



The
MACALLAN®

HIGHLAND SINGLE MALT
SCOTCH WHISKY

THE 1824 SERIES

✓ The Art Department brand-building matrix.

1	IDENTITY	PRINT	DIGITAL	ENVIRONMENT
	Audit	Audit	Audit	Audit
	Name/Identity	Corporate Literature	Website	Signage (Exterior)
	Guidelines	Stationery	Intranet / Extranet	Signage (Interior)

2	IDENTITY	PRINT	DIGITAL	ENVIRONMENT
	Brand Manual	Sales Literature	SEO + Support	Livery
	Merchandise	Ad Campaign	Email Campaign	Reception/Interiors
		Internal Comms.	Presentations	Exhibition/Display

3	IDENTITY	PRINT	DIGITAL	ENVIRONMENT
	Toolkit	Packaging	Social Media	Advertising (Outdoor)
		Direct Mail	Corporate Film	Ambient / Guerilla
		Newsletter	TV/Cinema Ads	

Naming

Step 2: immersion

You can't create a brand in a vacuum. So we immerse ourselves in the client's world, the market sector and the subject to gain a clear understanding of the client's business needs and positioning strategy.

DIRECTIONS WE CONSIDERED WITH THE BRAND TEAM:

The Six Pillars

Easter Elchies House, Curiously Small Stills, Finest Cut, Exceptional Oak Casks, Natural Colour & Peerless Spirit.

The Estate

Consider the various elements around the Estate – water, grain, earth, trees etc.

Sherry / Spain

Are there names that relate to Spain or Sherry related?
This series will be exclusively matured in sherry oak casks.

Wood / Casks

Consider the use of the word OAK? They have Fine Oak and Select Oak already but can we go anywhere else with this?

Whisky Maker

It would be nice to use Bob Dalgarno as the central figure. He has a Whisky Makers Edition however can we get 4 products against his name based on “Hand-Selected” casks / exceptional spirit?

Emotive

Do we explore the emotive route connecting to the spirit itself?
Use single words to describe the style of spirit. ELEGANCIA has been used already but what about – Exceptional, Exquisite, Elegant etc.

Natural Colour

The Macallan has used OSCURO (dark in Spanish). Are there any further names that relate to the rich colours or Spanish Sherry connection? Can we connect colours to Pillars?

EEH	—	Stone
STILLS	—	Copper
CUT	—	Silver
CASKS	—	Brown
COLOUR	—	Amber
SPIRIT	—	Gold

CLASSIC
SELECT
LEGACY
PEERLESS

M
PROFUNDO

DORADO

{ ~~SI~~ SIENNA }

COBRE

ÁMBAR

CEBADA

PIONEER
EXPLORER
VOYAGE

SILVA Forest
The beginning,

TERRA Terrain
Dry landscapes, J

UMBRA Shadow
Cool warehouses, sl

ZEHRA Radiance
The peerless spirit, nat

CEBADA
ÁMBAR
COBRE
SIENNA



NATURAL COLOUR



GOLD



AMBER



SIENNA



RUBY





The
MACALLAN®

HIGHLAND SINGLE MALT
SCOTCH WHISKY

THE 1824 SERIES

$\frac{x}{m}$
 $\frac{2x}{m}$

$\frac{x}{m}$
 $\frac{2x}{m}$





The 1824 series pattern adds texture and sophistication across all packaging items. It can be used to support 1824 brand promotion or POS items where appropriate.

Packaging

Our service areas

We operate across
four main areas:

- > Identity
- > **Print**
- > Digital
- > Environment





THE MACALLAN 1824 SERIES has been created to showcase the *beautiful* range of NATURAL COLOUR found in our whiskies – each expression becoming increasingly darker and more complex. Bob Dalgarno, *The Macallan Whisky Maker*, has HAND PICKED individual 100% sherry oak casks to deliver *the rich colour* that distinguishes this expression – a Single Malt of EXEMPLARY CHARACTER & FLAVOUR.



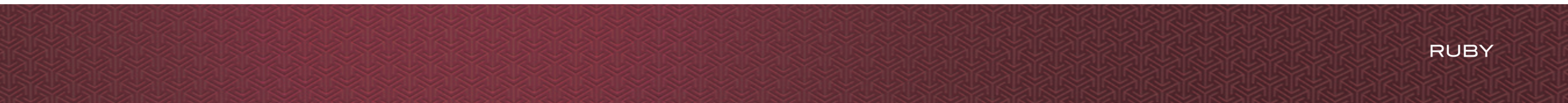
GOLD



AMBER



SIENNA



RUBY



THE MACALLAN'S SIX PILLARS

Nº1 | THE SPIRITUAL HOME



Easter Elchies House *proudly watches over* the distillery in Speyside, Scotland. Built in 1700, this Jacobean manor house is The Macallan's spiritual home.

Nº2 | CURIOUSLY SMALL STILLS



The Macallan's curiously small and uniquely shaped copper stills help *concentrate the flavour* of the 'new make' spirit.

Nº3 | THE FINEST CUT



The Macallan takes *one of the finest* new make spirit 'cuts' of any distillery in Scotland – typically a mere 16%.

Nº4 | EXCEPTIONAL OAK CASKS



The Macallan 1824 Series is *exclusively matured* in sherry oak casks from Jerez, Spain. These casks are filled with aged sherries and left to mature before receiving our new make spirit.

Nº5 | NATURAL COLOUR



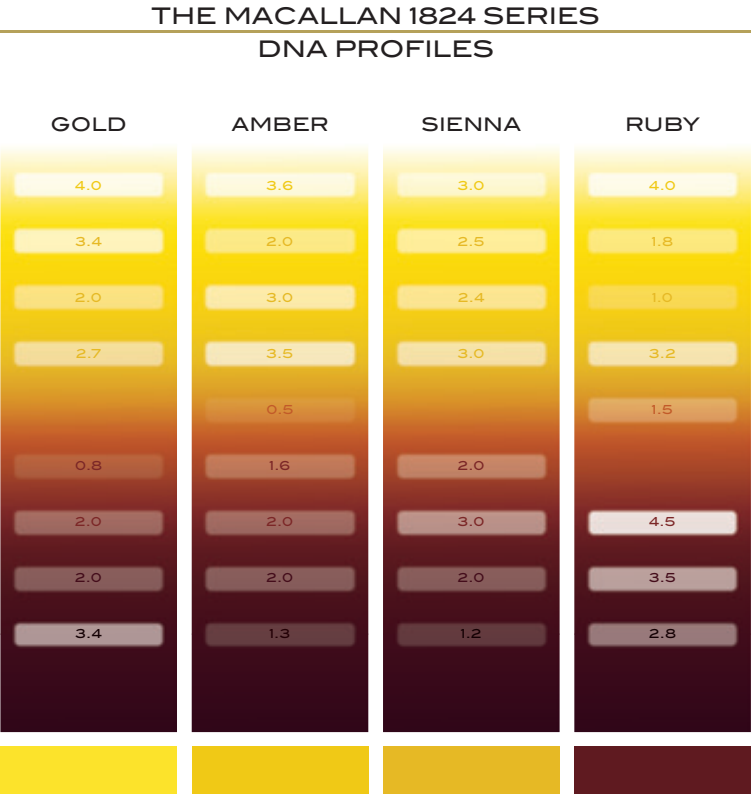
The *interaction of spirit and wood* alone delivers the variety of rich natural colours that distinguish The Macallan range.





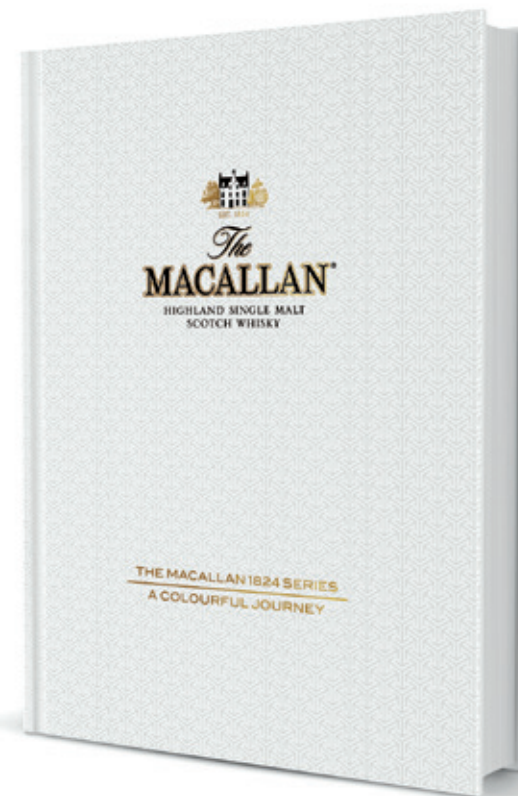
Support Tools





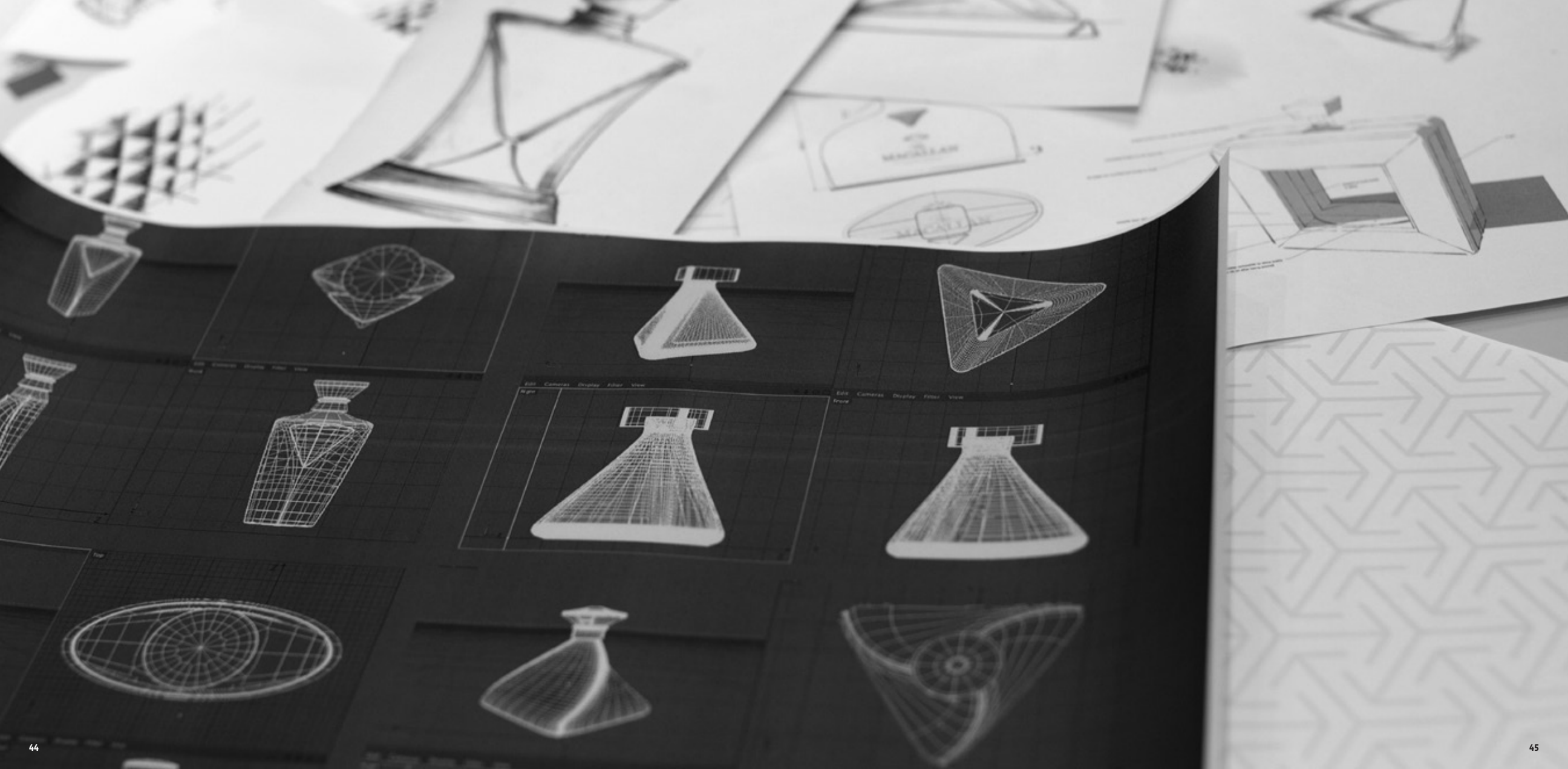


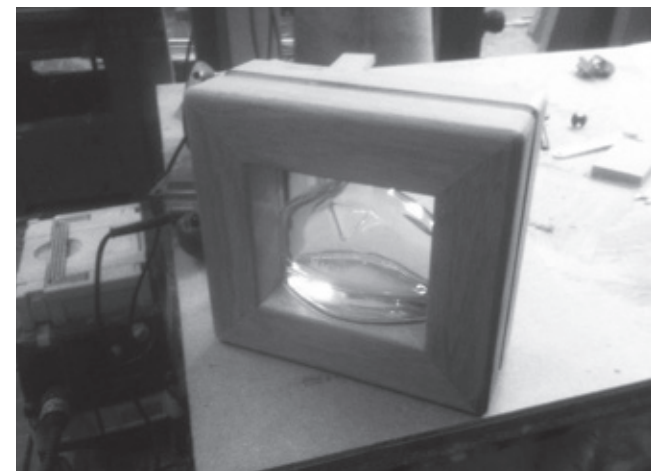
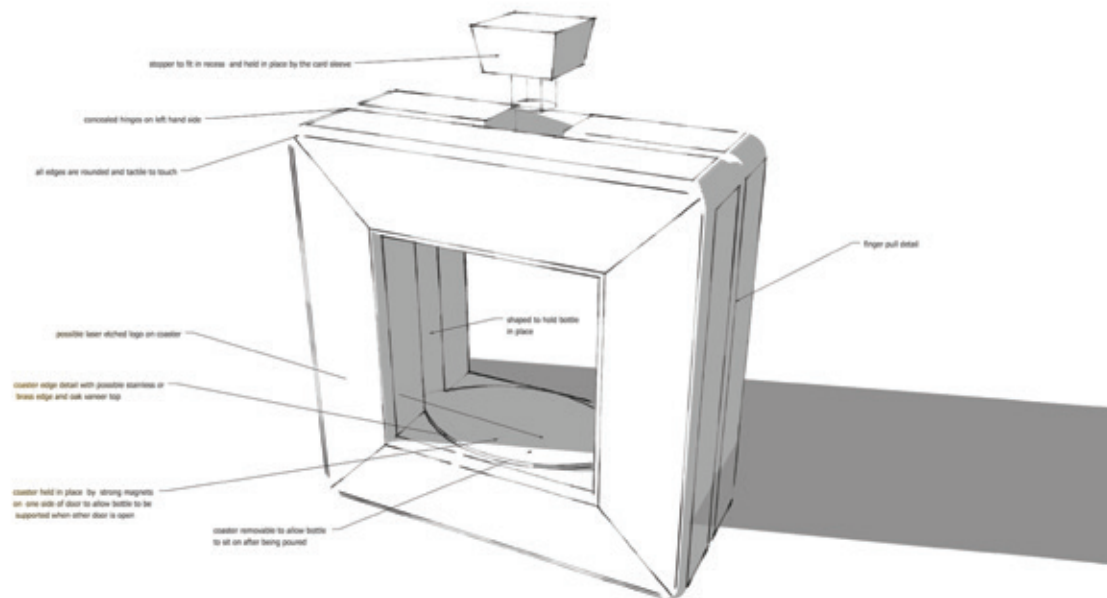
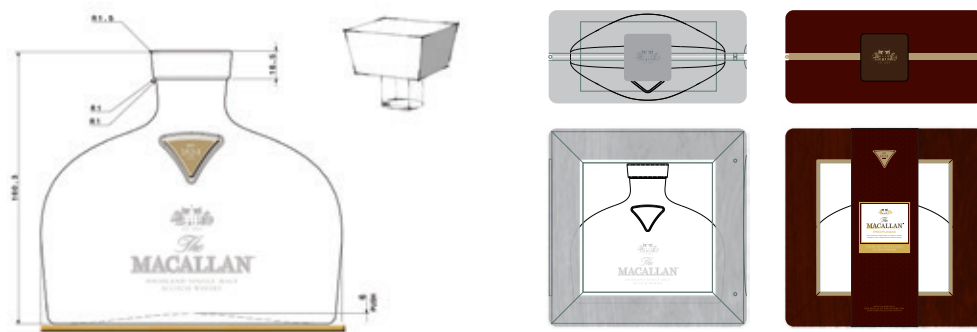


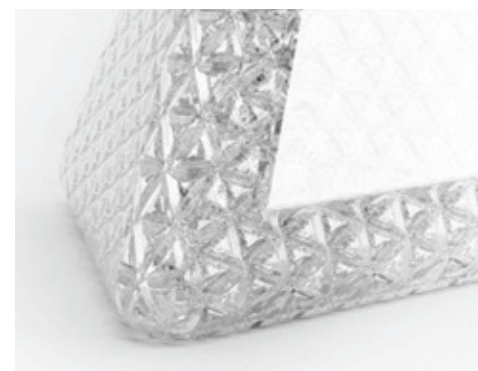
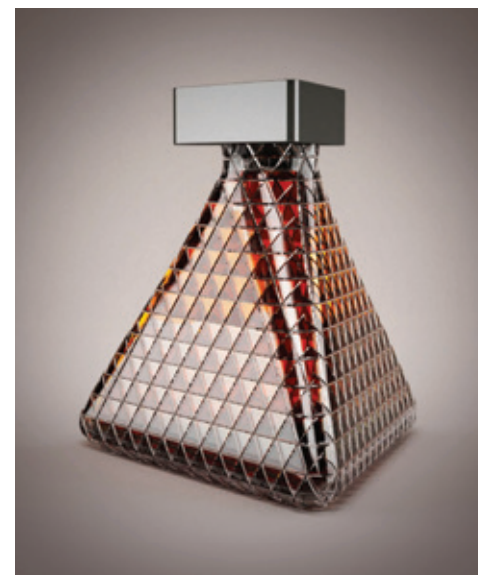


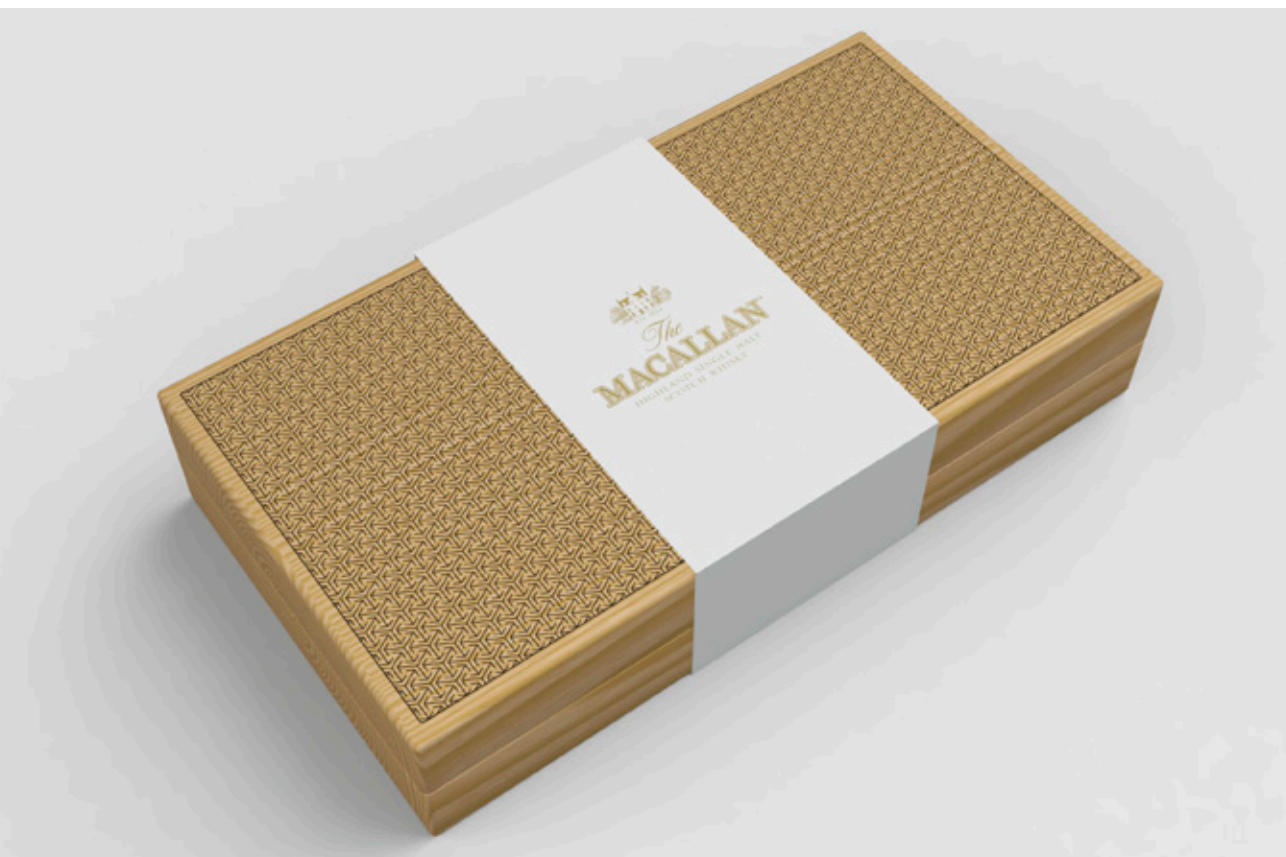


Decanter Concepts













100% SHERRY CASKS
100% NATURAL COLOUR
100% THE MACALLAN





**100% SHERRY OAK CASKS
100% NATURAL COLOUR
100% THE MACALLAN**

DISCOVER THE MACALLAN 1824 SERIES
AT THEMACALLAN.COM

PLEASE SAVOUR RESPONSIBLY drinkaware.co.uk
for the facts about alcohol

INTRODUCING
THE MACALLAN 1824 SERIES



100% SHERRY CASKS 100% NATURAL COLOUR 100% THE MACALLAN

DISCOVER MORE AT THEMACALLAN.COM PLEASE SAVOUR RESPONSIBLY

100% SHERRY CASKS
100% NATURAL COLOUR
100% THE MACALLAN



DISCOVER THE MACALLAN 1824 SERIES AT THEMACALLAN.COM | PLEASE SAVOUR RESPONSIBLY

drinkaware.co.uk
for the facts about alcohol

100% SHERRY CASKS
100% NATURAL COLOUR
100% THE MACALLAN



THEMACALLAN.COM
PLEASE SAVOUR RESPONSIBLY

drinkaware.co.uk
for the facts about alcohol

INTRODUCING
THE MACALLAN 1824 SERIES



100% SHERRY CASKS 100% NATURAL COLOUR 100% THE MACALLAN

DISCOVER MORE AT THEMACALLAN.COM PLEASE SAVOUR RESPONSIBLY

INTRODUCING
THE MACALLAN
1824 SERIES



100% SHERRY CASKS
100% NATURAL COLOUR
100% THE MACALLAN

THEMACALLAN.COM
PLEASE SAVOUR RESPONSIBLY

drinkaware.co.uk
for the facts about alcohol



1824/SERIES

The Macallan History

1824 licensed

* The Estate - Natural column sun

* The Six Pillars

Wood story - Spirit + wood

New make Spirit - Crystal clear

action of Spirit + wood - at

garro hand picks casks -

columns













department

**Design specialists
in brand-building**

Art Department
1 Rubislaw Place
Aberdeen AB10 1XN
T: +44 (0)1224 620872
info@artdepartment.co.uk

Thank You

This book has been developed by the design and production team at the Art Department to showcase the recent brand-building project we carried out for you.

We hope you share our delight with the end result and that you feel your decision to place your project with the Art Department was well-founded.

Brand-building is our core expertise and we were delighted to be awarded the XXXXXXX brand-building project. It was a pleasure working with the XXXXXXX team and we hope this book acts as an effective reminder of all the work delivered for this important business initiative.

www.artdepartment.co.uk

www.artdepartment.co.uk

department

**Art Department
1 Rubislaw Place
Aberdeen AB10 1XN**

**T: +44 (0)1224 620872
info@artdepartment.co.uk**