



LOS ARANGO®

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*Brand Book*

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# CONTENTS

## BRAND GUIDELINE

- 04 - Promise
- 05 - Positioning
- 06 - Brand Structure
- 07 - Pillars
- 08 - Themes
- 09 - Personality
- 11 - Brand Voice
- 12 - Brand Story
- 13 - Trade-Facing Messaging
- 14 - Moodboards
- 15 - Product Overview
- 19 - Moodboards

## STYLE GUIDELINE

- 21 - Logos
- 31 - Icon
- 33 - Lock-ups
- 38 - Logo Usage
- 44 - Color Palette
- 46- Typography





BRAND GUIDELINE

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# PROMISE

Los Arango tequila is made for the moments in life that are truly worth savoring. Inspired by the Mexican Revolution, today we craft ultra premium tequila made to honor your moments of triumph.



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# POSITIONING

Los Arango crafts ultra premium blanco, reposado, and añejo tequila for honoring life's moments of success. It's the choice of discerning tequila drinkers who seek to savor these moments properly.



# BRAND STRUCTURE

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BRAND ESSENCE

*Savor the Moment*

PROMISE

Los Arango tequila is made for the moments in life that are truly worth savoring. Inspired by the Mexican Revolution, today we craft ultra premium tequila made to honor your moments of triumph.

PERSONALITY

Balancing rugged with refined, passion with purpose, Los Arango is rooted in history, handcrafted, and artisanal, yet looks forward with a spirited energy and unique sense of luxury.

PILLARS

**LOCALE & CULTURE**

**CRAFT & DETAIL**

**REVOLUTION**

REASONS TO BELIEVE

With a story rooted in a pivotal moment of Mexican history, Los Arango is made at the original Hacienda Corralejo and represents the culture of Pénjamo, Mexico.

Traditionally crafted from 100% blue agave with a specialty strain of yeast, bottled in blown glass, and hand finished with premium details in limited quantities.

Los Arango was born on the Mexican Revolution, crafted by the people of Pancho Villa to rejoice in their moment of triumph, made to revel in all victorious moments.

# BRAND PILLARS

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## Locale & Culture

A vibrant culture awaits

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### STORY

The Hacienda just outside of Pénjamo, Mexico, where we craft Los Arango tequila, is surrounded by intricate brickwork, blue agave as far as the eye can see, and the native Sabino tree after which the town is named. Outside its walls, the vibrant culture of Mexico comes to life before our eyes: markets with fruit of every color, friendly conversation, and the rich smell of mole wafting from open doorways. This lively culture, something we partake in each day, is infused into every bottle of Los Arango tequila that we're honored to share with you.

## Craft & Detail

Perfection in its imperfection

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### QUALITY

Exclusively made from the ancient blue agave plant grown in Guanajuato, Mexico, we use a unique strain of yeast and double distillation process to make each small batch of Los Arango tequila in the traditional way. Each batch is then bottled in blown glass in the same location it was made and finished by hand, resulting in tequila that reflects the unique factors of its time and place. We strive to show each bottle the respect that was shown to Jose Doroteo Arango by his people, represented in the gift of this specially crafted tequila made in his honor.

## Revolution

Our story begins during the Mexican Revolution

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### LIFESTYLE

When we are called forward to take a stand for what we believe in, we discover who we truly are. Jose Doroteo Arango, better known as Pancho Villa, earned the respect of his people when he defended them against the tyrants of the Mexican Revolution in 1920. They honored him with the crafting of this tequila which took on his family name. This is a tequila inspired by doing what is right over what is popular, made to revel in all of life's victories in honor of the revolutionary spirit in us all.

# BRAND THEMES

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## Locale & Culture

A vibrant culture awaits

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### THE LOOK

Hacienda Corralejo

Team & personalities

Town of Pénjamo

Mexican culture

### THE FEEL

History of the hacienda

Mexican cultural insights

Traditional recipes & food pairings

## Craft & Detail

Perfection in its imperfection

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### THE LOOK

Agave

Craftspeople of the hacienda

Production process

Hand touches

Finished product in bottle

### THE FEEL

The tequila making process from start to finish

Educational, insightful, respectful

Terroir of Guanajato

## Revolution

Our story begins during the Mexican Revolution

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### THE LOOK

Historical Pancho Villa & Mexican Revolution

Achieving goals

Celebration

### THE FEEL

Enjoying life

Warm and welcoming (i.e., not solitary)

Energetic, celebratory

# BRAND PERSONALITY

## Los Arango Is...

Authentic  
Rooted  
Cultural  
Unique  
Luxury  
Artisanal  
Rugged + Refined  
Passionate  
Revolutionary  
Understated  
Traditional

## Los Arango Is Not...

Fabricated  
Gimmicky  
Mass Produced  
Perfection  
Boring  
Modern

# BRAND PERSONALITY

## Trustworthy

*With a history rooted in the same Mexican hacienda where it's made today, Los Arango represents a real story, a real culture, and tequila crafted in the traditional way.*

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## Rugged + Refined

*With artisanal tequila presented in a hand-touched package, no two bottles are exactly alike. Los Arango seeks luxury and perfection in the imperfections.*

## Rich

*Rich with history, depth, and culture. Rich in flavor and aroma. Los Arango is a brand with strength and resonance.*

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## Passionate

*Los Arango, while refined and understated, possesses a spirited energy and passion for life that comes through in both its visuals and voice.*

# BRAND VOICE

## Voice

*The Los Arango voice is powerful yet trustworthy.  
Los Arango speaks with purpose and meaning,  
while avoiding feeling overly serious or stoic.*

Powerful

Trustworthy

Meaningful

Energetic

Welcoming

## Visuals

*The Los Arango packaging is powerful in and of itself, so the  
visuals surrounding it should play up the brand personality,  
bringing a sense of life, luxury, and passion to the brand.*

Impactful

Luxurious

Artisanal

Honest

Lively

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# BRAND STORY

Think of the last time you knew that you'd truly given it your all. Imagine the single moment when you knew you'd accomplished what you'd set out to do. That exact moment is the one to savor, to rejoice in, to enjoy for as long as you possibly can. Because it's this moment that you'll come back to when you need inspiration for your next revolution—be it large or small, public or personal. Los Arango is tequila made for those who know the true power of this moment. Those who know that whether you're changing the world or whether you're changing yourself, what matters most is the moment when you can revel in your success with the ones you love.

And this is where our story begins. After conquering the tyrants of the Mexican Revolution, Pancho Villa was gifted with a specialty tequila crafted by those he defended. As a gesture of his love, he awarded it his family's name: Los Arango. Today, we honor his revolutionary spirit, our own personal revolutions, and the revolutionaries to come. Each sip serves as a reminder that we are all united in our moment of shared victory.

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# TRADE-FACING MESSAGING

Los Arango is a luxury tequila crafted to honor the moment of success. Large or small, these moments should be savored, honored, and remembered, as we call on them when it's time to take on our next revolution.

Originally crafted as a gift to Pancho Villa from his people after defeating the ruling class in the Mexican Revolution, Los Arango was born in exactly such a moment. Born José Doroteo Arango, he awarded it with the name of his family. Today, we continue to honor this very important moment in Mexican history with handcrafted tequila made from 100% blue agave harvested just steps away from the Hacienda Corralejo in Guanajato, Mexico where it's fired in clay ovens and fermented with a specialty yeast strain. It's then distilled, bottled in blown glass, and hand finished with premium leather, metal, and wood accents all onsite at the hacienda. Whether it's blanco for a specialty margarita, reposado over ice, or añejo sipped neat, we raise a glass to the moments in life that are worth savoring.

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# PRODUCT OVERVIEW

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Blanco



Reposado



Añejo

# LOS ARANGO BLANCO

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PRICE POINT \$45

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AGING Unaged

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TASTING NOTES

*Color:* Clean, bright

*Nose:* Rich, toasted agave aroma with fresh green herbs

*Palate:* Soft, smooth

*Finish:* Fresh

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OCCASIONS

Shots with friends or coworkers, cocktails at dinner, sipping either on the rocks or neat at home

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CONSUMER INSIGHTS

Late 20's/early 30's with an above average level of education and sophistication. They're trading up for a luxury tequila, but still look to tequila as something to drink when they want to have fun.

# LOS ARANGO RESPOSADO

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PRICE POINT \$50 - \$55

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AGING 6 months in American oak barrels

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TASTING NOTES

*Color:* Clear, with a pale straw tinge

*Nose:* White pepper, cooked agave, caramel, fresh lemon, mild oak

*Palate:* Silky, elegant; pepper, sweet cooked agave, honey, slight salinity

*Finish:* Medium to long, dry with a delicate, lingering pepper finish

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OCCASIONS

An elevated Margarita or sipping, either on the rocks or neat, with friends, at home, or with dinner

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CONSUMER INSIGHTS

Late 30's/early 40's with an above average level of education and sophistication. They're willing to invest in a high quality tequila they know they enjoy.

# LOS ARANGO AÑEJO

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PRICE POINT \$62 - \$65

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AGING 13 months in American oak barrels

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TASTING NOTES

*Color:* Pale gold

*Nose:* Caramel, spice, oak

*Palate:* Rich; vanilla, salt, green pepper

*Finish:* Long, rich, spicy, lingering with a perfected balance of flavor and texture

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OCCASIONS

Sipping, either on the rocks or neat, at home or at game night, occasionally with cigars

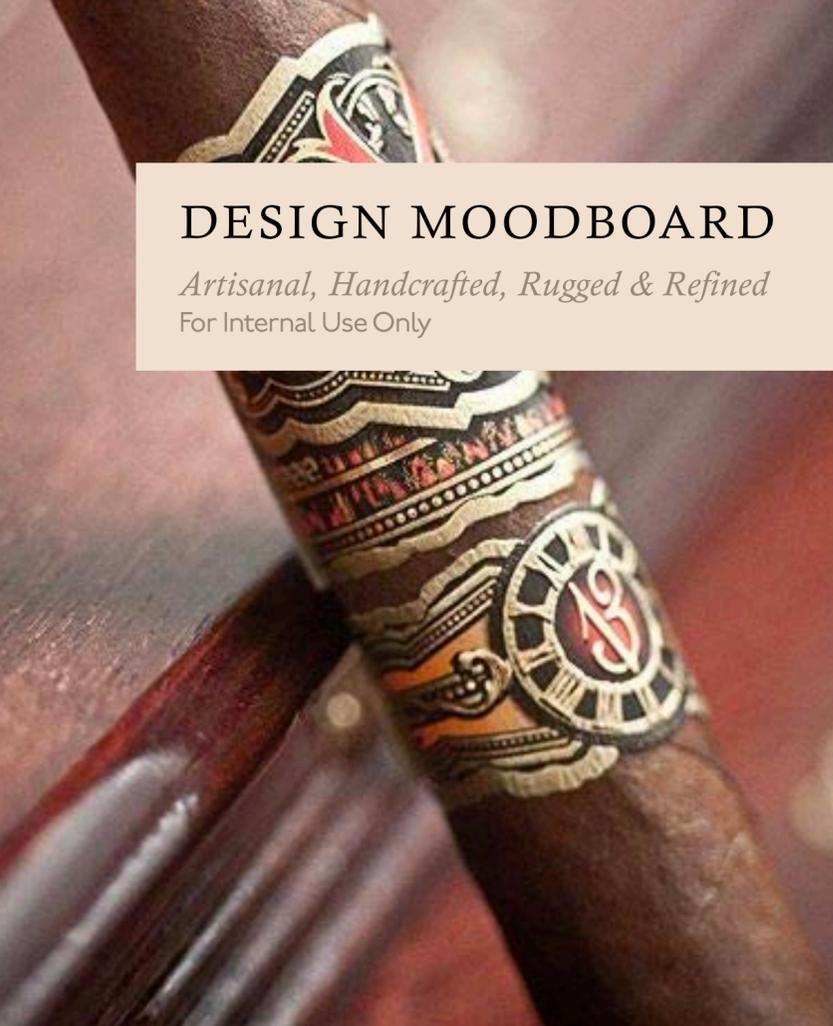
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CONSUMER INSIGHTS

Late 40's with an above average level of education and sophistication. They've likely entered the world of tequila through whiskey and may have a collection of both at home.

# DESIGN MOODBOARD

*Artisanal, Handcrafted, Rugged & Refined*  
For Internal Use Only



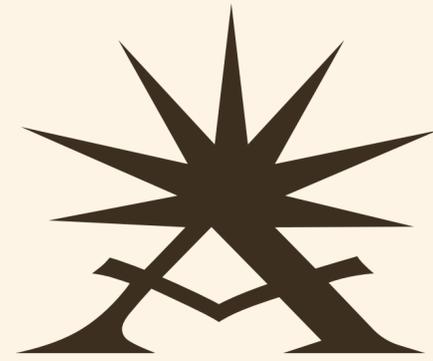


# STYLE GUIDELINE

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Logos

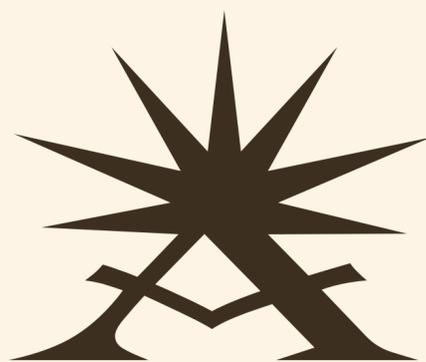
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LOS ARANGO.®



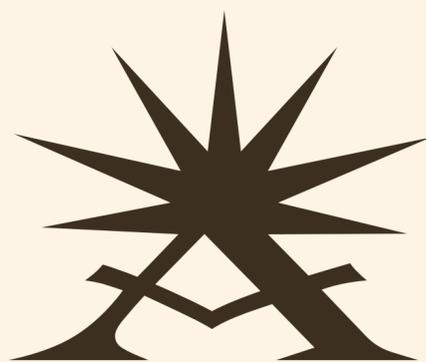
LOS ARANGO®



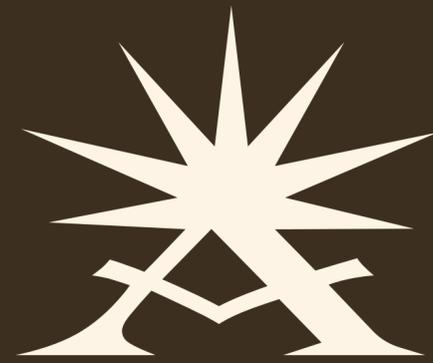
LOS ARANGO.<sup>®</sup>  
TEQUILA



LOS ARANGO.<sup>®</sup>  
TEQUILA



LOS ARANGO®  
TEQUILA — *Savor the Moment*



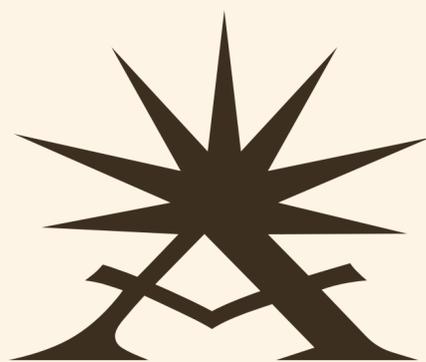
LOS ARANGO®  
TEQUILA — *Savor the Moment*

LOS ARANGO®

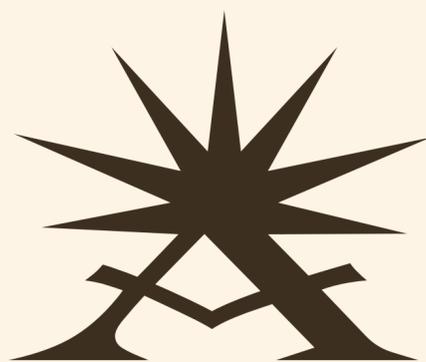
LOS ARANGO®

LOS ARANGO®  
TEQUILA

LOS ARANGO®  
TEQUILA



LOS ARANGO®  
REPOSADO TEQUILA  
*Savor the Moment*



LOS ARANGO  
AÑEJO TEQUILA  
*Savor the Moment*

BLANCO TEQUILA

*Savor the Moment*

REPOSADO TEQUILA

*Savor the Moment*

AÑEJO TEQUILA

*Savor the Moment*

# Logo Usage

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For the primary brand mark and lock-ups,  
the icon is double the height of the text & tequila style height.



Leave open space around the mark that equals the height of the logotype.

Max size: Unlimited

Minimum size: 2" h



Leave open space around the mark that equals the height of the logotype.

Max size: Unlimited

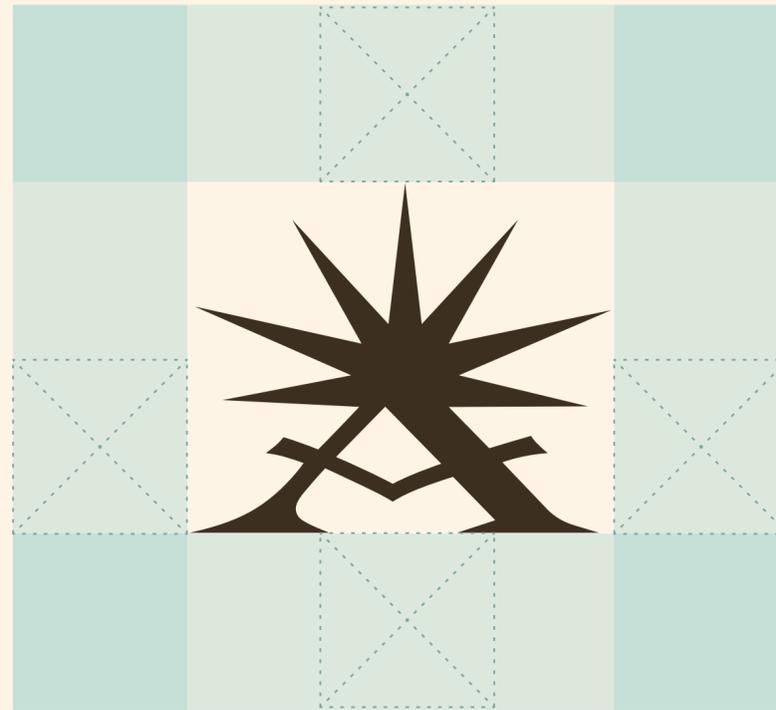
Minimum size: .75" h



Leave open space around the mark that equals the height of the logotype.

Max size: Unlimited

Minimum size: .75" h



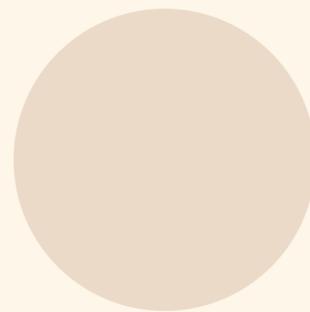
Leave open space around the icon that equals half the height of the icon.

Max size: Unlimited

Minimum size: .5" h

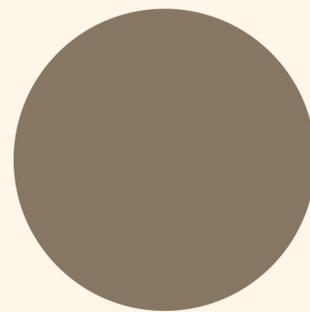
# Color Palette

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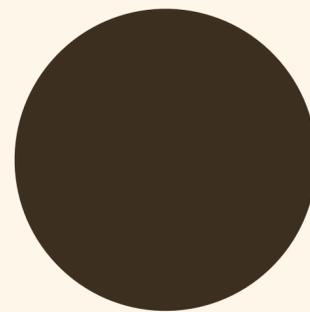
Natural White  
#EBDAC8

C:7    R:235  
M:13    G:218  
Y:20    B:200  
K:0



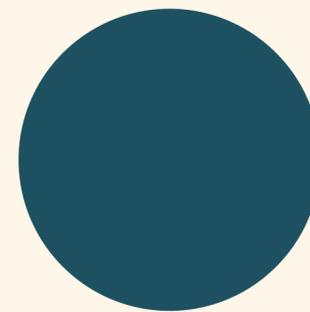
Root  
#877661

C:45    R:135  
M:47    G:118  
Y:61    B:97  
K:15



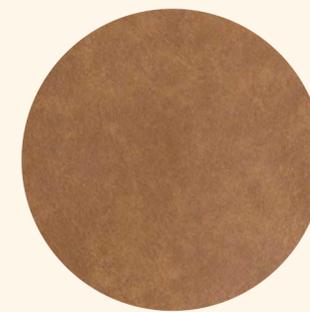
Cigar  
#3D2F1F

C:56    R:61  
M:64    G:47  
Y:78    B:31  
K:64

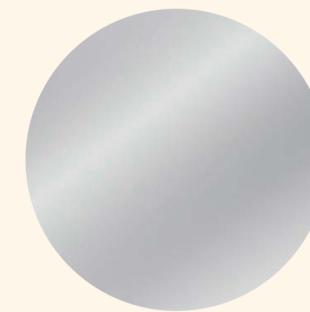


Agave  
#1D5060

C:89    R:29  
M:58    G:80  
Y:47    B:96  
K:28



Genuine Leather



Silver Metallic

# Typography

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PRIMARY TYPEFACE

# Calisto MT

REGULAR

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

ITALICS

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

SECONDARY TYPEFACE

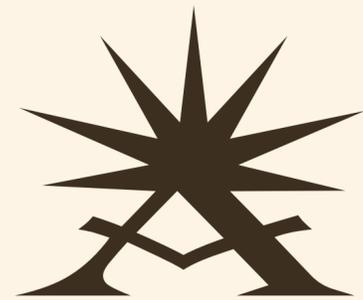
# P22 Underground

BOOK

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

MEDIUM

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



PRIMARY



LOS ARANGO®

PRIMARY



BLANCO TEQUILA

PRIMARY ITALIC



*Savor the Moment*

PRIMARY



Revolution

PRIMARY ITALIC



*Our story begins during the Mexican Revolution*

SECONDARY

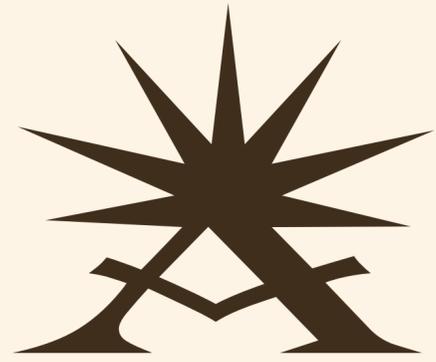


LIFESTYLE

PRIMARY



When we are called forward to take a stand for what we believe in, we discover who we truly are. Jose Doroteo Arango, better known as Pancho Villa, earned the respect of his people when he defended them against the tyrants of the Mexican Revolution in 1920. They honored him with the crafting of this tequila which took on his family name. This is a tequila inspired by doing what is right over what is popular, made to revel in all of life's victories in honor of the revolutionary spirit in us all.



# Lock-ups

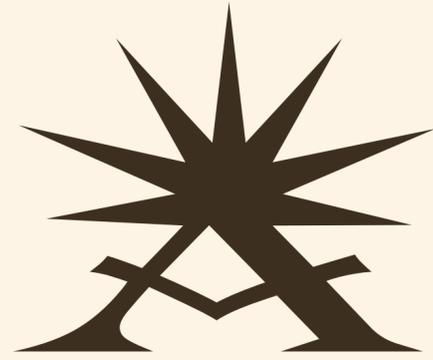
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LOS ARANGO®  
TEQUILA — *Savor the Moment*

LOS ARANGO®  
TEQUILA — *Savor the Moment*

Icon

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LOS ARANGO®  
BLANCO TEQUILA  
*Savor the Moment*



LOS ARANGO®