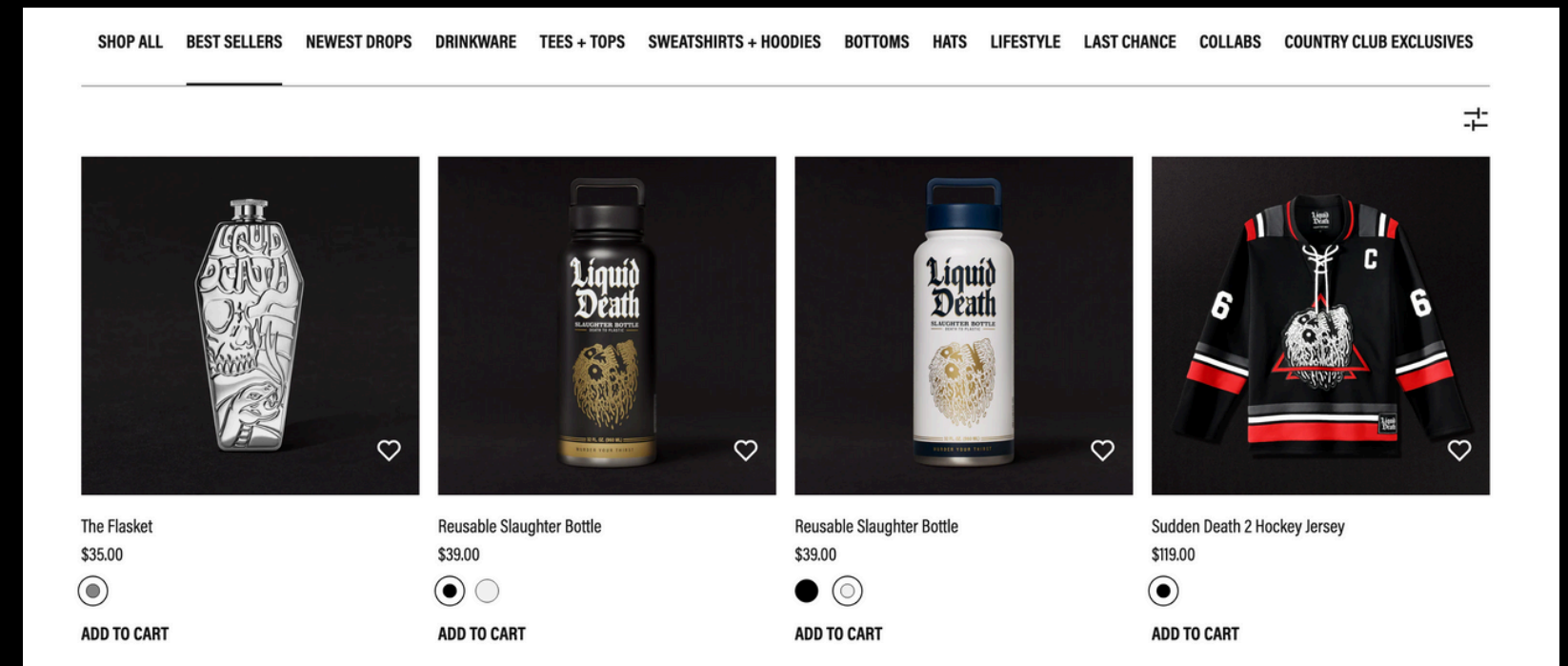
GRAPHICS



Our graphic elements showcase imagery that embodies our punk rock essence. On our website, we frequently highlight skulls, crossbones, and other macabre symbols, including our headless MurderMan, which functions as our mascot.

Brand Architecture

Liquid Death operates as part of a branded house. All of our products, including beverages, merch, and ticketed events, are marketed under the singular Liquid Death brand name. We maintain a cohesive brand identity across all offerings, leveraging the same rebellious, punk rock messaging and imagery.





Our Purpose



“We’re just a funny beverage company who hates corporate marketing as much as you do. Our evil mission is to make people laugh and get more of them to drink more healthy beverages more often, all while helping to kill plastic pollution.”

Brand Positioning



To the daring, bold, and unapologetic individual, Liquid Death is a brand of high-quality nonalcoholic beverages that offers an unconventional way to hydrate and protect the planet because we fuse dark humor and punk-rock branding with a genuine commitment to health-conscious people and eco-friendly packaging.

Our Voice

- 1. Rebellious** - We use language that unapologetically challenges conventions and embraces a counter-culture attitude
- 1. Hummours** - Humor is central to our identity, with a preference for dark and attention-grabbing jokes
- 1. Punk** - We embrace the energy of punk rock culture that embodies a spirit of rebellion and nonconformity
- 1. Satire/Irony** - Our exaggerated approach to marketing a simple product like water creates an atmosphere of satire and irony

Writing Guidelines

Our written content revolves around themes of death, destruction, and rebellion with tones of humor and irony.

BRAND NARRATIVE

“Sell your soul to join. Contract binding for all eternity.”

“Murder Your Thirst”

“Collect Skulls, Get Cool Sh*T”

“Need to kill some time? Watch every dumb thing we've ever made.”

Flavors Include

“Severed Lime, Phyco Cider, Blueberry Buzzsaw, Mango Chainsaw, Convicted Melon, Squeezed to Death”