



*Cabrero*TM
Tequila

BRAND GUIDE

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THE BRAND

“MY GRANDFATHER, MY FATHER AND MY UNCLES ALL SOLD THE AGAVE,” SILVERIO SAYS. “MY EARLIEST MEMORIES ARE OF RUNNING AROUND AN AGAVE FIELD, THE LEAVES TOWERING OVER ME.”

Cabresto Imports is a family owned business located in the heart of Southwest Detroit (A.K.A Mexican Town). It was incorporated in the U.S nearly a decade ago but Don Silverio began planting agave on his ancestor’s land in the early 2000’s when the tequila industry was booming. Everyone that owned land in Jalisco was planting agave at that time because of its high demand and it becoming the main source of income for families in Jalisco. However, this caused a surplus of ripe agave plants 7-10 years later (the time it takes for agave to become ripe) becoming almost worthless and distilleries buying it for pennies by the kilo.

Don Silverio being the entrepreneur that he is, thought to himself, “how can I possibly make money out of this crop that is now worthless and I’ll eventually lose money if I sell it to a distillery” . There he came up with the idea of making his own tequila brand instead, even though he had no experience in tequila production, his main profession was owner of tire shop in Detroit. Don Silverio being born and raised in the tequila region, he wanted to bring his passion for good quality tequila to the city where he raised his family, Detroit. To this day, we still plant our own agave plants on our ancestors’ land and use it to make Cabresto tequila.

Don Silverio travels several times a year to check on his crops and make sure things are running smoothly. When isn’t in Mexico caring for his crops you can find him greased up under a car at our tire shop also in SW Detroit. This was our first business that helped fund the land where the first field of agave was planted.

Tequila is more than just a spirit to us, its part of our culture, family history and background. It’s a way for us to bring back a piece of Jalisco to our second hometown.



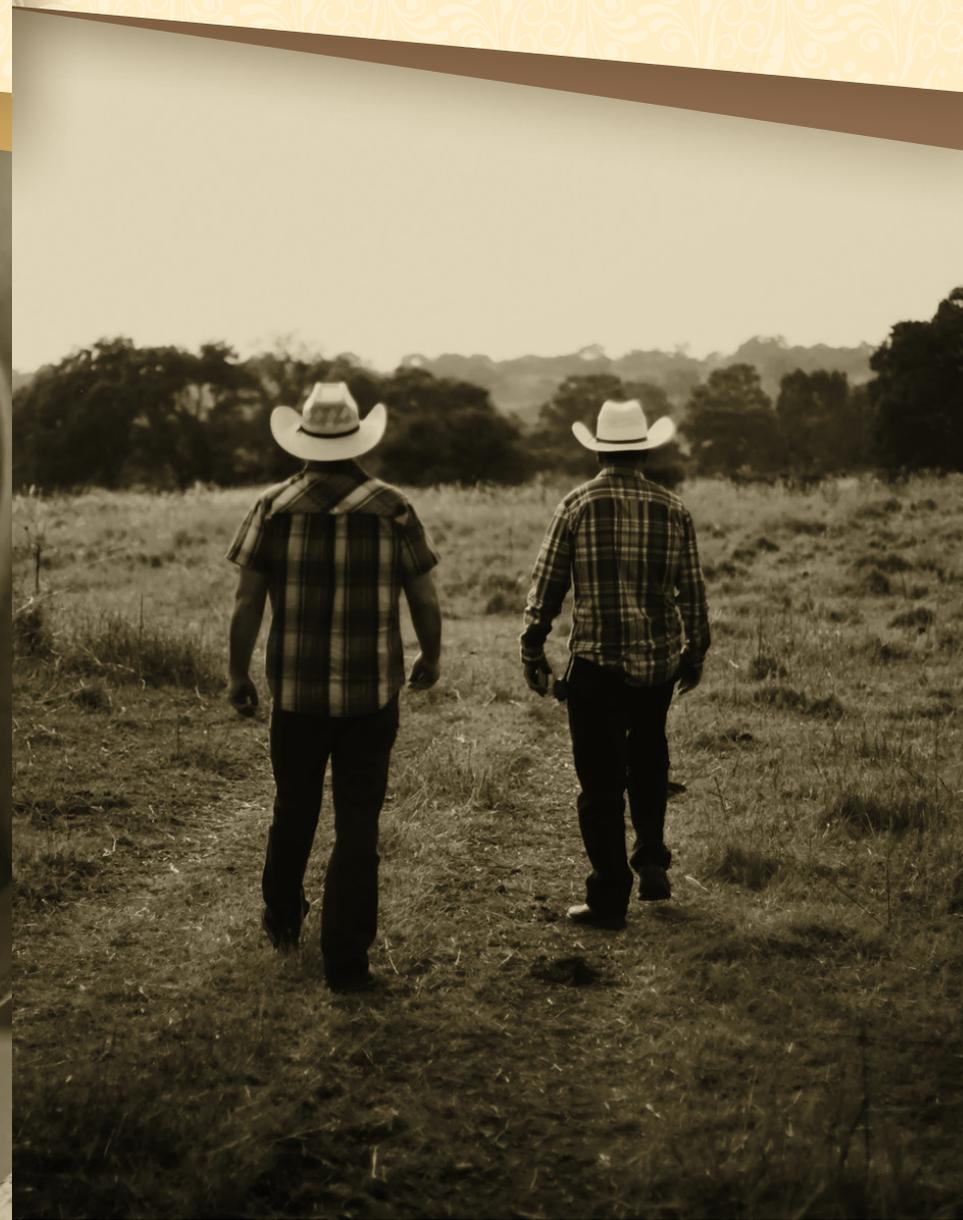
QUALITY



RESPECT



FAMILY-OWNED



HANDS-ON





MISSION STATEMENT

We produce small-batch, high-quality, estate-grown tequila for tequila enthusiasts, connoisseurs, and craft cocktail specialists. Our aim is to transform non- tequila drinkers into tequila lovers by educating them on the process, taste, and quality, all while building a legacy that honors our culture and our people.



BRAND VISION

To grow Tequila Cabresto into the new standard of ultra premium sipping tequila, fueled by a unique brand story.



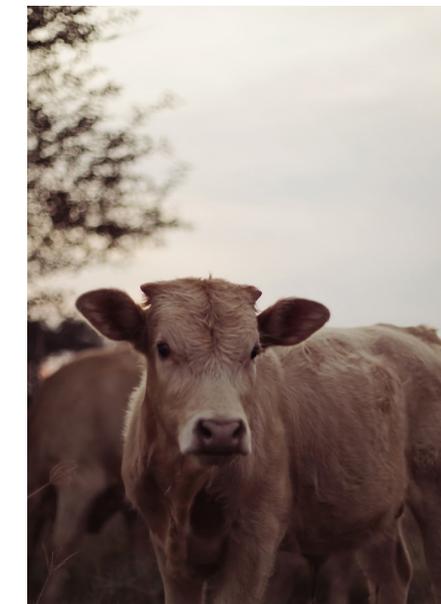
WE DON'T
MAKE EXCUSES,

WE MAKE
GREAT TEQUILA.

We take a stance of being very knowledgeable experts in our field, but someone you would want to have a drink with. We find a balance between being informative about our product and the process, but also very down to Earth and relatable.

We make a product for all walks of life, and maintain an approachable and humble stance to make sure anyone would feel comfortable interacting with our brand. This isn't to say there isn't a certain level of class involved with our personality. We are very proud of what we do, and aren't afraid to talk technically about our products - when appropriate. However, when we do talk technically, we are sure to make it accessible to people without a large understanding of the spirit.

We want to befriend our customer, talk with them about their day, and have a few glasses ourselves, all while telling them about the quality and care our product is made with.



DOWN TO EARTH • RELATABLE • KNOWLEDGEABLE • HUMBLE • REFINED

A sepia-toned photograph showing a person's hands using a machete to cut a pineapple. The person is on the left, and the machete is positioned over a pineapple in the center. The background is filled with many other pineapples, some of which are partially cut. The scene is set outdoors on a dirt ground. The image is framed by decorative scrollwork in the corners.

LOGOS



PRIMARY BRAND LOGO

The primary brand mark is highly inspired by the agave plant, which is at the root of the tequila craft. The leaves extend out, where several have been cut away to expose the core. The highlights accentuate the strong diagonal forms to give both a sense of light and dimension. It inspires a triumphant feeling of quality and expertise.

We utilize a warm gold brown color palette, which represents the richness of the tequila that is crafted from our plants, and that the plants we grow are the treasure that makes the end product possible. We utilize a script font that reinforces our refined but approachable stance, and is as easily identifiable as the full logo mark.



SINGLE SHADE LOGO VARIANT

This logo variant is to be used in instances that the full color version is overwhelming or inappropriately contrasting.



TEXT-ONLY LOGO VARIANT

This logo variant is to be used in instances that the inclusion of the full graphic logo limits the readability.



SINGLE SHADE LOGO VARIANT

This logo variant should be used on dark backgrounds where there are visibility concerns using the standard single color logo.



TEXT-ONLY LOGO VARIANT

This logo variant is used on dark backgrounds, in instances with limited space that necessitates the use of the text-only logo.



LOGO SPACING

The logo should never be placed closer to another object than what is shown. Use the agave core in the center of the logo to help define the minimum space required.



DON'T ALTER PROPORTIONS

The logo should never be stretched disproportionately.



DON'T CHANGE COLORS

The logo should never appear in a color outside of what is dictated in this guide.



DON'T REMOVE TRADEMARK

The logo should always be seen with its trademark appended to the end of the script.



DON'T MIX PRODUCT COLORS

The logo should always have the same color distribution as is laid out in this guide.



DON'T PLACE ON LOW CONTRAST BACKGROUNDS

The logo should never be placed on a background that detracts from the visibility of the logo due to color.



REPOSADO

This tequila most closely aligns itself with the primary brand colors, as it is the flagship product of the lineup.



SILVER

This tequila is represented by a silver and teal palette that visually blends with its transparent nature.



AÑEJO

This tequila has a purple and gold logo to express the richness of the batch. It also carries the Don Silverio Reserve seal, signifying it was aged there.



EXTRA AÑEJO

This tequila has a deep gold logo to show the refined age of the batch. It also carries the Don Silverio Reserve seal, signifying it was aged there.

A man with a mustache, wearing a plaid shirt, is smiling and looking towards the camera. He has his right hand on his head. The background shows an outdoor courtyard with a fountain, flags, and buildings. The image is in a warm, sepia tone.

COLORS

PRIMARY

MONEDA DE ORO

HEX: #D49D2B

This deep gold is our primary brand color. It expresses the richness of our product, the land we grow our agave on and the wealth of knowledge that has been passed through the generations of our family-run business. It is used across the branding for flourishes and headings, primarily in the logo.

R: 212 **C:** 17
G: 157 **M:** 38
B: 43 **Y:** 100
K: 1

PROFUNDA TIERRA

HEX: #18130E



This very deep brown is a darkened variant of the Moneda De Oro. It is to be used in place of black to better mesh with the color palette, such as in body text and captions.

R: 24 **C:** 68
G: 19 **M:** 68
B: 14 **Y:** 70
K: 83



SECONDARY

TIERRA FÉRTIL

HEX: #644800

This color is the primary brown used in our brand palette. We utilize it in primary headings and image overlays, but it also functions well for line work and other subdued graphic accents.

R: 100
G: 72
B: 0

C: 0
M: 30
Y: 90
K: 74

TERTIARY

OSO

PANTONE 875 C
HEX: #8F6D4F

This color is used to create visual difference that is more subdued than the other colors in the palette and acts as our neutral brown. It is used heavily in our labels, and is a great choice for backgrounds and subheadings.

R: 143
G: 109
B: 79

C: 38
M: 53
Y: 71
K: 18

TERTIARY

ARENA

HEX: #CDA65F

This color is an extended variant of Moneda De Oro. It should only be used when a fourth color is needed to create visual difference.

R: 205
G: 166
B: 95

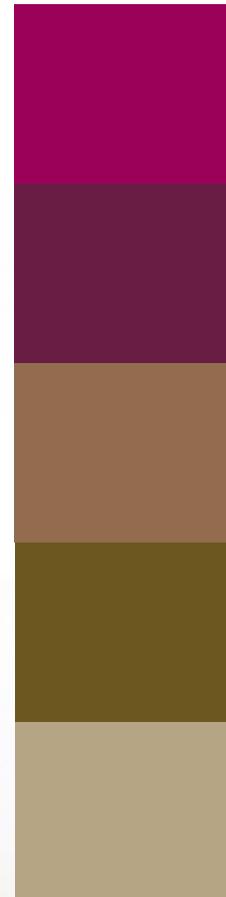
C: 20
M: 33
Y: 73

A sepia-toned photograph of a man in a plaid shirt drinking from a bottle. The bottle has a label with the word 'Cappuccino' and a logo. In the background, a horse is visible, looking towards the man. The image has decorative scrollwork in the corners.

PRODUCT BRANDING

REPOSADO

This color set revolves around the deep magenta that is the primary color. We use a shade of that magenta for an option to create depth, and utilize an array of browns, including Oso, that make it feel akin to the golden liquid in the bottle.



PANTONE 228 C
 HEX: #8D0E57
 R: 141 G: 14 B: 87
 C: 40 M: 100 Y: 40 K: 18

PANTONE 229 C
 HEX: #682145
 R: 104 G: 33 B: 69
 C: 48 M: 94 Y: 47 K: 37

PANTONE 875 C
 HEX: #8F6D4F
 R: 143 G: 109 B: 79
 C: 38 M: 53 Y: 71 K: 18

PANTONE 133 C
 HEX: #6F5723
 R: 111 G: 87 B: 35
 C: 46 M: 55 Y: 100 K: 34

PANTONE 133 C - 50% OPACITY
 HEX: #B6A687
 R: 182 G: 166 B: 135
 C: 30 M: 31 Y: 50 K: 1



SILVER

This color set is the furthest departure from our brand colors, mimicking the clear tequila the bottle houses. The palette is made of cool blues, with a subtle green undertone, and silvers. There are varying shades of each to help create depth.



PANTONE 309 C
 HEX: #003B4A
 R: 0 G: 59 B: 74
 C: 100 M: 64 Y: 52 K: 44

PANTONE 315 C
 HEX: #006580
 R: 0 G: 101 B: 128
 C: 100 M: 46 Y: 38 K: 13

LIGHT GREY
 HEX: #AEB3B6
 R: 174 G: 179 B: 182
 C: 30 M: 22 Y: 22 K: 3

PANTONE 877 C
 HEX: #8C9091
 R: 140 G: 144 B: 145
 C: 47 M: 38 Y: 38 K: 2

PANTONE COOL GRAY 11 C
 HEX: #54565A
 R: 84 G: 86 B: 90
 C: 66 M: 57 Y: 51 K: 29



AÑEJO

This color set is based around the primary purple, along with a tint of that purple to help create depth when needed. We also utilize Oso in this brand label for the neutral tone and flourishes that makes it feel closer to the brand palette.



PANTONE 520 C
 HEX: #652F6C
 R: 101 G: 47 B: 108
 C: 69 M: 95 Y: 27 K: 14

PANTONE 229 C
 HEX: #946C97
 R: 148 G: 108 B: 151
 C: 46 M: 64 Y: 18 K: 1

PANTONE 875 C
 HEX: #8F6D4F
 R: 143 G: 109 B: 79
 C: 38 M: 53 Y: 71 K: 18



EXTRA AÑEJO

This color palette was selected to reflect the fine aging process of our Extra Añejo. We use Oso as a primary color in this set, due to its muted look that balances the label with the supporting browns of richer tonalities.



PANTONE 7501 C

HEX: #DBC79D

R: 219 G: 199 B: 157

C: 12 M: 17 Y: 39 K: 0

PANTONE 871 C

HEX: #877650

R: 135 G: 118 B: 80

C: 35 M: 38 Y: 68 K: 21

PANTONE 7505 C

HEX: #84613F

R: 132 G: 97 B: 63

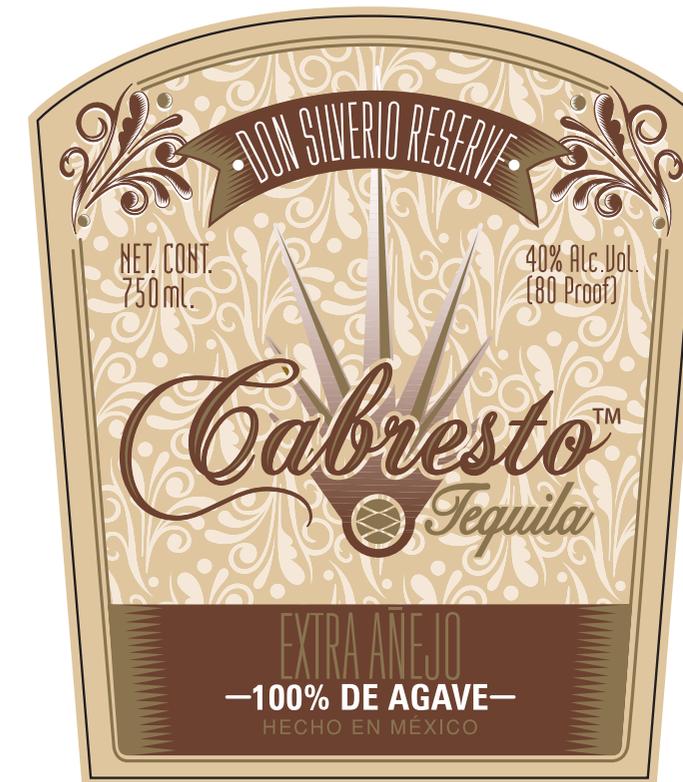
C: 27 M: 49 Y: 71 K: 30

PANTONE 7603 C

HEX: #6B4230

R: 107 G: 66 B: 48

C: 24 M: 60 Y: 65 K: 49





TYPOGRAPHY

MRS EAVES

This font represents our brand appropriately due to its refined, reserved nature that is also filled with personality. It also provides a variety of choices in weight and variation, with the option to utilize small and petite caps. It speaks to patrons of all walks of life.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 ! @ # \$ % & * () { } []

SMALL CAPS

For use in headings (title case) and subheadings (all lower case) only.

A B C D E F G H
I J K L M N O P Q R S
T U V W X Y Z

A B C D E F G H
I J K L M N O P Q R S
T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

BOLD

For use only to add extra emphasis in headings and subheadings (all caps only).

A B C D E F G H
I J K L M N O P Q R S
T U V W X Y Z

a b c d e f g h
i j k l m n o p q r s
t u v w x y z
1 2 3 4 5 6 7 8 9 0

ITALICS

For use only to add tertiary emphasis in headings and subheadings beyond Bold (title case only).

A B C D E F G H
I J K L M N O P Q R S
T U V W X Y Z

a b c d e f g h
i j k l m n o p q r s
t u v w x y z
1 2 3 4 5 6 7 8 9 0

MR EAVES

This sans serif relative to Mrs Eaves provides the balance to its serifs, while retaining just as much uniqueness and flair. It reflects the comfort that our consumer desires, without alienating the richness of the brand. Light is used for all body fonts.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 ! @ # \$ % & * () { } []

ITALICS

For use to add extra emphasis in the body and tertiary subheadings.

A B C D E F G H
I J K L M N O P Q R S
T U V W X Y Z

a b c d e f g h
i j k l m n o p q r s
t u v w x y z
1 2 3 4 5 6 7 8 9 0

BOLD

For use only to add extra emphasis in tertiary subheadings, (all caps only).

A B C D E F G H
I J K L M N O P Q R S
T U V W X Y Z

a b c d e f g h
i j k l m n o p q r s
t u v w x y z
1 2 3 4 5 6 7 8 9 0



MARKETING MATERIALS

MICHIGAN OWNED & OPERATED MADE WITH 100% PURE AGAVE & NO ARTIFICIAL COLORING.

HEART OF MEXICO SOUL OF DETROIT

Cabresto™ Tequila

www.Tequila-Cabresto.com

Tequila Cabresto is born in a traditional method and sets a unique benchmark for ULTRA PREMIUM TEQUILA, handcrafted from 100% Blue Weber Agave. Cabresto is a family-owned company based in Detroit, Michigan, originating from the Tequilera region of Los Altos De Jalisco near the city of Arandas where the sun and earth yield the finest "Piñas". These plants are hand selected and grown in land owned by the Lopez family, producing the finest Agave juice possible, distilled in limited batches, and aged to perfection.

CABRESTO TEQUILA REPRESENTS A NEW STANDARD IN ULTRA PREMIUM TEQUILA.

Cabresto™ Tequila

Try the Best Michigan Tequila
 Contact us @ (248) 965-9039 | cabrestoimports@gmail.com
 Find out more at www.Tequila-Cabresto.com

AWARD WINNING TEQUILAS

Cabresto™ SILVER

This crystal clear tequila has a prominent agave nose with hints of spearmint, lemon and balsa wood. Very soft and creamy on the palate, this is very smooth for a silver tequila. **Spearmint in the nose continues through the palate, joined by a bit of fresh fennel, and a smooth hint of cinnamon.**

PRICE **\$23.74**
 STATE MINIMUM RETAIL **\$27.99**
 MLCC 221-16189

Cabresto™ REPOSADO

The pale gold color matches the predominantly toffee nose, but there's still plenty of agave along with caramelized orange oil and a bit of steel. On the tongue, this tequila wakes up your palate with plenty of spice from cinnamon and cumin, along with orange oil, and butter from the toffee nose. While exciting to sip on its own, this bottling is especially well suited to cocktails, where its vibrancy can stand up to a wide array of other ingredients.

PRICE **\$25.44**
 STATE MINIMUM RETAIL **\$29.99**
 MLCC 221-16188

Cabresto™ AÑEJO

Agave takes a back seat in the aroma, with caramel, cinnamon and orange dominating. First impressions are soft and sweet, with light vanilla caramel and clove. **A full flavored and pleasant burnt sugar finish adds a lot of complexity and it finishes strong.**

AGED FOR 18 MONTHS IN CHARRED WHITE OAK BARRELS.

PRICE **\$38.16**
 STATE MINIMUM RETAIL **\$44.99**
 MLCC 221-13455

Cabresto™ EXTRA AÑEJO

Very aromatic nose, with caramel, cinnamon and clove, plus hints of cedar wood. While there's only a hint of agave on the nose, it comes roaring through on the palate, and this is remarkably fresh tasting for a tequila of its age. **The agave flavor is complemented by caramelized orange and hints of vanilla, while the mouthfeel is slightly oily and very smooth.**

AGED FOR 7 YEARS IN CHARRED WHITE OAK BARRELS.

PRICE **\$94.14**
 STATE MINIMUM RETAIL **\$110.99**
 MLCC 221-13456

OUR CABRESTO TEQUILA FAMILY | Find out more at www.Tequila-Cabresto.com



Cabresto™ Tequila

AGED 7 YEARS
PLEASURE INTENSIFIED FOR AN EXTRA AÑEJO TEQUILA WITH RICH & SMOOTH TASTE

**HEART OF MEXICO
SOUL OF DETROIT**
- THE GREAT LAKES DESERVE THE GREATEST TEQUILA -

Cabresto™ Tequila

100% PURE BLUE AGAVE

Cabresto™ Tequila

ENHANCE YOUR FAVORITE DRINKS
MADE WITH 100% PURE AGAVE!
WITH NO ARTIFICIAL COLORING & GMO FREE



WE ARE HEART OF MEXICO, SOUL OF DETROIT.

tequilacabresto.com