



UNTAMED
BEVERAGES™

OFFICIAL BRAND KIT

Get In Touch With Your **Wild Side**

Premium ready-to-drink vodka martinis. Two martinis per can, 15% ALC/VOL. The complete brand reference for our social, press, and partner teams.

**CHILL IT. SHAKE IT. UNLEASH
IT.**



START HERE

THE BRAND AT A GLANCE

UNTAMED Beverages makes premium ready-to-drink vodka martinis. Each 12 oz can is 15% ALC/VOL and holds two full martinis. Founded by three couples around a backyard fire pit, the brand delivers bar-quality cocktails without the friction or the pretension. The line is four big cats — each a personality, a flavor, and a color. Customers don't just pick a drink, they pick a cat.

FORMAT

2 / CAN

12 oz · 15% ABV

VALUE

\$3 / COCKTAIL

\$24 four-pack

PRODUCTS

4 BIG CATS

one per mood

HANDLE

@UNTAMEDBEVS

Instagram

THE HOOK

THE 1-2-3 ADVANTAGE

1**CAN**12 oz · 15% ABV of premium
vodka martini.**2****MARTINIS**Two full 6 oz pours inside every
can.**\$3****PER COCKTAIL**

Luxury meets logic. \$24 four-pack.



THE LINE

FOUR WILD SPIRITS

Each can is a flavor, a personality, and a color. Lead with the cat.



BLACK PANTHER

Espresso Martini

With Caramel & Vanilla · 12 oz · 15% ABV

"Midnight in a can."



CHEETAH

Lemon Drop Martini

Bright & Bold · 12 oz · 15% ABV

"Zero hesitation. Just go."



COUGAR

Classic Dirty Martini

Bold & Savory · 12 oz · 15% ABV

"Iconic by nature."



LIONESS

Peach & Rosemary Martini

Sweet & Herbal · 12 oz · 15% ABV

"Simply unforgettable."



TAGLINE LIBRARY

Martinis With an Attitude.

Unleash Your Nature.

Get In Touch With Your Wild Side.

Live Life Untamed.

Which Cat Are You?

Two martinis. One can. Zero compromise.



SOUND LIKE THIS

BRAND VOICE

Confident, provocative, premium — never try-hard.

DO

- Short, punchy lines
- Double entendres
- Animal & predator metaphors
- Nightlife language
- Premium, confident tone

DON'T

- Generic "cheers" language
- Discount / sale language
- Emojis in captions
- Trying too hard
- Anything that feels cheap

TAG IT

HASHTAGS & HANDLE

ALWAYS USE

#Untamed

#UntamedBevs

#UnleashYourNature

MIX IN

#PremiumVodka

#MartiniCulture

#NightlifeEssential

#CocktailArt

TALK TO THEM

WHO WE'RE TALKING TO

The Home Host

Bar-quality martinis without the bar. Stocks the fridge, impresses guests.

The Value-Premium Buyer

Loves premium but does the math. \$3 vs \$16 at a bar is an easy yes.

The Identity Seeker

Picks a cat that matches their mood. The brand is a vibe.

The Gifter









Premium cocktails for celebrations and "new chapter" moments.



THE PALETTE

COLORS

The brand lives in the dark. Gold is the wild-side highlight. Each cat owns its accent.

 Black Panther #7B2D8E	 Cheetah #D4D700	 Cougar #4A7C0F	 Lioness #E87511
 Untamed Black #0A0A0A	 Untamed White #FAFAFA	 Gold #FFD700	 Amber #FFA500

THE TYPE

TYPOGRAPHY

CYBER BRUSH — wild script for drink names & "Wild Side"

UNLEASH YOUR NATURE

DIRTY HEADLINE — the "Untamed" wordmark & expressive heads

UNTAMED BEVERAGES

HELVETICA NEUE CONDENSED — display headings & stats

GET IN TOUCH WITH YOUR WILD SIDE

INTER (or system sans) — body copy & UI

Premium ready-to-drink vodka martinis. Two per can, 15% ALC/VOL.

PHOTOGRAPHY & VISUAL STYLE

Dark luxury, nightlife energy, predatory elegance. High-contrast and dramatic — deep shadows with neon rim light, wet/reflective surfaces, smoke and mist. Center-weighted hero shots with negative space for headlines. Use each product's accent color as the rim/glow light.

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