



BRAND GUIDELINES



OUR BRAND STORY

Every great tequila starts with a dream. For our founder, Gord Erickson, “Sueños” (Spanish for “dreams”) was a calling. His journey began not in a corporate boardroom, but in the heart of Jalisco, Mexico, with a vision to create a tequila that was true to tradition and honoured the soul of the land.

Sueños is a proudly Canadian-owned brand, born from a passion project that grew into a pursuit of perfection. Gord immersed himself in the craft, partnering with local farmers and committing to artisanal methods from the agave field to the bottle. It wasn't easy. Navigating CRT certification and cross-border logistics presented constant challenges, but we never took shortcuts.

Today, Sueños Tequila is the result of that passion and perseverance. It's a testament to the hard work and a love letter to the spirit of Mexico. From our Canadian roots to our artisanal Mexican craftsmanship, we're all about raising the bar—without raising the price.

TELLING OUR STORY, CASUALLY

Our origin story can also be told with our signature edgy humour. In informal contexts like social media, use this approach:

“Dreamt up by a Canadian named Gordy. Seriously. Distilled in Jalisco by a guy named Sergio.”



WOULD SWALLOW AGAIN

BRAND PILLARS

These core concepts define who we are. Every message should connect back to them.

Proudly Canadian-Owned: We are a Canadian-owned brand bringing the soul of Mexico to your glass. Our story starts with a Canadian entrepreneur's dream, creating a unique "Northern Built, Southern Distilled" identity. This is a key differentiator and should be stated proudly and often (Image:

Authentic Jalisco Craftsmanship: We are committed to the craft. Our tequila is made from 100% estate-grown Blue Weber agave, slow-roasted, and distilled in small batches for exceptional quality. It's an experience that feels handcrafted, because it is.

Affordable Luxury: We deliver a premium, smooth taste without the inflated price tag. Sueños is versatile, perfect for sipping neat or in a cocktail, making it the go-to choice for unforgettable gatherings, from relaxed nights to full-on fiestas.

VOICE & TONE

Our voice is modern, edgy, and smart, with a load of humour and attitude. We are confident and proud of our product, but unpretentious and never elitist.

- **Funny & Edgy:** Employ smart, direct humour. We're about good times, not about taking ourselves too seriously. Be bold and conversational.
- **Confident & Unpretentious:** We know our tequila is seriously good, and we're not afraid to say it. We balance our craft story with a relatable, down-to-earth vibe. Red solo cups are welcome at our party (Image: FOOTER copy.jpg).
- **Knowledgeable & Passionate:** Speak with authority about our process (small-batch, slow-roasted, 100% estate-grown agave). Share the passion behind the dream.
- **Responsible & Celebratory:** We celebrate connection and good times. We never glamorize overconsumption. We always promote moderation.

Voice Examples:

Headline: "CANADIAN OWNED. SERIOUSLY GOOD TEQUILA."

Social Media Copy: "Looks like your weekend plans just got an upgrade. You're welcome."

Event Concept: "A five-course meal where every course is a Sueños margarita. Just kidding. (Mostly.)"

DO THIS

- Use Canadian spelling (e.g., favourite, humour).
- Talk like a real person; be conversational and confident.
- Embrace puns and wordplay that are smart and edgy.
- Ask questions to engage your audience and start a conversation.
- Keep the energy high and the welcome warm in all interactions.
- Lead with our "Proudly Canadian-Owned" story. It's our key differentiator.
- Tell the craft story—100% estate-grown agave, small-batch, slow-roasted—to prove our quality.
- Connect back to the "Sueños" (dreams) theme; it's our name and our origin.
- Always promote moderation and celebrate connection.

DON'T DO THIS

- Be bland or generic. We are bold and have a point of view.
- Get explicit or vulgar. We're edgy, not crude.
- Make offensive jokes. Our humour is smart, not alienating.
- Talk down to the crowd. We are premium, not elitist.
- Forget who we are: a Canadian-owned, Jalisco-crafted tequila.
- Name-drop or compare ourselves to competitors. We stand on our own.
- Use drinking clichés ("liquid courage," "drink until you drop").
- Glamorize overconsumption or irresponsible drinking.
- Position ourselves as "cheap." We are affordable luxury; focus on the premium value.

VISUAL IDENTITY

Primary Logo

The original logo, featuring the “Sueños” wordmark with palm trees and a rising sun.

Use When: Best for primary brand identification, on labels, or in materials that tell our full origin story.



Alternate Logo

A streamlined logo featuring the “Sueños” wordmark backed by a stylized agave plant graphic

Use When: Ideal for merchandise, social media avatars, packaging, and modern graphic layouts where a cleaner, bolder mark is needed



COLOURS & TYPOGRAPHY

Colour Palette:



Sueños Teal: #3A8C93 (Evokes the Blue Weber Agave)



Sueños Gold: #DDBA5A (Represents dreams and premium quality)



Bright Red: #FF0000 (Used as an accent for energy and to highlight our Canadian root)



Off-White: #F5F5F5 (For clean, modern backgrounds)



Charcoal: #333333 (For body copy and accents)

Typography

Primary Typeface (Headlines): BATTERY PARK - A bold, distressed, stamped sans-serif font. This is the voice of our modern, edgy attitude.

Secondary Typeface (Body Copy): CALIBRI - A clean, modern sans-serif. This ensures clarity and provides a contemporary feel.

GRAPHIC STYLE & PHOTOGRAPHY

Our graphic style is clean, high-contrast, and confident.

Adcepts: Use clean, often white, backgrounds with high-quality product photography. Overlap bold, distressed typography to create a modern, edgy feel.

Photography: Imagery should be vibrant and authentic. Focus on genuine moments of connection, stylishly captured cocktails, and the bottle as the hero. Casual props like ice, limes, and even red solo cups are encouraged to reinforce our “unpretentious” pillar



MERCH & PROMO ITEMS

Our brand is built for activation. The alternate logo and graphic elements are designed to be used on a wide range of merchandise and promotional items.

Application: Use the alternate logo and bold typography on items like cups, hats, t-shirts, and event materials to create a strong and cohesive brand presence (Image: BottleCups.jpg).

Goal: Merchandise should feel cool and modern—items that people genuinely want to use and wear, extending our brand’s reach organically.



**NOW YOU KNOW
THE RULES.**

**DON'T MESS
IT UP!**

