

Brand Book 2026



Where Tales Are Born

In an era of endless noise and shallow interactions, Hook Hand Rum stands for something raw and essential: **authentic human connection**. We reject the snobbery of traditional aged spirits and the paper-umbrella gimmicks of cheap flavored rums.

We believe rum is the ultimate social catalyst; a spirit meant to make the party better, the tall tales taller, and the crew tighter.

Anchored in the charismatic mythos of Bartholomew Scott, this book is not a corporate brand guide. It is the blueprint of a living world. It defines the voice we speak with, the spirit we embody, and the culture we are building.

Turn the page, step into the world, and live your life to tell your tale.



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!

The Power of a Great Story

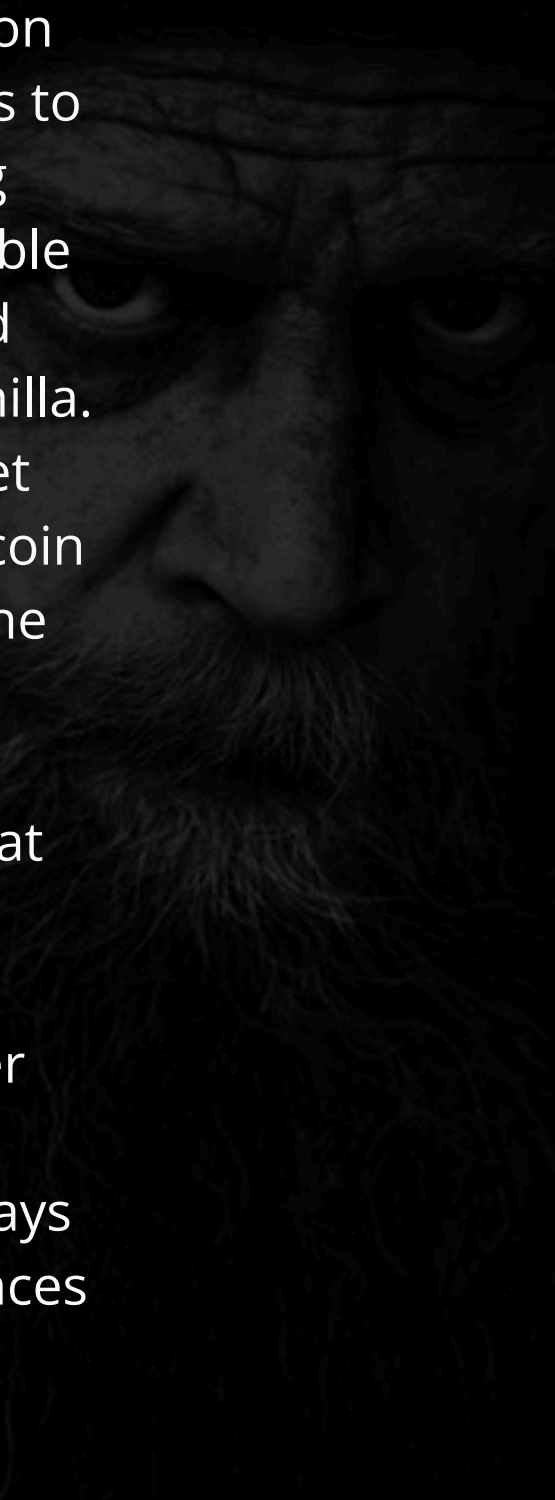


Every great night has a horizon, that precise, electric moment when the room leans in, the glasses clink, and somebody begins a sentence with,

"You won't believe what happened..."

The Spirit of Bartholomew Scott

To know Bartholomew Scott was to crave his world while treading carefully at its edge, a man consumed by an electric passion, whose sole obsession was rum. He ignored gold and jewels to steal only the finest barrels, marking them for his own with an unmistakable signature: vibrant sun-ripened blood orange and smooth Madagascar vanilla. Joining his crew was a matter of quiet envy, sealed with a signature brass coin that could command respect from the most powerful in any room. Known around the world by the alias "Hook Hand", despite persistent rumors that he possessed both hands intact, he lived entirely in the echoes of the stories left in his wake. You will never see him clearly nor hear his voice outside of the tales, but you will always know him by the legendary experiences he leaves in your glass.





Live the Adventure, Hold the Coin

We offer far more than a bottle on a shelf; we offer an open seat at an extraordinary table. Through the Original Crew, holding our physical brass coin is an invitation to active belonging. It unlocks exclusive events, hidden access, and special privileges, serving as an emblem for those who choose to step into the center of their own story. True status isn't bought—it's earned by showing up, bringing your crew together, and riding the swell of the moment.

Pour a glass, pull up a chair, and let the tide take you. This is where your next legend begins.

Brand Promise

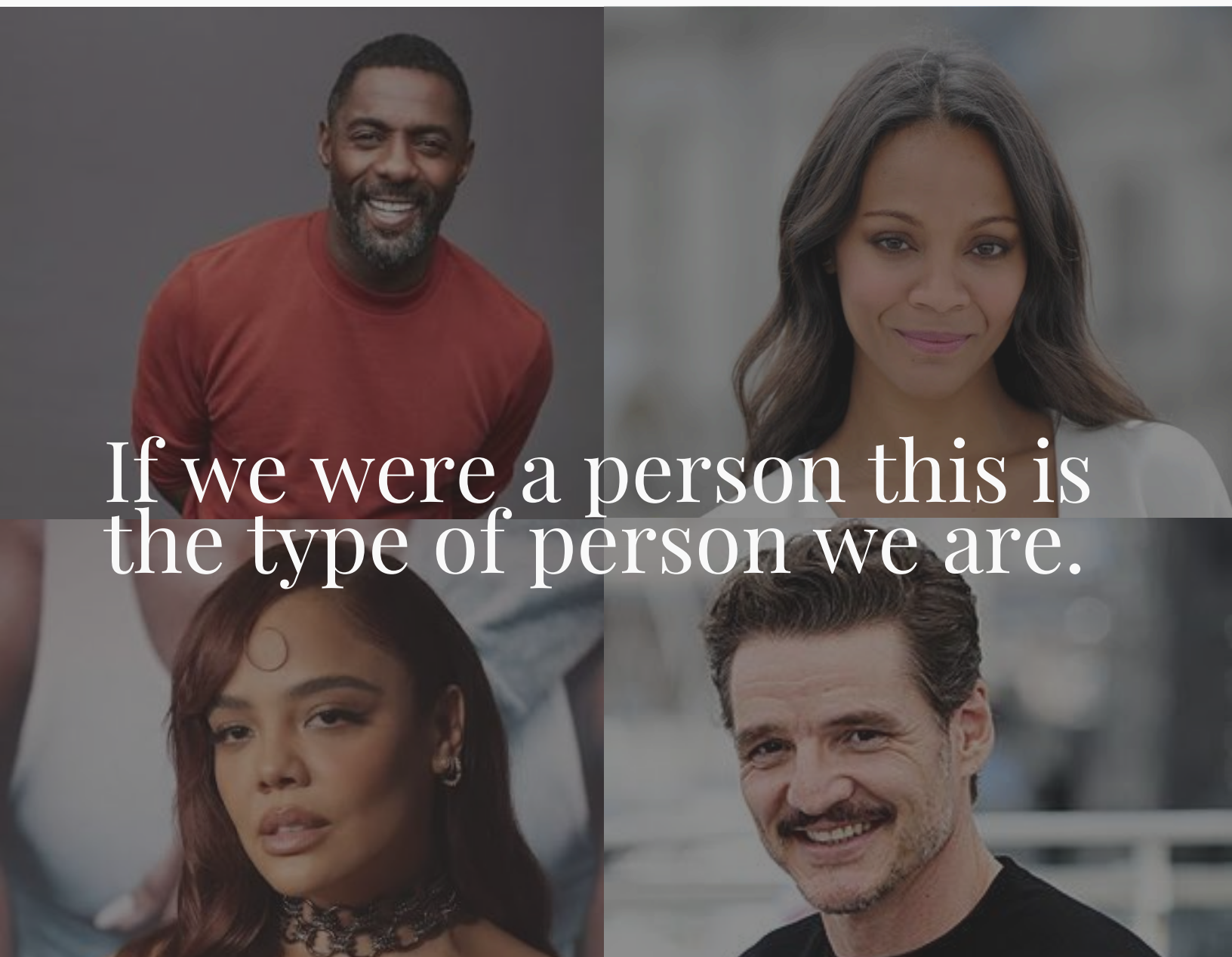
Everyone likes to be the center of a good story. With Hook Hand Rum, you will get an experience that promises to give you something to talk about. From the sophisticated bottle, the mystery of Hook Hand himself and the Blood Orange rum...we want to be a part of that epic rooftop night, or a relaxing 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 scarce and unique.



Robert

Robert is a renaissance man who is a forever student. He is an avid sailor and has been known 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.

HOOK HAND RUM COCKTAILS



YOUR ADVENTURE, READY TO POUR



ORIGINAL CREW

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

A True Experience Brand

The Original Crew is like nothing else. It is a community, but far more, it is an enviable inner circle, a mark of distinction, and an invitation to live a life worth talking about. Participation is required, and membership must be earned, but the payoff is unmatched. To carry the coin is to command instant respect, unlocking VIP treatment and effortless authority everywhere you step.



Positioning Statement

For people who know that the best nights are born around a shared table—those who love nothing more than hearing a great story and telling an even better one—Hook Hand Rum is an invitation to live the adventure.

Crafted for the people who cherish true connection, Hook Hand Rum is a premium experience spirit that turns any gathering into a legendary occasion. It bridges the warmth of real camaraderie with a smooth, oak finished rum elevated by natural blood orange and Madagascar vanilla, anchored by the magnetic legacy of Bartholomew Scott with a membership in his crew that is the envy of others and that calls you to step off the dock, hold the coin, and actively participate in the story.

Reason to Believe

A Catalyst for True Connection & Legendary Gatherings

Built on the core conviction that sharing authentic stories is our most vital human bond, Hook Hand Rum is an experience spirit crafted to turn everyday gatherings—from rooftop toasts to beach bonfires—into legendary occasions.

A Smooth, Elevated Liquid Finished on Oak

Finished on oak for a rich, sophisticated base, our 70-proof spirit is infused with real blood orange and Madagascar vanilla, delivering a versatile citrus profile built to be served neat, over ice, or in craft cocktails—strictly without tropical paper umbrellas.

Anchored by a Magnetic, Story-Driven Legacy

Grounded in the intrigue of Bartholomew Scott, an enigmatic connoisseur who stole only fine rum, marked his barrels with blood orange and vanilla to thwart imposters, and owned the room with charm while keeping both hands intact despite his "Hook Hand" alias.

An Envable, Participatory Crew Membership

The Original Crew calls people off the dock and into active participation, issuing heavy, individually numbered brass coins earned through genuine involvement to grant real-world status, VIP access, and safe passage across partner venues.

Elevator Speech



Hook Hand Rum is crafted for the crew you gather and the meaningful connections made along the way. Finished on oak and infused with vibrant blood orange and a hint of Madagascar vanilla, it's a remarkably drinkable spirit made to keep rum fun and make tall tales even taller. Smart, approachable, and built for good company, Hook Hand Rum is the catalyst for your next great story

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



Orange

CMYK

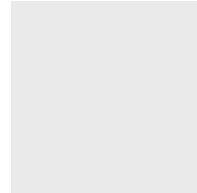
0 / 68.24 / 68.63 / 0

RGB

249 / 249 / 249

WEB

FF5105



White

CMYK

2 / 1 / 1 / 0

RGB

255 / 81 / 5

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 silouette 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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