



Lord,

*May I never pray to be preserved from danger,
but to rise and confront it face to face.*

*May I never ask for the extinction of pain,
but for the courage I need to overcome it.*

*May I not put my trust in allies in the war of life
on the battlefield of the soul; may I only depend on myself.*

*May I not implore fearfully for my salvation,
but to have the sufficient faith to conquer it.*

*Never allow me to be unthankful,
as I owe my triumphs to your mercy.*

And if I fail, rescue me with your sturdy arm.

**AND GIVE ME PEACE,
AND GIVE ME WAR!**

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WELCOME TO SANTA TERESA

Ron Santa Teresa is an independent family-owned company built on more than 200 years of tradition.

The brand has not only survived, but prospered amidst war, economic depression and the threat of nationalization.

Today the 5th Generation of the Vollmer Family still grow their own sugarcane as their once modest mill now stands as one of Venezuela's modern agro-industrial complexes. They remain deeply devoted to two things: the production of exceptional quality rum and the well-being of the surrounding community.

This book is designed to help everyone involved with the Santa Teresa Rum Company share in its vision of being internationally recognized as a leader in the premium aged rum category, while staying humble and true to their heritage.

Think of this book as a golden compass, safely guiding whoever possesses it into foreign territory and future endeavors.



HACIENDA SANTA TERESA

Hacienda Santa Teresa was founded in 1796

and the estate devoted exclusively to sugarcane, which arrived in Venezuela by way of the Spanish conquest.

The Venezuelan War of Independence ruined the once fertile lands around the estate. Determined to bring prosperity back to the Aragua Valley, The Vollmer Family bought the estate and began large scale rum production in 1896.

Santa Teresa was registered as the first Ron de Venezuela brand in 1909, becoming the first brand of Venezuelan rum and the third most successful commercial brand in the country.

Modernization of the estate is continued through the acquisition of machinery, equipment and land. Finally, in 1955 the Santa Teresa Rum Company Limited was officially licensed and chaired by Don Victor Rivas.

The Hacienda stands stronger than ever and remains dedicated to producing quality aged rum.

BRAND STORY

Venezuela is our home – a home characterized by peaks and valleys, literally and figuratively speaking. Every home needs a rock; someone that provides solidarity during uncertainty. We'd like to think our company, Ron Santa Teresa, is that rock.

We are a family entrenched in over 200 years of tradition, surviving war and economic depression to will ourselves out of ruin and into prosperity. We take great pride in making quality aged rum; growing our own sugarcane and distilling, ageing, and bottling it at the Hacienda.

But we never let our pride override our moral ideals, for we value humility. We're equally committed to the quality of life in our surrounding community which is why our Hacienda is also home to the Alcatraz Project, a gang rehabilitation program.

Everyday, we live an ongoing and perilous adventure. We tackle life head on and we smile in the face of adversity. So whether you like to mix, shoot, or sip our premium age rum, please do so with a smile.

RUM MAKING PROCESS

Santa Teresa Rum is produced at The Hacienda. The estate serves as the oldest licensed distillery in Venezuela. It was modernized in 1979 and now every pump, heat exchanger, boiler, valve and tank is monitored by engineers who keep a close eye over the control panel.

Molasses from a nearby sugar mill, owned by the Vollmer family is extracted from sugar cane grown on the estate and other local farms and trucked to the distillery. There it is stored in large tanks until it is time to be distilled in one of the few continuous fermentation processes present in the industry.

Over the next three days yeast and water are carefully added to the molasses in controlled quantities at a controlled temperature. The pH, temperature and density of the fermenting wash is closely monitored and the latent sugar in the molasses is converted to alcohol.

The distillation process uses a multiple-column still from which several product streams, of varying distillation purity, are collected, aged blended and ultimately bottled.





PROJECT ALCATRAZ

An initiative of the Santa Teresa Foundation, Project Alcatraz recruits gangs in the Revenga County, in Aragua, Venezuela to enter a rehabilitation program.

The program serves as their final opportunity to live a better life and positively contribute to society.

Since inception in 2003, the mission has been to peacefully eradicate crime and transform violent leadership of youth offenders into virtuous leadership. Alberto Vollmer, owner of Santa Teresa Rum and founder of the project, explains the objective is to solve two of the most severe problems affecting the community: delinquency and unemployment. For three months young gang-affiliated adults participate in intensive labor, integral education in values, work studies, rugby training, psychological assistance and community service. Following a two year rehabilitation program, they are reinserted back into society.

Rugby plays a large role. **Vollmer cites that through sport, gang members have been able to leave their guns behind.**



BRAND PERSONALITY

HUMBLE

Humility grounds us. It keeps us focused on what's important. We don't care for surface level showiness. We care about character and we value substance.

RESILIENT

We smile in the face of adversity. We draw inspiration from The Hacienda, absorbing life's blows, standing strong and adapting to change.

COURAGEOUS

We live in constant uncertainty so everyday is an adventure and we must be ready and willing to take it on – to tackle it head on.

RUM FOR THE AGES

All rums are blends: high and low, old and young, rich and poor.

From a classification point of view they're only as good as the least good one. Every rum has a role to play and they need to be blended together for any chance of harmony.

We see our portfolio as a journey through various stages of life. Our rums fall under three life stages: Age of Adventure, Age of Exploration, Age of Enlightenment.

They are categorized amongst the Ages according to the age of the blends and the occasion by which they are enjoyed. We don't build walls and we don't segregate our consumers.

There's a time and a place to enjoy every one of our rums, no matter your age.



AGE OF ADVENTURE

Gran Reserva Claro

For the young at heart and those who possess a positive outlook and a laid back attitude. The Gran Reserva Claro is a youthful spirit and the result of blending rums aged from 2 to 3 years in American oak barrels. With an off-dry medium body and polished wood accented finish, it's perfect for mojitos and daiquiris. Mix it in. Drink it up. Enjoy the journey.

Gran Reserva Anejo

For those with an adventurous edge and an unquenchable thirst for uncovering all life has to offer. The Gran Reserva Anejo is quite the discovery and the result of blending rums aged from 2 to 5 years in American oak barrels. With a silky, medium body and fruity notes that evoke a sweet sugarcane taste, it's typically enjoyed with soda or in a cocktail. If you're looking for excitement, look no further.



AGE OF EXPLORATION

Gran Reserva Extra Anejo

For those seeking to explore new and interesting flavors as they set out to conquer the night. The Gran Reserva Extra Anejo is an intriguing blend generally aged from 2 to 5 years in American oak barrels.

Accompanied by an extra aged rum, it boasts a well-rounded body with a sweet entry and a long bitter end, leaving residual flavor notes of chocolate and nuts. Whether you're looking to live a little or live a lot, this is the premium rum created to mix or drink on the rocks.



AGE OF ENLIGHTENMENT

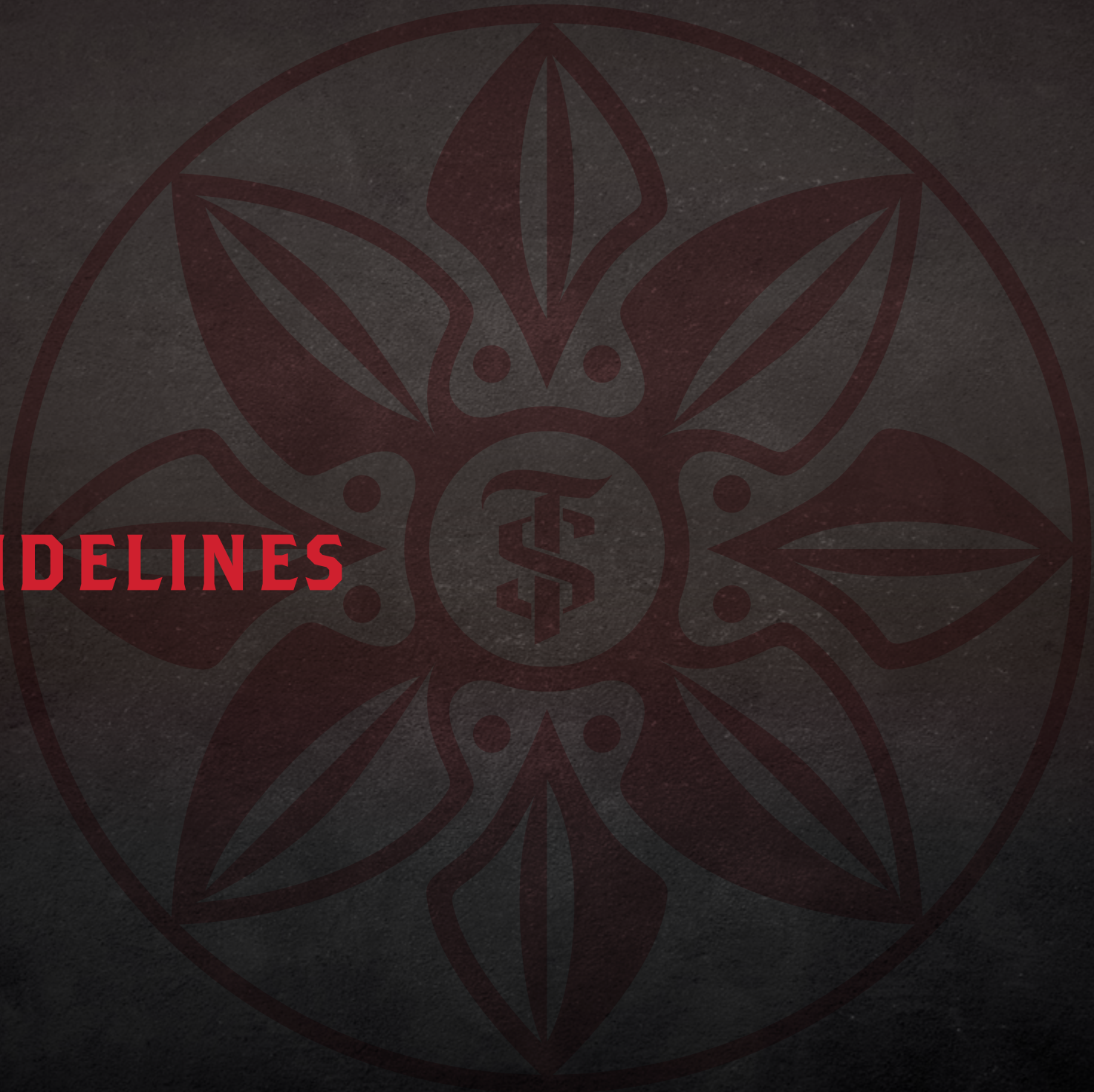
1796 Ron Antiguo De Solera

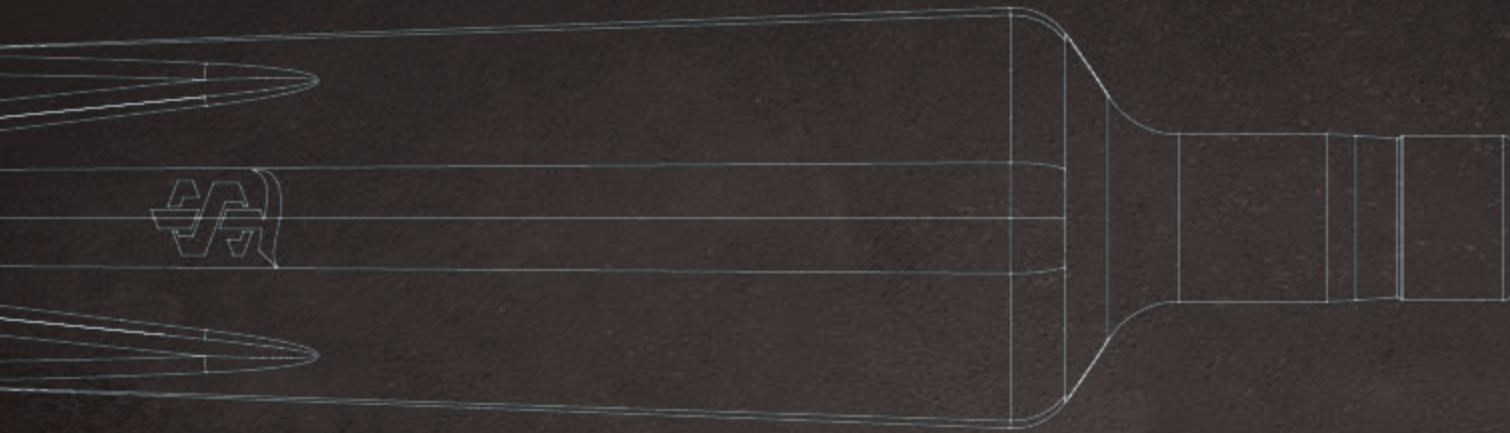
For the wise, the worldly or anyone looking to unwind. The 1796 Ron Antiguo De Solera is a complex blend that includes our artisanal pot still rum initially aged in American oak barrels from 4 to 35 years and further aged in French limousine oak barrels through the solera process.

A fruity-yet-dry medium-full body fills the palate with a silky sensation of toasted wood, leather, tobacco and a hint of sweetness with a long warming finish. Perfect for sipping, you can kick back, relax and reflect as the rum evolves in new aromas and taste.



**BRAND
GUIDELINES**





THE BOTTLES

Bespoke Santa Teresa Gran Reserva bottles have been created to improve stature so the brand stands tall.

The structures are prouder and more masculine, with broad shoulders, a flared chest and tapered sides.

The base is chiseled into the shape of a cross to represent the palm-lined roads converging at the Santa Teresa distillery.

There is an embossed '1796' monogram near the foot of the bottle on Gran Reserva and an embossed ST monogram on 1796, both details speaking to the history and heritage of the brand.

The neck incorporates a continuous red line to unify the family and represent its continued tradition.







LABELS

The Santa Teresa label designs draw inspiration from the detailed framework and architecture of Venezuela.



LABEL BREAKDOWN

PRIMARY LOGO

Santa Teresa now has a bespoke, hand-drawn logotype inspired by the letterforms of the original mark. This logo should generally be seen in one of the brand colors with a contrasting background (preferably black) except for when it appears on an image.





LOGO TREATMENTS

As time goes by and the rum increases in age, the roseta in the logo lockup drops down. This represents the quality, heritage and longevity which solidifies the Santa Teresa brand.



Minimum size

LOGO SIZE

The logo size will vary according to usage, but the proportions of the logo and descriptor must remain the same.

There is no maximum size, but the minimum logo size is 1 inch wide by 5/6" high.

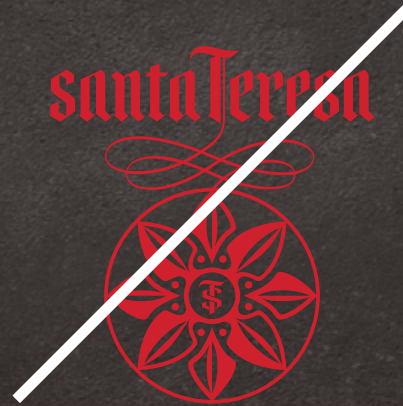


LOGO PRINT FREE ZONE

The Santa Teresa logo should always have a surrounding zone of free space. This retains the logo's integrity and ability to communicate effectively. The minimum space surrounding is based on the cap height of the letter "s".



Do not distort



Do not alter proportions



Do not rotate

LOGO USAGE

The Santa Teresa logo should always maintain consistency among its elements – the wordmark, age line and roseta.

It should not be distorted, altered proportionally or tilted.



DO use the color logo on solid dark/black backgrounds



DO NOT use the logo on colors outside of the brand color palette



DO use the black logo on solid/light backgrounds



DO NOT crop the full logo

When printing the logo on an image, standout is the most important consideration.



DO use the logo on dark/black images



DO NOT use a similar color logo to the background image



DO use the red logo on dark/black banner with images



DO NOT place the logo inside a box

santaTeresa



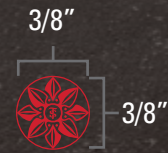
WORDMARK

The wordmark size will vary according to usage. There is no maximum size, but the minimum logo size is 1 inch wide.



WORDMARK PRINT FREE ZONE

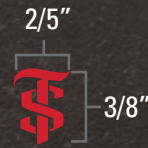
The Santa Teresa logo should always have a surrounding zone of free space. This retains the logo's integrity and ability to communicate effectively



Minimum size

ROSETA

The Roseta can be used as a support element to the Santa Teresa brand, but must remain in proportion to the Santa Teresa logotype.



Minimum size

MONOGRAM

The Santa Teresa monogram lives in the center of the Roseta, but can be used off-pack in POS, advertising and communications.

MASTER BRAND COLOR PALETTE

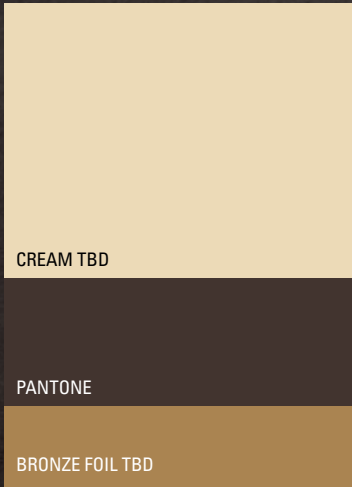
The Santa Teresa roseta should always have a surrounding zone of free space.
This retains the logo's integrity and ability to communicate effectively



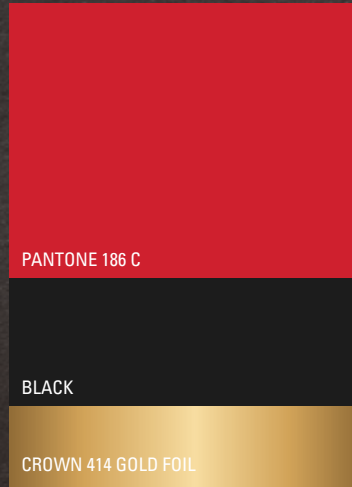
PANTONE 186 C

BLACK

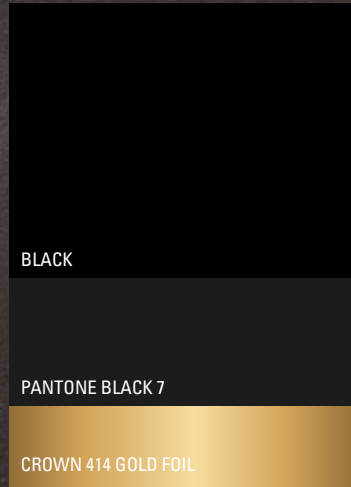
CROWN 414 GOLD FOIL



Claro



Añejo



Extra Añejo



1796

SUB-BRAND COLOR PALETTE

BROTHERS

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 & ? ! \$ (. , ; :)

BROTHERS BOLD

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 & ? ! \$ (. , ; :)

PRIMARY TYPEFACE

Brothers and Brother Bold are the primary typeface of the Santa Teresa Brand. This is the preferred typeface for use as title copy in POS, consultation and advertising

UNIVERS 57 CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890 & ?!\$ (.,;:)

UNIVERS 67 CONDENSED BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890 & ?!\$ (.,;:)

SECONDARY TYPEFACE

Univers 57 Condensed and Univers 67 Condensed Bold are the secondary typefaces of the Santa Teresa Brand. These is the preferred typeface for use as body copy in POS, consultaion and advertising

CONTACT DETAILS

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