



LICENSING GRAPHIC GUIDELINES

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Use Of These Guidelines

These guidelines establish the standards for using the design elements which comprise the Jack Daniel's® packaging and other associated collateral. The graphic elements on the following pages are examples only and should not be used for reproduction purposes.

The purpose of these guidelines is to create a unified and consistent communication of the Jack Daniel's® identity throughout all products, and to further enhance the position of our brand within the marketplace.

The foundations of the brand identity are based upon a set of graphic elements. These are:

- 1 The 'logo'
- 2 The border
- 3 The brand colors
- 4 The brand typefaces

It is company policy that no deviation may be made from these standards. Pages from this manual are not to be used for direct production purposes.

If you are involved in the implementation of the Jack Daniel's® identity, it is your responsibility to know the standards and apply them consistently.

Jack Daniel's® has encouraged consumers to enjoy our fine products responsibly and in moderation. We take pride in our products and the contribution they make to the enjoyment of life. When consumed in a responsible way, our brands are compatible with a balanced lifestyle.

Jack Daniel's® only markets to consumers of legal drinking age and commits to ensure that underage drinkers are not targeted by our marketing and promotional activities. We do this through content that appeals primarily to adults and placements that meet the demographic of legal drinking age.

ALL MATERIALS AND ITEMS must contain a prominently placed responsible consumption message. We often use "Your Friends At Jack Daniel's Remind You To Drink Responsibly." *or* Jack Daniel's Reminds You To Drink Responsibly." If space is extremely limited we use "Drink Responsibly." However, we encourage creativity in developing a responsibility statement that best suits your category. For example, we use "Pace Yourself. Drink Responsibly." when applied to racing materials.

The message should be clearly readable and visible and prominently placed. The font, Trade Gothic Bold Condensed No.20, title case is used. It should be placed above the web address in a larger and/or bolder type and is followed by the legal trademark statement. It should never appear on the same line as any other text.

The age statement must also appear on all materials such as hang tags, packaging, advertising and promotional materials, but not on sewn-in labels. It should appear below the responsibility statement in a slightly smaller font size using the font, Trade Gothic Condensed No.18, sentence case. It should state "For sale to adults of legal drinking age."

If you are involved in the implementation of the Jack Daniel's® identity, it is your responsibility to know the standards and apply them correctly.

It is our policy that no deviation be made from this.

Trademark Notices

The trademarks owned by Jack Daniel's® are its most valuable assets. They are the roots of the brand and require constant attention in order to build and maintain rights. These guidelines help ensure the trademarks are used properly.

The copyright and trademark notice must appear on all products, sewn-in apparel labels, hangtags, packaging, advertising and promotional materials (such as sales sheets, catalogs and

displays). The font used for the trademark notice is Trade Gothic Condensed No.18 and must follow the case font exactly as it appears below.

Preferred Version:

JACK DANIEL'S and OLD NO. 7 are registered trademarks used under license to ____
(*replace with the name of the licensee*).

© 200_ (*replace with year product or packaging is created*) Jack Daniel's.

All Rights Reserved.

If the product is too small and does not allow for the complete trademark notice, the following may be used:

® & © 200_ (*replace with year product or packaging is created*) Jack Daniel's.

All Rights Reserved.

If space is extremely limited, the following may be used:

® & © 200_ (*replace with year product or packaging is created*)

LOGO ON BLACK



Above Clear space requirements - the width of the letter 'D'.



Above Minimum size requirements.

LOGO ON WHITE



Swing Logo and Cartouche

Depending on reproduction techniques, the Jack Daniel's® Logo version A should always have prominent position on all point-of-sale and promotional materials.

The logo is made up of the following elements:
the 'Jack Daniels' Swing Logo and
the 'Old No. 7' Cartouche.

This logo must never be redrawn or modified in any way.
The logo elements must always appear in this spatial relationship to each other.

® TM □ Minimum size of ® and TM = 1/16 inch (1.5875mm)

® TM □ Maximum size of ® and TM = 1/8 inch (3.175mm)

LOGO ON BLACK



Above Clearspace requirements - the width of the letter 'D'.



Above Minimum size requirements.

LOGO ON WHITE



Swing Logo with Outline Bug

The option of the Jack Daniel's® Logo version B is the simplest and most contemporary and can be used on all point-of-sale and promotional materials. This is the primary preferred rendering of the bug, as it is the form that resides on the bottle label. The Old No. 7 Brand "Bug" is not recommended for use without the brand name "Jack Daniel's". The preferred version of the logo should appear white on black.

This logo must never be redrawn or modified in any way. The logo elements must always appear in this spatial relationship to each other.

® TM □ Minimum size of ® and TM = 1/16 inch (1.5875mm)

® TM □ Maximum size of ® and TM = 1/8 inch (3.175mm)

LOGO ON BLACK

LOGO ON WHITE



Above Clearspace requirements - the width of the letter 'D'.



Above Minimum size requirements.



Swing Logo with Solid Bug

The option of the Jack Daniel's® Logo version B is the simplest and most contemporary and can be used on all point-of-sale and promotional materials. The Old No. 7 Brand "Bug" is not recommended for use without the brand name "Jack Daniel's". The preferred version of the logo should appear white on black.

This logo must never be redrawn or modified in any way. The logo elements must always appear in this spatial relationship to each other.

® TM □ Minimum size of ® and TM = 1/16 inch (1.5875mm)

® TM □ Maximum size of ® and TM = 1/8 inch (3.175mm)

LOGO ON BLACK

LOGO ON WHITE



Above Clear space requirements - the width of the letter 'D'. The background pattern is permitted to intrude into the above specified clear space.



Above Minimum size requirements.



Swing Logo with Filigree

The option of the Jack Daniel's® Logo version B can be used on all point-of-sale and promotional materials and is useful where space for branding is restrictive or detail is difficult to achieve due to the method of reproduction. The filigree below the logo is optional.

The logo must never be redrawn or modified in any way.

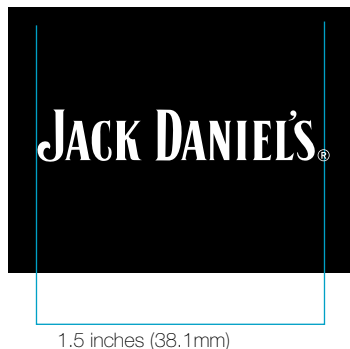
® TM □ Minimum size of ® and TM = 1/16 inch (1.5875mm)

® TM □ Maximum size of ® and TM = 1/8 inch (3.175mm)

LOGO ON BLACK



Above Clear space requirements - the width of the letter 'D'.



Above Minimum size requirements.

LOGO ON WHITE

JACK DANIEL'S®

Straight Logo

The option of the Jack Daniel's® Logo version D is considered the least desirable in common use and should only be used when the Swing Logo is not suitable given the specific aspect ratio of the logo placement.

The logo must never be redrawn or modified in any way.

® TM □ Minimum size of ® and TM = 1/16 inch (1.5875mm)

® TM □ Maximum size of ® and TM = 1/8 inch (3.175mm)

SECONDARY



Signature

The signature of Jack Daniel's may be used as a graphic treatment with approval. It can be used straight or angled and must use the ® mark. The line underneath may be removed if needed. The placement of the Swing Cartouche or Swing Bug logo is required elsewhere on the element.

JACK
LIVES HERE.®



Jack Lives Here

This logo may be used as an alternative logo treatment with approval.



Cameos

Images may be used as graphic treatments with approval.

Approved Specialty Logos

RACING (approved for use by racing licensees only).



Primary logo

The primary preferred logo uses the responsibility statement. The logo can be used without the responsibility statement, but the statement must appear prominently elsewhere on the element. The responsibility statement must always be horizontal.



Pace Yourself. Drink Responsibly.™



Pace Yourself. Drink Responsibly.™

Secondary logo

The 07 and responsibility statement can stand alone but a secondary placement of the standard logo or racing logo is required elsewhere on the element. RCR's approval is needed before reprinting this mark.

Jack Daniel's Label

LOGO ON BLACK



LOGO ON WHITE



This version of the Jack Daniel's® Label is suitable for all uses. It is important that the label in its entirety NEVER be used. This graphic version should always appear white on black.

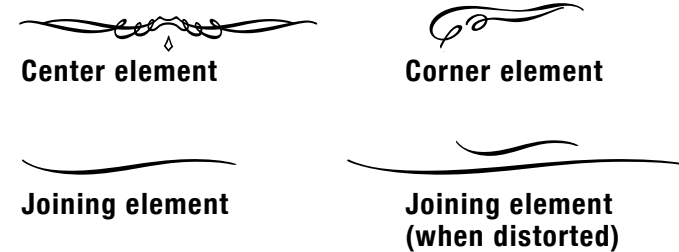
Border 1



Above Clear space requirements - the width of the letter 'A' in 'BRAND' = 1 unit.

Border 1 must always appear white reversed out of black.

Border 1 consists of 3 elements: The Center element, the Corner element and the Joining element.



When applying Border 1 to packaging and other collateral items there are a few guidelines that should be adhered to:

The 'diamond' that is part of the Center element cannot appear two times larger than the 'A' in 'BRAND' on the largest Logo version A appearing on that item.

The Center element and Corner element must always be utilized together while constructing Border 1. However, they may be removed at the top and bottom when used vertically.

The Corner elements must always appear half the length of the Center elements.

The Joining element can only be distorted in length depending on the proportions of the package.

When used vertically the Joining element must join the Center and Corner elements, but when used horizontally, a .5 unit gap is recommended between the Joining element and the Corner element.

The Center and Corner elements, must never be redrawn or modified in any way. All elements can be 'flipped' horizontally and/or vertically.

Border 2



Maximum
Space



Minimum
Space

Border 2 must always appear white reversed out of black. It is used around text and logos when additional space is needed. Border 1 is the preferred version if space permits. The two borders should never be used on the same panel together.

Border 2 consists of one Corner element used at each corner.



Corner element

When applying Border 2 to packaging and other collateral items there are a few guidelines that should be adhered to:

The maximum space between the 2 horizontal center points is equal to two-thirds of the length of the Corner element.

The minimum space between the 2 horizontal center points is equal to one-third of the length of the Corner element.

The Corner elements should never touch.

Type and logo within the Corner units should be centered.

Graphics placed within the Corner units should not extend beyond the elements.

The Corner elements, must never be redrawn or modified or distorted in an way. Corner elements should never be flipped vertically.

Packaging Design



Package top or front (not actual size)

Border 1

Logo version B

Solid black background

Trade Gothic Bold Condensed No.20, typed in uppercase, is to be used for product headings. The leading is always a half point more than the typeface. For example, if the type size is 10.5 points, the leading must be 11 points.



Package back (not actual size)

Logo version C

Trade Gothic Condensed No.18 is used for large bodies of text and product information. The leading is always 1 point more than the typeface.

The brand history uses Fairplex Narrow Bold, sentence case, and must appear on all packaging. The leading is always 1 point more than the typeface.

The trademark legend uses Trade Gothic Condensed No.18, sentence case. It must appear on all packaging and associated collateral materials.

The responsibility statement uses Trade Gothic Condensed Bold No.20, title case. It is 1 point larger than the brand history. It must appear on all packaging and associated collateral materials. It must be placed prominently above the website and mandatory information.



Package front (not actual size)

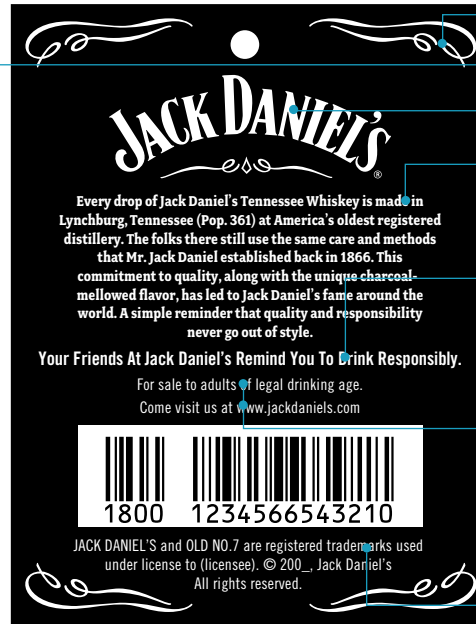
The age statement and web address uses Trade Gothic Condensed No.18, sentence case. It should be placed below the responsibility statement and above the trademark legend. It must appear one time on all packaging and associated collateral materials.

Logo version A

Hangtags and Sewn-in Labels



Hangtag front (actual size)



Hangtag back (actual size)

Border 2

Border 1

Logo version B

The brand history uses Fairplex Narrow Bold, sentence case, and must appear on all packaging. The leading is always 1 point more than the typeface.

The responsibility statement uses Trade Gothic Condensed Bold No.20, title case. It must appear on all packaging and associated collateral materials. It must be placed prominently above the website and mandatory information.

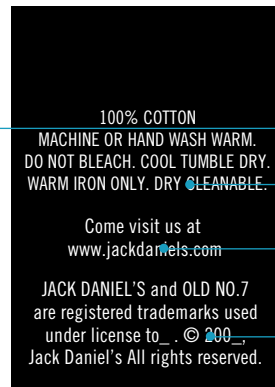
The age statement and web address uses Trade Gothic Condensed No.18, sentence case. It should be placed below the responsibility statement and above the trademark legend. It must appear one time on all packaging and associated collateral materials.

The trademark legend uses Trade Gothic Condensed No.18, sentence case. It must appear on all packaging and associated collateral materials.

Logo version A



Woven or printed sewn-in label front.



Woven or printed sewn-in label back.

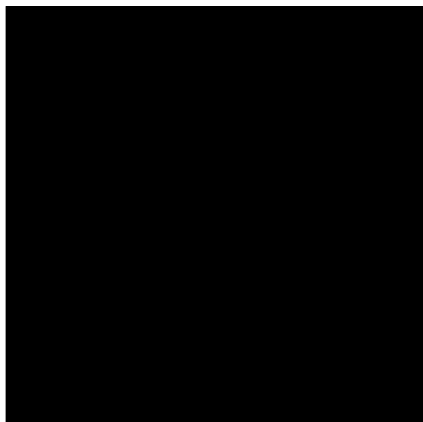
Logo version B

Trade Gothic Condensed No.18, upper case.

The web address uses Trade Gothic Condensed No.18, sentence case.

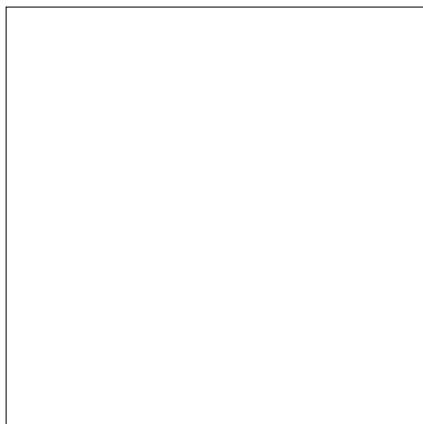
The trademark legend uses Trade Gothic Condensed No.18, sentence case. It must appear on all packaging and associated collateral materials.

Brand Colors



BLACK

- PMS process black
- CMYK process
C-60, M-60, Y-60, K-100



White

WHITE

- PMS white (knockout)
- CMYK process
C-0, M-0, Y-0, K-0

Approved Colors

Colors should always be brand related.
Colors other than seen here must be
approved on a case by case basis.

PMS Cool Gray 6	PMS Cool Gray 10	PMS 424 Gray	PMS 431 Gray	PMS 452 Stone
PMS Cool Gray 7	PMS Cool Gray 11	PMS 425 Gray	PMS 432 Gray	PMS 4525 Khaki
PMS Cool Gray 8	PMS 422 Gray	PMS 426 Gray	PMS 433 Gray	
PMS Cool Gray 9	PMS 423 Gray	PMS 430 Gray	BLACK	

The following are basic guidelines to follow when creating new items. All elements must be approved in writing by the licensing department on a case by case basis before being produced.

Graphic/Logo treatments

- Brand logos should not be altered.
- The creation of new logos should be avoided.
- The proportion and relationship of individual elements within the logo must remain constant.
- The logos should be printed in either white or black depending on the background.
- Alternatives such as matte silver and steel for white and dark metal or gray for black may be used.
- Distressing of logo items is allowable but logo elements must still be recognizable.
- Ghosting or tone on tone is permissible.
- Cropping of label logo for graphic treatment is acceptable.
- Logos may not be super-imposed over other graphics i.e., rodeo images, landscapes, barrels, trucks.
- Racing flags, flames, western cues, and biker cues are not allowed with the logo elements.
- The elimination of logo/label elements is not acceptable, nor is it acceptable to pull elements out for separate usage.
- Colors should be brand related (black, white, gray, silver & khaki).

Logo/Logo fill approval techniques

- All techniques must follow color guidelines.
- Basic screen print.
- Gradation techniques.
- Reflective, gel coat, puff print, flocking.
- Heat transfers.
- Basic and chain stitch embroidery.
- Appliqués: felt, twill, denim, satin.

Jack Daniel's® Do's and Don'ts

- Do refer to the whiskey as Jack Daniel's Tennessee Whiskey, Jack Daniel's, or Old No. 7.
- Do spell WHISKEY with an "e".
- Don't ever compare Jack Daniel's to any other competitive brand within your product category. Jack Daniel's is always understated.
- Do ask about using images of the bottle on products, we try to protect this icon and not overuse it.
- Don't combine Jack Daniel's artwork, logos, or images with any American patriotic icon such as the American flag or the bald eagle.
- Do be sure that the letters, J and D, in the words JACK DANIEL'S are always larger than the rest of the letters.
- Do not use an apostrophe "s" after Daniel when referring to Jack Daniel Distillery or Jack Daniel, the man.
- Do use black and white often, these are the "official" colors for Jack Daniel's.

Brand Typefaces

Headline and Responsibility Statement >

Trade Gothic Bold Condensed No.20

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
abcdefghijklmnopqrstuvwxyz
1234567890

Body Copy Text, Trademark Legend and Web Address >

Trade Gothic Condensed No.18

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
abcdefghijklmnopqrstuvwxyz
1234567890

Brand History >

Fairplex Narrow Bold

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
abcdefghijklmnopqrstuvwxyz
1234567890

Minimum Type Sizes

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5.5 point type / 6.5 point leading / 0 tracking

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6.0 point type / 7.0 point leading / 10 tracking

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6.0 point type / 6.0 point leading / -5 tracking

**Trade Gothic Bold
Condensed No.20**

is the brand typeface used for headline and responsibility text only. It is used on all packaging and associated collateral materials. Headlines use all caps, title case is used for the responsibility statement.

**Trade Gothic
Condensed No.18**

is the brand typeface for all other text and is to be used on all packaging and associated collateral materials for best readability.

Fairplex Narrow Bold

is the typeface used for the brand history which must appear on all packaging. Sentence case is used and the leading is always 1 point more than the typeface.

No other typefaces
are to be used.

Glossary of Terms

Age Statement

For sale to adults of legal drinking age.

Brand History Paragraph

Every drop of Jack Daniel's® Tennessee Whiskey is made in Lynchburg, Tennessee (pop. 361) at America's oldest registered distillery. The folks there still use the same care and methods that Jack Daniel established back in 1866. This commitment to quality, along with the unique charcoal-mellowed flavor, has led to Jack Daniel's fame around the world. A simple reminder that quality and responsibility never go out of style.

Capitals & Lower Case

Capital letters and small letters.

Leading

A unit of measurement relating to the space between the lines of type.

Logo

A group of letters or words designed especially to represent or be associated with the company.

PMS Colors

PMS stands for 'Pantone Matching System' which is an internationally recognized system of color specification in print.

Point

A unit of measurement relating to size of type. One point equals 1/72 inch (.3528mm).

Responsibility Statement

Your Friends At Jack Daniel's Remind You To Drink Responsibly *or* Jack Daniel's Reminds You To Drink Responsibly.

Reversed

White letters or graphics over a colored background or photograph.

Tracking

A unit of measurement relating to the space between individual letters of type.

Trademark Legend

JACK DANIEL'S and OLD NO.7 are registered trademarks used under license to *(licensee)*. © 200_ *(year packaging is printed)*, Jack Daniel's. All rights reserved.

Trademark Registration Symbol

The letter R in a circle, or the letters TM that always appear small next to the logo.

Typeface / Font

A particular style or appearance of characters which make up an alphabet.

Web Address

Come visit us at www.jackdaniels.com

All referenced art in this manual can be found on the licensing website under the tab "Images and Logos":

www.connect2bf.com