

INTRODUCING

THE  
WHISKEY  
GINGER Co

GOODS *Illustration & Lettering* DESIGN

A SPIRITED  
— CREATIVE DUO —

2021  
BRAND BOOK



Hanny Winston



AS A BOUTIQUE DESIGN AGENCY, WE'VE HAD THE OPPORTUNITY TO WORK WITH SOME SERIOUS BAD-ASSES. THE ROOSTER CROWS AND IT'S TIME TO GO.

THESE CRAFTSMEN AND WOMEN POUR  
SWEAT AND LOVE INTO THEIR WORK AND  
GIVE A DAMN ABOUT AUTHENTICITY.  
MAKERS TO THE BONE, THEY FUEL OUR  
PASSION FOR DESIGN.

THE WHISKEY GINGER AIMS TO BRING THIS ANALOG WARMTH TO LARGER SCALE CREATIVE COLLABORATIONS, ART LICENSING, AND VISUAL CAMPAIGNS.







**WE STRIVE TO TELL VISUAL  
STORIES THAT EVOKE A  
NOSTALGIC FEELING OF TIME  
AND PLACE.**



# BOUTIQUE & NATIONAL BRANDS

WE'VE COLLABORATED WITH AND DESIGNED FOR A BROAD SPECTRUM OF CLIENTS



A SPIRITED DESIGN CO.

## The BRAND DNA

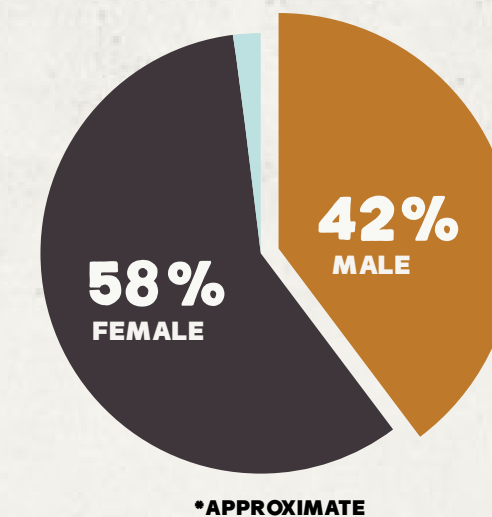


ALLURING  
SINGULAR  
VINTAGE  
SPIRITED  
CONFIDENT  
CHARMING

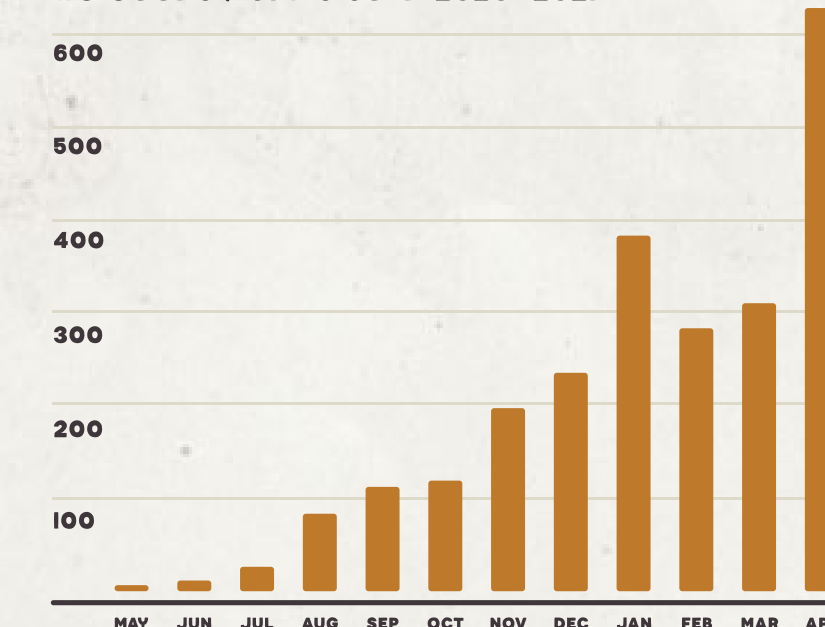
## AUDIENCE & GROWTH

OUR FOLLOWING IS SMALL BUT MIGHTY. OUR CLIENTS ARE LOYAL, AND WE ARE ALMOST ALWAYS MET WITH ENTHUSIASM WHEN WE PRESENT NEW WORKS.

12 MONTHS AGO, WE BEGAN OFFERING OUR DESIGNS AS GOODS THROUGH PRINT-ON-DEMAND SERVICES SUCH AS SOCIETY6. WE HAVE SEEN SUBSTANTIAL GROWTH OVER THE PAST YEAR, WHICH OFFERS INSIGHTS TO OUR MORE POPULAR WORKS. THIS ALSO ALLOWS US BETTER ABILITY TO PREDICT WINNING DESIGNS FOR OUR CLIENTS.



WG GOODS / UNITS SOLD 2020-2021



## INDUSTRIES

WE'VE DESIGNED FOR

BREWERIES & DISTILLERIES  
MUSIC + RECORD LABEL  
FASHION + GRAPHIC TEES  
HOME GOODS + INTERIORS  
BRICK & MORTAR RETAIL  
RESTAURANTS  
MOBILE FOOD & COCKTAIL  
TRAVEL & CULTURE  
METALSMITHS  
DUDE RANCHES + AGRICULTURE  
ANIMAL RESCUE  
WOODWORKING  
MEDICAL + CANNABIS  
ARBOR + HORTICULTURE  
BRIDAL & FLORAL

## SERVICES

AND SPECIALTIES

ILLUSTRATION  
VINTAGE POSTER DESIGN  
PIN UP ART  
TYPOGRAPHY  
PATTERN DESIGN  
COPYWRITING  
LOGO DESIGN  
WEB DESIGN  
PRINT LAYOUT  
GRAPHIC TEES  
PRODUCT & MERCH  
PHOTOGRAPHY



# Break THE ICE

(WE'LL POUR THE DRINKS)

LONI CARR AND BRETT GRAMSE ARE THE CREATIVE DUO BEHIND THE WHISKEY GINGER. BASED IN BOZEMAN, MONTANA, THEIR RESPECTIVE ILLUSTRATION AND WRITING STYLES BLEND TO CREATE A BALANCED AND UNIQUE BODY OF BOTH CLIENT AND PERSONAL DESIGN WORK.

## ASK US ABOUT...

WE ORIGINALLY HAIL FROM THE MOUNTAINS OF MONTANA AND THE COAST OF MAINE.

WE FOSTER SHELTER PUPS.

ONE OF US ONCE ACCIDENTALLY PICKED UP A LIVE RATTLESNAKE.

WE LOVE TRIVIA NIGHT - WE ALWAYS WIN THE PARTY.

WE WILL MAKE YOU THE PERFECT OLD FASHIONED.



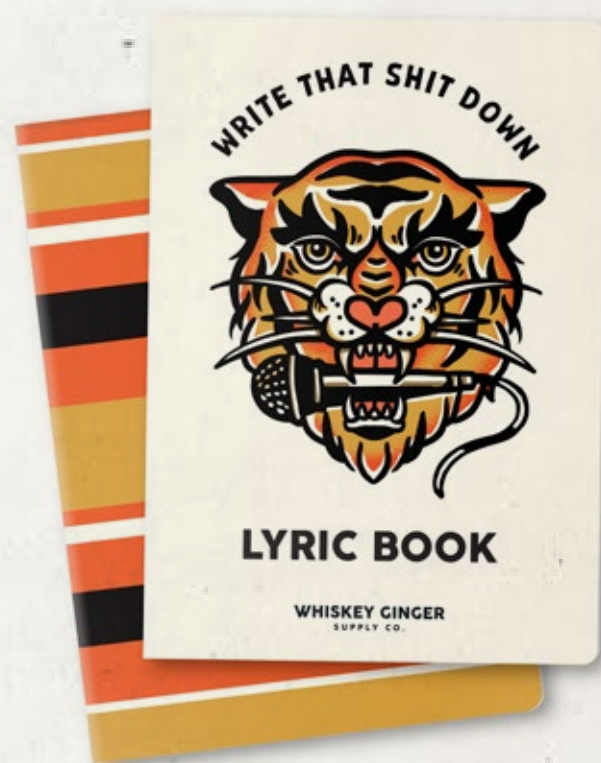




INSPIRED BY THE MUSIC.

WE'VE COLLABORATED WITH  
SMALL TOWN SONGWRITERS  
AND GRAMMY WINNING  
MUSICIANS TO CREATE LYRIC-  
INSPIRED GOODS THAT GO  
BEYOND THE MERCH TABLE.

THE  
**WHISKEY GINGER**  
SUPPLY CO.





# IDYLLWIND

★ FUELED BY MIRANDA LAMBERT ★

THE WHISKEY GINGER WAS BROUGHT IN TO CREATE THE LOGO, BRAND GUIDE, HANG TAGS, STORE PRESENTATIONS, WRITE COPY, CREATE CLOTHING EMBELLISHMENTS, AND DESIGN/ ILLUSTRATE DOZENS OF GRAPHIC TEES FOR THE IDYLLWIND BRAND.


SINCE THE 2017 LAUNCH, OUR TEE DESIGNS HAVE CONSISTENTLY PERFORMED AS TOP SELLING ITEMS. WE CREATED FRESH DESIGNS FOR MULTIPLE SEASONS.



4 VIDEOS FEATURING LONI AS "ARTIST MAKER"

24.8K TOTAL VIEWS



-  missbjude Have this shirt and I LOVE it!!
-  millzymomma Perfect tee. ❤️
-  jadeo\_omalleyo Omg the shirt!! How do we order?? Also can it be shipped to Australia? Xx
-  becksmadison @travhopkins this shirt is amazing lol
-  iamtherealjosielynn That Nashville tee 😍







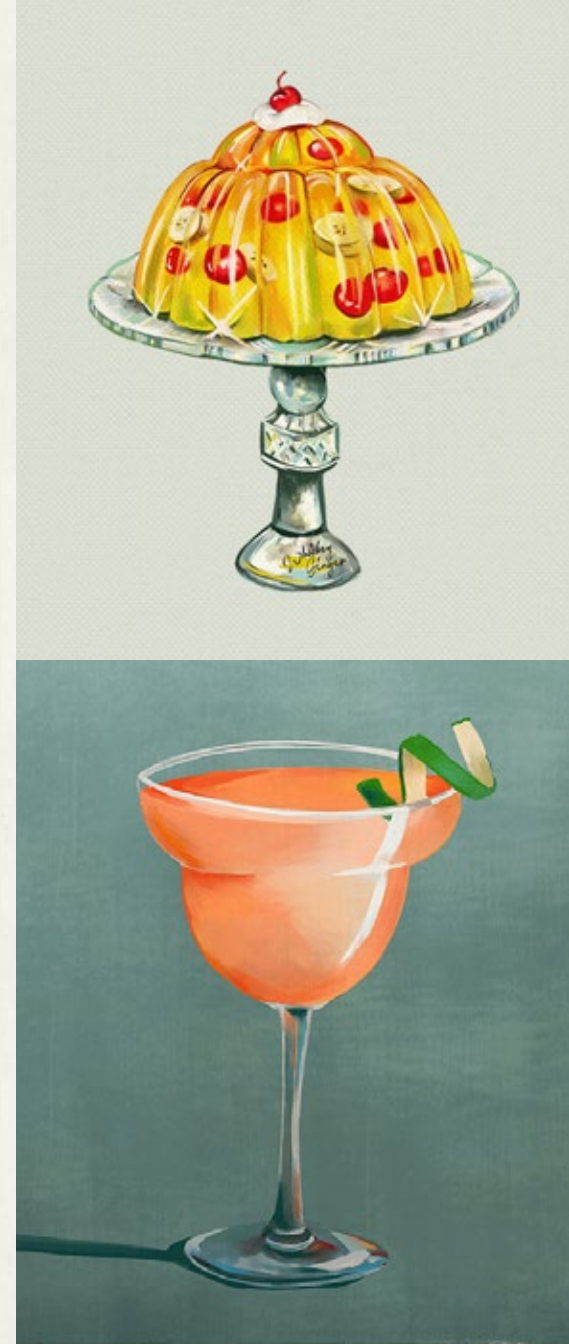
**ILLUSTRATIONS CELEBRATING  
THE MYSTERY AND POWER OF  
THE FEMALE FORM.**



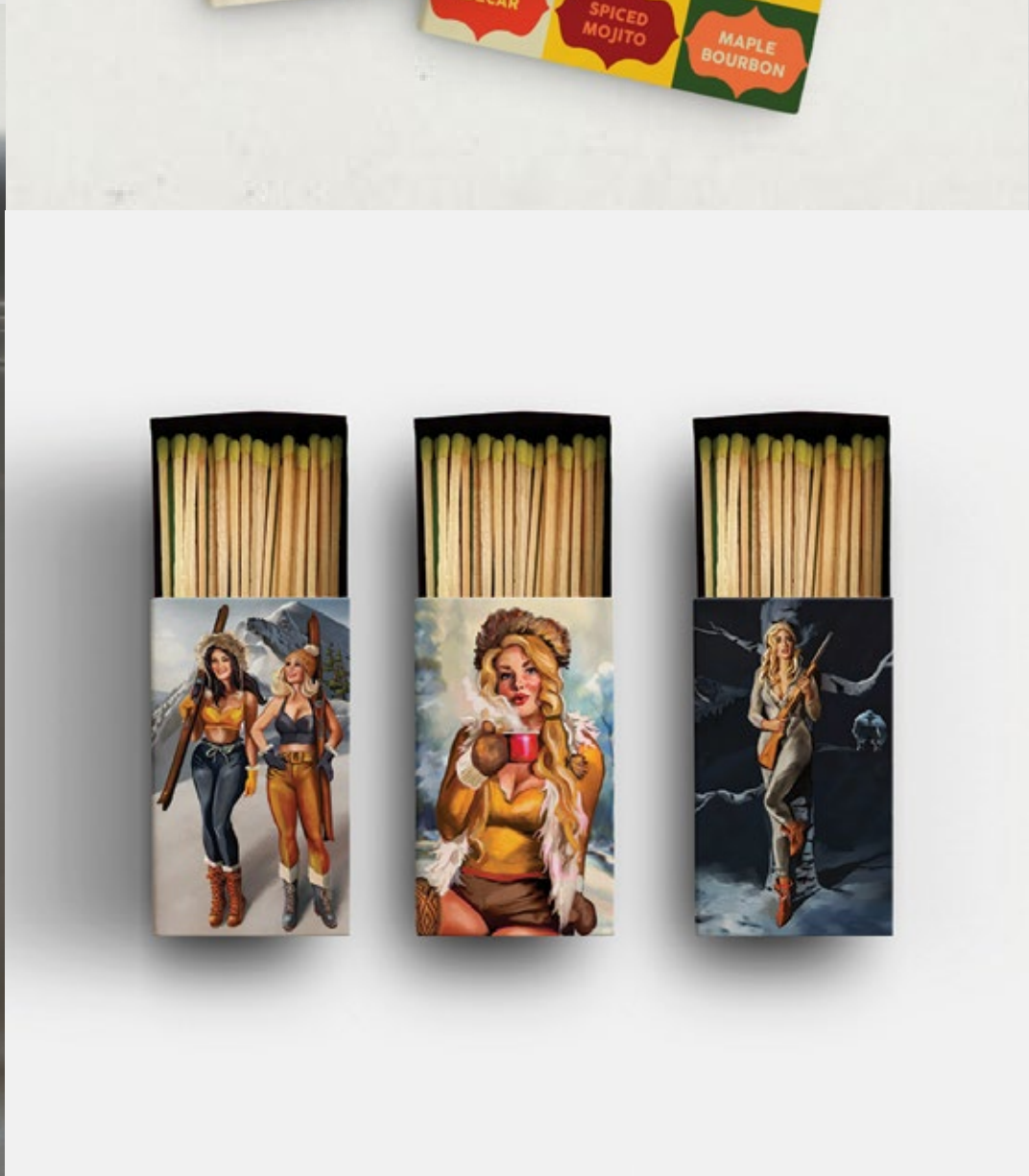




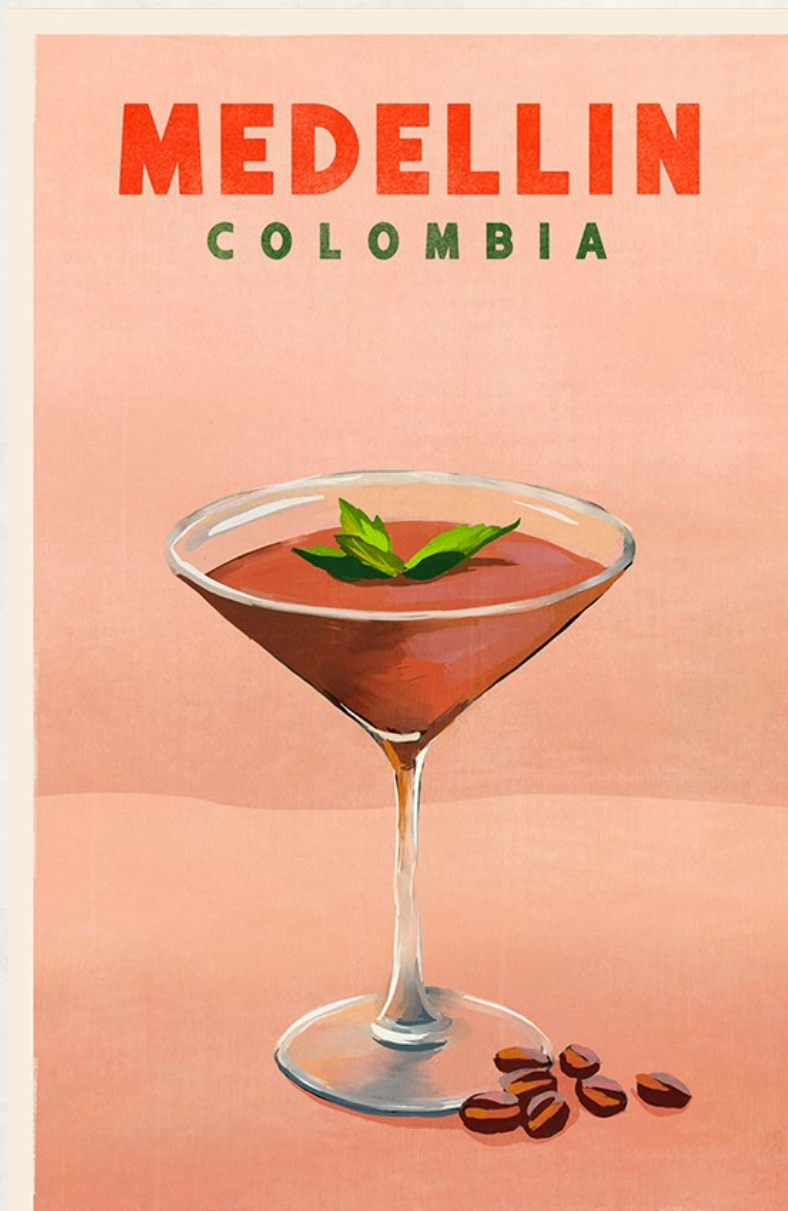
**HAND-DRAWN ILLUSTRATIONS  
CREATED IN LAYERS FOR  
VERSATILE USE**







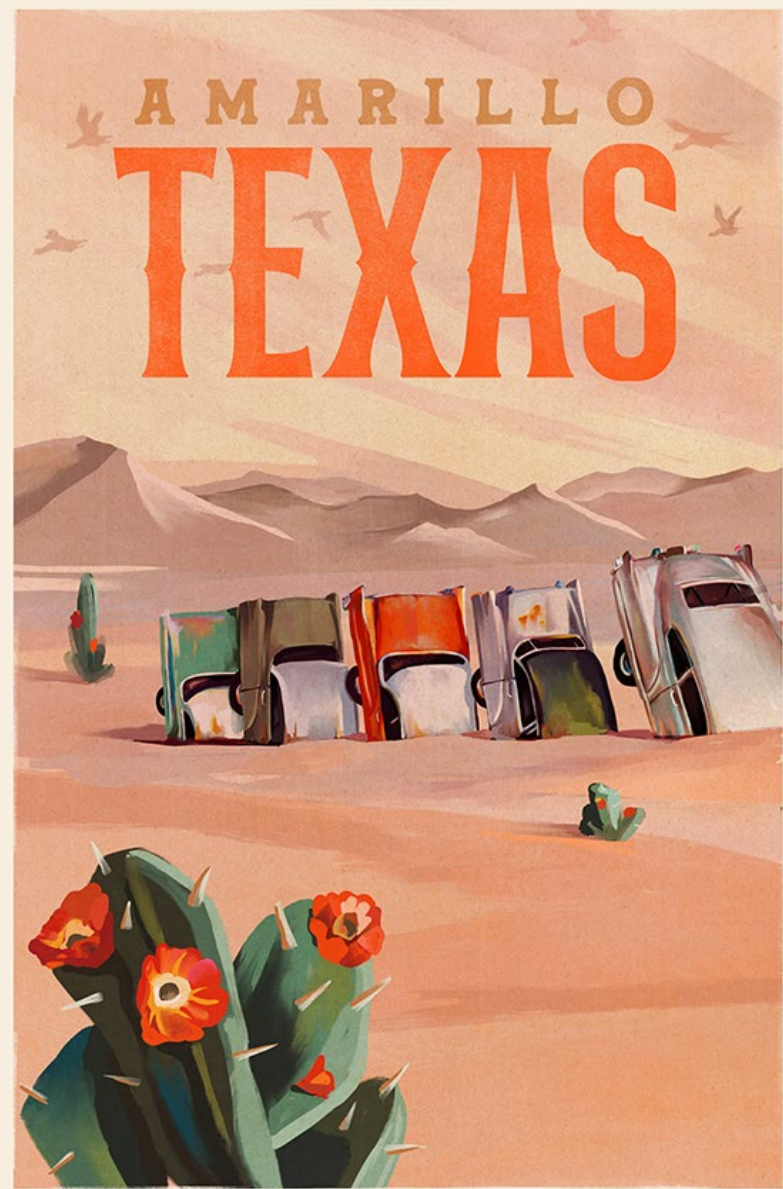








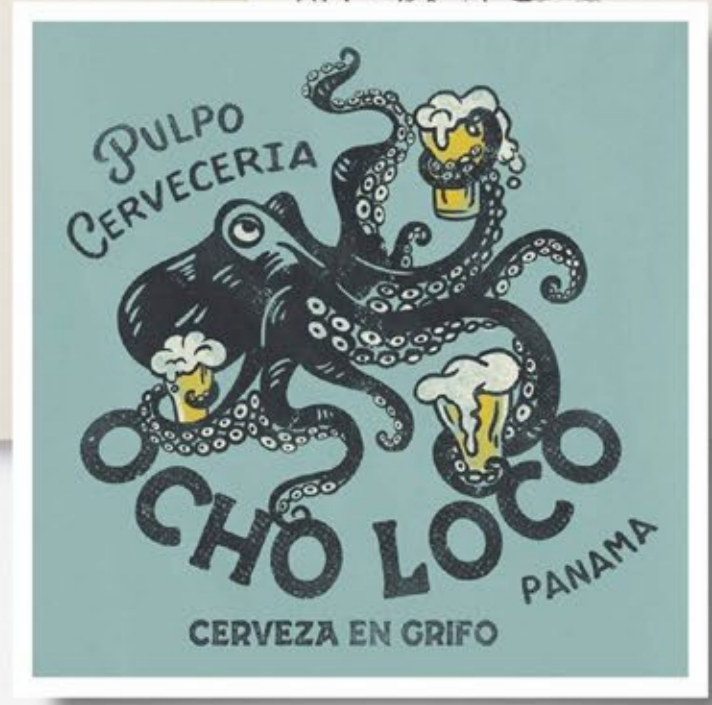
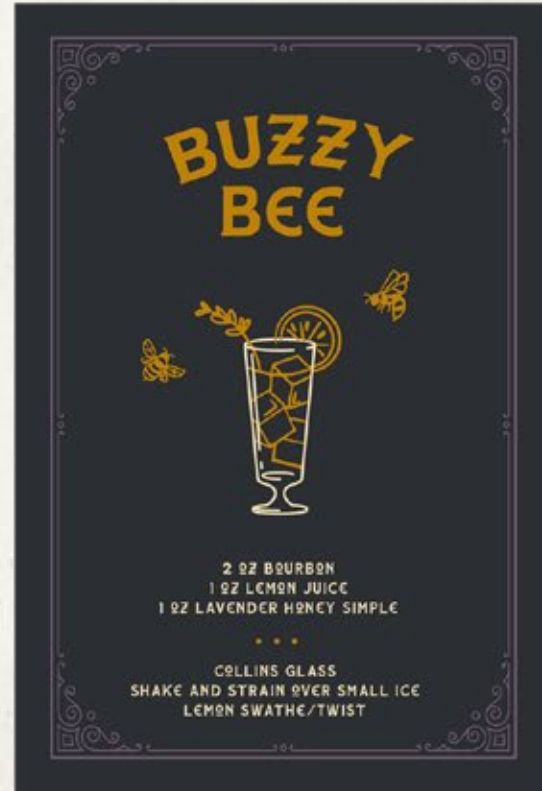
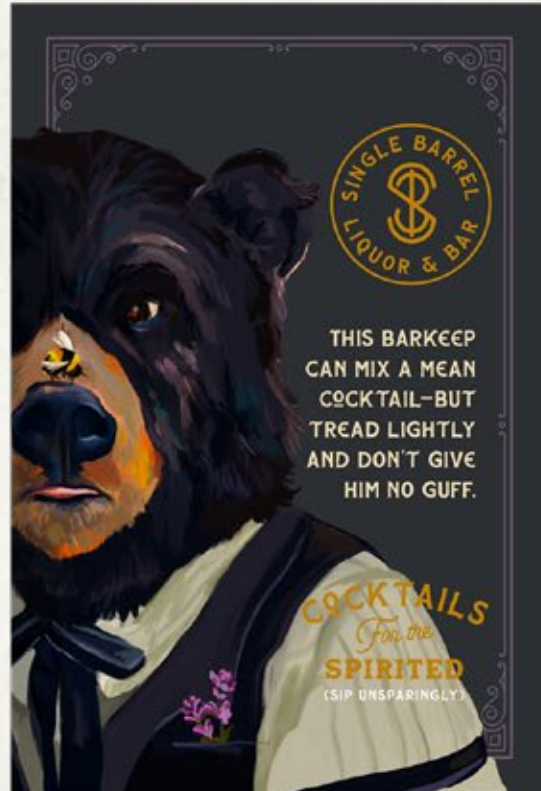
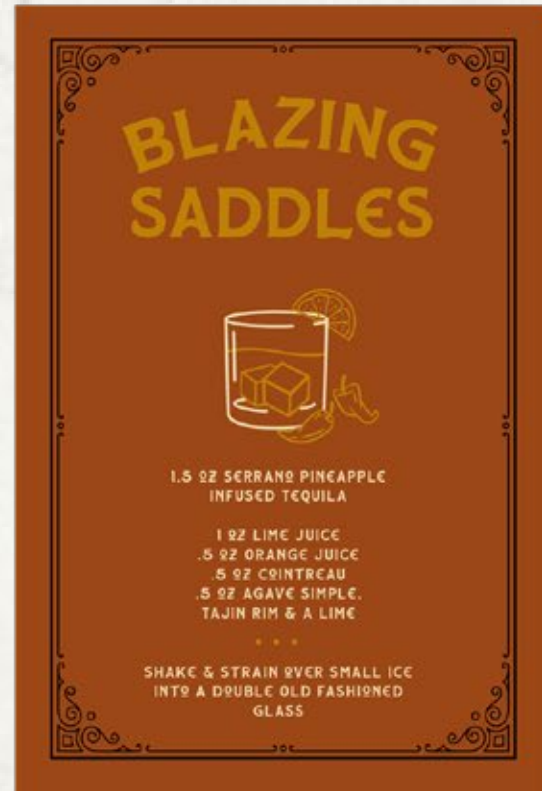
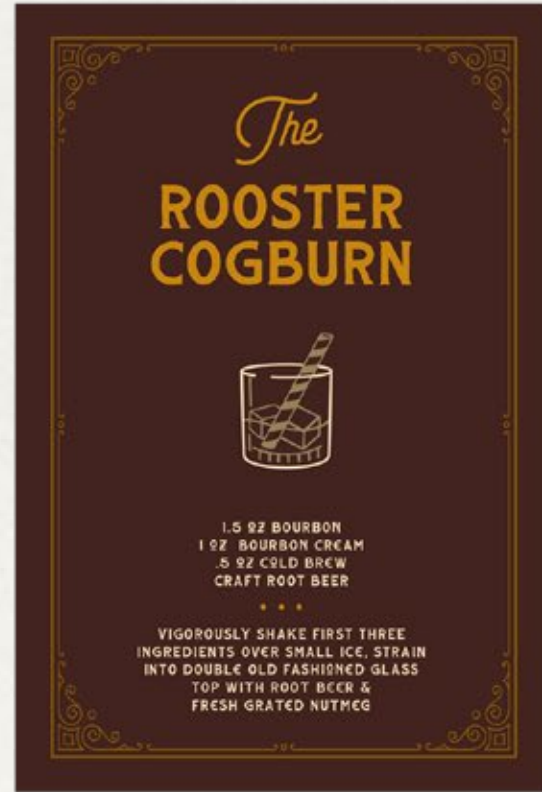
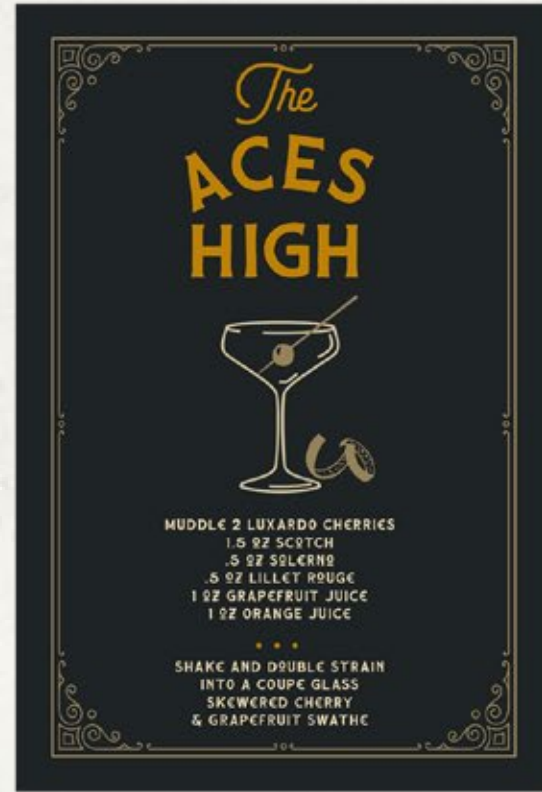
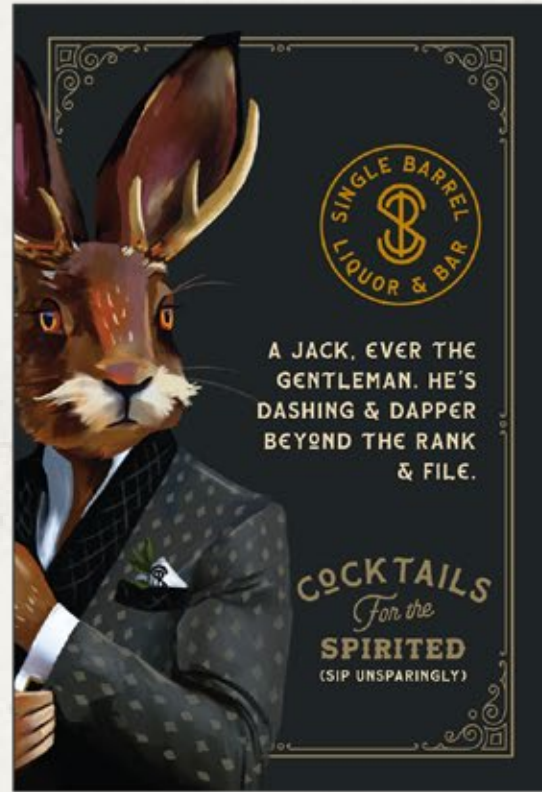














# THE WHISKEY GINGER Co.

WHAT DRIVES THE BRAND



## REBEL ROMANTIC

SING TO THE  
DREAMERS

### OUR AVENUE:

INDULGENCE  
OUTLAWS  
SONGWRITERS  
MAKERS  
BRAZEN PHRASES  
SEXY + SHAMELESS  
GRITTY & PRETTY  
WILD WEST



## RAISE VOICES

CELEBRATE RENEGADES &  
INSPIRE WALLFLOWERS

### OUR AVENUE:

FREEDOM OF EXPRESSION  
SEX + BODY POSITIVE

ENJOYMENT  
INDULGING + IMBIBING  
UNAPOLOGETIC

POWER OF FEMALE VOICES



## GROW CREATIVELY

TOAST THE  
RULE BREAKERS

### OUR AVENUE:

TEAM WITH THOSE SEEKING  
A STRONG VOICE & VISUALS  
TO ELEVATE THEIR  
BRAND MISSION

COLLAB WITH PASSIONATE  
BRANDS

*The Whiskey Ginger*



THE WHISKEY GINGER



WHISKEYGINGERGOODS

WHISKEYGINGER.COM

REPRESENTED BY:  
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