



Cosmix World®

Style Guide

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Mission

Our Mission Statement:

We strive to enhance
the quality of fun
with out of this world tastes.

Our Mission

Core Value

No one gets left behind

We believe that mental health is extremely important. We encourage making the topic save in easy for all to talk about

CosmiX, go home

We believe that a work life balance is key to having both a happy and productive life

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We believe there are no dumb questions.



Color

#E4EFE7

RGB(228,239,231)

#777EFB

RGB(119,126,251)

#FF7777

RGB(255,119,119)

#D5B1EA

RGB(213,177,234)

Color

Colors Usage

#E4EFE7 (MNT Green)

This is the color used for our mountain cruiser can.

#777EFB (RDR Red)

This is the color used for a red rider can

#FF7777 (BLT Blue)

This is our color used for our bolt blue can

#D5B1EA (LIT Purple)

This is our accent color use this for any accents needed in marketing. *Only use black/white font.



CosmixBrew

Mountain Cruiser

Citrus-Flavored Cocktail (8.5% Vodka)

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Logo

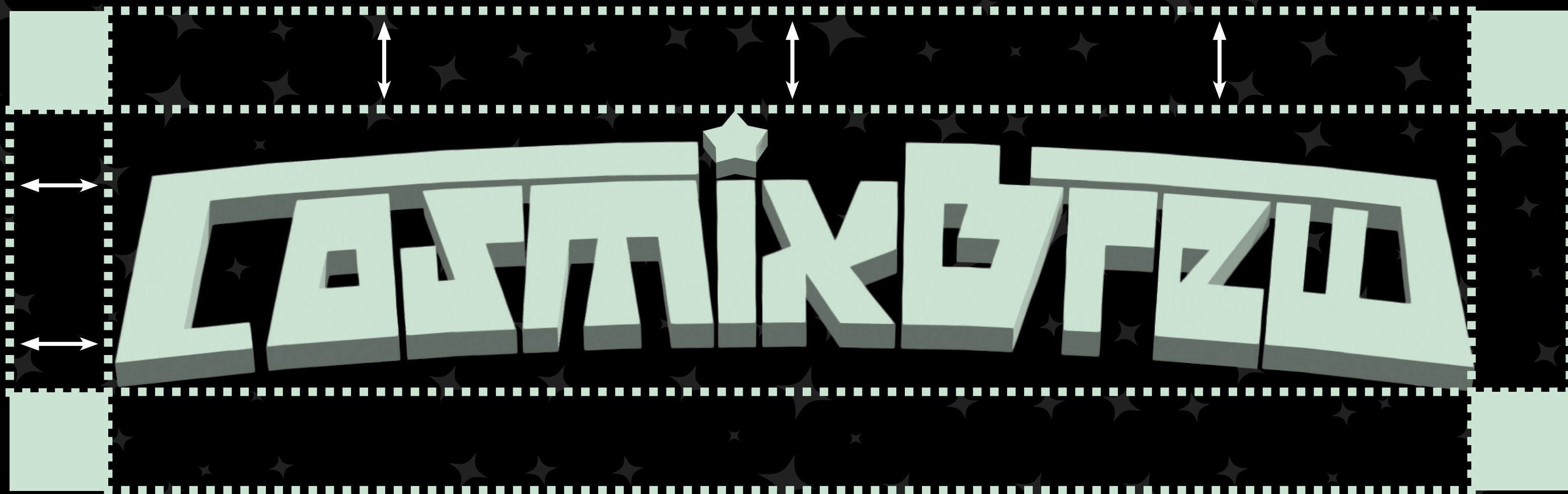
Distortion

Distortion of any kind is unacceptable.

The logo is specifically designed to fit the decal of our cans. The slight curve allows for the logo to feel as if it's floating on the can. The logo itself is 3D, so this is important as 3D can look flat in the wrong contexts.

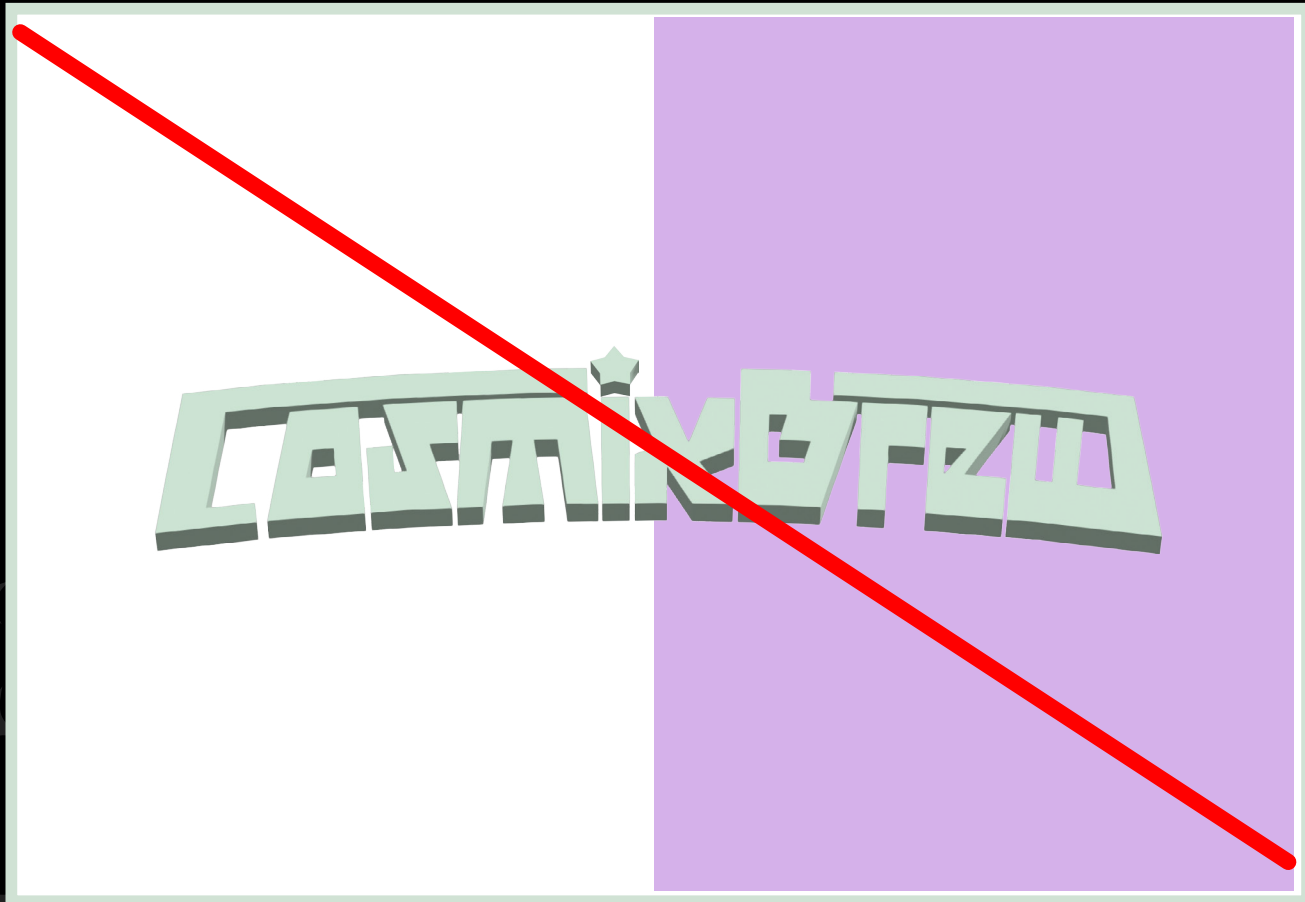


Space



Give the Logo even
padding on all side
four sides for best fit.

Background



White and light colors
make our color scheme
hard to read.

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Dark shades result in a
much more legible reading
experience.

**Low opacity patterns are also an option.*



Type

Courier

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Courier is our primary font and the only font that will be used for marketing and in-house material.

We believe that Courier light and bold carries a Human element. As we don't know what language aliens would use. Using the font that helps tie us back to humanity allows our brand to have the clarity needed to carry our message through the stars.

Exclusive to
The Milky-Way



Marketing

Two Markets



Content creators make up a large portion of our customer base.



Gamers make up the other demographic of our target audience

Our
Partner
In Good

COSMIX FEZ

World Saver

Punch-Flavored Cocktail (8.5% Vodka)

Limited Edition

In Partnership With



#95E8EO

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We share in
Safe In Our World's mission
"to create and foster
worldwide mental health
awareness"

World Saver

During the month of May we produce our limited Edition flavor **World Saver™**.

In partnership with **Safe in Our World©** we tackle the tough topic of mental health. We hope that this partnership will help the conversation keep growing.

We also donate 10% of all sales of our **World Saver™** can profits to **Safe In Our World©**.

CosmixBrew

World Saver

Ranch-Flavored Cocktail (\$8.99 Vodka)

CosmixBrew

The Bolt

Blue Raspberry-Flavored Cocktail (\$8.99 Vodka)

CosmixBrew

RED TART

Cherry-Flavored Cocktail (\$8.99 Vodka)

CosmixBrew

Mountain Cruiser

Citrus-Flavored Cocktail (\$8.99 Vodka)