

To what matters

Communicating the Tomatin brand in 2024

TOMATIN
HIGHLAND SINGLE MALT

Our brand book

A brand book sets distinct guidelines for maintaining brand identity across all aspects of the business.

It includes specific guidelines for perpetuating brand identity in all external and internal communications.

Its aim is to provide brand business consistency and cohesion, including consistency in messaging and visual presentation that sets a company's tone, personality and identity.

Over time this is what creates trust and loyalty with your target audience, as a brand that is inconsistently applied only serves to dilute the brand identity and trustworthiness.

This brand book is as much yours as it is ours. You are welcome to get in touch with any questions or suggestions at any time: marketing@tomatin.com.

Home



What matters isn't our distillery,
it's the 78 people who call it home.

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Brand story

The Scottish Highlands.

Full of life.

Full of stories, of open arms and warm welcomes.

Full of hidden depths and of the love of families spanning generations.

Full of what matters.

This is our home. This is us. This is our whisky.

Each one a memento of a passion and knowledge that only comes from making whisky over several lifetimes.

Each one a toast to the very landscape in which we live.

To our community bonded by shared purpose and in everything we do.

Quite simply, our whiskies reflect us.

Always have and always will.

Tomatin. To what matters

*Our brand platform
(a toast)*

To what matters

A toast to the important things in life:
love, family, friendships and special moments

Our idea emphasises the importance of understanding what truly
matters in life and champions that in all our marketing activities



Using our platform

The objective of this communications approach is to create relevance and resonance by addressing matters that are meaningful to the target audience through the lens of our 4 key areas love, family, friendships and special moments.

By connecting with the audience on a deeper level and demonstrating an understanding of their concerns, the 'To what matters' idea can build trust, loyalty, and positive brand perception. It emphasises the importance of empathy, authenticity, and addressing the genuine needs and aspirations of consumers to establish a meaningful and lasting relationship between the brand and its audience.



Examples in action

Here are a couple of examples showcasing a number of ways we can activate the toast in communications.

When activating the toast, communications should fit into 1 of our 4 key topics: Love, friendship, family and special moments.



Examples in action

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Our brand



Purpose

Uniting people who savour
what's really important in life



Values



Belonging

Creating a sense of
community
and togetherness

Intuition

Following our instincts and
innate knowledge

The right way

Doing what’s best by our
people, process and product
without compromise

Personality

Who we are

A handshake. A hug, a smile and a nod. We're the stranger that's become an acquaintance, an acquaintance that's become an old friend. Wherever you're from and whatever your walk of life, our warmth will fill your soul. Wherever you bump into us, we'll leave you feeling uplifted, fulfilled and in good cheer.

Uplifting

We radiate optimism, have strong self-belief, and raise the spirits of those around us.

Insightful

We trust our perspective on what's truly important in life to forge deep, lasting, and meaningful connections.

Heartfelt

Naturally warm and unassuming, we're the person who can talk to anyone – unafraid to express our feelings and move people.

Tone of voice

Our tone of voice reflects our personality as shown on the right in our three key principles.

General rules

1. Set a scene. Give a snapshot that invites people into the story.
2. Less is more.
3. Underpin every message with something that matters – a meaningful connection with people, a place or a community.

What matters is humanity.

Being down-to-earth and relatable in a way that makes people feel like they already know us. Genuine warmth.

Uplifting

Delight people and inspire joy – make them feel our signature Highland warmth inside.

Insightful

Some words paint a thousand pictures. Say little, but say it well. Communicate big ideas simply, for maximum emotional impact.

Heartfelt

Stir emotions and move people. Show sincerity in our conviction that life is about meaningful moments of connection.

Tone of voice

Single quotation marks

Use single quotation marks. Only use double quotation marks when it's a quote within a quote.

‘The new whisky has made a massive impact on sales. Customers are saying things like “this is the best whisky I’ve ever tasted”,’ says the distillery manager.

Spelling

Use British spelling and ‘ise’.

- adviser
- OK
- online
- programme
- no one
- organisation
- antisocial
- % (not per cent)

Numbers

Write out numbers one to nine, and use numerals for 10 and over. Always use numerals for percentages. Use a comma for thousands.

Of our 50 whiskies, seven were released this year.

Punctuation

Use minimal punctuation. Write eg, ie and etc without full stops.

Use an em dash (a long dash) in sentences (eg It's raining today — hopefully tomorrow will be sunny).

For dates and number ranges use an en dash (shorter dash) (23–27 July, ages 13–15).

Use hyphens to join words together (eg long-term objective, re-entry).

Our framework



Brand Purpose Why we do what we do	Uniting people who savour what’s really important in life		
Brand Values What we stand for	Belonging Creating a sense of community and togetherness	Intuition Following our instincts and innate knowledge	The right way Doing what’s best by our people, process and product without compromise
Brand Platform (our toast)	To what matters A toast to the important things in life: love, family, friendships and special moments		
Brand Personality How we act	Uplifting We radiate optimism, have strong self-belief, and raise the spirits of those around us.	Insightful We trust our perspective on what’s truly important in life to forge deep, lasting, and meaningful connections.	Heartfelt Naturally warm and unassuming, we’re the person who can talk to anyone – unafraid to express our feelings and move people.
Brand Proposition Who are Tomatin in a nutshell?	For those who see beyond the material things in favour of shared, irreplaceable moments with those we love.		

Our logo

There are 4 versions of our logo which are used in specific ways. Our logo has been crafted to reflect the hills around our distillery with its characterful hilly ‘a’ cross bar.

Our logo and platform is a compact way of placing our brand and toast in a neat self contained lock up.

The logo and descriptor appears where audiences may not be familiar with our brand.

The logo on its own should be used in situations where audiences know who we are. For example when they are within our social channels or within our distillery.

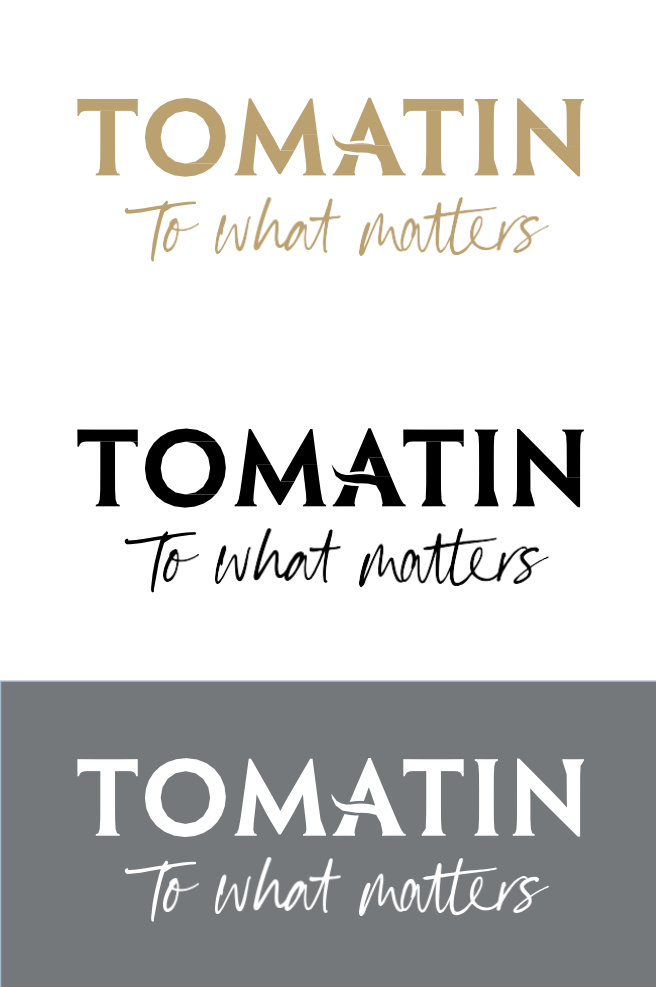
The full heritage lockup with crest and ‘Highland Single Malt Whisky’ is used on our product.

The logo can appear in gold, black or white.

Always ensure there is an ‘M’ worth of space between the logo and other elements.

Working with partner brands the logos are aligned as shown, separated by a goldney ‘x’

Logo and platform



Logo and descriptor



Full heritage logo lockup



Branded partnerships



Our platform artwork

Our platform (toast) has a piece of specially typeset and artwork. Please always use the artwork and do not just type it out. The typography has been tailored from our font ‘Goldney’.

To what matters

Platform



Logo and platform lock up

TOMATIN
To what matters

Established 1897

Our established mark proudly displays our heritage.

Dynamic crops add a layer of craft, detail and authenticity.

Never so much of the mark that it becomes illegible.



Colour palette

Our brand colour palette is born from the land and light around Tomatin. It evokes feelings of warmth, reflective of what matters to Tomatin. Colours have been carefully chosen to complement and work with our library of hero brand images.

Our lead brand colour is Tomatin gold, the colour of our logo. Our preferred typography colour is Pantone Cool gray 9.

Use colours sparingly and ensure they are legible on any imagery you are using where they are used on headlines. Do not use all of our colours at once.



Tomatin gold

Pantone

872C

CMYK

30 35 60 3

RGB

188 161 113

HEX

BCA171

Pantone

436

CMYK

12 24 9 28

RGB

178 159 164

HEX

B29FA4

Pantone

4515

CMYK

13 19 61 30

RGB

180 167 108

HEX

B4A76C

Pantone

649

CMYK

10 3 1 0

RGB

215 223 230

HEX

D7DFE6

Text gray

Cool gray 9

CMYK

30 22 17 57

RGB

117 120 123

HEX

75787B

Pantone

5285

CMYK

49 43 5 16

RGB

134 131 164

HEX

8683A4

Pantone

4545

CMYK

5 6 29 4

RGB

220 214 178

HEX

DCD6B2

Pantone

472

CMYK

1 50 63 1

RGB

227 155 108

HEX

E39B6C

Pantone

655

CMYK

100 80 12 63

RGB

0 32 78

HEX

00204E

Pantone

543

CMYK

40 9 0 1

RGB

158 195 222

HEX

9EC3DE

Pantone

4665

CMYK

5 31 37 12

RGB

206 169 140

HEX

CEA98C



Typography

The warmth of the Tomatin brand is expressed through our feature headline font ‘Goldney’. The font has been chosen to reflect friendly and expressive handwriting. It is most effective when used sparingly – for example a short headline or phrase.

The Tomatin Font is Freight Neo Pro. Freight Neo is a clean, friendly humanistic sans design with good contrast. It has been chosen for its versatile character which can flex across all of our brand needs.

Headline
Freight Neo Pro

Sub heading
Freight Neo Pro Semi

Body copy
Freight Neo Pro Book

Goldney and Freight Neo Pro are available to download from our Knowledge Base, contact us for more information.

Freight Neo Pro is also available through Adobe Fonts as part of Creative Cloud.

Feature Headline

Goldney Regular

Functional headline

Freight Neo Pro Light

Subhead
Freight Neo Pro Semi

Body copy

Freight Neo Pro Book Posant, sitat velesequod molupta dolore vendi di volum eos ipsam quunt lia con rationsedit, inctas etureri busandis reperum que veliciis autem la venis siminusdam, volesci tiunt. Rae sed quae mil mi, saerspispis re prepe nistiumque imo voloriata dipicimus eosamus voluptaturio bea corrum res sitium hilia cupitem aciis recae voluptatent vitaspisqui od quodignat incitae vel ent aut imendae moluptatiis audae nemporeptat que voluptatur re possi ditaqui consequaturia veliquo initaquis dem ratur am volute nus alibus aciam quam velleni enihita sum quatem orecernat maiorent andellandam a as aut voluptam harita arist, officatur, non con consernam.

Photography

Our brand photography should feel like a captured moment. As a viewer you should be able to immerse yourself in the moment, breathe in the evening dew on the grass, hear the soft whistle of the wind and catch the faint laughter of a tale. These moments are authentic, candid and full of humanity. They are the canvas which when paired with a headline can ladder up to ‘what matters’ love, friendship, family and special moments.



People driven moments: are snapshots of a human interactions that depict one of our four things that matter.

Special places: can be anywhere significant but particularly strong when they are captured around our distillery.

People and product: where we feature product we ideally share a human moment that matters wither directly through people or in the styling of the shot with lifestyle elements.

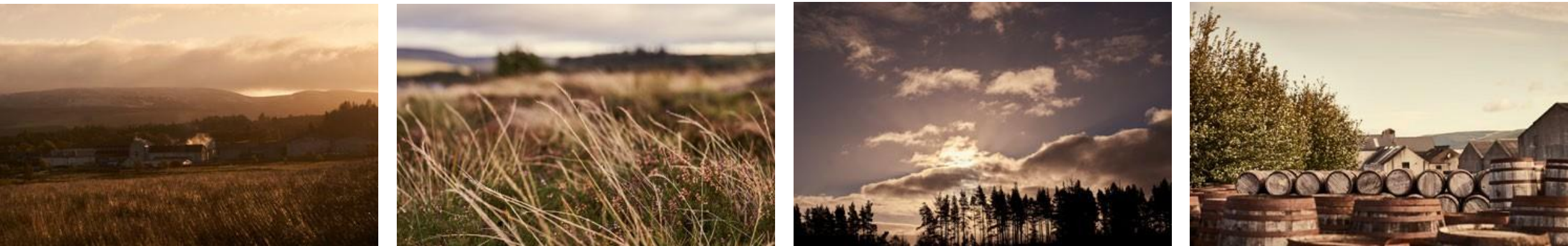
Where possible we always shoot during or lit to mimic the positive warmth of the golden hour or a suitable alternative warm glow for example by a fire.

Please note: 1 year global usage is covered for the 60s/30s & 15s for digital/web/social and stills featuring cast are covered for print usage until March 2024.

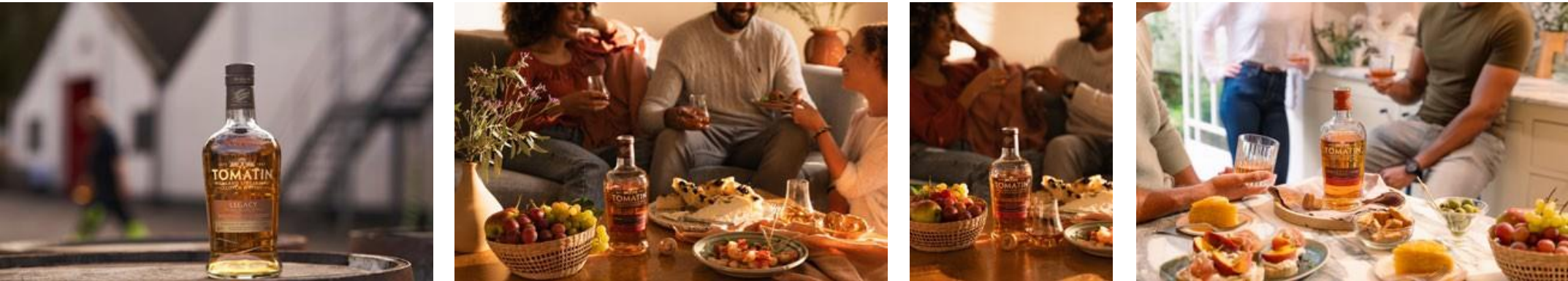
People driven moments



Special places



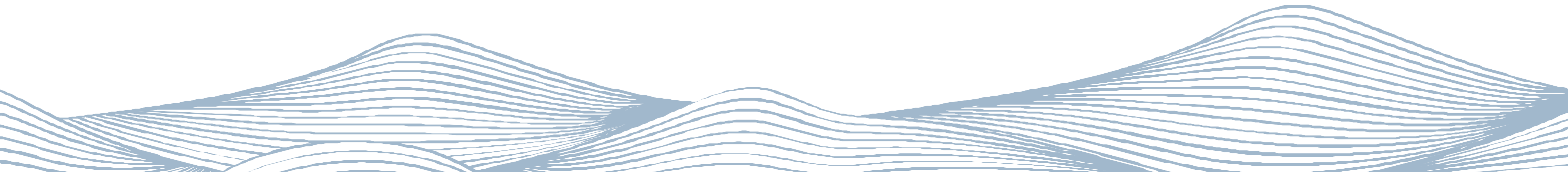
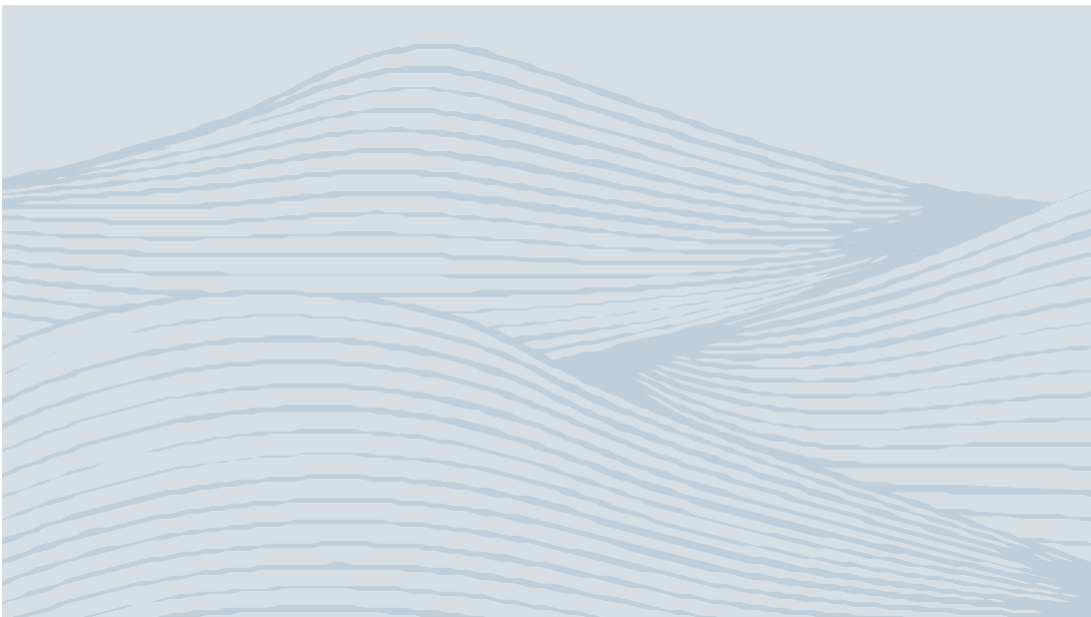
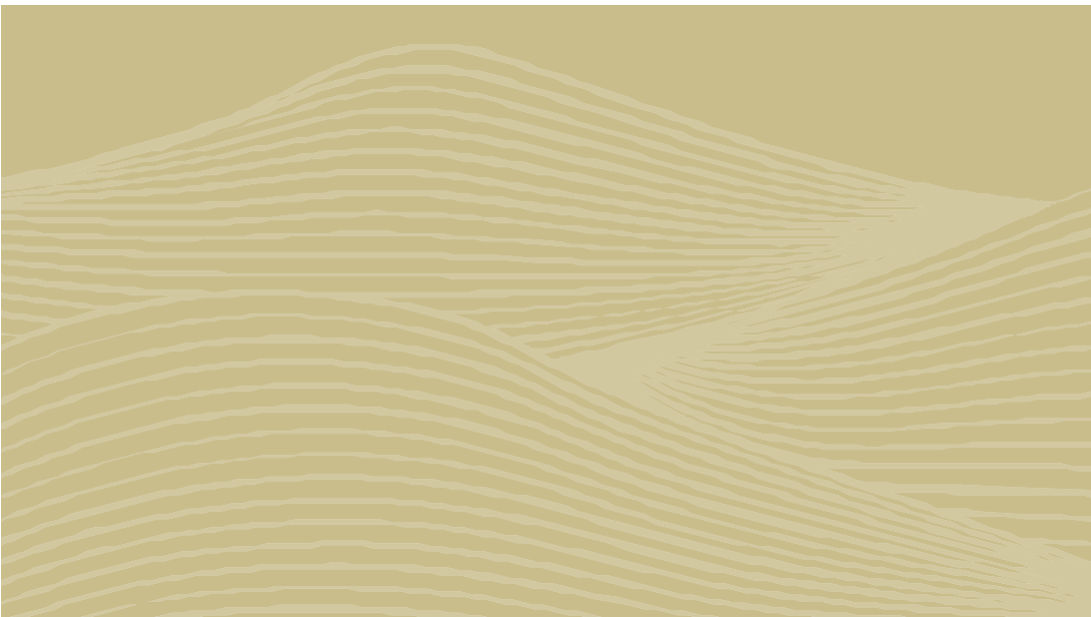
People and product



The hills

The hills, our graphic pattern reflect the landscape around Tomatin. They are used as a textural element. They add variety to our kit of parts consisting of photography, colour and typography.

Please use harmonious colour pairings when featuring them. They should always remain textural not a shouty graphic element. We do however encourage bold crops which highlight their delicate, flowing liquid like detail.



Overview



Logo

To what matters

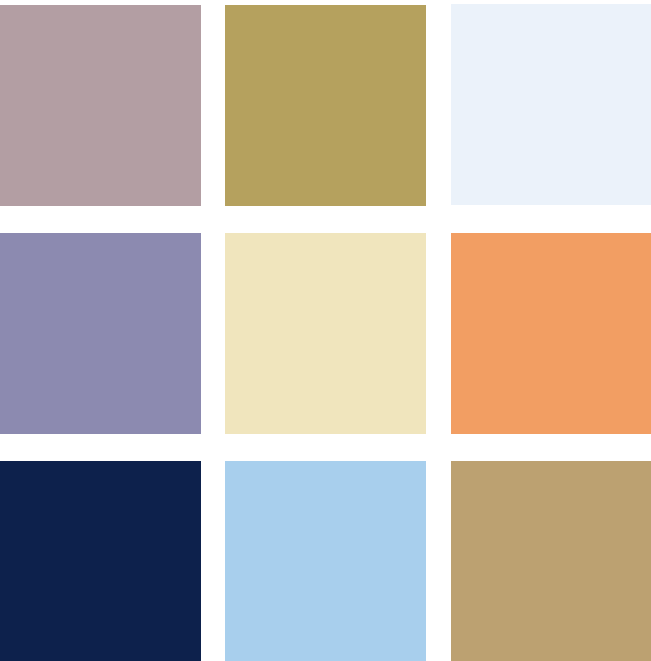
Brand platform and brand line / toast



Established 1897

What matters is savouring
something you love

Tone of voice



Colour Palette



Photography

Feature headline

Goldney Regular

Functional Headline

Freight Neo Pro Light

Subhead

Freight Neo Pro Semi

Body copy

Freight Neo Pro Book. Posant, sitat velesequod molupta dolore vendi di volum eos ipsam quunt lia con rationsedit.

Typography



The Hills

Copy platform

In terms of a copy platform we use to what matters as the jumping off point for communication headlines in two ways:

- 1. Short headlines evoking a feeling or moment and
- 2. Introduction lines starting ‘What matters is... and filling in a wide evocative feeling.

With both approaches always consider your audience. eg The show example is tailored to whisky experts who want to savour great products.

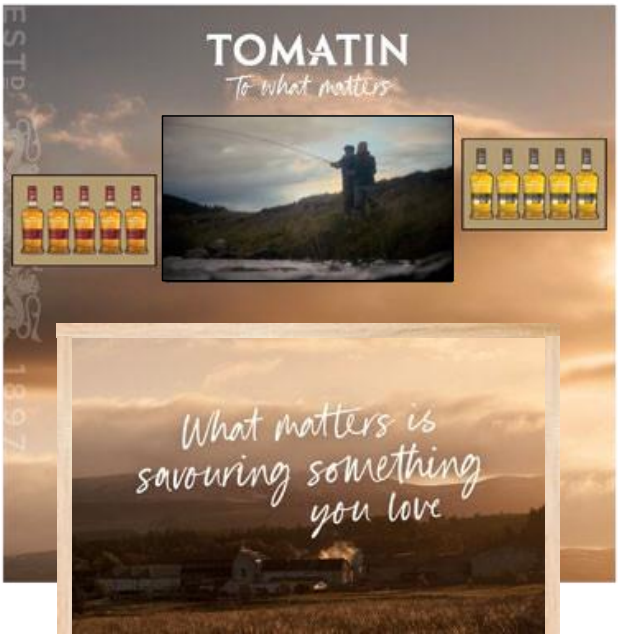
Short headlines

The goal is to evoke their own feeling or memory of a moment, eg our song should make you think of yours.



Introduction lines

Starting with ‘What matters is... filling in what matters, for example ‘What matters is savouring something you love’.



Copy platform

Here are a selection of further headline examples paired with imagery from the Tomatin image library.



Short headlines

Our time



A journey shared



Kindred spirits



Welcome home



Introduction lines

What matters is being here



What matters is the moment



What matters is the memories we make



What matters is family



What matters is belonging



Bringing To what matters to life

This is an ever evolving section that will be added to as the brand evolves. The examples here are ready to use and all ladder back up to 'To what matters'.

Activating ‘To what matters’

‘To what matters’ emphasises the importance of understanding what truly matters in life, love, family, friendships and special moments. We should champion them in all our marketing activities.

Our communications should always invoke a story, they should feel like the beginning of a conversation and ideally evoke a moment or memory in each person.

This can be achieved through our art direction or our words but ideally both.

To what matters

A toast to the important things in life:
love, family, friendships and special moments



Using our platform: Brand campaigns & Advertising

With brand campaigns the focus is building the Tomatin Brand so there is opportunity to tell stories with our imagery.

Think about special moments that talk to humanity. We tell our stories using immersive imagery captured with warmth and intimacy. Combined with short, inspiring copy.

In the example “Kindred spirits” is a broad and inclusive idea that speaks to a wide audience. The headline comes from the people in the image and is brought to life in an intimately observed moment.

Our headline should be succinct, feel like the start of a conversation and allow people to be immersed in it, thinking of their moment or memory.



Our image choice should capture a shared moment. Immersive and evocative. While it does not need to be shot during the ‘golden hour’ imagery should have a natural warmth.

Where ‘To what matters’ does not feature as part of a headline please use the platform lockup version of the logotype.

Brand campaigns & advertising

“What matters is family” takes us into someone’s home with an image of a cosy observed moment. Product appears in a lifestyle setting.



Product driven advertising

This example shows a full page ad for our Legacy product.

A short headline linking product tasting notes to an element of what matters.

Imagery links to a human moment sharing a dram.

The image is shot in signature golden hour hues.

Further detail is shown in the annotations opposite.

Headline

Savour
the award-winning qualities
of a character beyond compare

1897 mark

Signed off with logo and toast lock up

Functional items appear in the footer of the ad space



Collection advertising

In the first example show the headline introduces the collection. The subhead is used to give further information about provenance.

The collection is showcased in a setting that sets the scene and nods to potential related food pairings.

In the second example shown a stand first introduces the collection, the headline is used to hero one of the editions featured in the photograph. The sub head is used to link the product back to ‘what matters’.

The edition is showcased with a shared moment in soft focus behind.

On both examples the 1897 mark is used in a confident contemporary way to emphasise authenticity.

Signed off with logo and toast lock up

Headline



Stand first

Headline



1897 mark

Travel retail

Travel retail is our opportunity to put the brand on the world stage. People have short attention spans when passing through these spaces. It is important not to overload them with too many messages.

The example shown demonstrates taking a taste of the brand home to Heathrow.

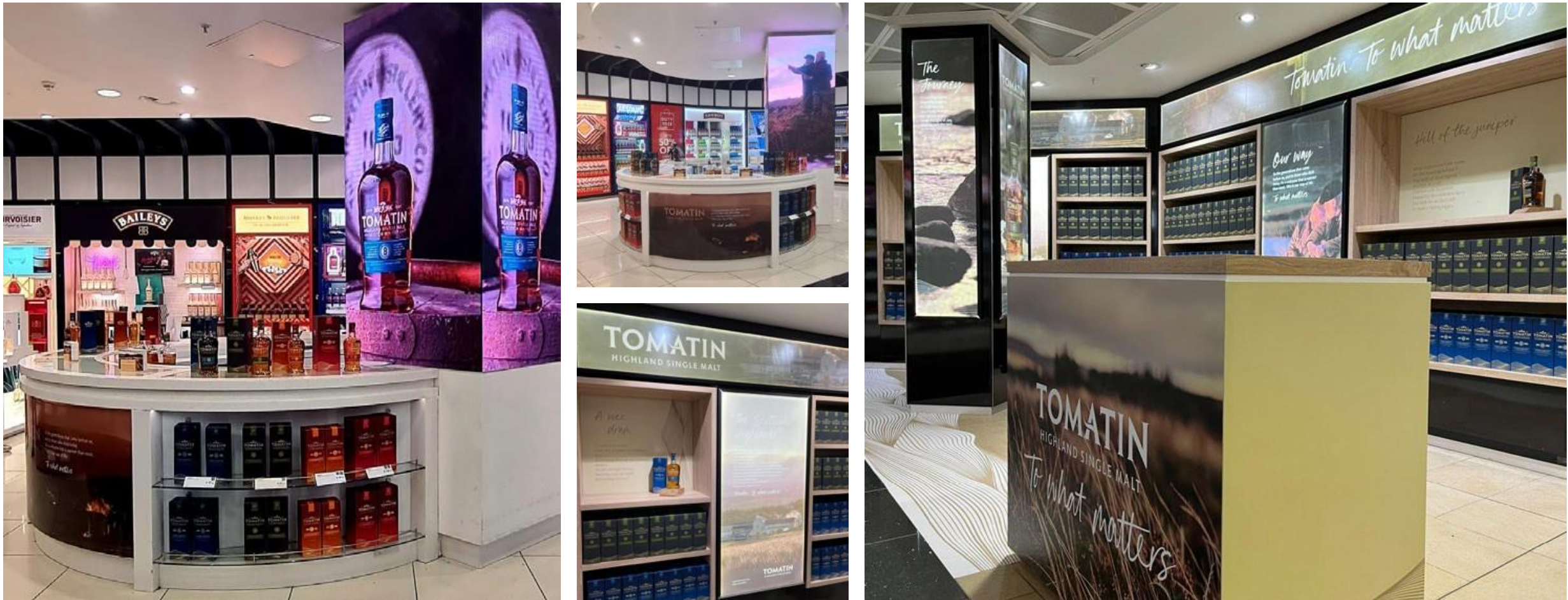
The activation introduced the start of a conversation with a postcard inviting interaction.

When developing future activations, consider how our travel retail presence links to what matters in life, love, family, friendships and special moments.

People are travelling for a number of reasons but whatever they may be there is an opportunity to make memories.

Bottom right are some further examples that bring this idea to life and could work within a travel context.

Heathrow activation



Linking travel to ‘what matters’



Postcard

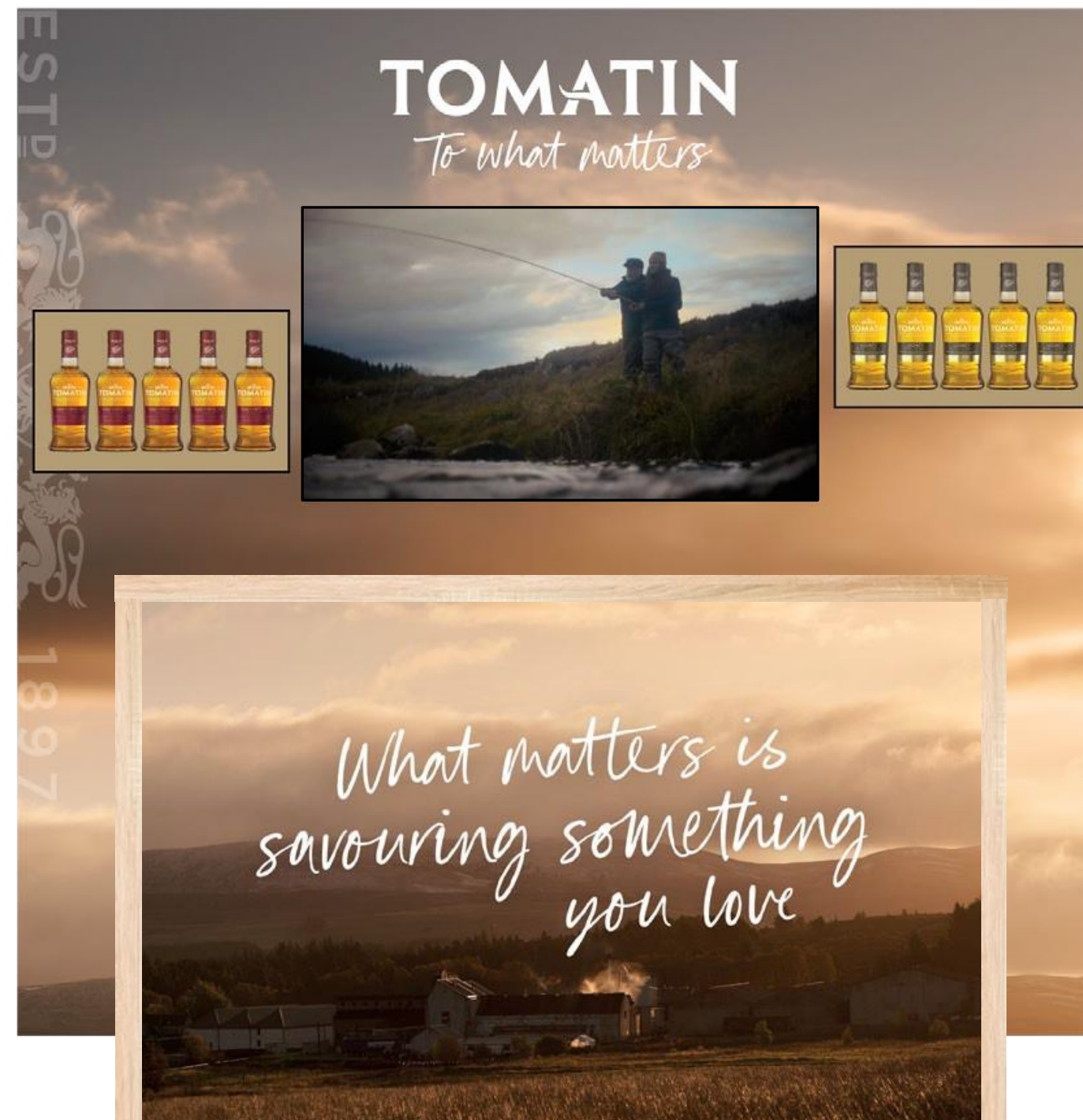


Event & Exhibition

Our event and exhibition presence should immerse audiences in our brand world and connect them with what matters.

It is essential to consider what matters to our audience when tailoring messages to events. At a trade show the audience is very knowledgeable and focused on the spirit in the bottle rather than the softer brand world. Therefor what matters should flex to be more product focussed here: quality, experimentation, diversity, taste, casks, and production all framed within our distinctive Tomatin warmth.

- The brand home is a hero image asset, each time we use it ensure accompanying messaging reflects the event.
- Counter front message ‘What matters is savouring something you love’ links product and taste to what our audience cares about..
- 1897 mark adds detail and authenticity.
- Italian collection stand features imagery of the Italian collection. The display unit also features shelving for product.



Social and digital

Our social channels are a great opportunity to drive conversation around what matters.

Focus on our four key areas love, family, friendships and special moments which can be unlocked in and around the product.

Where we feature product this should always be an element of the story not the sole focus.



Film

Motion content is our opportunity to unpack ‘what matters’ love, friendship, family and special moments. In an immediate and immersive way.

Think about the story we’re trying to tell with our content and how it can evoke feeling in our audience.

Like our photography, motion content should feature people driven moments, special places, or people and product.

Where possible we always shoot during or lit to mimic the positive warmth of the golden hour or a suitable alternative warm glow for example by a fire.

We sign off stories with our toast.

You can watch our shared legacy films by clicking the links shown on the right.

Please note: Specific usage fees will need to be agreed for TV, Broadcaster Video on Demand, Cinema and Out of Home Advertising - please contact the Brand Team to discuss.

Shared Legacy film



[15 second shared legacy film](#)

[30 second shared legacy film](#)

A photograph of the interior of a rustic wooden barn. The walls are made of dark wood and corrugated metal. A bright light source, possibly a window or a light fixture, is visible in the upper center, casting a strong glow. The text "Thank you" is written in a large, elegant, cursive script across the middle of the image. The overall atmosphere is warm and nostalgic.

Thank you