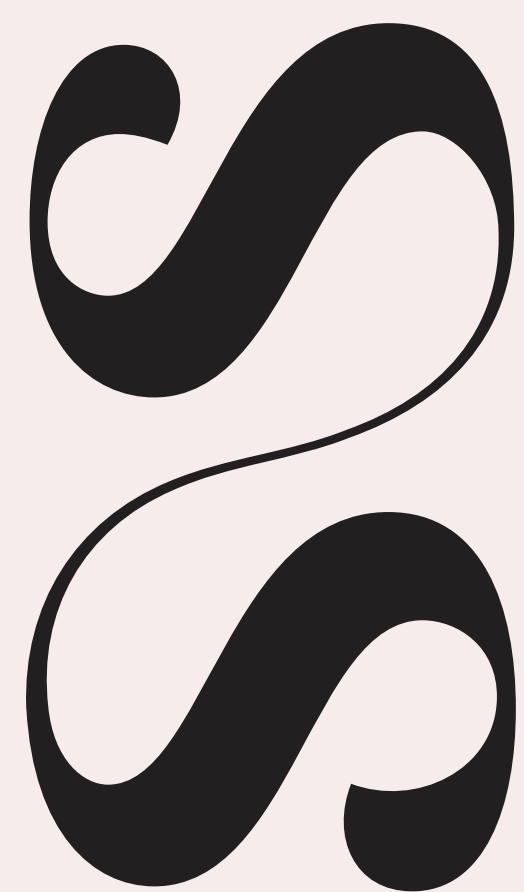


Shaken & Stirred

Shaken & Stirred

*A Sophisticated but fun cocktail Event at Junkyard Market in 2025.
This document contains the brand assets and guidelines on their use.*



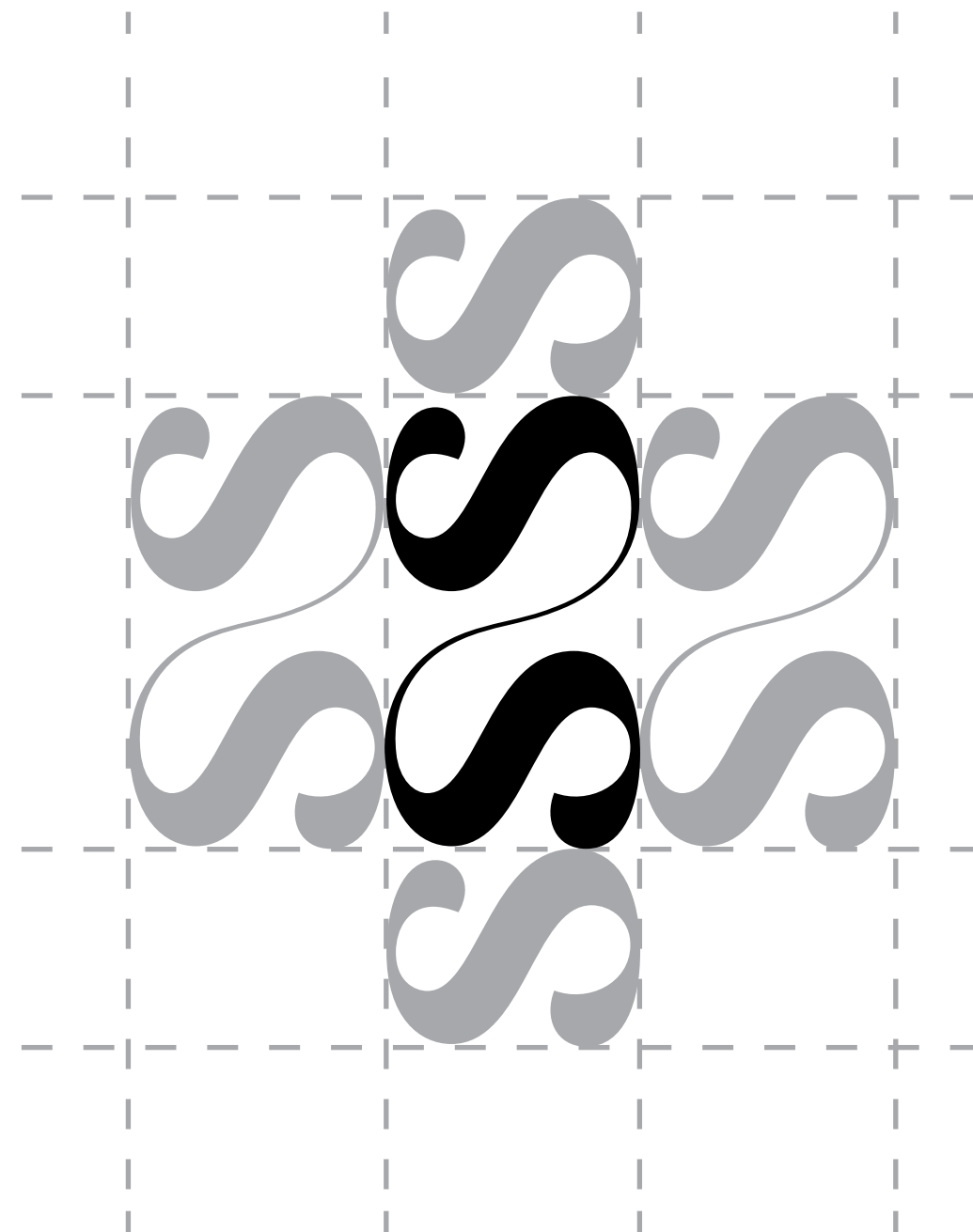
shaken
stirred



shaken
stirred

Brand Identity Elements

*The logomarks and logotypes can be used to show off the brand. They should only be in peach, white or black.
It might be preferable to use the full logotype when there is more space, but the logomark when there is more text.*



Brand Identity Rules

The brand identity needs a certain amount of space around it to allow it to sit on its own and so it does not interfere with the rest of the information on the page.

Aa Bb Cc Dd
Ee Ff Gg Hh Ii
Jj Kk Ll Mm
Nn Oo Pp Qq
Rr Ss Tt Uu Vv
Ww Xx Yy Zz

Titles — Margaret Bold 30pt+ (A4)

Brand Typefaces

Margaret Bold should be used as for titles and should be large.

Satoshi is used in various fonts for headings and bodycopy, and is used to compliment the Margaret typeface.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz

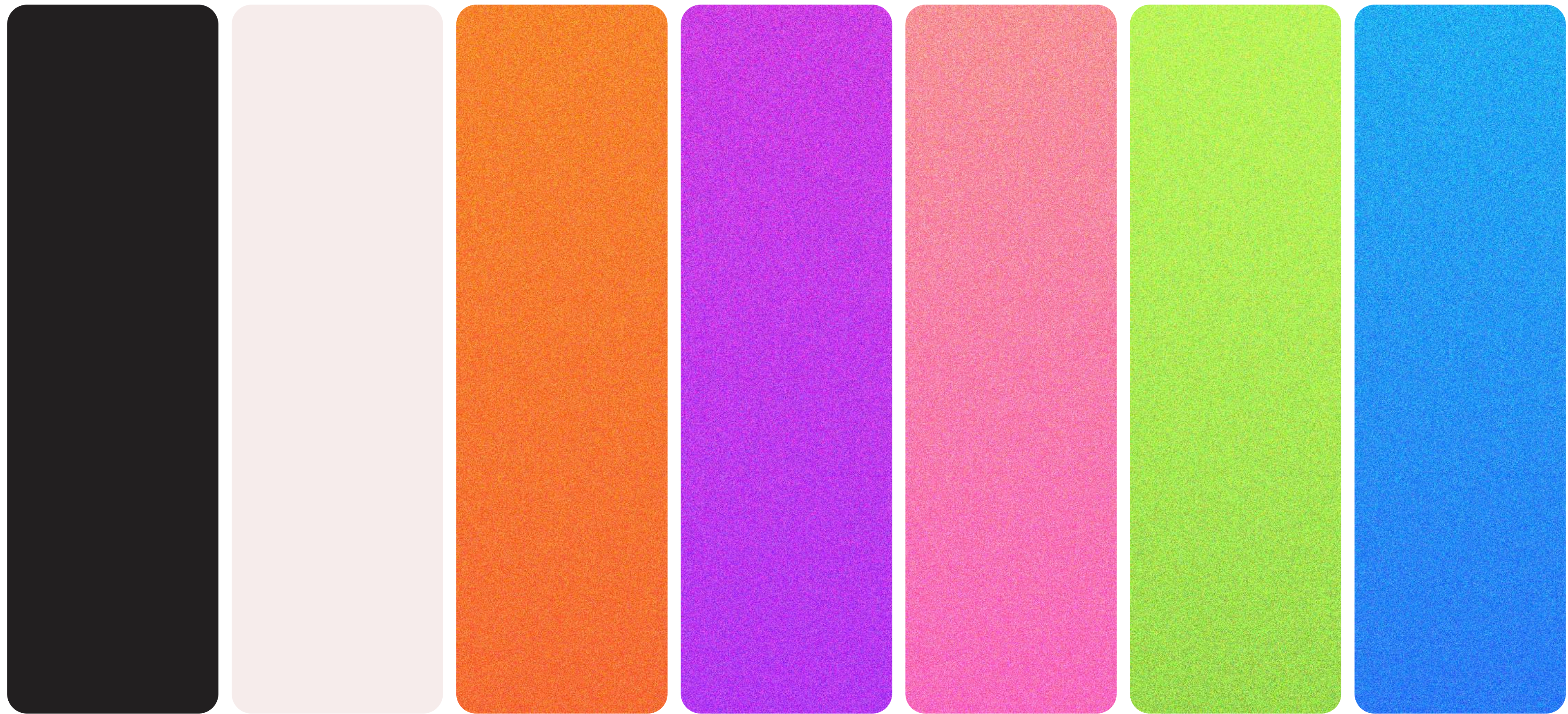
Subtitles — Satoshi Light Italic 12–16pt

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz

Bodycopy — Satoshi Light/Regular 9–12pt

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Callouts/Information — Satoshi Regular/Medium 14pt



Black Martini
221F20

Bellini Peach
F6ECEB

Tequila Sunrise
FA7234 or gradient

Aviation Purple
BF3DEF or gradient

Cosmopolitan Pink
FE7CAE or gradient

Midori Sour Green
ABE954 or gradient

Blue Lagoon
288CF9 or gradient

Brand Colours

*The brand elements should remain sophisticated and plain, using only the peach, black or white for the logos.
The gradients (found in the brand folder) can be used as background images, to compliment images of drinks or to exaggerate text .*



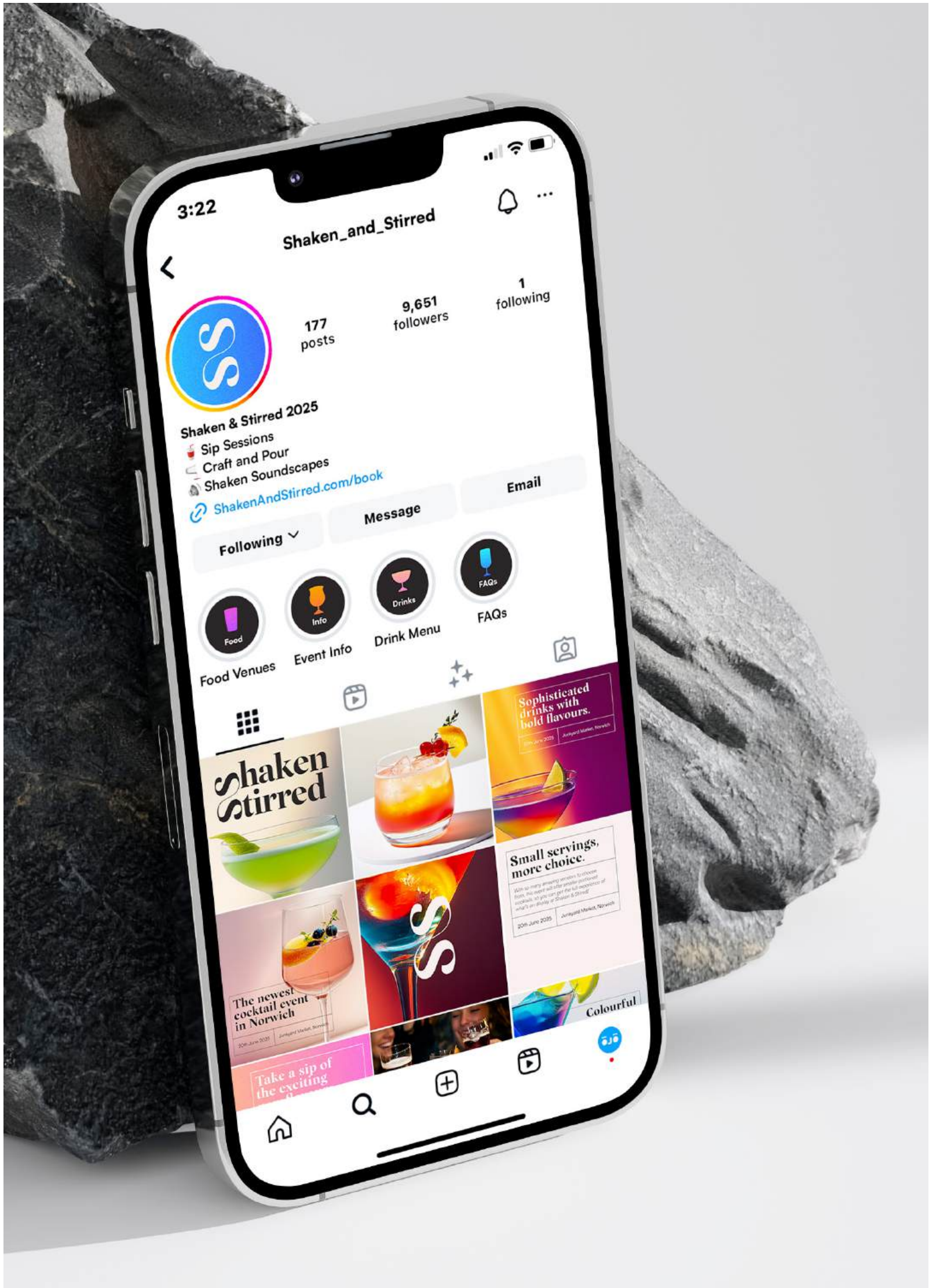
Photography Direction

Using generative AI to create images of colourful drinks on minimal backgrounds that can be used across applications. Furthermore, drinks on more colourful settings can be used for contrast, and images of people together to show off the fun and inclusive event.



Posters

Using the images, in full to show off the beauty of the drinks, with a transparent box that clearly provides the important information of the event. See the rest in and the “posters” folder.



Small servings, more choice.

With so many amazing vendors to choose from, this event will offer smaller portioned cocktails, so you can get the full experience of what's on display at Shaken & Stirred!

20th June 2025

Junkyard Market, Norwich



The newest cocktail event in Norwich

20th June 2025

Junkyard Market, Norwich

Social Media Posts

Using the varied imagery and brand elements to show off the event, logo and cocktails. See the rest in the “SWocials” folder.