

# Templeton

A stylized graphic of wheat stalks, rendered in a light beige color, positioned below the brand name 'Templeton'. The stalks are arranged in a fan-like pattern, with some pointing upwards and others downwards, creating a sense of movement and growth.

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BRAND BOOK

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V. 2021

## BRAND GUIDELINE

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# BRAND GUIDELINE



# OUR PROMISE

## TEMPLETON DISTILLERY

Crafting whiskey that respects the past, yet is inspired by the future, Templeton Distillery captures the essence of a small town with a strong spirit. We see every bottle as an opportunity to share our whiskey way of life.



# POSITIONING

## TEMPLETON RYE

Since 2006, Templeton Distillery has supported the American rye revolution as the choice of those who seek a quality rye whiskey, whether sipped neat or as an added kick to a craft cocktail.



# BRAND STRUCTURE

BRAND ESSENCE

## A WHISKEY WAY OF LIFE

PROMISE

Crafting whiskey that respects the past, yet is inspired by the future, Templeton Distillery captures the essence of a small town with a strong spirit. We see every bottle as an opportunity to share our whiskey way of life.

PERSONALITY

Templeton Distillery expresses the all-American revival that's at the core of the Templeton community. Both confident and considerate, we strive to honor our past while looking forward with purpose and passion.

PILLARS

### SMALL TOWN, STRONG SPIRIT

100 years of shared stories, family traditions, and rallying together as a community

A rebellious and entrepreneurial bootlegging legacy

Templeton, IA:  
"A Strong Community Spirit"

### TEMPLETON'S REVIVAL

Large-scale, innovative and modern distillery and production capabilities

Creating local employment opportunities at the distillery

Distillery tours and whiskey tourism

Barreling rye onsite and transitioning to onsite distilling

### A WHISKEY WAY OF LIFE

Whiskey is an American pastime, representing independence

Whiskey brings people together and transcends time, age, gender

Whiskey is a storytelling catalyst

Templeton Rye is an original rye whiskey brand

REASONS TO BELIEVE

# BRAND PILLARS

SMALL TOWN, STRONG SPIRIT | TEMPLETON'S REVIVAL | A WHISKEY WAY OF LIFE

These Brand Pillars are the differentiating factors of the Templeton brand. Rather than being standalone elements, all aspects and applications of the Templeton brand should seek to represent each pillar. When combined, they form the foundation to the Templeton brand as a whole, but depending on the audience or application, more emphasis may be required on one pillar over another.





# BRAND PILLAR

## SMALL TOWN, STRONG SPIRIT

### A COMMUNITY LEGACY

With over 100 years of history in Templeton, Iowa, our story is one of true authenticity and built on the shared experiences of our community. The roots of Templeton Distillery can be traced back along family lines to the bootleggers of Prohibition. This rebellious and entrepreneurial mindset still holds true to this day, where residents of our hometown unite together under a shared rallying cry of “A Strong Community Spirit.”

#### THE LOOK:

Historic photos & newspaper clippings

Details of Templeton, IA

Real people & anecdotes

#### THE FEEL:

Historical: 100 years of shared stories

Insider insight into the town

Hardworking



# TEMPLETON'S REVIVAL

## RENEWED CRAFTSMANSHIP

In 2018, we opened our modern and innovative distillery and production facilities in Templeton, Iowa. This new facility in America's heartland furthers our goal to transition to in-house distilling, vastly increasing our production capacity as well as our ability to employ many town locals. We hope you can come by for a tour and taste through our limited releases, and discover firsthand how something as simple as whiskey can breathe new life into a small town.

### THE LOOK:

Distillery & production process

Macros of farming machinery & agricultural details

Product in package & whiskey in glass

### THE FEEL:

Craftsmanship & quality

Down to earth

Inviting & discoverable

Industrious



# 03 BRAND PILLAR

## A WHISKEY WAY OF LIFE

### A UNITED LIFESTYLE

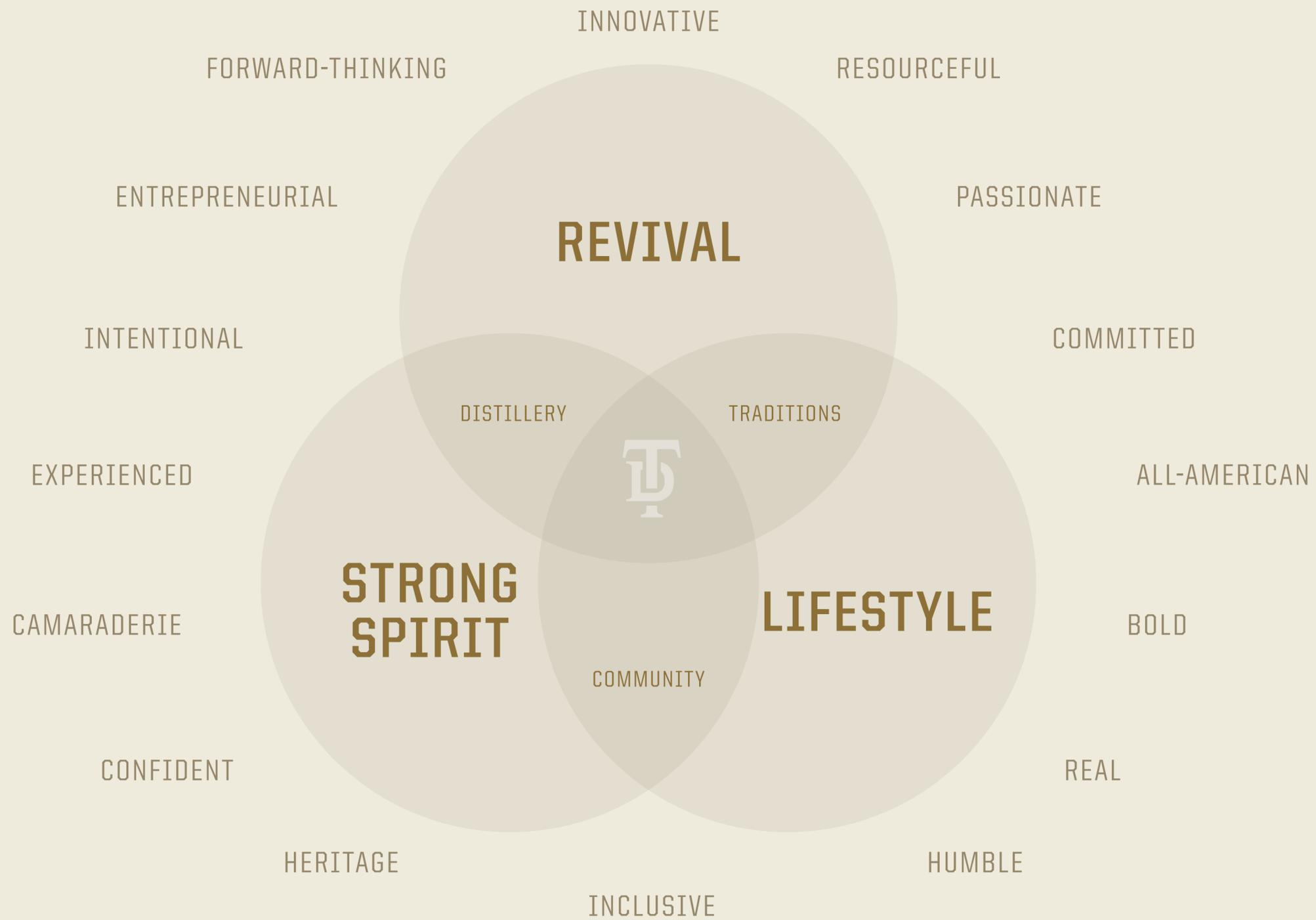
Whiskey, as much a form of liberation as it is a libation, is a veritable American pastime. More-so than any other spirit, it represents both freedom as well as unification. It's a show of strength as well as a peace offering. Whiskey brings people together in a way that transcends time, age, gender, and social class. As an original American Rye, we've learned that whenever you share a whiskey, you share a part of who you are. It's in these moments of truth that we've found our whiskey way of life.

#### THE LOOK:

Drinking whiskey: occasions & people  
Americana & freedom  
Diversity in people & lifestyles

#### THE FEEL:

Rugged & raw  
Laid-back & easygoing  
Cool & relevant



# VOICE

Templeton Distillery speaks with a confident, yet considerate tone, honoring its past but looking forward with intention and passion.

HONEST  
STRAIGHTFORWARD  
BOLD  
SELF-ASSURED  
PURPOSEFUL

# VISUALS

Pulling inspiration from the small town of Templeton, Iowa itself, use of no-fluff imagery evokes the everyday ideals of the American heartland and establishes a strong sense of place.

RELATABLE  
UNPOLISHED  
TEXTURAL  
INDUSTRIOUS  
DOWN-TO-EARTH

# BRAND STORY

A COHESIVE BRAND STORY FOR ALL GENERAL APPLICATIONS.

A community that respects one another, that supports each other, and who rallies together with a revived spirit. That was the town of Templeton, Iowa in 1920s Prohibition, and it's the very same town today—exactly one century later. The roads have changed a little, the rules have changed a lot, but the soul of our hometown remains the same. Today, we're following in the footsteps of our forefathers and crafting a whiskey in their tradition. A whiskey that respects the past, yet is inspired by the future. We call it Templeton, but it represents so much more than a place. It represents our memories, our future, and our whiskey way of life.



# OUR NEW LOOK

APPROVED DETAILS EXPLAINING THE TEMPLETON REBRAND.

Every good revival has a way of bringing history into the now. It's less about making things the way they used to be, and more about using the influence of the past to guide our future. This was the inspiration behind our brand new look for Templeton Distillery.

Together with a community that has rallied behind us from day one, with this new package comes a refocus on who we are as a company: a company that's centered around where we come from, as well as where we're headed. With a goal to bring all aspects of production in-house to our onsite distillery in Templeton, Iowa, we remain committed to a revival of our small town and strong spirit, and continuing our whiskey way of life.



# DTC MESSAGING

## THE TEMPLETON STORY TAILORED TO THE DISTILLERY & LOCAL AUDIENCE

Templeton, Iowa is a small town with a strong spirit, full of local stories and legends that come together to create a legacy of its own. That's the way it was in 1920s Prohibition, and it's the very same town today—exactly one century later. The roads have changed a little, the rules have changed a lot, but the soul remains the same.

We've recommitted ourselves to our hometown with the opening of our expanded distillery in 2018, creating more jobs along with the opportunity to bring more of our production in-house. And there's nothing we love more than sharing both local legacy as well as our limited production specialties with those who appreciate a good story over good whiskey. That, after all, is what we've come to call our whiskey way of life.

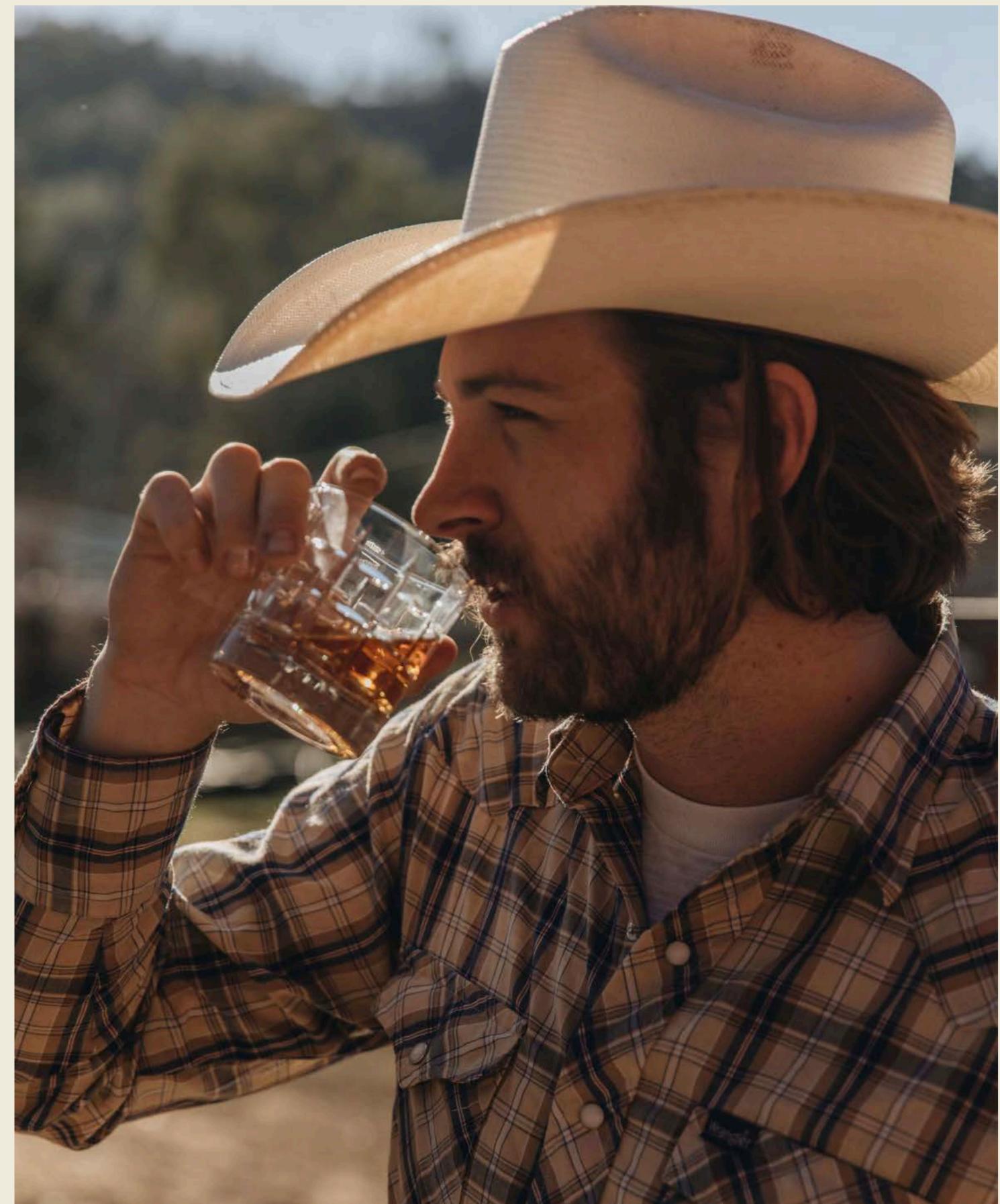


# TRADE-FACING MESSAGING

THE TEMPLETON STORY HIGHLIGHTING PRODUCTION DETAILS & TAILORED TO A TRADE AUDIENCE.

Templeton Distillery has earned a reputation as a leader in high quality rye whiskey. This is something that we like to think would make the residents of Templeton, Iowa during Prohibition—themselves making whiskey and hiding it in basements—quite proud. Today, our rye is made a little differently—we find that 100 years and legal production capabilities will change how you do things. With a 95% rye / 5% malted barley mash bill, it's aged in charred, new American oak barrels with flavors inspired by the whiskey made by Templeton bootleggers a century ago – in the same town, with the same strong spirit.

Based in Templeton, Iowa, our expanded state-of-the-art distillery opened in 2018 with plans to bring all aspects of distillation and aging in-house. This innovative production facility not only creates the opportunity for more jobs and local agriculture, but for enhanced quality control across all of our whiskeys, whether it's our flagship 6-year rye or innovation products such as our cask series. This newfound focus on who we are as a company led to a complete rebranding and package redesign in 2020, with a new look that better represents where we come from, where we're headed, and the community that has rallied together from day one.





*Templeton*



# PRODUCT OVERVIEW

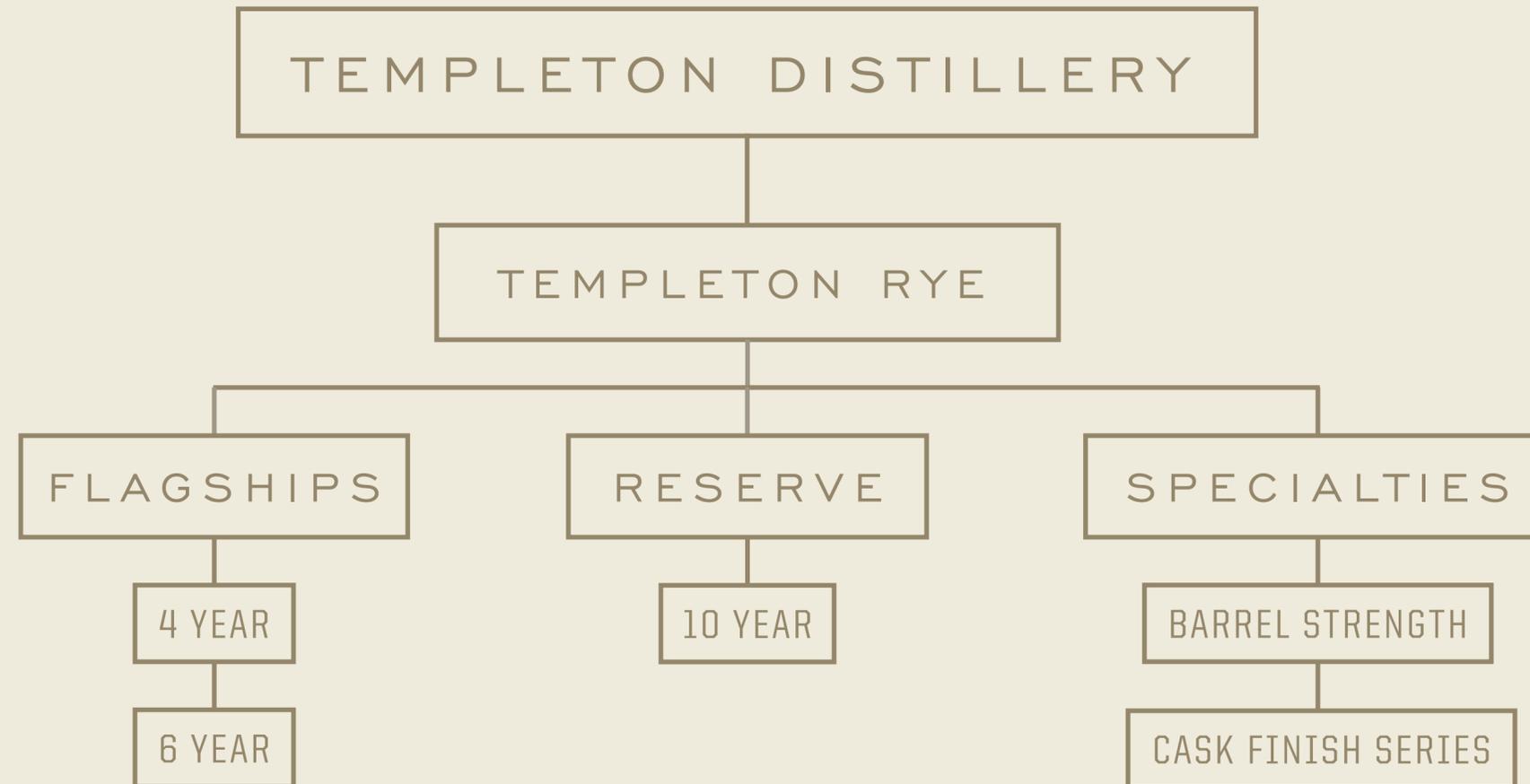


Coming Soon  
Barrel Strength

Coming Soon  
Oloroso Cask Finish

# BRAND HIERARCHY

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## FLAGSHIP WHISKEYS

# 4 YEAR

A high quality introduction to the world of Templeton Rye.

### PRICE POINT

750ml - \$30

### AGING

4 years in charred new American oak barrels

### TASTING NOTES

Aroma: Dry, grassy, Christmas spice

Taste: Hint of caramel, butterscotch, toffee, allspice

Body: Deep amber color, lingering, slightly chewy

Finish: Wonderful balance, clean, silky smooth

### OCCASIONS

Ideal for enjoying over ice or mixed in a classic whiskey cocktail to add some rye spice, such as an Old Fashioned or a Rye Manhattan.

### CONSUMER INSIGHTS

Meant to be appealing to a broad range of ages, income levels, and palates. A great introduction to the world of American rye whiskey for newcomers, as well as a reliable standby to whiskey enthusiasts.



## FLAGSHIP WHISKEYS

# 6 YEAR

Our flagship rye is slightly more mature with complex rye notes for the true enthusiast.

### PRICE POINT

750ml - \$40

### AGING

6 years in charred new American oak barrels

### TASTING NOTES

Aroma: Floral, dry spice, butterscotch, vanilla, cherry, green apple

Taste: Fruit, toasted oak, mellow, smooth with vibrant mouth

Body: Bold oak with burnt sugar sweetness

Finish: Long, lingering spice

### OCCASIONS

Add complexity and spice to a craft whiskey cocktail, or enjoy neat or with a splash of water to savor the complexities that come with furthered aging.

### CONSUMER INSIGHTS

This consumer likely has multiple whiskey options in their home bar and will specify their whiskey selection with their server or bartender when out. They view the 6 Year as a great rye at an affordable price point.



## RESERVE WHISKEYS

# 10 YEAR RESERVE

Our distillery's finest achievement. A true expression of what American Rye can become with each release bottled from a hand-selected single barrel.

### PRICE POINT

750ml - \$85

### AGING

A full decade spent in charred new American oak barrels

### TASTING NOTES

Aroma: Rich chocolate and vanilla, toasted oak, green apple, apricot

Taste: Smooth, dark oak with honeyed floral notes and our signature rye spice

Finish: Clean and long-lasting with lingering butterscotch

### OCCASIONS

With an extremely limited production and only distributed to accounts with a discerning whiskey list, this is the choice for life's special occasions where only the best will do.

### CONSUMER INSIGHTS

A whiskey connoisseur, with a higher income and education level. This consumer may exclusively drink whiskey (likely neat) and, whether at home or out, is very selective when it comes to their whiskey choice.



## SPECIALTY WHISKEYS

# BARREL STRENGTH 2021

This very limited production whiskey is released annually and crafted for the rye loyalists.

### PRICE POINT

750ml - \$60

### AGING

A blend of our most noteworthy barrels, varying in age and maturity up to 10 years old

### TASTING NOTES

Aroma: Sweet floral notes, milk chocolate, dark fruit, toasted almonds

Taste: Bold and balanced with a velvety character, oily and rich, peppery yet fruity with hints of brown sugar and honey

Body: Full bodied with bold intensity

Finish: Delicate, lingering, and long

### OCCASIONS

Meant to be enjoyed in its purest form or to stand out in a craft cocktail. Enjoy Barrel Strength on the rocks, neat or with a splash of water to help bring out even more flavor.

### CONSUMER INSIGHTS

A whiskey connoisseur who likely seeks out rare and unusual finds. While they have a few trusty standbys, they aren't afraid to experiment and are willing to spend up to try something new.



## SPECIALTY WHISKEYS

# OLOROSO SHERRY CASK FINISH

An outlet for innovation, our limited release Cask Finish Series offers an annual unique twist on what rye can be.

### PRICE POINT

750ml - \$TBD

### AGING

An American straight rye whiskey initially aged in charred American oak barrels for 6 years before undergoing a secondary maturation of 6 months in the finest 500 liter Oloroso Sherry butts

### TASTING NOTES

Aroma: TBD

Body: TBD

Finish: TBD

### OCCASIONS

Designed to be enjoyed neat with a focus on spending some time with the whiskey to savor the complexity of each layer of flavor that this release brings with each sip. Pairs spectacularly with foods such as aged cheeses and dark chocolate. Compliments smoked salmon and grilled steaks to perfection.

### CONSUMER INSIGHTS

With innovation, ambition, and collaboration at the heart of our Cask Finish Series, our Oloroso Sherry Cask Finish whiskey is designed for the consumer who has the confidence to stray from the beaten path. For those who favor quality over quantity and seeks out new experiences in both life and whiskey choices. They love to travel and will use this whiskey experience to transcend them to the exotic destinations of the sourced barrels.

A photograph of a man and a woman sitting at a table, likely in a bar or restaurant. The man is on the right, wearing a dark t-shirt, and the woman is on the left, wearing a plaid shirt. In the center of the table is a bottle of whiskey and two glasses. The background is blurred, showing a window with trees outside. The text "STYLE GUIDELINE" is overlaid in the center of the image.

# STYLE GUIDELINE

# BRAND MARKS

The following guideline has been created to provide the Templeton Distillery brand team with a clear usage outline of its brand marks and typographic styles to best represent the brand across all applications with full integrity.



## TEMPLETON SCRIPT

PRIMARY PRODUCT MARK

The Templeton Script is the preferred brand mark that should be used first when representing the Templeton brand in all product marketing. This mark can be used alongside the Distillery Badge to represent the Templeton product and distillery as a whole. This is the most unique and clearly identifiable mark that is prominently embossed on the package.

The goal is to continue to build brand equity around this mark.

SIMPLIFIED SCRIPT



## DISTILLERY BADGE

SECONDARY DISTILLERY MARK

The Secondary Distillery Mark should be used as a compliment to the Templeton Script or in circular spaces where a circular logo fits nicely (ie: top of bottle, barrels, coasters, etc.). This mark can also be used when more brand messaging is desired to represent the distillery's ethos.

SIMPLIFIED MONOGRAM



## DISTILLERY WORDMARK

TERTIARY DISTILLERY MARK

The Distillery Wordmark should be used primarily to represent the physical space at the distillery. It should be used in horizontal situations where the Secondary Distillery Mark can not work.

SIMPLIFIED DISTILLERY WORDMARK



# USAGE GUIDELINES



1.5"W

## USAGE GUIDELINES

# TEMPLETON SCRIPT

When needing a bold brand mark for primary marketing assets or merchandise, use the Templeton Script. Use the approximate width of the “E” in “Templeton” as its clearance space.

### SPECIFIC USAGES:

- Packaging: Used primarily on the custom glass design.
- Universal Brand Assets: Used as the primary branding element across sell sheets, shelf talkers, case cards, etc.
- Apparel: Printed on shirts, sweaters, jackets, etc. (Should be used in combination with the Distiller’s mark or horizontal brand mark)
- Baseball/Softball Apparel: Printed on jerseys.
- Miscellaneous: Stickers, everyday glassware

MINIMUM SIZE: 1.5"W

MAXIMUM SIZE: NO LIMIT



1"W

## USAGE GUIDELINES

# SIMPLIFIED SCRIPT

When needing a bold brand mark for primary marketing assets or merchandise, and the composition of the application is not adequate for the Templeton Script mark, such as a long & narrow applications, then utilize the Simplified Script mark. Use the approximate width of the "E" in "Templeton" as its clearance space.

### SPECIFIC USAGES:

- Universal Brand Assets: Used as the primary branding element across sell sheets, shelf talkers, case cards, etc.
- Apparel: Printed on shirts, sweaters, jackets, etc. (Should be used in combination with the Distiller's mark or horizontal brand mark)
- Baseball/Softball Apparel: Printed on jerseys.
- Miscellaneous: Stickers, everyday glassware

MINIMUM SIZE: 1"W

MAXIMUM SIZE: NO LIMIT



.8"W

## USAGE GUIDELINES

# DISTILLERY BADGE

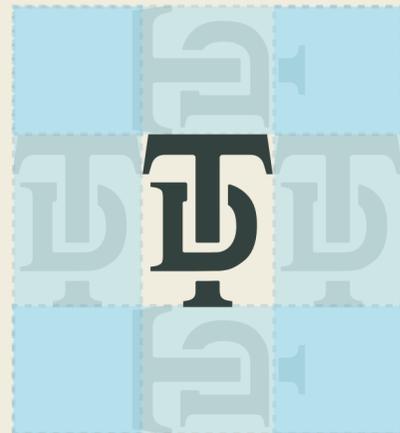
When using the Distillery Badge, use the approximate width of the "TD" monogram as its clearance space.

### SPECIFIC USAGES:

- Pair and compliment Templeton Script and Simplified Script marks.
- Packaging: Wood T-tops
- Signage: Indoor/Outdoor signs and banners that require a circular mark.
- Tasting Room: Glassware, coasters, etc.
- Apparel: Printed on shirts, sweaters, jackets, etc.
- Miscellaneous: Stickers and barrel head brands.

MINIMUM SIZE: .8"W

MAXIMUM SIZE: NO LIMIT



.2"W

## USAGE GUIDELINES

# SIMPLIFIED MONOGRAM

The Simplified Monogram is to be used as a supporting brand mark used in combination with either the Templeton Script, Simplified Script, or Distillery Wordmark. Use the approximate width of the "TD" monogram as its clearance space.

### SPECIFIC USAGES:

- Packaging: Strip Stamp & Glass Embossing
- Signage: Indoor/Outdoor signs and banners for the distillery.
- Universal Brand Assets: To be used as supplemental branding detail.
- Tasting Room: Glassware, coasters, etc.
- Apparel: Clothing Tags, Patches, Embroidery on hats.
- Miscellaneous: Stickers and barrel head brands.

MINIMUM SIZE: .2"W

MAXIMUM SIZE: NO LIMIT



2"W

## USAGE GUIDELINES

### DISTILLERY WORDMARK

To avoid visual competition with surrounding graphics, when using the Distillery Wordmark use the approximate width of the letter "L" in "Templeton" as its clearance space.

#### SPECIFIC USAGES:

- Signage: Permanent indoor/outdoor signs, banners, and wall tackers.
- Business Cards: Used as a full print on one side.
- Apparel: Printed on shirts, sweaters, jackets, etc.
- Miscellaneous: Stickers, ink stamps, and promotional materials.

MINIMUM SIZE: 2"W

MAXIMUM SIZE: NO LIMIT



1"W

## USAGE GUIDELINES

# SIMPLIFIED DISTILLERY WORDMARK

To avoid visual competition with surrounding graphics in smaller applications, use the Simplified Brand Mark and use the approximate width of the letter "L" in "Templeton" as its clearance space.

### SPECIFIC USAGES:

- Tasting Room: Bar mats and printed materials for guests
- Small Stationary: Checkbooks, post cards and envelopes.
- Miscellaneous: Stickers, lighters, pens, etc.

MINIMUM SIZE: 1"W

MAXIMUM SIZE: NO LIMIT

# BRAND MARK USAGES

# ACCEPTABLE COMBINATIONS



✓ COMBINATION 1:



✓ COMBINATION 2:



# ACCEPTABLE COMBINATIONS

✓ COMBINATION 3:



*Templeton*

✓ COMBINATION 4:



*Templeton*

# ACCEPTABLE COMBINATIONS

✓ COMBINATION 5:



**TEMPLETON**  
- DISTILLERY -

✓ COMBINATION 6:



**TEMPLETON**  
- DISTILLERY -

# COMBINATIONS TO AVOID



SMALL TOWN - STRONG SPIRIT  
**TEMPLETON**  
- DISTILLERY -



Do not combine Templeton Script mark with the Distillery Wordmark.



**TEMPLETON**  
- DISTILLERY -



Do not combine Simplified Script mark with the Simplified Distillery Wordmark.



Don't combine the Templeton Script mark with Simplified Script mark.



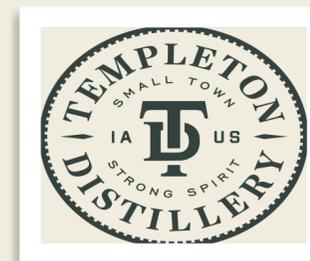
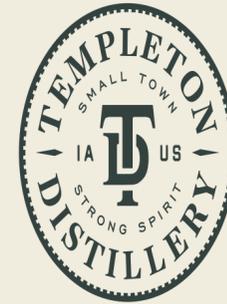
## USAGE GUIDELINES

# PHOTO BACKGROUNDS

Using brand marks on photos should be done with care as image choice will determine whether Templeton Green or Cream will be used for the mark color. A general rule of thumb: make sure the mark is clearly legible with strong visual contrast against an image that isn't too detailed or busy.

### IMAGE SELECTION TIPS:

- Images with shallow depth of field are recommended
- Avoid busy scenes with too much detail that detracts from the brand mark.
- Avoid photos with harsh highlights or shadows
- Use a dark transparent overlay when more contrast is needed.



## IMPROPER USAGE

Be cautious when scaling marks to avoid any unwanted stretching or compressing.

Do not add effects to brand marks.

# BRAND COLORS

# BRAND COLORS

Templeton Distillery's primary brand color palette is an essential part of the brand's identity and should be used accurately across all printed and digital applications.

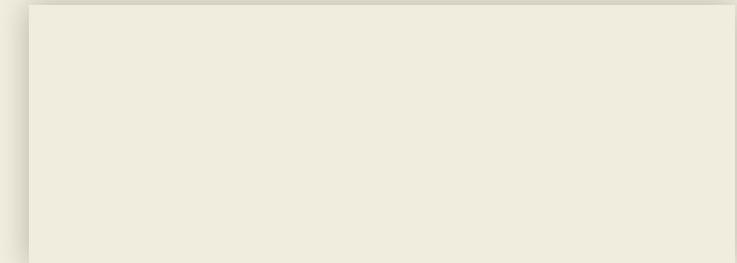
Consistent use of brand colors is not only a best practice but will help ensure brand recognition across all channels

## PRIMARY COLORS FOR BRAND MARKS & BRAND COLLATERAL



### GREEN

PMS: 330 U  
C: 74% M: 55% Y: 64% K: 48%  
R: 51 G: 77 B: 62  
HEX: 33423E



### CREAM

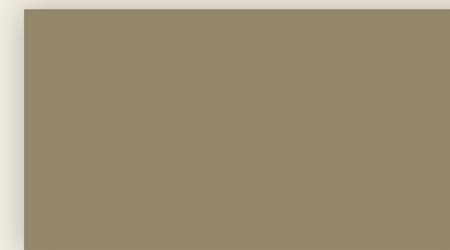
\*FOR SLIDE BACKGROUND COLOR  
C: 5% M: 5% Y: 12% K: 2%  
R: 229 G: 235 B: 221  
HEX: EFEBDD

## SECONDARY COLORS NOT TO BE USED FOR BRAND MARKS



### HUSK

PMS: 9080 U  
C: 13% M: 13% Y: 31% K: 0%  
R: 223 G: 212 B: 180  
HEX: DFD4B4



### TAUPE

PMS: 2327 U  
C: 42% M: 42% Y: 64% K: 10%  
R: 145 G: 130 B: 90  
HEX: 918263



### GRAIN GOLD

C: 40% M: 49% Y: 90% K: 19%  
R: 140 G: 112 B: 54  
HEX: 8C7036

# PRIMARY COLOR COMBINATIONS



Cream on Green

# PRIMARY COLOR COMBINATIONS



**TEMPLETON**  
- DISTILLERY -



Green on Cream

# COLOR COMBINATIONS TO AVOID

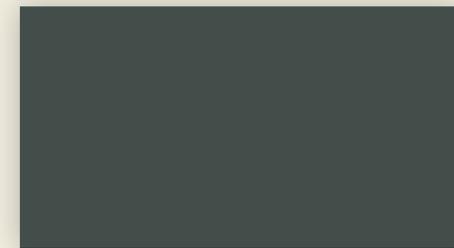


# PRODUCT COLOR PALETTE

# 4 & 6 YEAR

FLAGSHIP

Templeton Rye's 4 & 6 Year color palettes are key part of the product's identity and should be used accurately across all applications; print and digital.



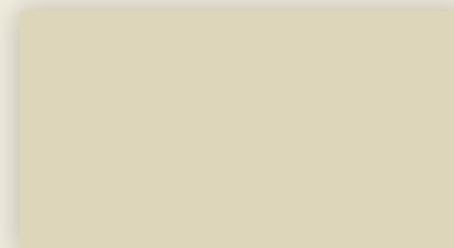
## TEMPLETON GREEN

PMS: 330 U  
C: 74% M: 55% Y: 64% K: 48%  
R: 51 G: 77 B: 62  
HEX: 33423E



## TEMPLETON TAUPE

PMS: 2327 U  
C: 42% M: 42% Y: 64% K: 10%  
R: 145 G: 130 B: 90  
HEX: 918263



## HUSK

PMS: 9080 U  
C: 13% M: 13% Y: 31% K: 0%  
R: 223 G: 212 B: 180  
HEX: DFD4B4



## METALLIC COPPER

Foil: Luxor 351  
Metallic Ink: PMS 876 C

# 10 YEAR RESERVE

Templeton Rye's 10 year color palette and textures are a key part of the product's identity and should be used accurately across all applications; print and digital.



## CHARRED BLACK

PMS: 419 U  
C: 68% M: 64% Y: 69% K: 72%  
R: 38 G: 36 B: 31  
HEX: 26241F



## PATINA METAL

Metal: Polished Antique Copper Patina



## TAUPE

PMS: 2327 U  
C: 42% M: 42% Y: 64% K: 10%  
R: 145 G: 130 B: 90  
HEX: 918263



## HUSK

PMS: 9080 U  
C: 13% M: 13% Y: 31% K: 0%  
R: 223 G: 212 B: 180  
HEX: DFD4B4



## METALLIC COPPER

Foil: Luxor 351

# TYPOGRAPHY

Primary Typeface

**UNITED SANS**  
A B C D E F G H I J K L M N  
O P Q R X T U V W X Y Z

[Semi Condensed Bold]

Secondary Typeface

ENGRAVERS GOTHIC BT  
A B C D E F G H I J K L M N  
O P Q R X T U V W X Y Z

[Regular]

Accent Typeface

UNITED SANS  
A B C D E F G H I J K L M N  
O P Q R X T U V W X Y Z

[Semi Condensed Medium]

Body & Bulleted List Typeface

Reader

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

[Regular]

Primary	→	<b>SMALL TOWN, STRONG SPIRIT</b>
Secondary	→	TEMPLETON DISTILLERY
Body	→	With over 100 years of history in Templeton, Iowa, our story is one of true authenticity and built on the shared experiences of our community. The roots of Templeton Distillery can be traced back along family lines to the bootleggers of Prohibition. This rebellious and entrepreneurial mindset still holds true to this day, where residents of our hometown unite together under a shared rallying cry of “A Strong Community Spirit.”
Accent	→	SMALL TOWN, STRONG SPIRIT
Bullet	→	100 years of shared stories, family traditions, and rallying together as a community  A rebellious & entrepreneurial bootlegging legacy  Templeton, IA: “A Strong Community Spirit”

