



ESTABLISHED 1937

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# TWIN TX LIQUORS

WINE · SPIRITS · BEER

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BORN IN AUSTIN, TEXAS

Lauren Henderson | Tirah Kensinger | Liz Brown | Keifer Willie



## MISSION STATEMENT

Our love and passion for the wine and spirits industry are the seeds of our growth, and they will always be the foundation of our endeavors.

## USP

Twin Liquors provides time-honored expertise to Texans seeking premium beer, wine and spirits.





## LOGO

Inspired by vintage whiskey labels, Twin Liquors new logo informs the viewer about the company's time-honored expertise.

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# TWIN LIQUORS

WINE · SPIRITS · BEER

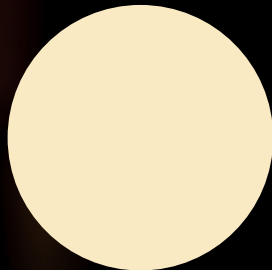
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BORN IN AUSTIN, TEXAS

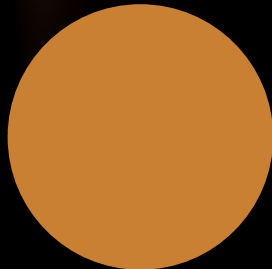
<h1>TWIN LIQUORS</h1>		
WINE · SPIRITS · BEER		EST. 1937



# COLOR PALETTE



#FAEBC4



#C98033



#963D30



#292E40



# TYPE PALETTE

## LOGOTYPE

Modesto Text Bold

## LOGOTYPE

Modesto Open Inline Fill

## LOGOTYPE

Proxima Nova Light

## HEADLINE

Geared Slab Regular

## SUBHEAD

Proxima Nova Medium

Body Copy lorem ipsum dolor sit amet,  
consectetur adipiscing elit, sed diam.

Proxima Nova Light





## APP

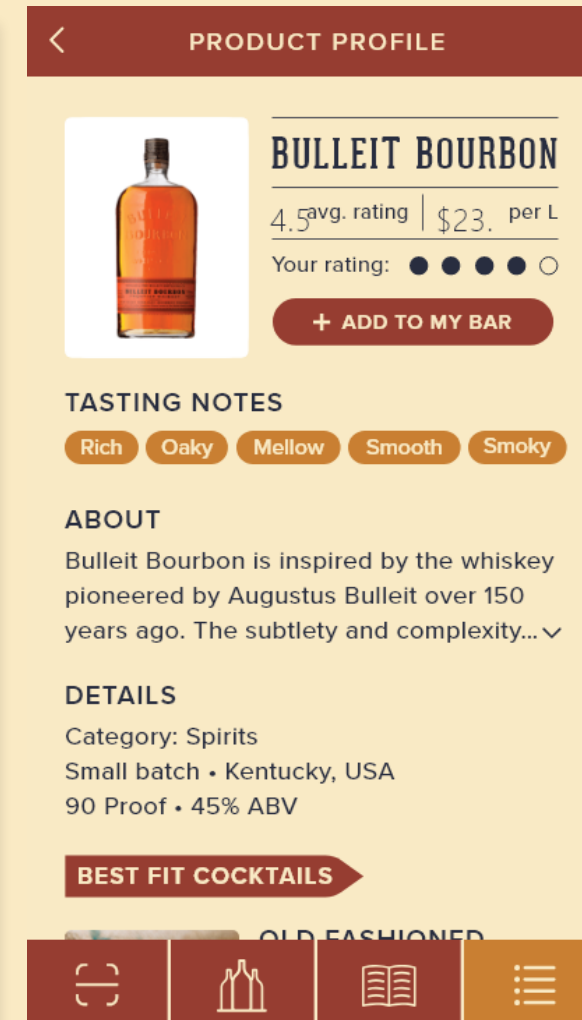
The Twin Liquors app allows users to find new liquor brands, drink recipes, and categorize the liquor that they have in their personal bar.





# SCAN

Scan Liquor labels to quickly find information or add them to the “Your Bar”.





# MY BAR

Create a list of your personal bar's inventory and curate recipes based on what is in "Your Bar".





# RECIPES

Find new drink recipes and add them to the favorites tab. Search using filters or by the tags in the tasting notes.

RECIPE BOOK

GENERATE RECIPES FROM MY BAR

RECIPE OF THE MONTH

 **HOT TODDY**  
Made with by mixing liquor and water with honey, herbs and spices, and served hot.  
Mellow Smooth Smoky

DISCOVER RECIPES

 **MANHATTAN**  
Main liquor: Whiskey  
Sweet Boozy Classic

 **OLD FASHIONED**  
Main liquor: Whiskey  
Sweet Boozy Classic

Navigation icons: Home, Favorites, Recipes, Menu

RECIPE BOOK

SORT & FILTER TASTING NOTES

SORT BY

- Alphabetical
- Rating
- Price (High–Low)
- Price (Low–High)

FILTER BY

- Wine ▾
- Spirits ▲
  - Bourbon
  - Brandy/Cognac
  - Gin
  - Rum
  - Sake
  - Scotch
  - Tequila/Mezcal
  - Vodka
  - Whiskey

Navigation icons: Home, Favorites, Recipes, Menu

RECIPE BOOK

 **OLD FASHIONED**  
Sweet Boozy Classic  
FAVORITE

ABOUT

The Old Fashioned is made by muddling sugar with bitters, then adding whiskey or bourbon and finally a twist of citrus rind. It is traditionally served in a short, round, tumbler-like glass, which is called an Old Fashioned glass, named after the drink.

INGREDIENTS

- 1.25 oz bourbon or whiskey
- 2 bar spoons simple syrup
- 3 dashes bitters
- 1 orange peel

EQUIPMENT

- 1 jigger

Navigation icons: Home, Favorites, Recipes, Menu



# CATALOG

Create a personalized list of liquor in order to find unique cocktail options.

**CATALOG**

**SORT & FILTER** | **TASTING NOTES**

**SORT BY**

- Alphabetical
- Rating
- Price (High–Low)
- Price (Low–High)

**FILTER BY**

- Wine ▾
- Spirits ▲
  - Bourbon
  - Brandy/Cognac
  - Gin
  - Rum
  - Sake
  - Scotch
  - Tequila/Mezcal
  - Vodka
  - Whiskey




Navigation icons: Home, Search, Cart, Menu

**CATALOG**

Your Store: 3530 Rayford Rd #240, Spring, TX 77386 ▾

Search

**GET READY FOR THE SEASON**

-  **ELIJAH CRAIG SMALL BATCH BOURBON**  
4.5 avg. rating  
60.99 1.75 L  
Mellow Smooth Smoky
-  **EVAN WILLIAMS BOURBON WHISKEY**  
4.5 avg. rating  
21.99 1.75 L  
Mellow Smooth Smoky
-  **HAVANA CLUB BLANCO RUM**  
4.5 avg. rating




Navigation icons: Home, Search, Cart, Menu

**CATALOG**

Your Store: 3530 Rayford Rd #240, Spring, TX 77386 ▾

Search

**SEARCH RESULTS**

-  **BOMBAY SAPPHIRE DRY GIN**  
4.5 avg. rating  
25.99 750 ml  
Mellow Smooth Smoky
-  **HENDERICK'S GIN**  
4.5 avg. rating  
25.99 750 ml  
Mellow Smooth Smoky
-  **TANQUERAY GIN**  
4.5 avg. rating  
26.99 750 ml

Navigation icons: Home, Search, Cart, Menu



INVITE ONLY

ESTABLISHED 1937

# TWIN LIQUORS

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BORN IN AUSTIN, TEXAS

INVITES YOU TO OUR

# SPEAKEASY COCKTAIL CLASSES

COME JOIN US AND LEARN HOW TO BUILD YOUR OWN  
COCKTAILS AT HOME

SIGN-UP IN STORE OR ONLINE TO GET INVITED TO OUR SPEAKEASY EVENTS

1000 E 41 ST #180 AUSTIN, TX

17<sup>TH</sup> NOVEMBER,  
SATURDAY

2 <sup>TO</sup> 7 PM

YOU'LL ALSO ENJOY  
FREE SAMPLES  
& BOGO DEALS

  
**MENU**  
INGREDIENTS  
& TOOLS WILL  
BE PROVIDED  


#### COLD TURKEY

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#### VERY MERRY BOURBON ALEXANDER

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#### BERRY GINGER CHAMPAGNE COCKTAIL

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#### MULLED MALBEC

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#### EXIMO NOIR

Lorem ipsum dolor sit amet, consectetur adipiscing elit

#### LA CHINE GROG

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#### WINTER SPICED OLD FASHIONED

Lorem ipsum dolor sit amet, consectetur adipiscing elit

#### SPICE ME UP

Lorem ipsum dolor sit amet, consectetur adipiscing elit

## PROMO POSTER

The promo posters are to invite shoppers to Twin Liquors for educational cocktail classes.





## PROMO CAR

Classic vehicle calls back to the long-standing history of Twin Liquors.



## DELIVERY TRUCK

Classic vehicle calls back to the long-standing history of Twin Liquors.







## GIFT PACKAGING

Using repetition, the packaging of single bottles would be a pattern of modern and classic Texas and alcohol related iconography. Both boxes and paper would use this design.



















