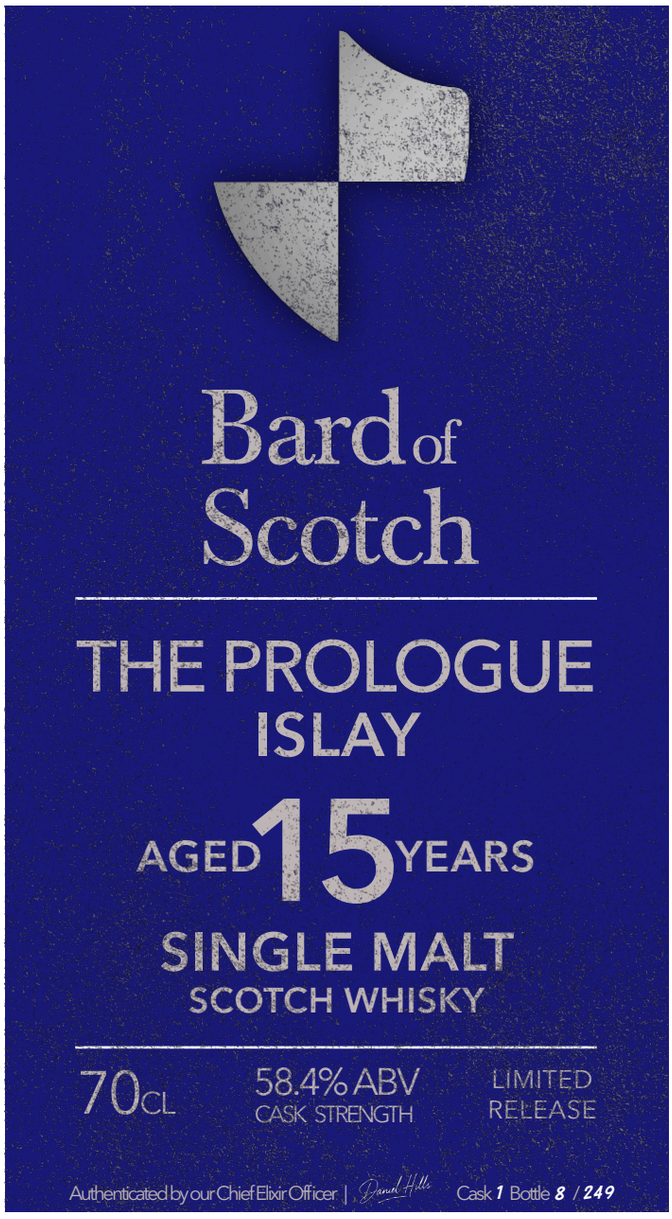


Bard of Scotch


Bard of Scotch
THE PROLOGUE
ISLAY
AGED 15 YEARS
SINGLE MALT
SCOTCH WHISKY
70CL
58.4% ABV
CASK STRENGTH
LIMITED
RELEASE
Authenticated by our Chief Elixir Officer | Daniel Hills
Cask 1 Bottle 8 / 249


Bard of Scotch
THE FIRST VERSE
LOWLANDS
AGED 17 YEARS
SINGLE MALT
SCOTCH WHISKY
70CL
63.1% ABV
CASK STRENGTH
LIMITED
RELEASE
Authenticated by our Chief Elixir Officer | Daniel Hills
Cask 1 Bottle 8 / 249


Bard of Scotch
THE ANTHOLOGY
SCOTLAND
PREMIUM
BLEND
SCOTCH WHISKY
70CL
58.4% ABV
CASK STRENGTH
LIMITED
RELEASE
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Cask 1 Bottle 8 / 249


Bard of Scotch
THE HERO
SPEYSIDE
AGED 25 YEARS
SINGLE MALT
SCOTCH WHISKY
70CL
58.4% ABV
CASK STRENGTH
LIMITED
RELEASE
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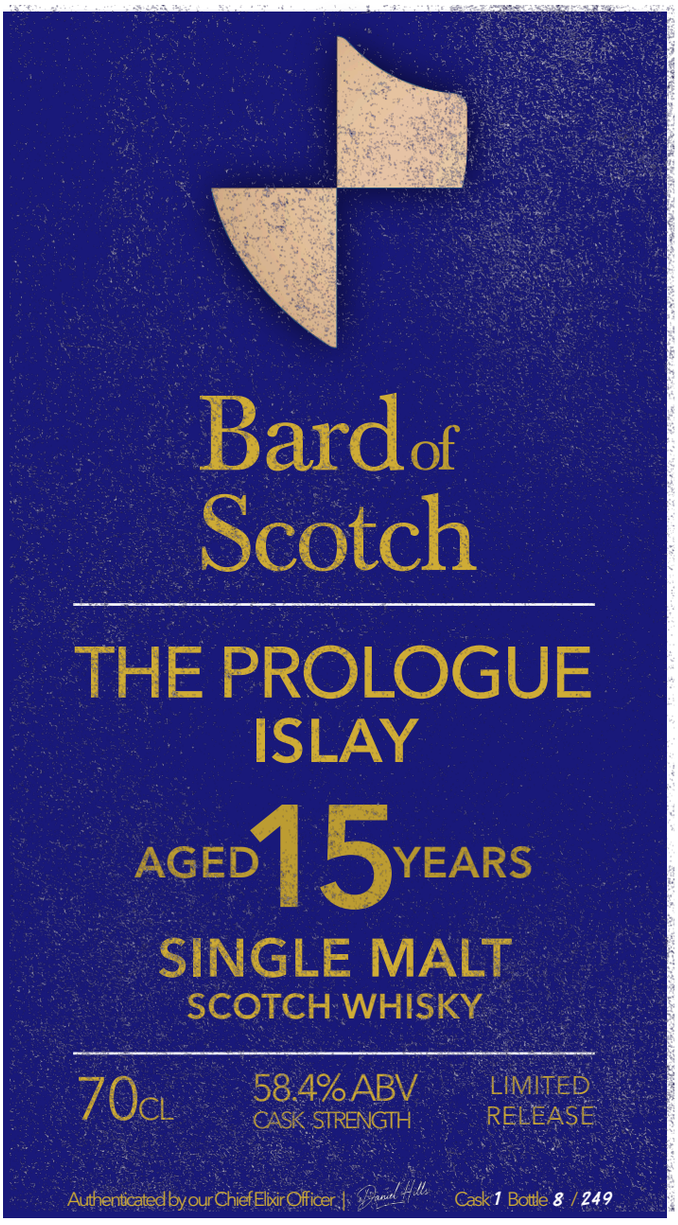
Cask 1 Bottle 8 / 249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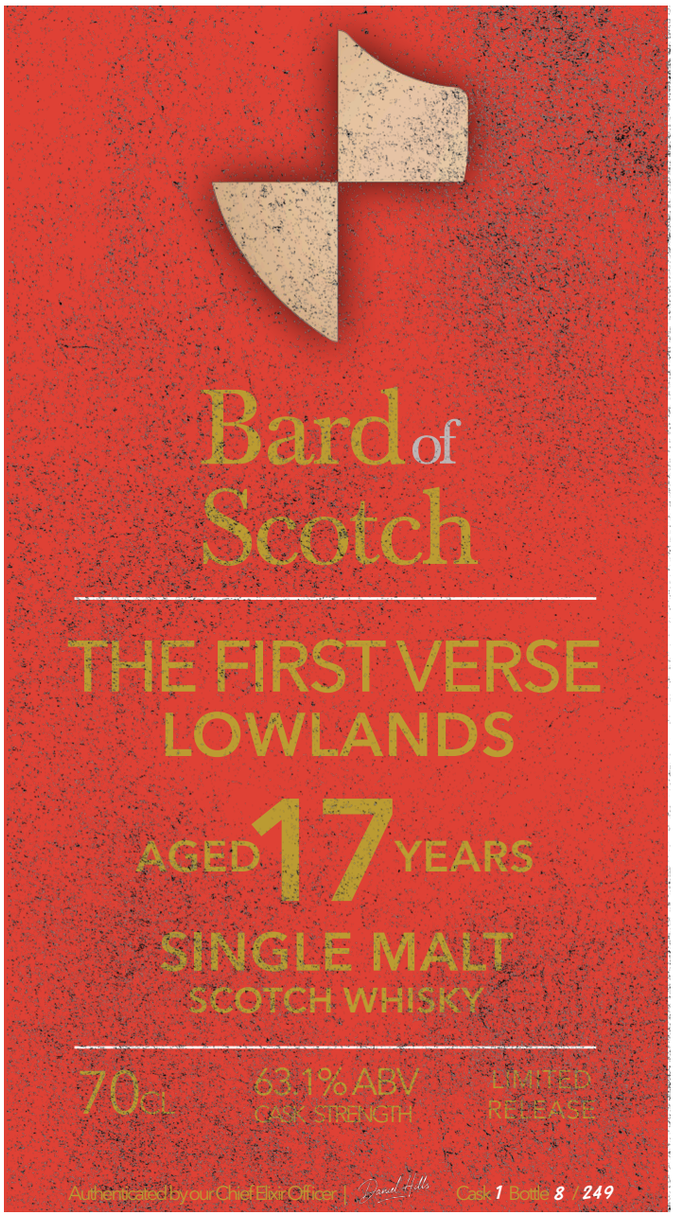
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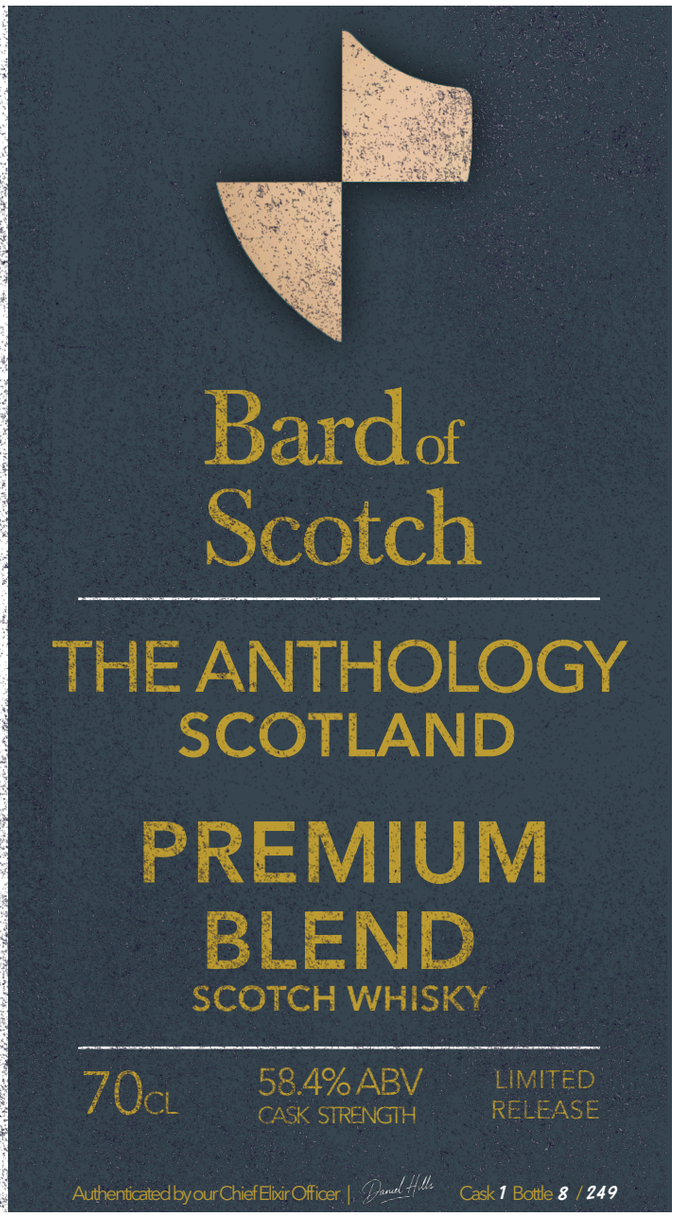
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SINGLE MALT
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70CL
58.4% ABV
CASK STRENGTH
LIMITED
RELEASE
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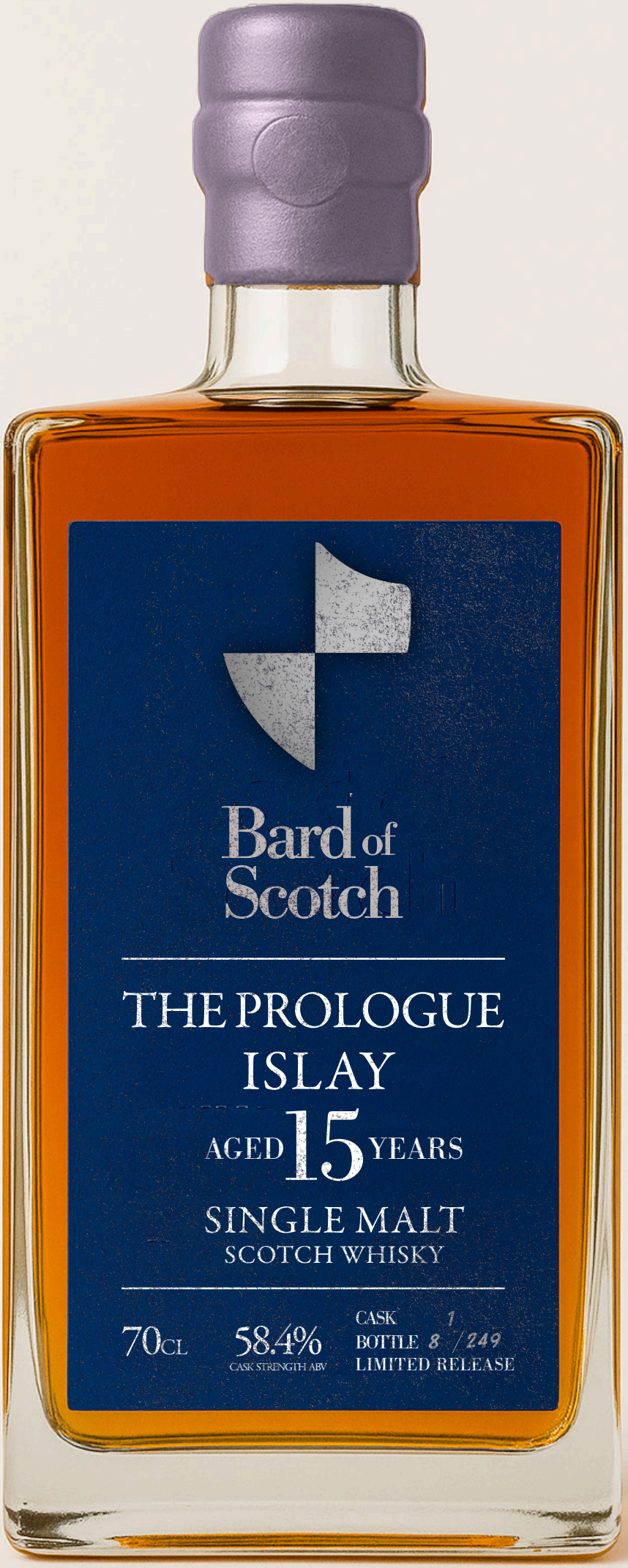
Cask 1 Bottle 8 / 249


Bard of Scotch
15 YEARS
LIMITED EDITION
THE FIRST BATCH
ISLAY SINGLE MALT SCOTCH WHISKY
70CL
54.4% ABV
Cask 01
Bottle 001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THE PROLOGUE
ISLAY
AGED 15 YEARS
SINGLE MALT
SCOTCH WHISKY
70CL
58.4%
CASK STRENGTH ABV
CASK 1
BOTTLE 8 / 249
LIMITED RELEASE


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SINGLE MALT SCOTCH WHISKY
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CASK 1
BOTTLE 8 /249
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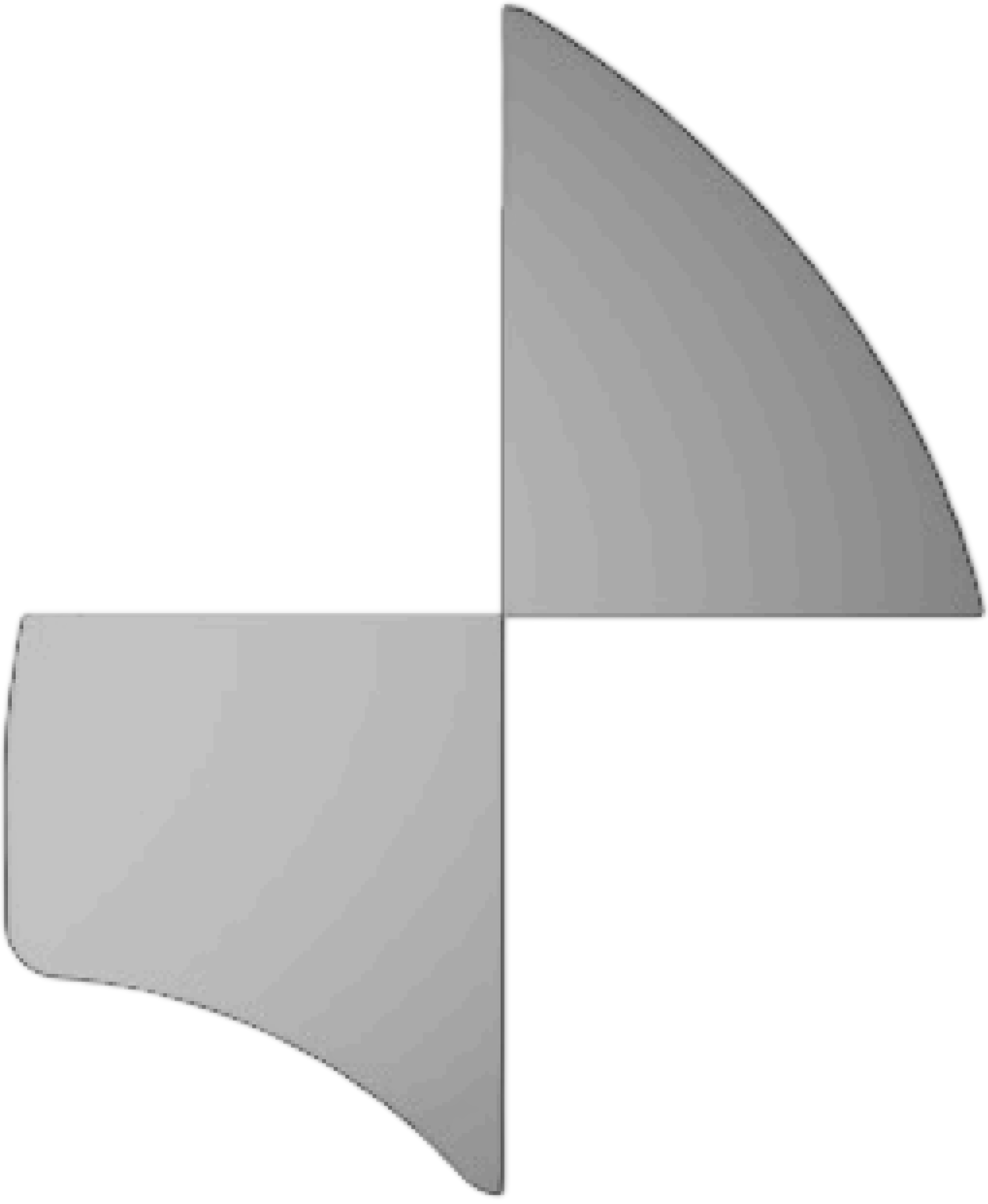
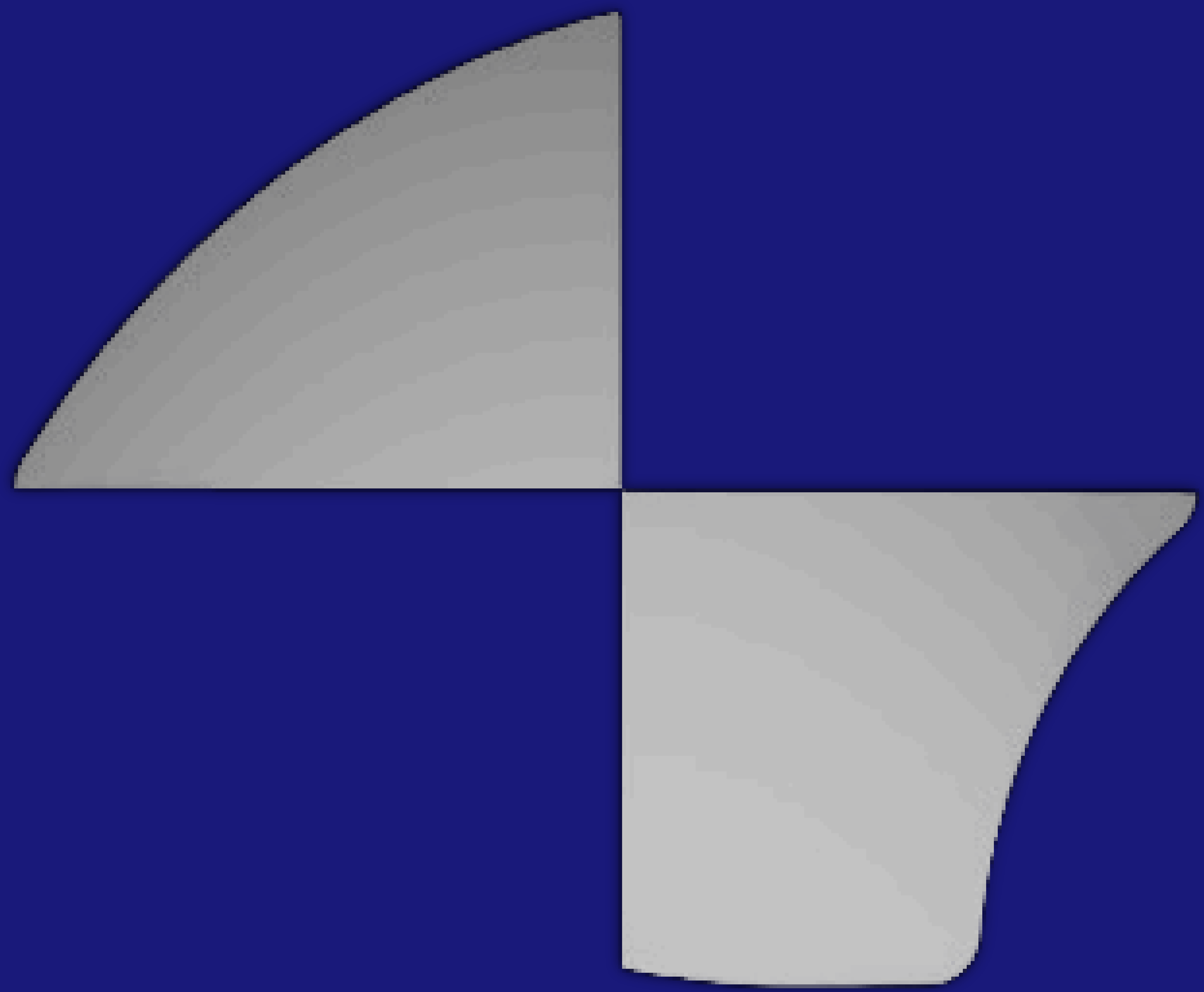
CASK STRENGTH ABV

THE PROLOGUE

THE PROLOGUE





Bard of Scotch

15 YEARS

LIMITED EDITION

THE PROLOGUE

ISLAY SINGLE MALT SCOTCH WHISKY

70CL

54.4% ABV

Cask 01

Bottle 001

Brand personality

Based on the brand values of Heritage, Artistry, Poetry, and Craftsmanship, the archetype that best represents the Bard of Scotch brand is the Creator archetype, Key Characteristics being:



Innovation and Imagination:
The Creator is driven by a desire to build and create. This aligns perfectly with the artistry and craftsmanship valued by The Robbie Burns Whisky Company.

Detail-oriented and Dedicated:
Craftsmanship implies a meticulous attention to detail, which reflects the Creator's dedication to quality in their work.

Heritage and Legacy:
The Creator archetype respects tradition while also seeking to innovate. The whisky company's strong historical ties to Robbie Burns as a poet and cultural icon ties into this theme of heritage.

Expressive and Unique:
This archetype emphasizes individuality and self-expression, resonating with the poetic aspects of the brand. The use of poetry and storytelling in branding can enhance the emotional connection with consumers.

Visual translation

Colour Palette:

Utilize deep, rich colours that evoke a sense of warmth and tradition, such as dark greens, rich browns, and golds. These colours can symbolize the earthy ingredients of whisky and the luxurious craftsmanship involved in its production.

RGB (0 , 0, 12 5)	RGB (101, 67, 33)	RGB (173,2 16, 230)	RGB (54, 69, 79)
Deep Blue conveys depth and richness	**Rich Brown** warm and rich that resembles the color of aged oak barrels	**Pale Blue** gentleness and purity associated with high-quality whisky water	**Charcoal** exudes sophistication and elegance

Typography:

Incorporate classic, serif fonts that suggest sophistication and timelessness, mirroring the tradition of whisky making and the literary depth of Robbie Burns's poetry.

Garamond
A classic serif font that exudes elegance and sophistication. Its rich history and readability make it a great choice for conveying tradition.

Bodoni
This font offers a modern twist on classic elegance with its strong contrasts between thick and thin strokes. It has a refined look that could capture the essence of whisky.

Baskerville
This typeface is known for its crispness and clarity, combining modern sensibilities with traditional roots. It suggests a sense of quality and craftsmanship.

Imagery:

Use visuals that represent both the natural landscape of Scotland and the intricate designs associated with artisanal whisky production. Include illustrations of the whisky-making process, botanical elements (like barley), and classic Scottish landscapes.





Patterns and Textures:

Integrate textures and patterns that reflect craftsmanship, such as wood grain to symbolize barrels, or paper textures that evoke the feel of classic poetry manuscripts.






Storytelling Elements:

Create visual storytelling that weaves poetry and whisky together, perhaps featuring lines from Robbie Burns's works alongside imagery of the whisky-making process, or using labels that tell the story of each whisky's origin and craftsmanship.





By embracing the Creator archetype, the Bard of Scotch brand can convey its essence of artistic creation, heritage, and dedication to quality while connecting emotionally with its audience through visuals that embody these rich values.

Colour pallet

Resonating with the brand personality



Primary pallet

RGB (65,105,225)

Midnight Blue
embodies depth and regality reliability and elegance

RGB (101,67,33)

AU Gold
Premium luxury

RGB (173,216,230)

Pale Blue
gentleness and purity often associated with high-quality whisky water

RGB (54,69,79)

Charcoal
exudes sophistication and elegance

RGB (25,25,122)

RoyalBlue
TBC

Secondary Pallet (Accent)

RGB (120,81,169)

Royal Purple
nobility and luxury, creativity and ambition

RGB (192,192,192)

Silver
elegance, modernity, and sophistication. technology and luxury

RGB (255,204,0)

Rich Brown
warm, rich brown that resembles the colour of aged oak barrels, typical for whisky aging

RGB (227,66,52)

Vermillion
energy and passion. action and confidence.

RGB (6,82,35)

Brooklands Green
lush landscapes and the essence of nature. growth, renewal, and tranquillity

Emotional pallet

Marketing communications

RGB (25,25,122)

Midnight Blue
a deep blue colour often associated with depth and stability

RGB (101,67,33)

AU Gold
warmth and vibrancy. joy and energy. adventure and excitement

RGB (2 05,84,0)

Burnt Orange
vibrancy of orange with the stability of brown, crafting an inviting atmosphere.

RGB (120,81,169)

Royal Purple
nobility and luxury, creativity and ambition

RGB (255,36,0)

Scarlet
Attention, urgency and energy. Love, passion, and courage

RGB (80,200,120)

Emerald Green
Growth, renewal, and prosperity. Nature and brings an air of opulence.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54.4%
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