

BRAND BOOK 2025



Where Tales Are Born



The next big thing in spirits.
A rum that is approachable,
appeals to everyone and has
a story that connects to
anyone you know.

This is a document that
explains the tale of Hook
Hand Rum, the voice it
speaks in and the
personality that it
expresses. We hope you will
come along and join us on
this journey.



OUR STORY

Brand Essence:

WE STAND FOR THREE THINGS

I. The Value Of A Crew

Whether that is family, friends, or someone you just met at a floating bar in the Keys, we value our crew and especially our "Original Crew" Family.

II. Keeping Rum The Fun Spirit

Hook Hand Rum was made to be the rum that anyone can drink and drink it that way they like it best.

III. The Power of Storytelling

To be a brand that connects people through the power of storytelling...and to enable them to create and tell stories of their own.

It's as simple as that!

Brand Position: *To Have The Spirit of Bartholomew Scott?*

Rum always surrounds a story...some big and some small. It has a funny way of making a party better, a tall tale taller and any adventure bigger. Hook Hand Rum is a brand that celebrates this lifestyle. A life full of adventure and tales. And to introduce this brand, we begin with a story.

Our story begins with Bartholomew Scott, AKA Hook Hand. This is a story about a pirate who only stole rum and was known all around the world for his wild exploits, his tall tales and his delicious practice of flavoring his rum. We are inviting people into the world of Bartholomew Scott, to experience his story and to tell their own.

And what do people get out of the invitation, they can drink a better rum that aligns with the exact ethos they are seeking. A rum that they are excited about, proud to share with friends, feel sophisticated when drinking it and that can lead to some seriously good adventures.

Because when Hook Hand Rum is in your glass, this is Where Tales are Born.

Consumer Position: *Why will people connect with our brand?*

The key here is that people are more interested in what a brand stands for and its story. People are looking for that connection when they choose what to drink. While they may want better quality, or something unique, they also want a story...something to share with a friend, or on their reel on Instagram or TikTok. The story matters.

Hook Hand Rum is not JUST a rum. It is a brand that is aiming to connect with a basic human desire...to know people and be known. The entire brand is centered around a pirate who does just that...he brings people together and he lives a life of full sails, colorful stories, and damn fine rum. Everyone should see a little bit of themselves in Hook Hand. Let's face it, who doesn't want to be a charismatic pirate, free to explore the seas, sipping on the finest of rum. All of us could get behind that.

Brand Promise

Everyone likes to be the center of a good story. With Hook Hand Rum, you will get an experience that promises to give you something to talk about. From the sophisticated bottle, the mystery of Hook Hand himself and the Blood Orange rum...we want to be a part of that epic rooftop night, or a relaxing bonfire on the beach. Each and every bottle of Hook Hand Rum helps people live in the spirit of Bartholomew Scott.

Every detail of this
brand
is focused on
driving connection,
conversation
and storytelling...

Live Your Life to Tell Your Tale

Brand Persona: Our Heart, Our Soul, Our Passions

“A creative with a passion for life. Enjoying people and adventure. Pursues love, but can change the pursuit for a new love. People may say eccentric but I would say unique is more right. Appreciates authenticity in friends and loves. Social and likes to share life’s stories with people over a good rum, **but no umbrellas...please**”



If we were a person
this is the type of
person we are.

OUR TARGET PERSONAS



Chad

Chad, a copy writer and spatial artist living in a studio in Greenpoint. Always looking for something new and interesting to share with his friends. Loves Fernet and Whiskey.



Connie

Connie has traveled the world in tech sales. She enjoys the exploration of it all and then the sharing of the experience with friends. But she is always looking out for something that is scare and unique.



Robert

Robert is a renaissance man who is a forever student. He is an avid sailor and has been know to partake in rum from time to time.



Marissa

Marissa is a designer for a carbon-neutral fashion label. She believes that what she wears, eats and drinks is a reflection of her personal brand. She loves telling people about what her seasonal cocktail is.

THE PRODUCT



Bartholomew's Blood Orange

- Hook Hand Rum is an aged on oak premium 70 proof rum.
- Flavored with Blood Orange and a Hint of Madagascar Vanilla
- Drinkability--It has a fantastic flavor profile and is very drinkable and mixes well.
- At a Price Point of \$59.99
- The bottle is sophisticated and premium in look and feel. It was designed to stand out on the shelf.

THE ORIGINAL CREW MEMBERSHIP

ORIGINAL CREW



Original Crew is an Exclusive Premium Membership in Hook Hand rum. A very special and amazing opportunity. One that only comes around once in a lifetime. Original Crew members are members of the family, and VIPs at Hook Hand Rum events and parties. Our Original Crew will also receive gifts and surprises. The membership has three levels: Navigators, FirstMates and Swabbies. At the highest level, Navigators purchase a coin and get benefits for life. The legend is Bartholomew Scott gave his crew a coin and as long as they had possession of that coin they had access, special treatment and safe passage. Be a part of the Original Crew because this is Where Tales are Born.



Access



Status



Gifts



Adventure

NAVIGATOR

HOOK HAND RUM
Established 2021

ORIGINAL
CREW

FIRST MATE

HOOK HAND RUM
Established 2021

ORIGINAL
CREW

SWABBIE

HOOK HAND RUM
Established 2021

ORIGINAL
CREW



BRAND GUIDELINES

Brand Logo and Marks

MAIN LOGO



REVERSE LOGO



CROSS MARK



REVERSE CROSS MARK



Original Crew Logo and Marks

MAIN ORIGINAL CREW LOGO

ORIGINAL
CREW

REVERSE ORIGINAL CREW

ORIGINAL
CREW

NAVIGATOR LOGO

NAVIGATOR

HOOK HAND RUM	ORIGINAL CREW
Established 2021	

REVERSE NAVIGATOR

NAVIGATOR

HOOK HAND RUM	ORIGINAL CREW
Established 2021	

FIRST MATE LOGO

FIRST MATE

HOOK HAND RUM	ORIGINAL CREW
Established 2021	

REVERSE FIRST MATE

FIRST MATE

HOOK HAND RUM	ORIGINAL CREW
Established 2021	

SWABBIE LOGO

SWABBIE

HOOK HAND RUM	ORIGINAL CREW
Established 2021	

REVERSE SWABBIE

SWABBIE

HOOK HAND RUM	ORIGINAL CREW
Established 2021	

Color Palette

PRIMARY COLORS



Black

CMYK

75 / 68 / 75 / 90

RGB

0 / 0 / 0

WEB

000000



Gold

CMYK

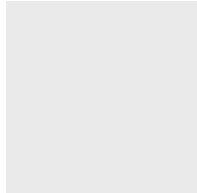
0 / 24 / 93 / 13

RGB

222 / 169 / 15

WEB

DEA90F



White

CMYK

2 / 1 / 1 / 0

RGB

249 / 249 / 249

WEB

F9F9F9

Fonts

PRIMARY HEADLINE FONT

SS KNICKSON

ABCDEFGHIJKLMNOPQRSTUVWXYZ

234567890

SECONDARY HEADLINE FONT

Playfair Display

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

MAIN FONT

Playfair Display

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

ADDITIONAL FONT

PLAYFAIR DISPLAY SC

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

IMAGERY

Hook Hand Rum is a collision of old and new. The bottle has an old feel to it while yet having a modern sense as well. Images we use should never be too much pirate or too swashbuckle.

PEOPLE

They should show people having fun, not necessarily drinking, but always engaged with each other obviously sharing a story or talking. Regular people not too glam but definately cool.



SHIPS

Ships should be in silouehutte and not ususally in great detail



IMAGERY

BARS

While we want to celebrate Tiki and Rum bars we also will want to show bar setting of all types



DRINKS

We will always want to have great shots of our drinks, They can be alone or with the bottle or in a great set up and produced shot.



IMAGERY

BOTTLES

We want to get shots of our bottle in all settings



IMAGERY

POURS

We will want to show images of promotional pours



IMAGERY

EVENTS

Always show energy and fun. Images should always create FOMO





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