



Engagement Guidelines

Client: Texas Crown Club Whisky



Tagline: Most Wanted Neat or on the Rocks



Main Logo

Reverse Logo

Single Color Logo

Font

TeX Gyre Pagella Bold Italic - Texas Crown
Nimbus Roman No 9 L Bold Italic - CLUB & TM
Manuale Semibold Italic - WHISKY
Rye Regular - Most Wanted Neat or on the Rocks

Colors



HEX #003763



HEX #b16432



HEX #903F24



HEX #5E3923



HEX #EFDCB1

C: 100%
M: 78%
Y: 36%
K: 28%

C: 24%
M: 66%
Y: 92%
K: 11%

C: 29%
M: 82%
Y: 96%
K: 27%

C: 43%
M: 70%
Y: 84%
K: 49%

C: 6%
M: 11%
Y: 33%
K: 0%

R: 0
G: 55
B: 99

R: 77
G: 100
B: 50

R: 144
G: 63
B: 36

R: 94
G: 57
B: 35

R: 239
G: 220
B: 177



Ads Targeting Audiences:

Texas Crown - General Audience

Actions ▼ ×

Summary

Usage

History

Audience Name

Texas Crown - General Audience

Size

51,000,000

Type

Saved Audience

Created

2/18/21, 6:53 PM

Last Updated

2/18/21, 6:53 PM

Saved Audience Details

Location - Living In:

United States: Arkansas; California; Florida; Tennessee; Texas

Age:

21 - 65+

People Who Match:

Interests: Johnnie Walker, Blended whiskey, Buffalo Trace Distillery, Cocktail, Chivas Regal, Ballantine's, Jack Daniel's, Irish whiskey, Scotch whisky, Distilled beverage, Parties, Bars, Food & Wine, Drinking, Courvoisier, Texas, Bulleit Bourbon, Canadian whisky, Woodford Reserve, Dancehalls, Crown Royal, Whisky, Beverages, Knob Creek (bourbon), American whiskey, Martell (cognac), Alcohol, Glenmorangie distillery, Tennessee whiskey, Maker's Mark, Nightclubs, Nightlife, Whiskeytown, Wild Turkey (bourbon), Alcoholic beverages, Hennessy, Happy hour, Jameson Irish Whiskey, Wine & Spirits, Single malt Scotch, Straight whiskey, Jack Daniel, Cognac, Bourbon whiskey, Corn whiskey, Jim Beam or Whiskey Myers

Edit



Ads Targeting Audiences:

Texas Crown - Whisky Wednesday

Actions ▾



Summary

Usage

History

Audience Name

Texas Crown - Whisky Wednesday

Size

55,000,000

Type

Saved Audience

Created

2/18/21, 6:59 PM

Last Updated

2/18/21, 7:03 PM

Saved Audience Details

Location - Living In:

United States: Arkansas; California; Florida; Tennessee; Texas

Age:

21 - 65+

People Who Match:

Interests: Johnnie Walker, Blended whiskey, Buffalo Trace Distillery, Cocktail, Lunch, Chivas Regal, Eating, Cooking show, Ballantine's, Jack Daniel's, Southern Living, Irish whiskey, Scotch whisky, Food Recipes, Simply Recipes, Distilled beverage, Parties, Cooking Channel, Bars, Food & Wine, Drinking, Courvoisier, Meal, Texas, Bulleit Bourbon, Canadian whisky, Woodford Reserve, Dancehalls, Simple & Easy Recipes, Food Network, Food, Quick and Easy Recipes, Crown Royal, Bon Appétit, Whisky, Beverages, Knob Creek (bourbon), American whiskey, Martell (cognac), Alcohol, Glenmorangie distillery, Cocktail garnish, Whiskey sour, Tennessee whiskey, Healthy Recipes, Maker's Mark, Nightclubs, Nightlife, Dinner, Whiskeytown, Taste of Home, Recipes, Wild Turkey (bourbon), Alcoholic beverages, Hennessy, Happy hour, Jameson Irish Whiskey, Cooking Recipes, Foodie, Best Recipes, Wine & Spirits, Single malt Scotch, Straight whiskey, Jack Daniel, Cooking, Top Chef, Cognac, Best Recipes Ever, Bourbon whiskey, Corn whiskey, Allrecipes.com, Jim Beam, MasterChef or Whiskey Myers

Edit



Hashtag Guide:

Brand: (use in all posts) #MostWantedWhisky #TexasCrownClub #TCC

Whisky Wednesday: (incl name of cocktail/recipe, e.g. #oldfashioned #whiskybbqsauce, etc.) #whiskywednesday #whiskyrecipes #cookingwithwhisky #cocktailrecipes #cocktails #whiskycocktails #craftcocktails #mixology #craftcocktailrecipes #recipes #happyhourathome #cocktailcreations #drinkporn #dramgram #pourmeanother #drinksondeck #sipsiphooray #cocktailtime #whiskydrinks #imbibegram #drinkrecipes #cocktailtime

Texas: #texastrivia #texasowned #texanowned #texaspride #texashumor #texan #texanpride #texanbusiness #texanownedbusiness #texasroots #lovetexas #texanAF

Whisky: #whisky #whiskyagogo #whiskylove #lovewhisky #whiskywithaview #whiskytime #whiskytasting #whiskytography #whiskygram #whiskygirl #whiskyguy #whiskyfan #whiskylover #thescienceofwhisky #whiskytrivia #whiskyporn #whiskylife #whiskybarrel #whiskygift

