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**Jared Drinks**  
Design Elements

# Style Guide

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**This style guide tells the Jared Drinks story and communicates the brand's visual identity through design elements.**

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**The ‘About’ statement articulates Jared Drinks’ origin story, mission statement, and ethos.**

# Full



Hi, my name is Jared Murray (he/him/his). Third generation Oakland born, 25 year old, cisgender man. Having grown up in a household where my mother's most refined culinary conquest in the kitchen was spaghetti made from store bought tomato sauce, paired with the infamous "Two Buck Chuck" from Trader Joe's, it is safe to say that my love and appreciation for food and beverage came later in life.

Starting my food and beverage career at True Laurel, the sister bar of the two-Michelin-starred restaurant Lazy Bear in San Francisco was an opportunity that honestly fell into my lap. I started as a barback on a referral from a bartending friend, but found joy right away in understanding how to pair spirits with produce and how to bring joy to whoever came and sat on the other side of our bar. I worked my way up from barback, to bartender, to bar preparation lead. I then moved to Philadelphia to work as the Creative Cocktail Director at the critically acclaimed New American restaurant, Fork and designed my first cocktail menu. All of this allowed me the opportunity to travel across the country for bar competitions and cocktail weeks, sling drinks at Outside Lands Music Festival, and, most importantly, learn why it's really important to be nice to your servers at bars and restaurants. Pairing the right glass of wine or cocktail with a well-made meal is one of my favorite things to share with the people I love, both in a restaurant and at home.

This journey has provided me with a clear philosophy for drink making: that drinks should complement the world going on around them. Fresh produce elevates taste and helps beverages match the season and vibe of when they are created. I work to minimize my carbon footprint by supporting sustainable farming and respecting produce for what it is. Fresh ingredients inspire every drink that I create.

When people meet me and learn about my work experience, the first question I always receive is: "Can you teach me how to make drinks at home?" Building drinks in a full bar, with a full booze selection, is not something that can be done easily outside of a restaurant kitchen. Fortunately or unfortunately, during quarantine I have been able to research and put into practice techniques to make craft, modern, produce-forward cocktails from my own kitchen. The joy of making fresh, unique drinks at home is something that any person can experience. Bridging the gap between restaurant and at-home cocktails starts by putting produce first, and spirits second.

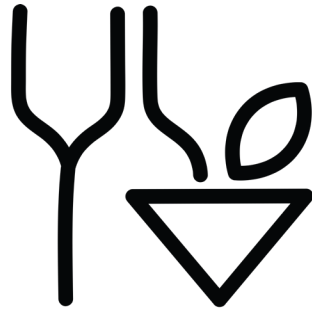
# Brief

Hi, my name is Jared Murray (he/him/his). Third generation Oakland born, 25 year old, cisgender man. I started my food and beverage career at True Laurel, the sister bar of the two-Michelin-starred restaurant Lazy Bear in San Francisco as a barback, then bartender, then cocktail preparation lead. I then moved to Philadelphia to work as the Creative Cocktail Director at the critically acclaimed New American restaurant, Fork and designed my first cocktail menu.

This journey has provided me with a clear philosophy for drink making: drinks should complement the world going on around them. Fresh ingredients inspire every drink that I create.

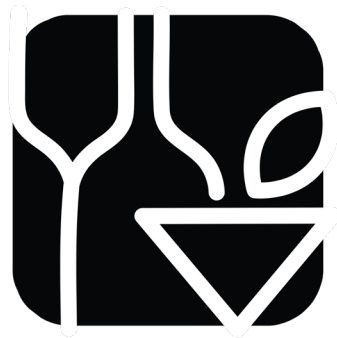
The joy of making fresh, unique drinks at home is something that any person can experience. Bridging the gap between restaurant and at-home cocktails starts by putting produce first, and spirits second.

Primary



**JARED DRINKS**

COCKTAIL CLASSES



**JARED DRINKS**

COCKTAIL CLASSES

Secondary



Mark



Heading

# Europa

**Europa Bold**

**abcdefghijklmnopqrstuvxyz**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**1234567890?!\*+(.,)**

Europa Regular

abcdefghijklmnopqrstuvxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890?!\*+(.,)



**"You can be my inside  
friend. You can be my inside  
friend. My inside friend.**

**Won't you be my  
inside friend?"**

Accent

# Monarcha

## **Monarcha Bold**

**abcdefghijklmnopqrstuvwxy**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**1234567890?!\*+(.,)**

## ***Monarcha Bold Italic***

***abcdefghijklmnopqrstuvwxy***

***ABCDEFGHIJKLMNOPQR***

***1234567890?!\*+(.,)***

**“The *wickedest*, where I  
went, you’d follow.**

**And this would sound so  
cute, sound *so nice*,**

**If the night we  
met would *suffice*.”**

Body

# Gotham

Gotham Book

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890?!\*+(.,)

**Gotham Medium**

**abcdefghijklmnopqrstuvwxyz**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**1234567890?!\*+(.,)**

“It’s either on or off,  
ain’t no in-between  
when it’s valid.

I seem to wanna talk  
more and more about  
what really matters.”

# Color System

## Primary Color System

The Jared Drinks color palette emphasizes cool tones, browns, and neutrals. The primary colors are dark blue and brown. Logo variations (outside of either all black or all white) can occur in dark blue only.

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**RGB** 0 43 73  
**HEX/HTML** 002B49  
**CMYK** 100 53 0 72

**PANTONE®**  
**7463 C**



**RGB** 92 61 49  
**HEX/HTML** 5C3D31  
**CMYK** 30 67 70 59

**PANTONE®**  
**7596 C**

### Secondary Color System

The secondary colors are used as accents and backgrounds, when applicable.

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**RGB** 203 196 188  
**HEX/HTML** CBC4BC  
**CMYK** 16 15 16 0



**RGB** 161 130 105  
**HEX/HTML** A18269  
**CMYK** 24 40 49 17

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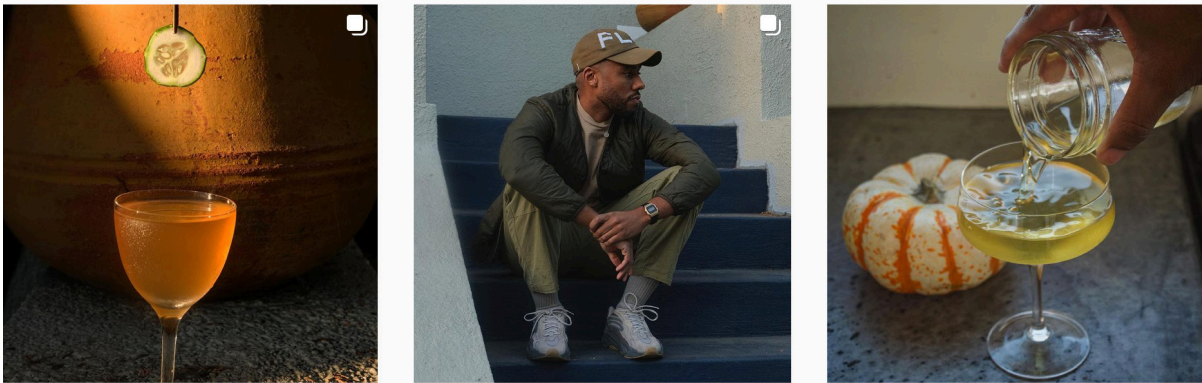
@jareddrinks **stores the brand's core aesthetic, produces regular content, and serves as a conduit for potential consumers.**



# Instagram

## Grid

Grid posts are primarily reserved for photos of craft cocktails, titled and briefly discussed (core ingredients and flavor attributes, information about collaborators—photographers, local growers and businesses, distributors, etc.). Grid posts also feature Jared’s personal brand and style.

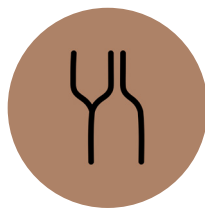


## Highlights

Story highlights fall into the following categories:



"Jared Drinks"



"Wine"



"Cocktails"



"Produce"



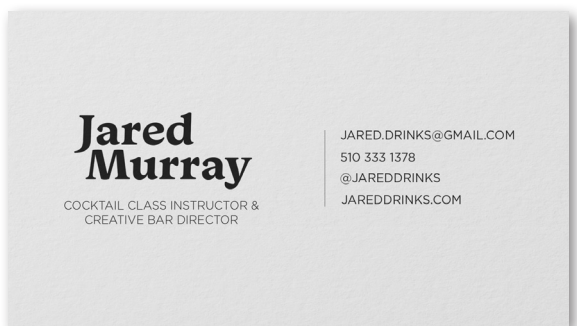
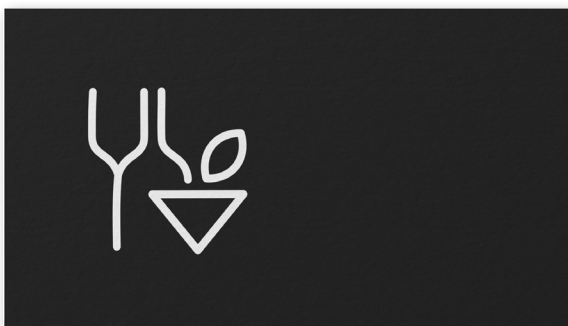
**Stationary is used for in-person networking and product branding.**

# Stationary

## Bottling Stickers



## Business Cards





# Contact

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