

BRAND VOICE

THE PURPOSE OF THE BRAND VOICE

The Crater Lake Spirits Brand Voice deck serves as an internal tool to inform all written brand communication, as well as to complement the visual brand identity when designing and curating visuals. It exists as a living document to inform all current and future website, marketing, and social content. Think of it like a mood board for our writing. It captures the essence of our brand.





QUOTES WE LOVE

“It is quality rather than quantity that matters.” – Lucius Annaeus Seneca

“The purpose of life, after all, is to live it, to taste experience to the utmost, to reach out eagerly and without fear for newer and richer experience.” – Eleanor Roosevelt

“Life is either a daring adventure or nothing.” – Helen Keller

“I always just thought if you see somebody without a smile, give'em yours!” – Dolly Parton

“Let us step into the night and pursue that flighty temptress, adventure.” – J.K. Rowling

“Take your work seriously, but don't take yourself seriously.” – Clint Eastwood

WORDS WE PLAY WITH

- Central Oregon distillery
- Bend distillery
- Independent distillery
- Distilled spirits
- Infused spirits
- Award-winning spirits
- All-natural ingredients
- Grain to bottle
- Locally-sourced
- Spirit of adventure
- Versatile bar staple
- Artisanal
- Gin, whiskey, vodka

The words we use shape the way people perceive and understand Crater Lake Spirits. These words include descriptive keywords, as well as terms that embody our philosophy and what we do. **In general, we always want to come across as friendly, down-to-earth, and professional.**

WORDS WE DON'T

- Artificially-flavored or flavored
- Sweet or sweetened
- Hand-crafted or craft
- Small batch

While there are certain words and phrases we do not want to focus on, there's also a general attitude we do not want to convey with our words. **In general, we never want to come across as boring, generic, impersonal, or corporate.**



OUR AUDIENCE

Primary: Down-to-earth people from nationwide who discover Crater Lake Spirits by word-of-mouth, online, or on a shelf in their hometown. They consider themselves adventure-seekers, and enjoy trying new and different brands from different places.

Secondary: Locals and visitors who enjoy an active lifestyle and value locally-made products that support the community. They're either business owners themselves or appreciate the entrepreneurial spirit of our community.

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Age: Any age 21 and older, with an emphasis on patrons over 30. Our gins and whiskeys typically appeal to people in their 50's and 60's, while our infused spirits are enjoyed by all.

Gender: Inclusive of all genders and identities.

Interests: Outdoor activities, personal development, learning about new things, kicking back with a drink, swapping stories around the campfire, dressing up for a night out.

Lifestyle: Outdoorsy, adventurous, laid-back, and ranch lifestyle.

Values: Quality, sustainability, nature, small business, locally-sourced goods, and family (dogs included).

Geography: Local Oregonians, visitors, and people from across the nation who enjoy the essence of the Bend lifestyle—whether they've been to Bend or not.



OUR DIFFERENTIATORS

What sets the brand apart from competitors:

- Real spirits made using real ingredients and pure Cascade Mountain water
- Crater Lake Vodka is filtered 10 times through lava rock
- Crater Lake Gin is made using wild, handpicked juniper berries
- Crater Lake Whiskey is distilled and aged in Bend using 100% rye grain
- Top shelf products for mid shelf prices
- The essence of the Bend lifestyle, bottled to enjoy anywhere
- Small, independent distillery with a large footprint and a variety of spirits
- All natural ingredients to infuse flavor—nothing artificial
- One of the oldest and largest distilleries in Oregon
- Local legacy with deep community roots
- Lively and memorable tasting room experience



WE ARE

- Passionate
- Friendly
- Lighthearted
- Knowledgeable
- Innovative
- Forward-thinking
- Adventure-seekers
- Genuine
- Relatable
- Inclusive
- Established
- Dependable
- Detail-oriented
- Up for any challenge
- Purveyors of alcohol knowledge
- Committed to quality
- A work hard, play hard type of brand

WE ARE NOT

- Hoity-toity
- Corporate
- Uptight
- Mass produced
- Cookie-cutter
- Artificial or fake
- Trendy

WE ARE X, BUT NOT Y

- Informative, but not condescending
- Playful, but not unprofessional
- Premium, but not pretentious
- Fun-loving, but not flaky
- A timeless bar staple, but not boring or outdated



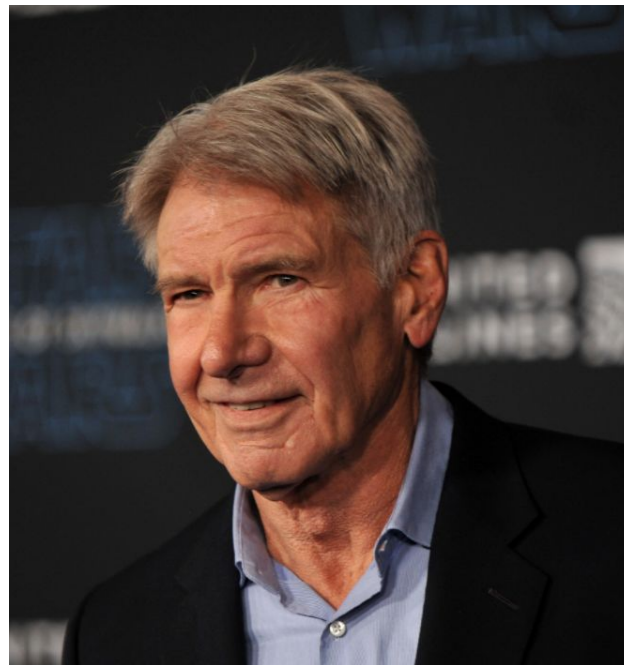
IF CRATER LAKE SPIRITS WAS A PERSON...

...We would be **Harrison Ford**.

Some people say Harrison Ford has never acted a day in his life. A man so skilled and dedicated to his craft, it's often difficult to tell where his work ends and where his personal life begins. We like to call that passion.

Likewise, the team at Crater Lake Spirits puts the quality of their work before (almost) everything else. We know that in order to make the best spirits, we must live and breathe our craft. We're honored—thrilled, even—to do so.

That passion and attention to detail pours into every aspect of our work—from our tasting room encounters to our marketing communications and beyond.



OUR TIMELESS HUMAN NEED

Timeless human needs get to the core of a brand. They dig deep into what emotion the brand is conveying. For Apple, it's innovation. For Airbnb, it's belonging. And for Nike, it's empowerment.



For Crater Lake Spirits, our timeless human need is **connection**. Whether a customer visits one of our tasting rooms or buys a bottle off the shelf, we strive to create an experience that provides a strong feeling of connection—with place, community, people, and self. From the bottle to the bar, Crater Lake Spirits embodies the feelings of arrival and belonging. Like sharing stories around a campfire under a dark night sky, enjoying one of our spirits feels equal parts familiar and adventurous. Like *this is it*.

THE CRATER LAKE SPIRITS BRAND VOICE

There are people who live their lives without passion or purpose. They go to a job during the day and they go home at night. And then there are people who live their lives with so much passion it manifests in everything they do. They pour their heart and soul into their life's work because they love what they do—and they love sharing it with the world. They show up not because they have to but because they *want* to. This attitude is the core of the Crater Lake Spirits brand, the spirits we create, and the people who partake.

The Crater Lake Spirits voice is friendly, quick-witted, upbeat, and positive.

Crater Lake Spirits is more than a label. It's a band of folks who live life to its fullest. It's an experience akin to going someplace you've never been before. Yet it's also a feeling of comfort and familiarity. A sense of adventure, harmony, and *balance*.



BRAND VOICE EXAMPLES

Spirit of adventure.

Give your go-to cocktail a twist of adventure.

Pure vodka, cut with the Cascades.

True to the craft. Dedicated to quality. Obsessed with adventure.

Traditional spirits, stirred with spirited infusions.

All we wanted to do was live in the mountains and make great vodka.

As makers and purveyors, our goal is to make the best tasting spirits with the most natural ingredients available.

Like swapping stories around a campfire, our spirits bring people together around great memories.

Yeah, we make great booze. But what really drives us are the relationships we build, the company we keep, and the smiles we stir up.





BEND, OREGON

**CRATER
LAKE**

EST 1996

SPIRITS

The Spirit of Adventure



THANK YOU