

Bougie Bitch



Brand Book

Welcome

Welcome to your personalized Brand Book. This document contains all you need to know about how your brand, your brand story, positioning, how it should be used in print and digital materials and the brand strategy on launch and growth. This book is used to ensure it remains consistent.

Using the brand correctly is extremely important to us, so we ask that the book is always referred to and adhered to. We hope you enjoy getting to know our brand better.

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Brand Background

Bougie Bitch embodies a refreshing take on wine culture, breaking free from elitism with its playful yet empowering ethos. This brand is all about enjoying life's simple pleasures without any of the unnecessary snobbery. With its tongue-in-cheek name, Bougie Bitch encourages you to gather with friends and unwind, without conforming to traditional wine-drinking stereotypes. Crafted for those who seek a casual and fun experience, this wine brings people together, lifting spirits and fostering genuine connections. It's about confident individuals, owning their bougie, coming together, sharing laughter, and simply feeling good. With Bougie Bitch, there are no barriers, just a shared appreciation for great wine and good times.

Women need a break. Women need lifting each other up. This wine brings women together. It brings all people together in a non-bitchy way

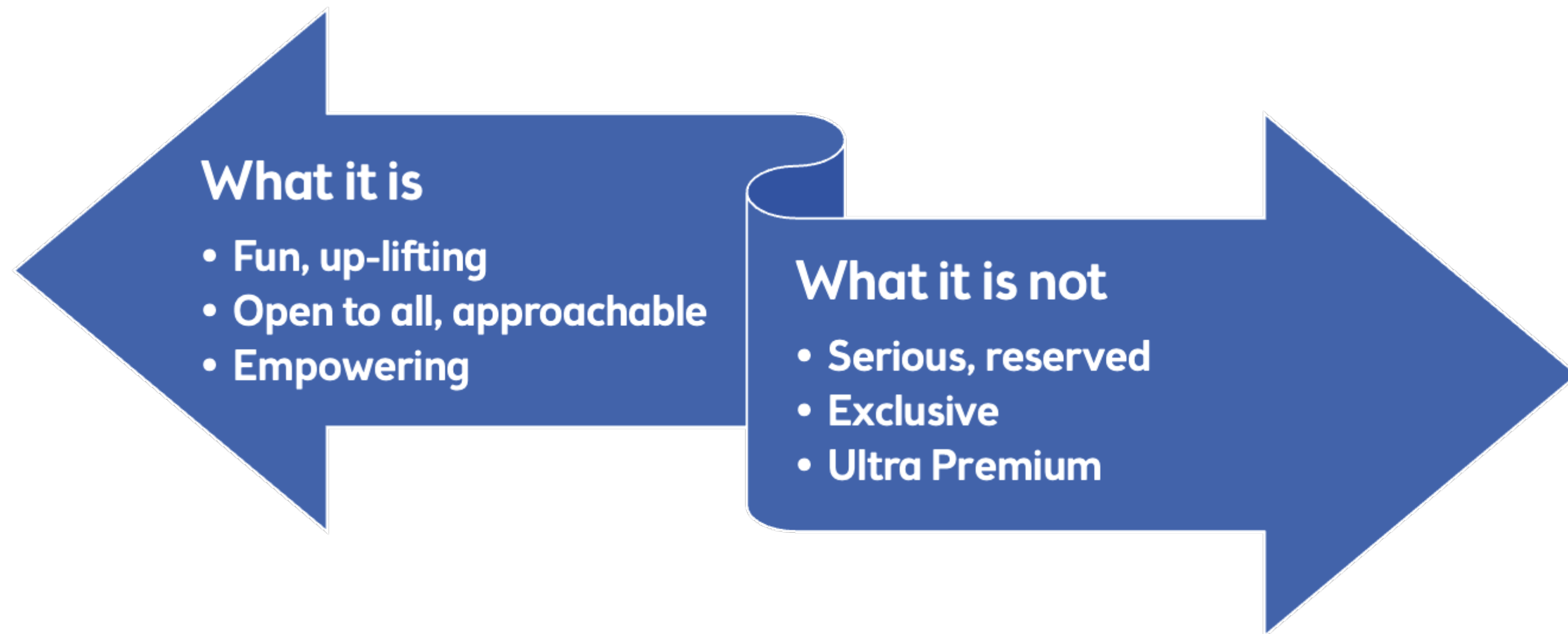
Mission Statement

At Bougie Bitch, our mission is to bring women together, owning their inner-bougie, and uplift their spirits in a fun and casual way. We are breaking free from elitism of typical wine-drinking stereotypes by supplying a high quality, delicious wine that can be sipped by all.

Drink, sip and enjoy for those of us who have been one and those of us who have known one!

Personality / Tone of Voice

The purpose of brand personality is to ensure a brand behaves in a way that is consistent with its values in order to increase its appeal and create greater affinity with its target. Brand personality can also help to differentiate a brand's imagery relative to competitors.



Master Logo

Master Logo with tagline, Brand Name or Simply Icon.

Bougie Bitch



Drink, sip, and enjoy for those of us who have been one
and those of us who have known one!

Bougie Bitch

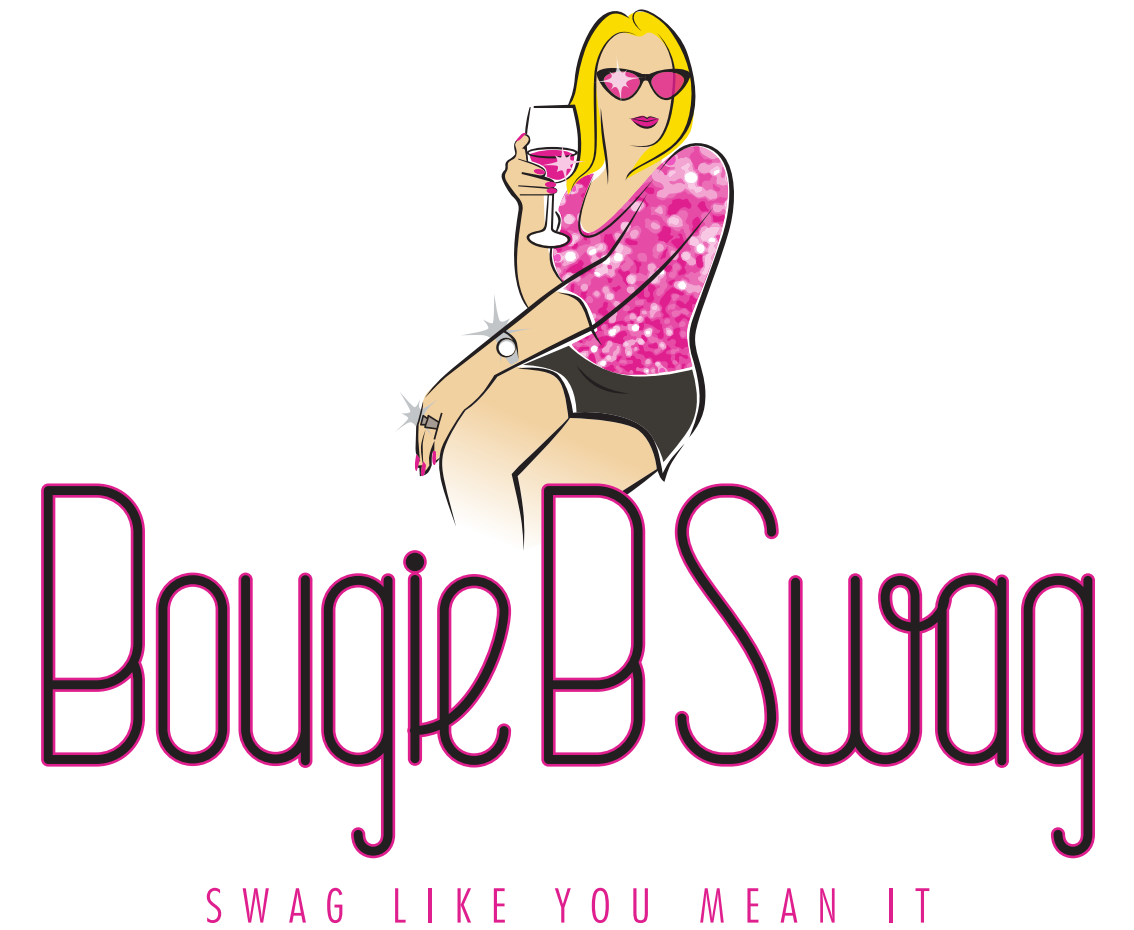


Bougie Bitch



Sub-Brand Logos

Other brands that represent the business.



Bougie B for Single Moms

Brand Colors

The primary Color palette is constant throughout all communications. A Color hierarchy has been implemented, ranging from Rhodamine Red C being the most important. Where possible, Pantone Colors should be used.

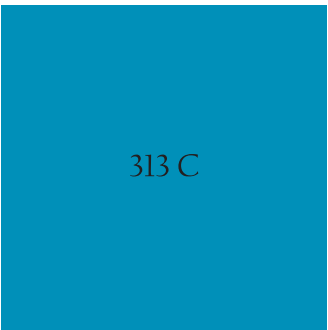


Color P
Rhodamine Red C

Color C
0,100,32,12

Color R
225, 0, 152

Color H
#E10098

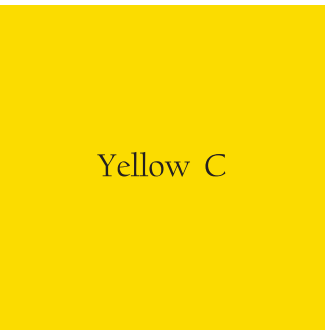


Color P
313 C

Color C
100,22,0,26

Color R
0,146,188

Color H
#0092BC



Color P
Yellow C

Color C
0,13,100,0

Color R
254, 221, 0

Color H
#FEDD00



Color P
155 C

Color C
0,13,33,6

Color R
239, 209, 159

Color H
#EFD19F



Color P
368 C

Color C
37,0,83,25

Color R
120, 190, 32

Color H
#78BE20

Palette
Primary Color

*Rhodamine
Red C*

Color P
Rhoadmine Red C

Color C
0,100,32,12

Color R
225, 0, 152

Color H
E10098

10%

20%

30%

40%

50%

60%

70%

80%

90%

Palette

Secondary Color

313 C

Color P

313 C

Color C

100,22,0,26

Color R

0,146,188

Color H

0092BC

10%

20%

30%

40%

50%

60%

70%

80%

90%

Typography

Acadia is our primary brand typeface, and Californian FB is the secondary font. For Varietals, Parisienne font is used. These typefaces should be used in all instances where typography is required. They are simple, clean, and legible typefaces that compliments our logo. Typography shouldn't be overlooked as a key element within our toolkit. It is important to adhere to the leading, tracking, and text arrangement specified in this document to achieve brand consistency throughout.

Typography: Primary Font

Typography is a powerful brand tool when used consistently. This set of fonts best represents the minimal and elegant feel of the brand and should be used across all print and web applications. Acadia is our corporate typeface, it should be used in all header and title text where typography is required. It is a simple, clean, and legible typeface that compliments our logo.

Arcadia



Typography: Secondary Font

Typography is a powerful brand tool when used consistently. This set of fonts best represents the minimal and elegant feel of the brand and should be used across all print and web applications AGOpitmaCyr Roman is our corporate typeface, it should be used in all body text where typography is required. It is a simple, clean, and legible typeface that compliments our logo.

Californian FB

Bold is our headings weight.
Regular is used for captions and
some bodies of text.
Regular Italics is used for quotes and interviews.

Aa

Typography: Main Collection

Arcardia

To be used for titles, labels, headers.

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

Californian FB

To be used for main copy and body
of text on label.

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 ! @ # % & () +

Parisiennne Regular

To be used for varietals, subtitles.

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 ! @ # % & () +

Imagery

Our photography and image style captures real moments with real impact. It conveys the inner energy that you feel when you are having a great time with your friends and family.

Bottle Photography

This photographic style is for banners, advertisements, social media, and reports. It captures who we are and what we do as a brand. Imagery should contain clean and professional backgrounds which allow for the application of our logo and headlines over the image.



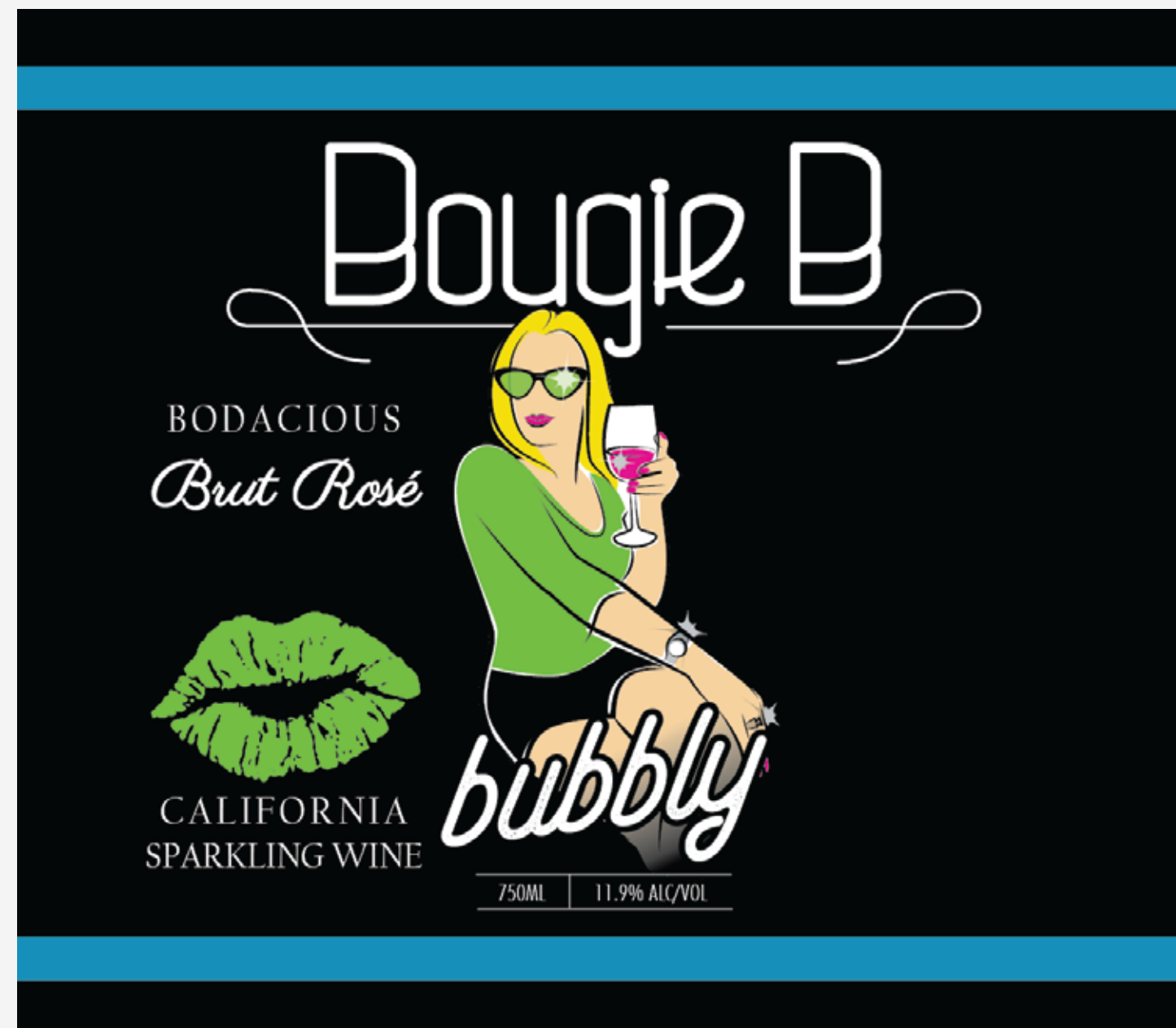
Bottle Photography

This photographic style is for banners, advertisements, social media, and reports. It captures who we are and what we do as a brand. Imagery should contain clean and professional backgrounds which allow for the application of our logo and headlines over the image.



Bougie B: Bodacious Brut Rosé

This photographic style is for banners, advertisements, social media, and reports. It captures who we are and what we do as a brand. Imagery should contain clean and professional backgrounds which allow for the application of our logo and headlines over the image.



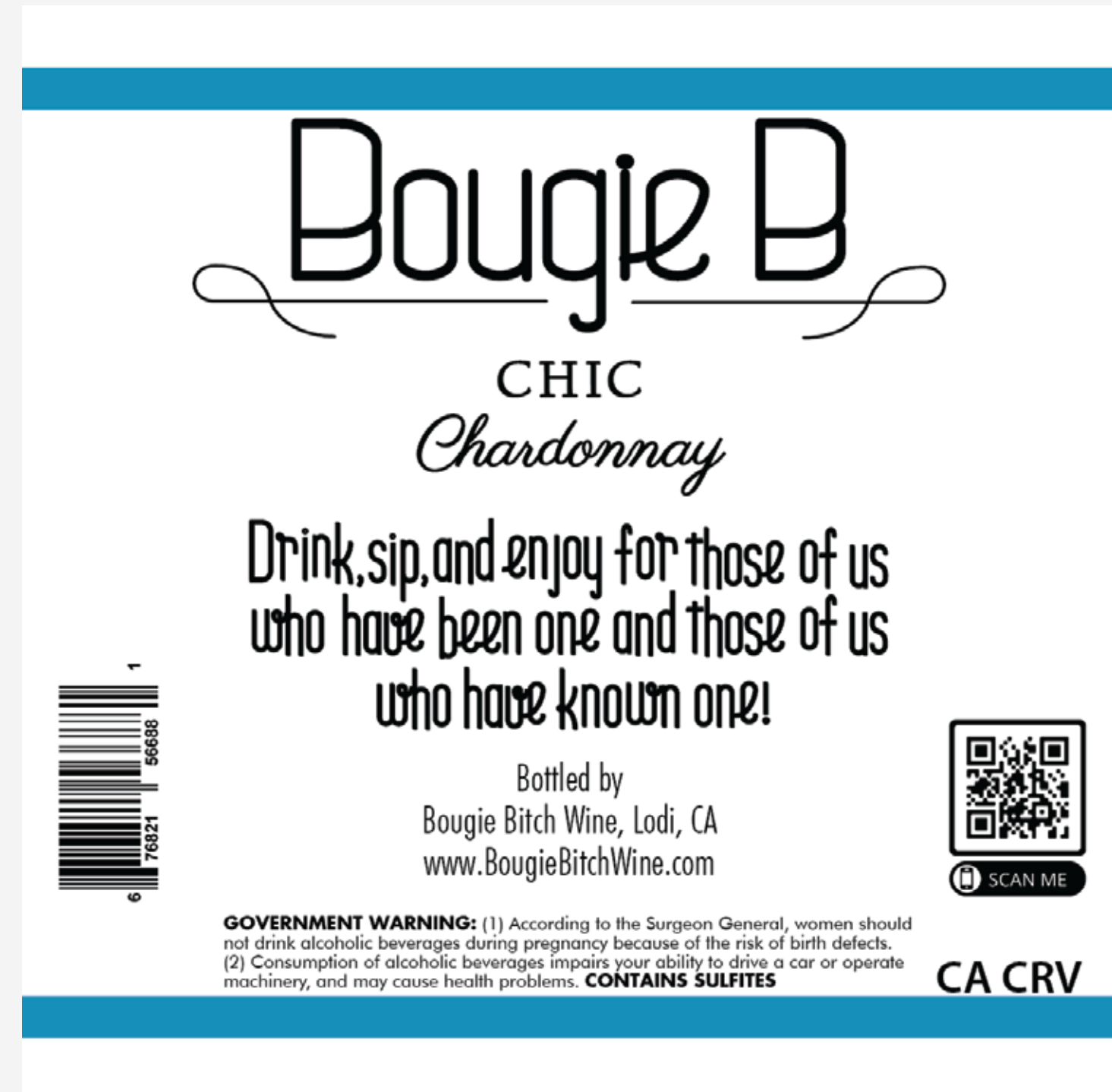
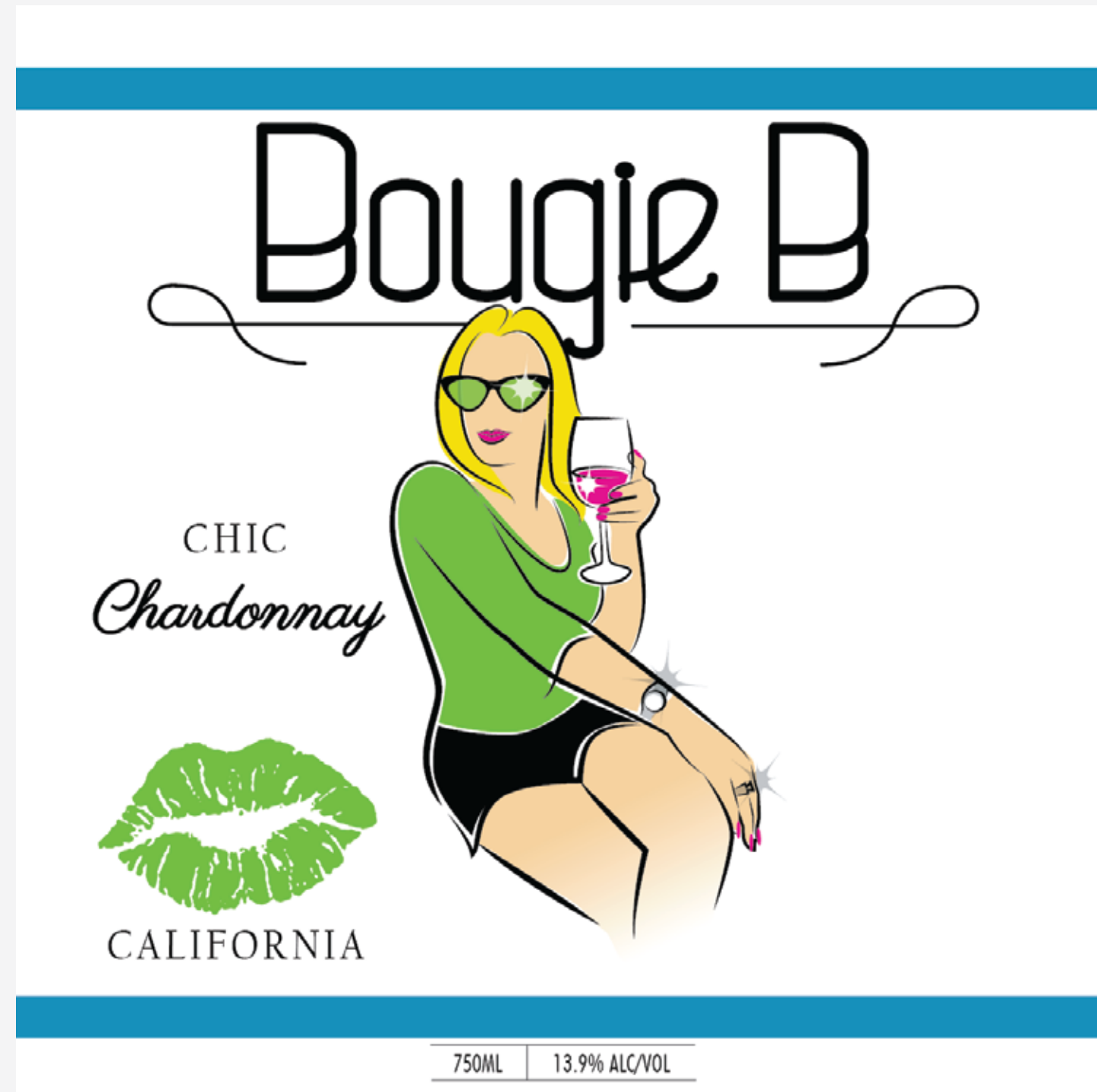
Bougie Bitch: Bodacious Brut Rosé

This photographic style is for banners, advertisements, social media, and reports. It captures who we are and what we do as a brand. Imagery should contain clean and professional backgrounds which allow for the application of our logo and headlines over the image.



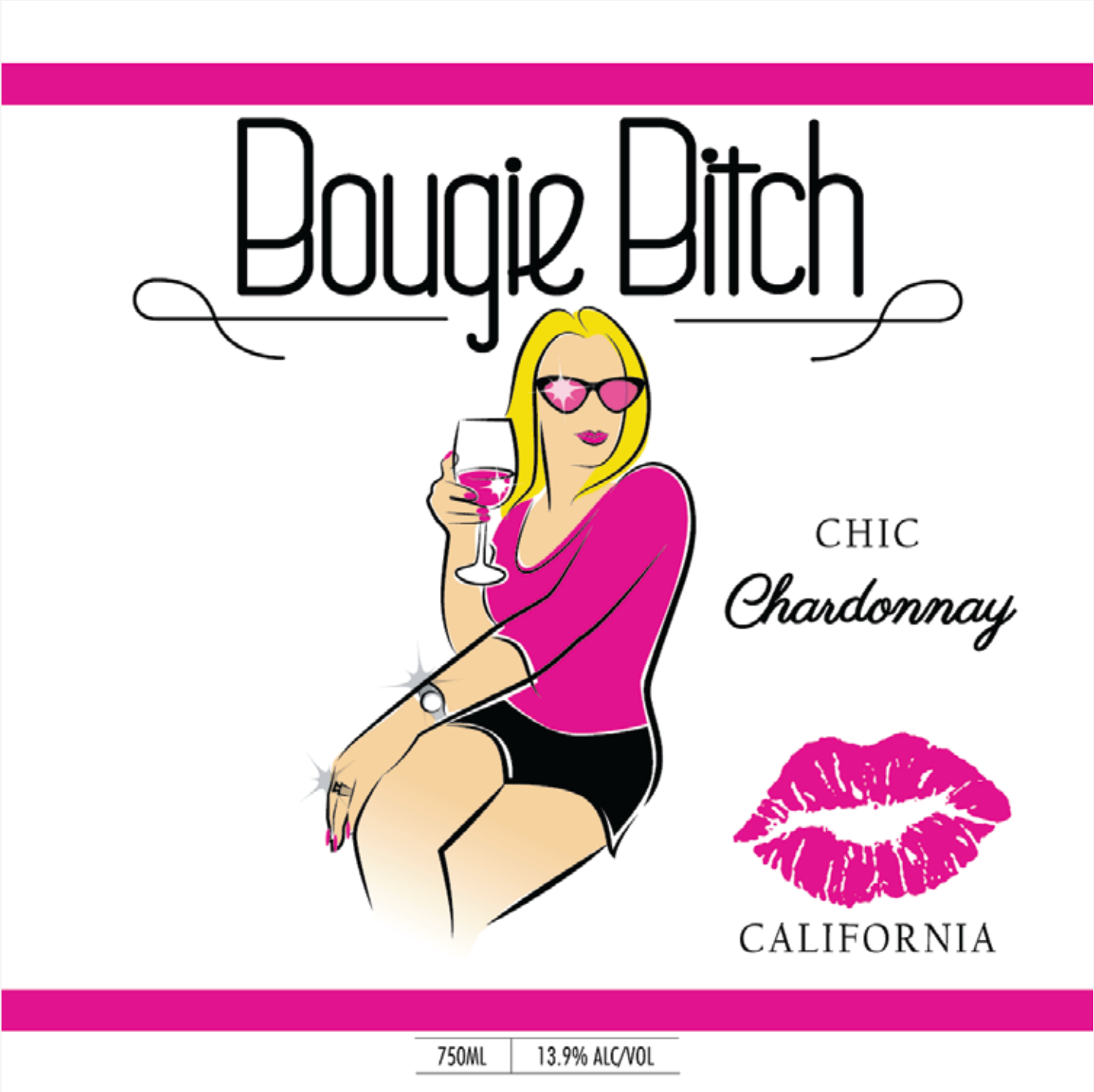
Bougie B: Chic Chardonnay

This photographic style is for banners, advertisements, social media, and reports. It captures who we are and what we do as a brand. Imagery should contain clean and professional backgrounds which allow for the application of our logo and headlines over the image.



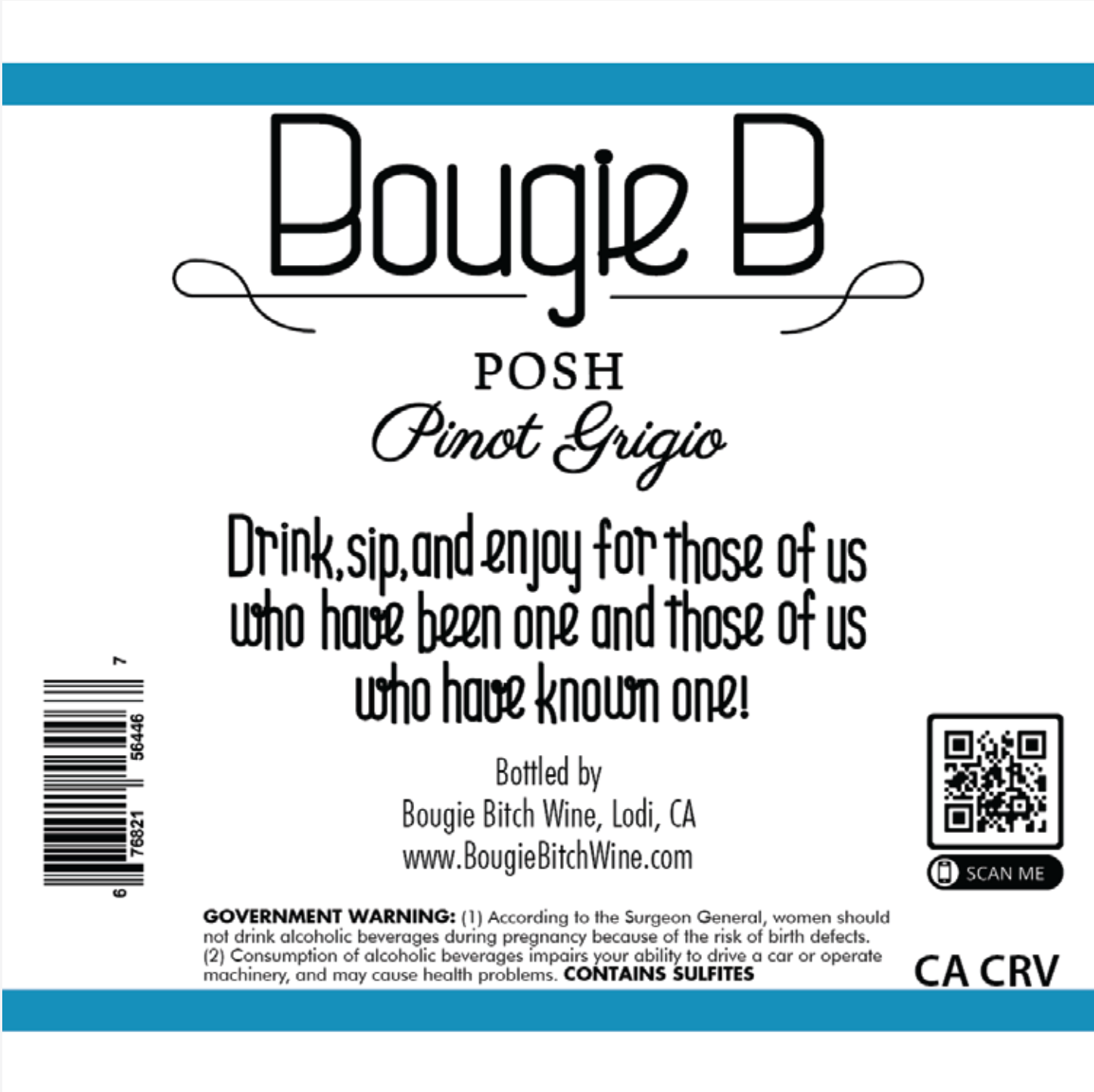
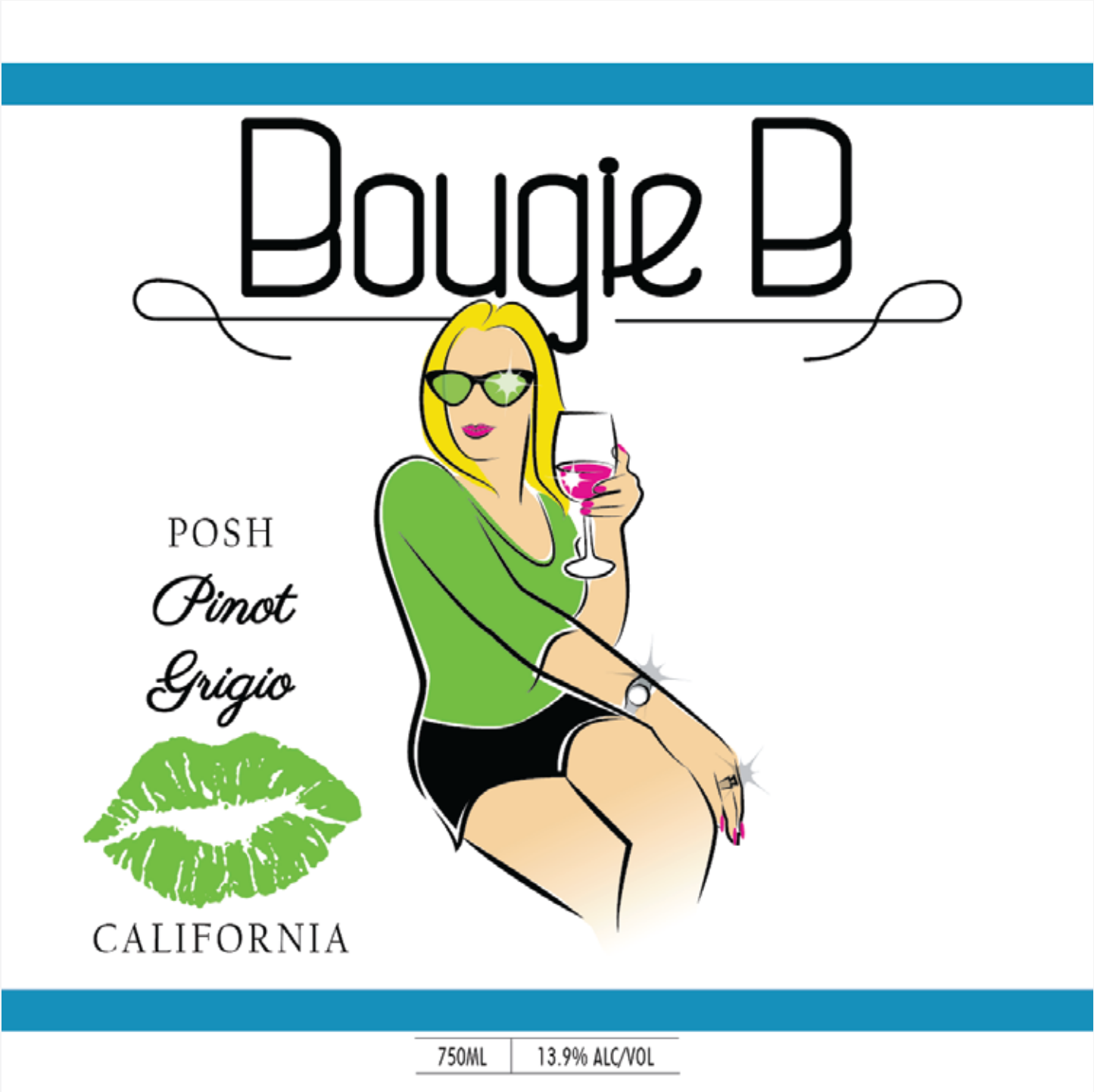
Bougie Bitch: Chic Chardonnay

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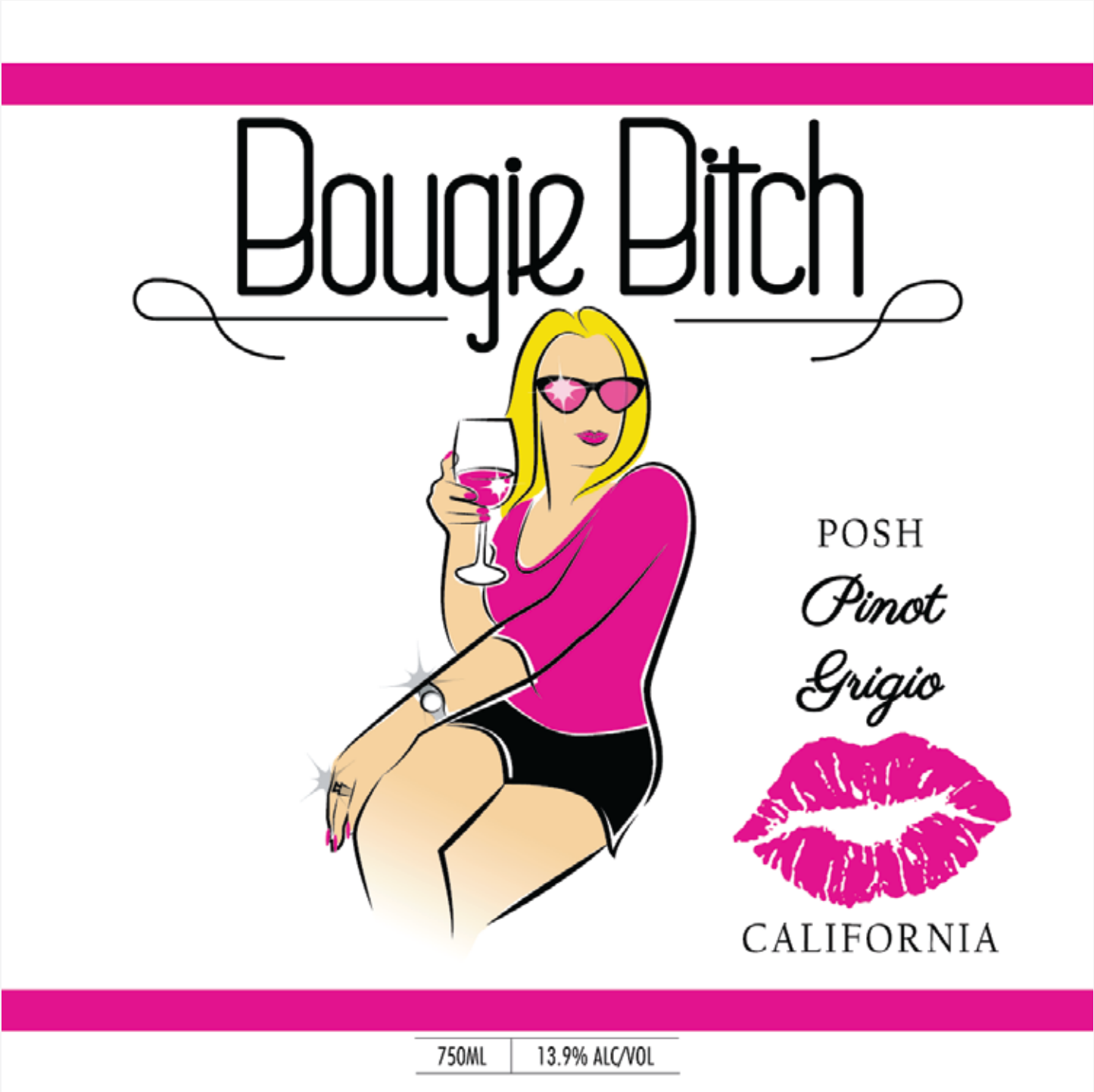
Bougie B: Posh Pinot Grigio

This photographic style is for banners, advertisements, social media, and reports. It captures who we are and what we do as a brand. Imagery should contain clean and professional backgrounds which allow for the application of our logo and headlines over the image.



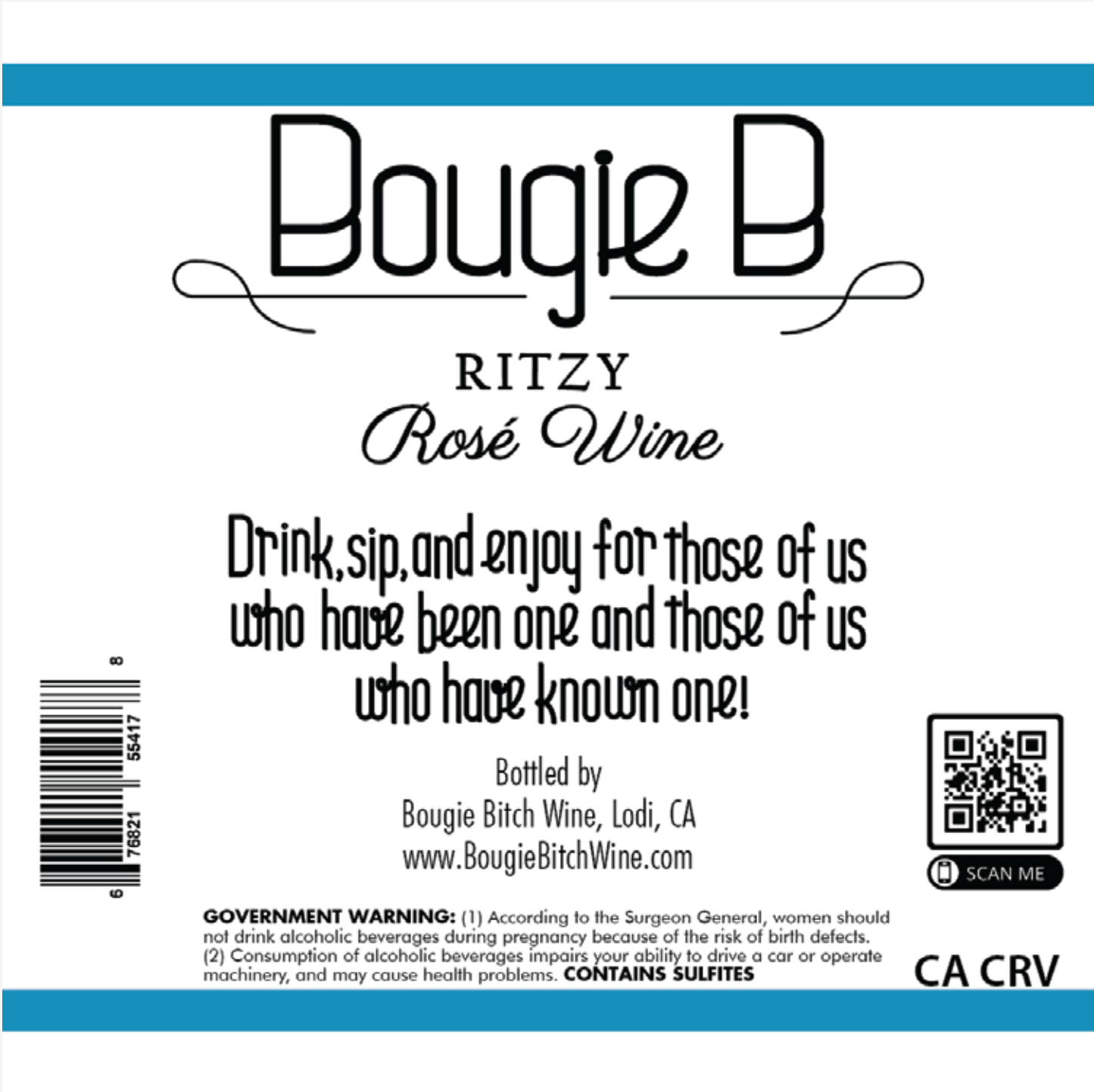
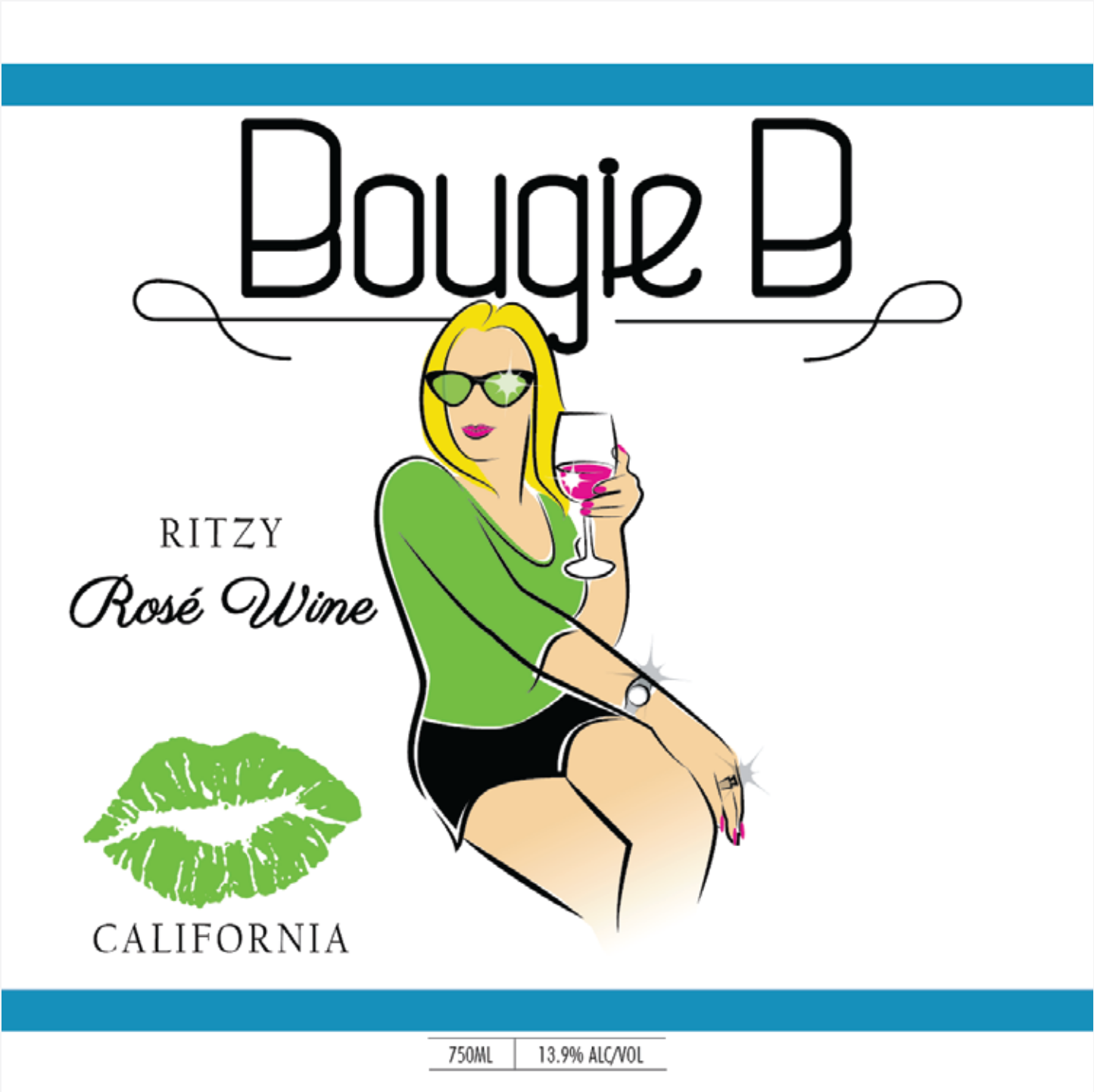
Bougie Bitch: Posh Pinot Grigio

This photographic style is for banners, advertisements, social media, and reports. It captures who we are and what we do as a brand. Imagery should contain clean and professional backgrounds which allow for the application of our logo and headlines over the image.



Bougie B: Ritzy Rosé

This photographic style is for banners, advertisements, social media, and reports. It captures who we are and what we do as a brand. Imagery should contain clean and professional backgrounds which allow for the application of our logo and headlines over the image.



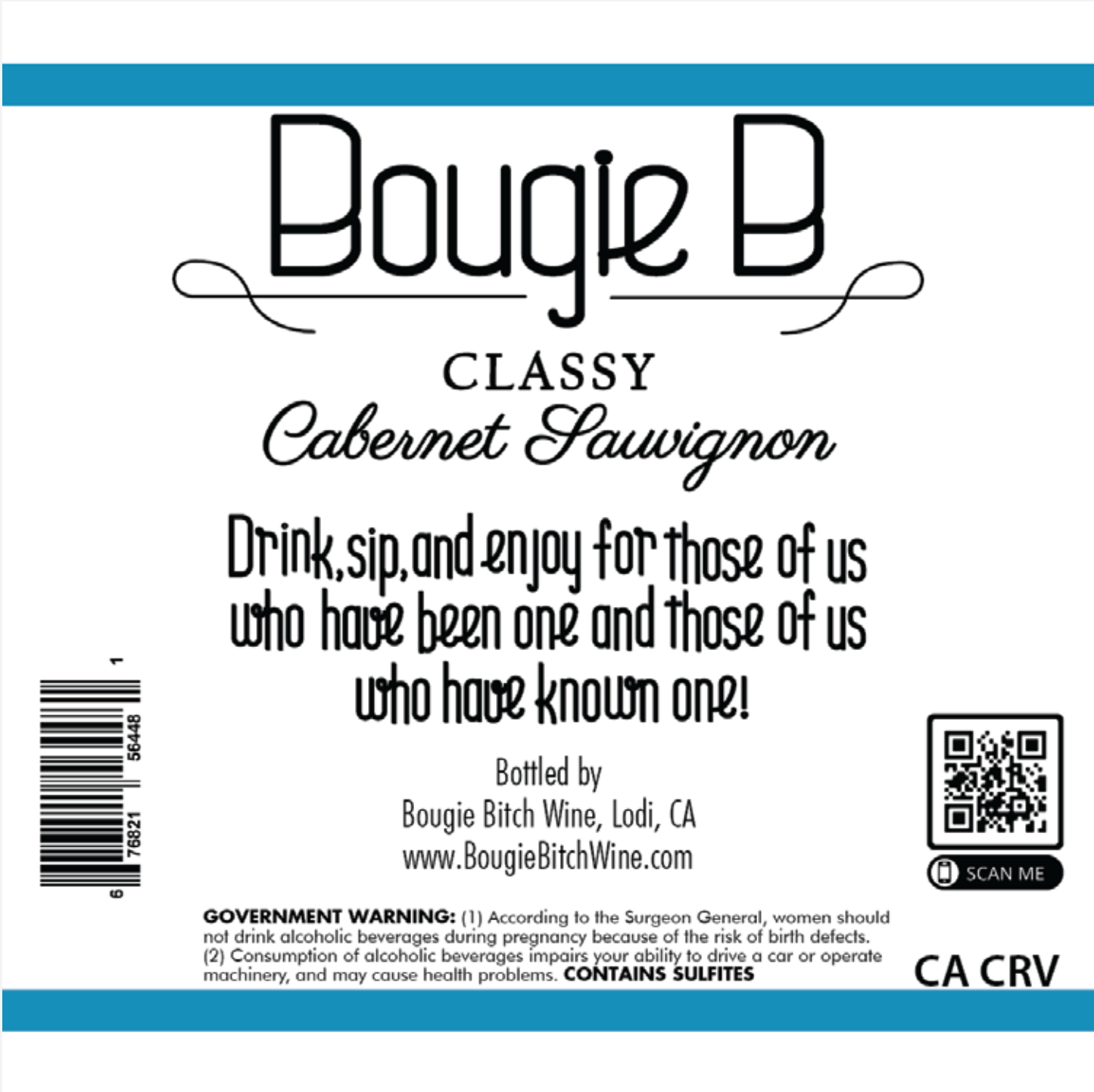
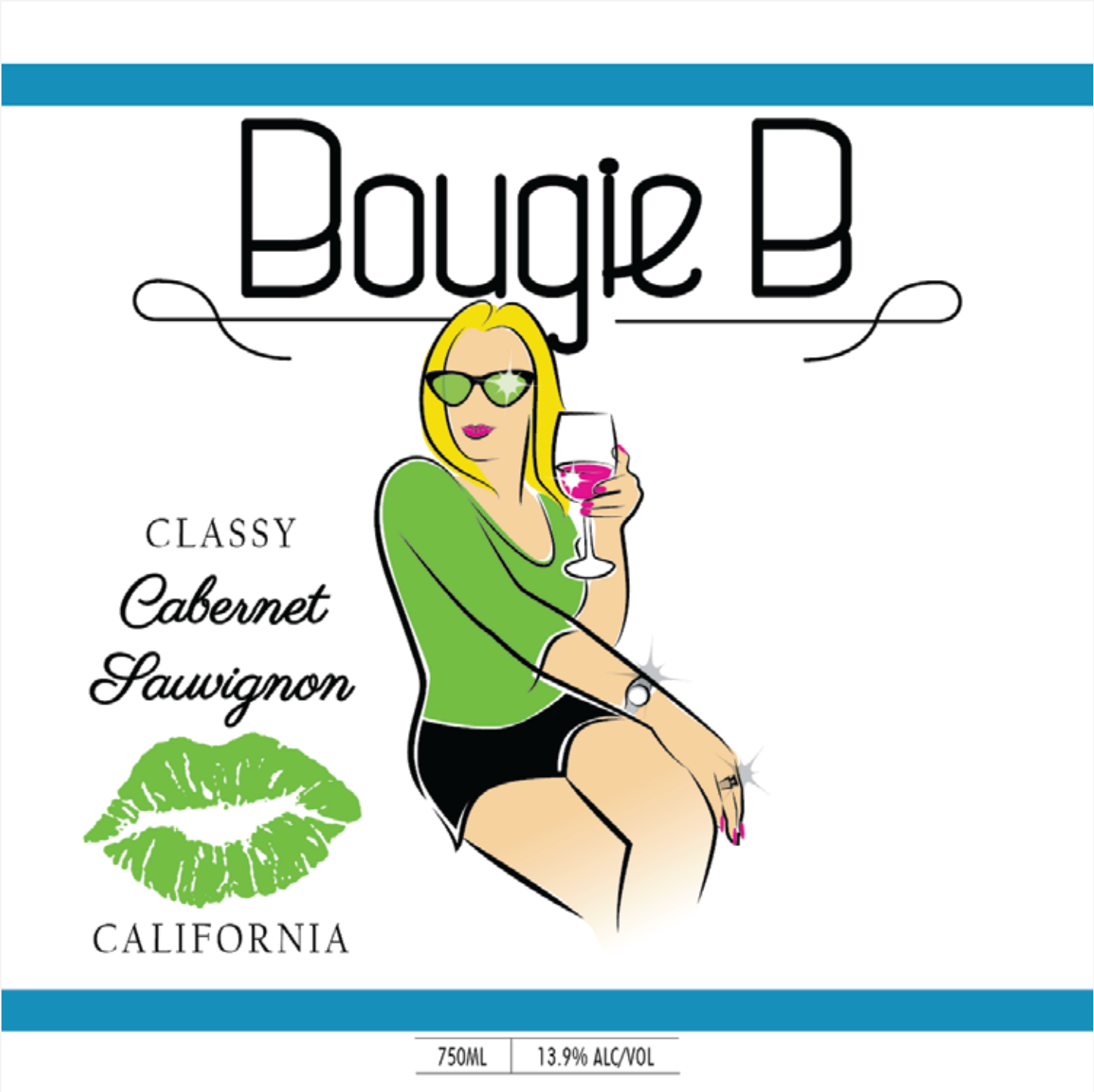
Bougie Bitch: Ritzy Rosé

This photographic style is for banners, advertisements, social media, and reports. It captures who we are and what we do as a brand. Imagery should contain clean and professional backgrounds which allow for the application of our logo and headlines over the image.



Bougie B: Classy Cabernet Sauvignon

This photographic style is for banners, advertisements, social media, and reports. It captures who we are and what we do as a brand. Imagery should contain clean and professional backgrounds which allow for the application of our logo and headlines over the image.



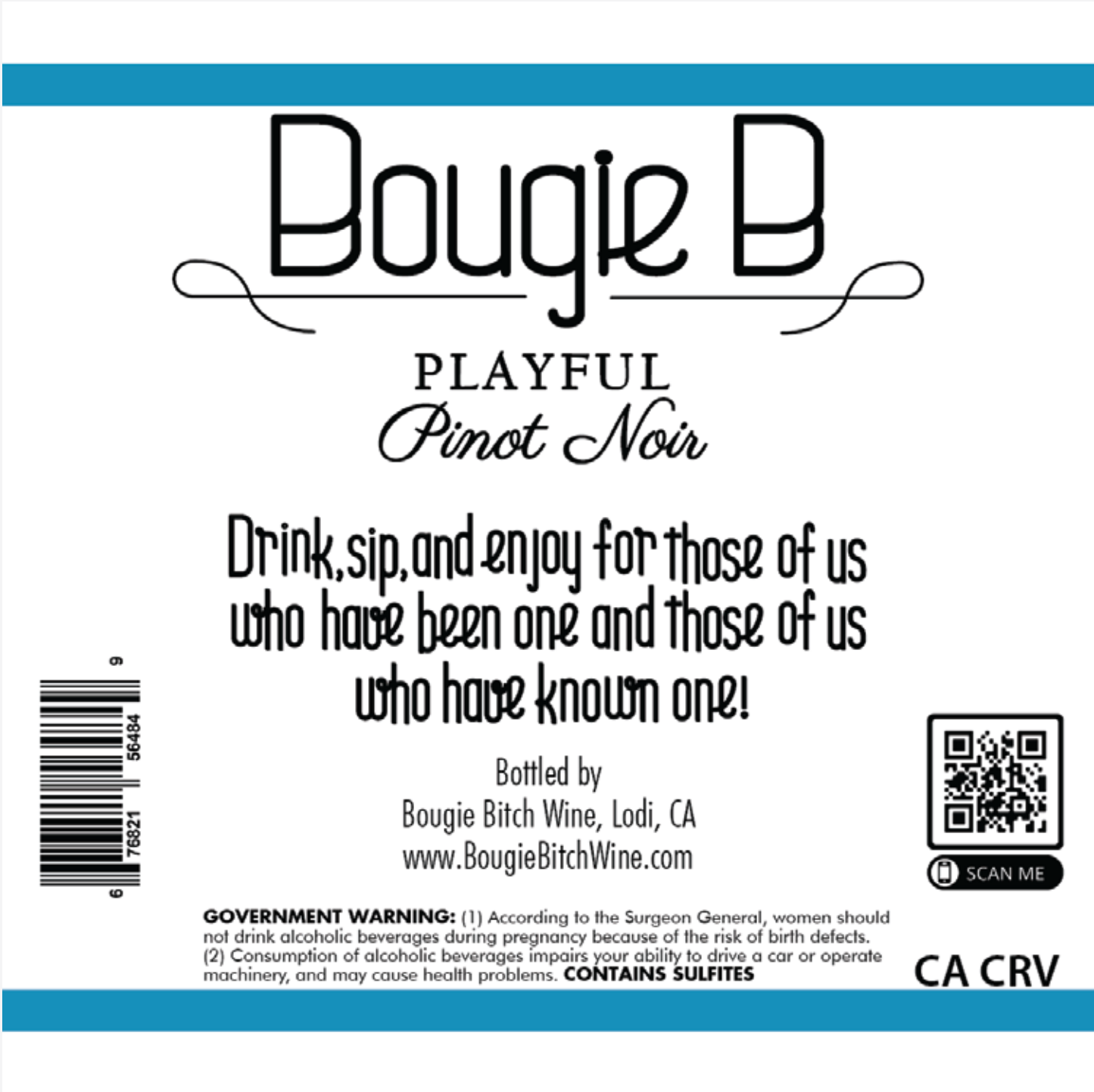
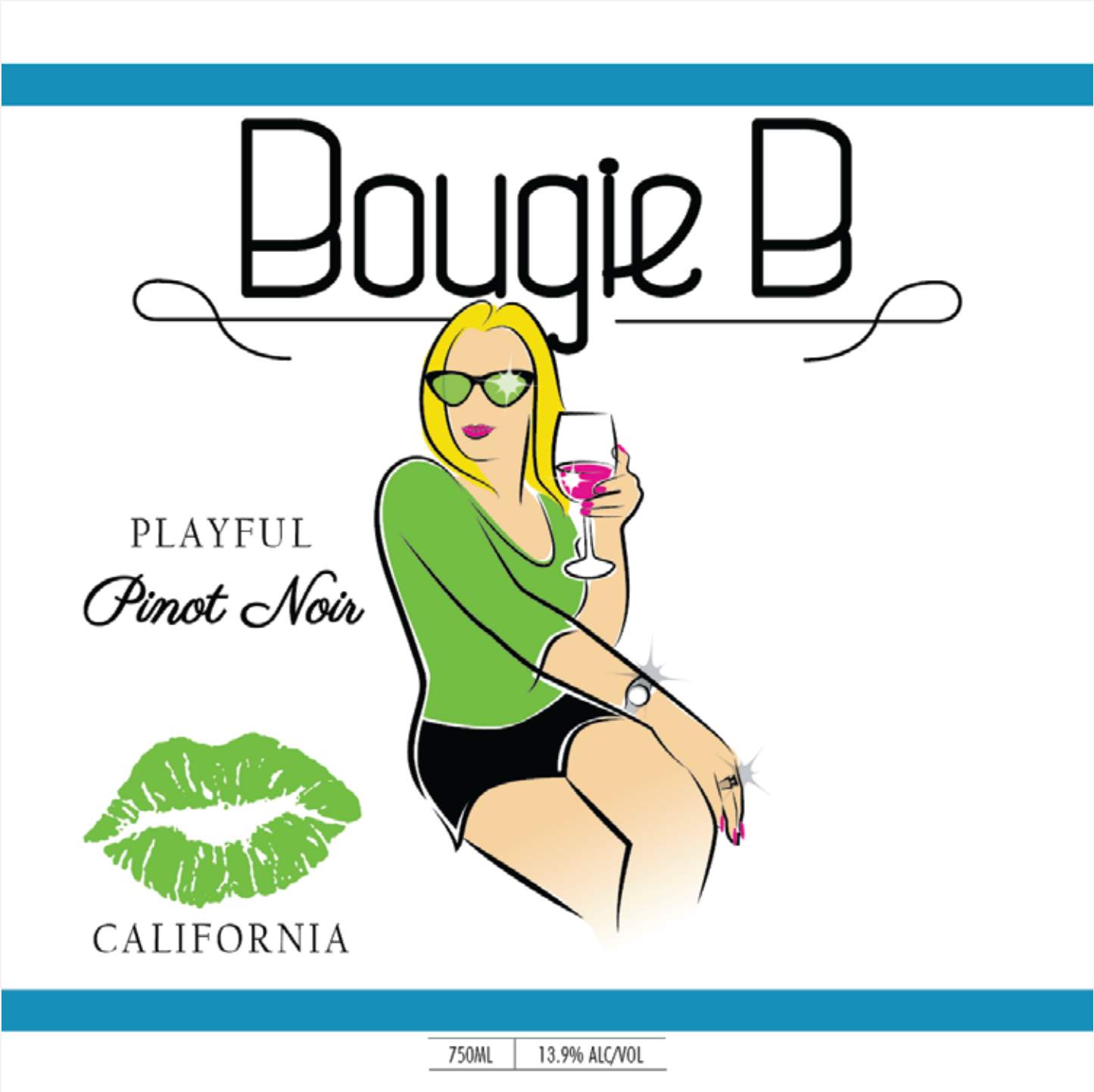
Bougie Bitch: Classy Cabernet Sauvignon

This photographic style is for banners, advertisements, social media, and reports. It captures who we are and what we do as a brand. Imagery should contain clean and professional backgrounds which allow for the application of our logo and headlines over the image.



Bougie B: Playful Pinot Noir

This photographic style is for banners, advertisements, social media, and reports. It captures who we are and what we do as a brand. Imagery should contain clean and professional backgrounds which allow for the application of our logo and headlines over the image.



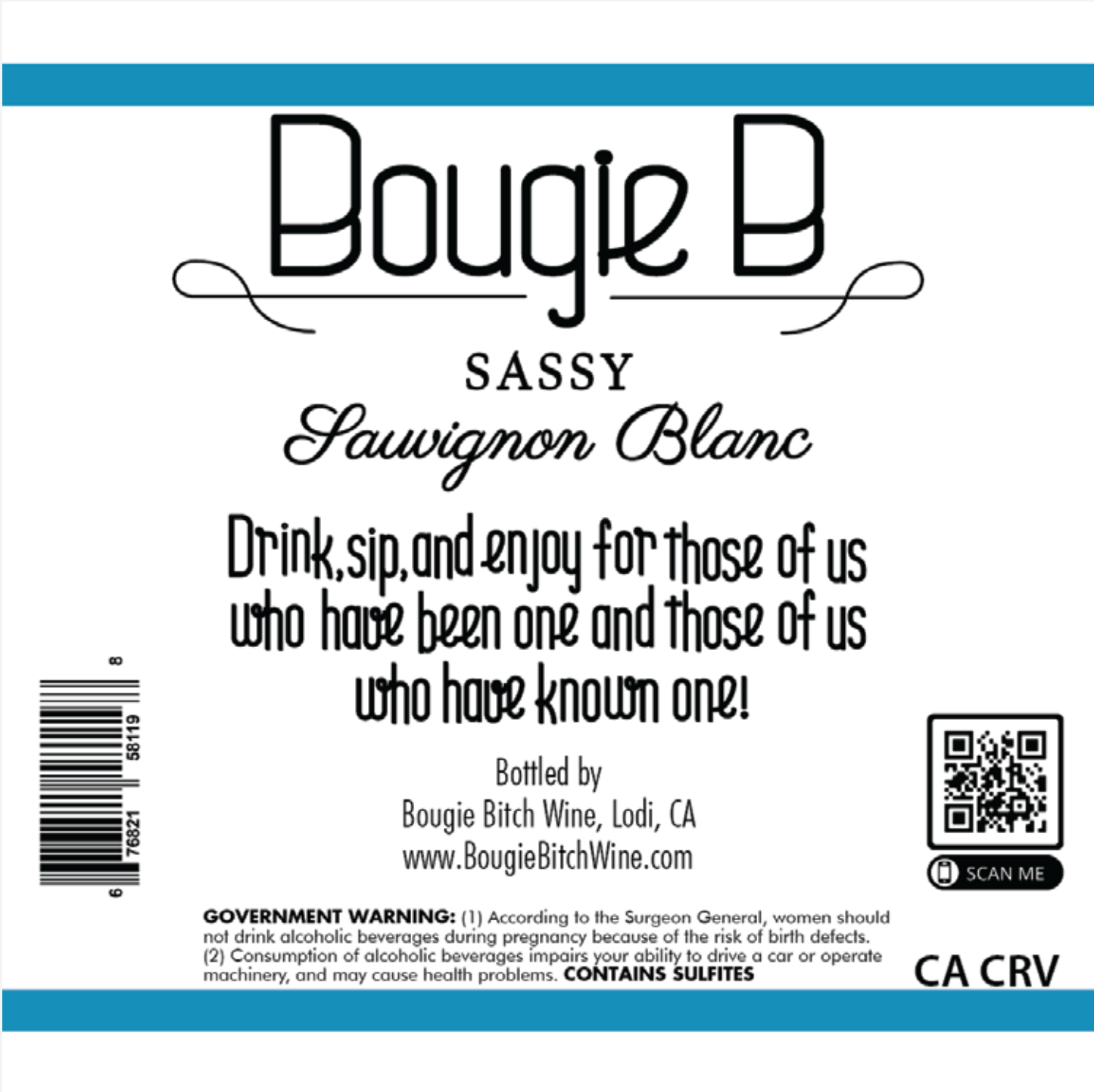
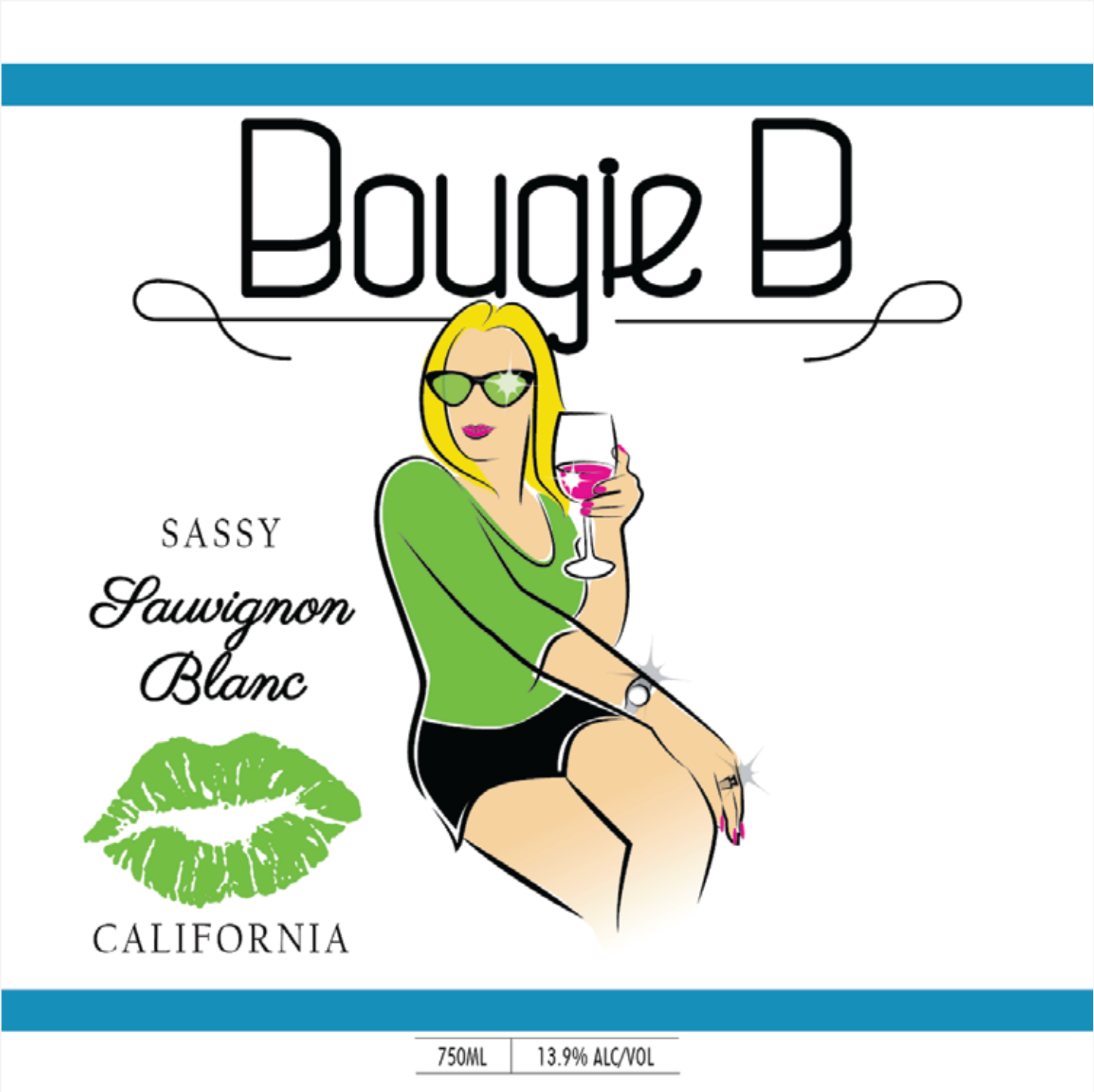
Bougie Bitch: Playful Pinot Noir

This photographic style is for banners, advertisements, social media, and reports. It captures who we are and what we do as a brand. Imagery should contain clean and professional backgrounds which allow for the application of our logo and headlines over the image.



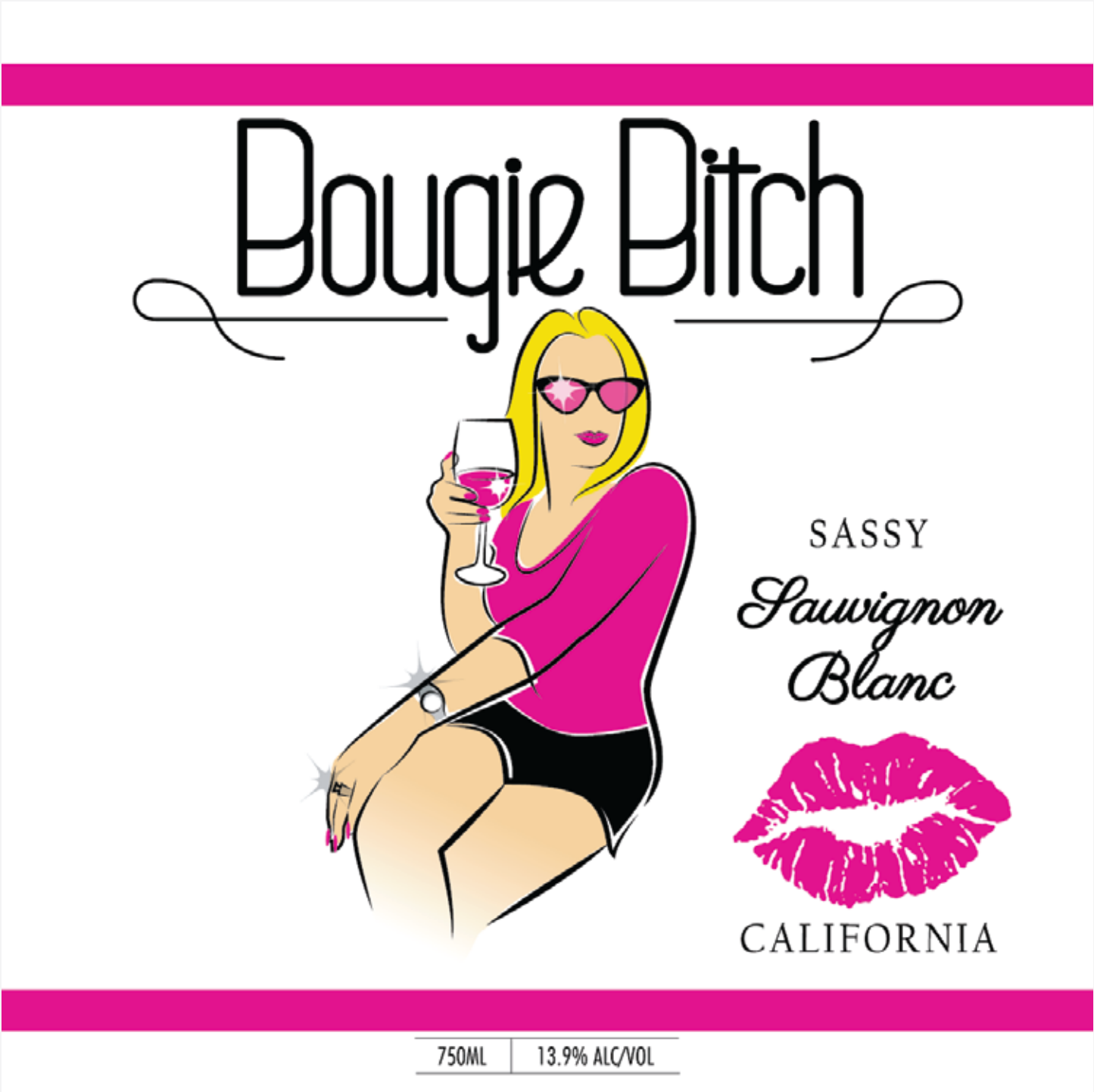
Bougie B: Sassy Sauvignon Blanc

This photographic style is for banners, advertisements, social media, and reports. It captures who we are and what we do as a brand. Imagery should contain clean and professional backgrounds which allow for the application of our logo and headlines over the image.



Bougie Bitch: Sassy Sauvignon Blanc

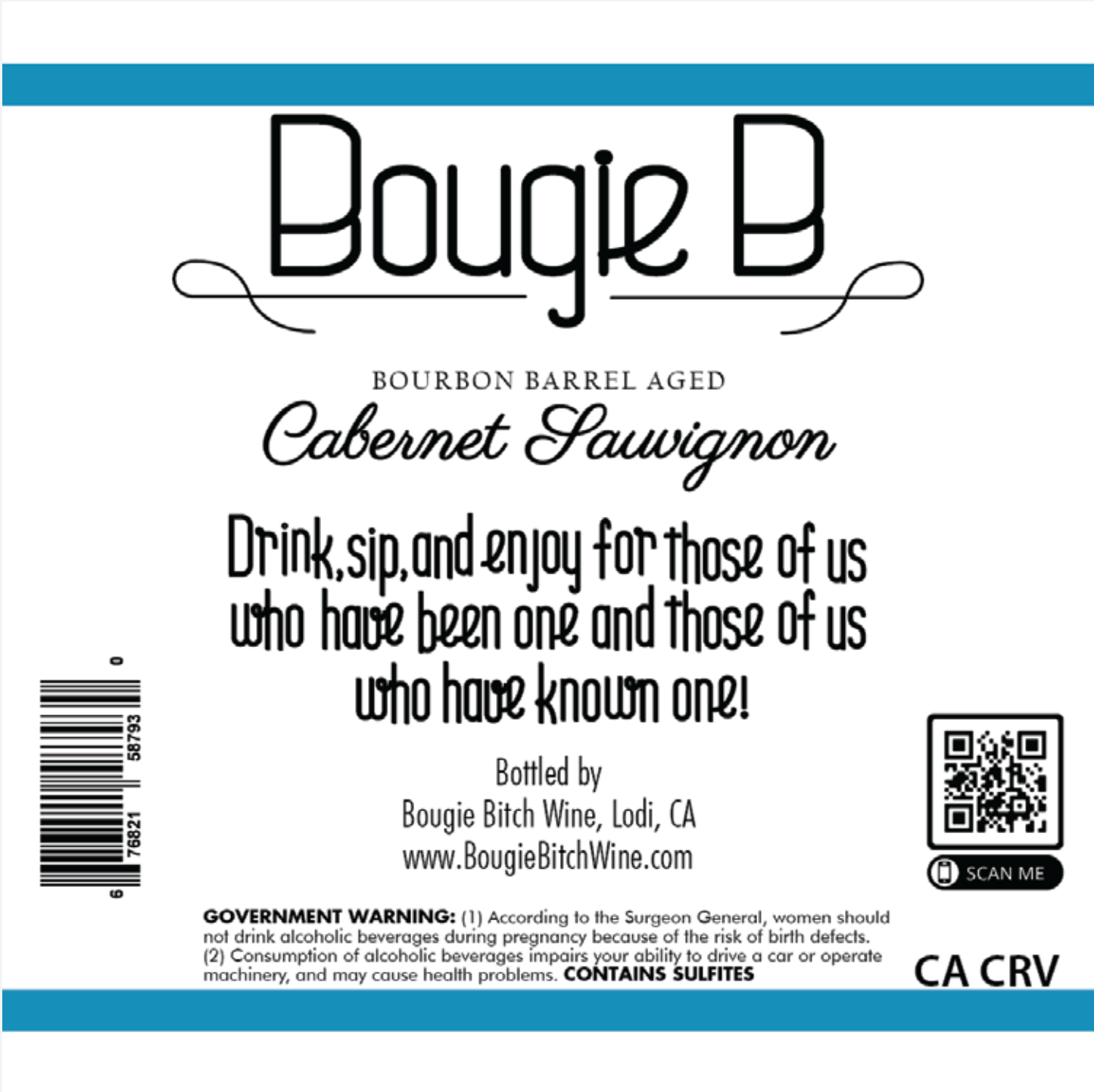
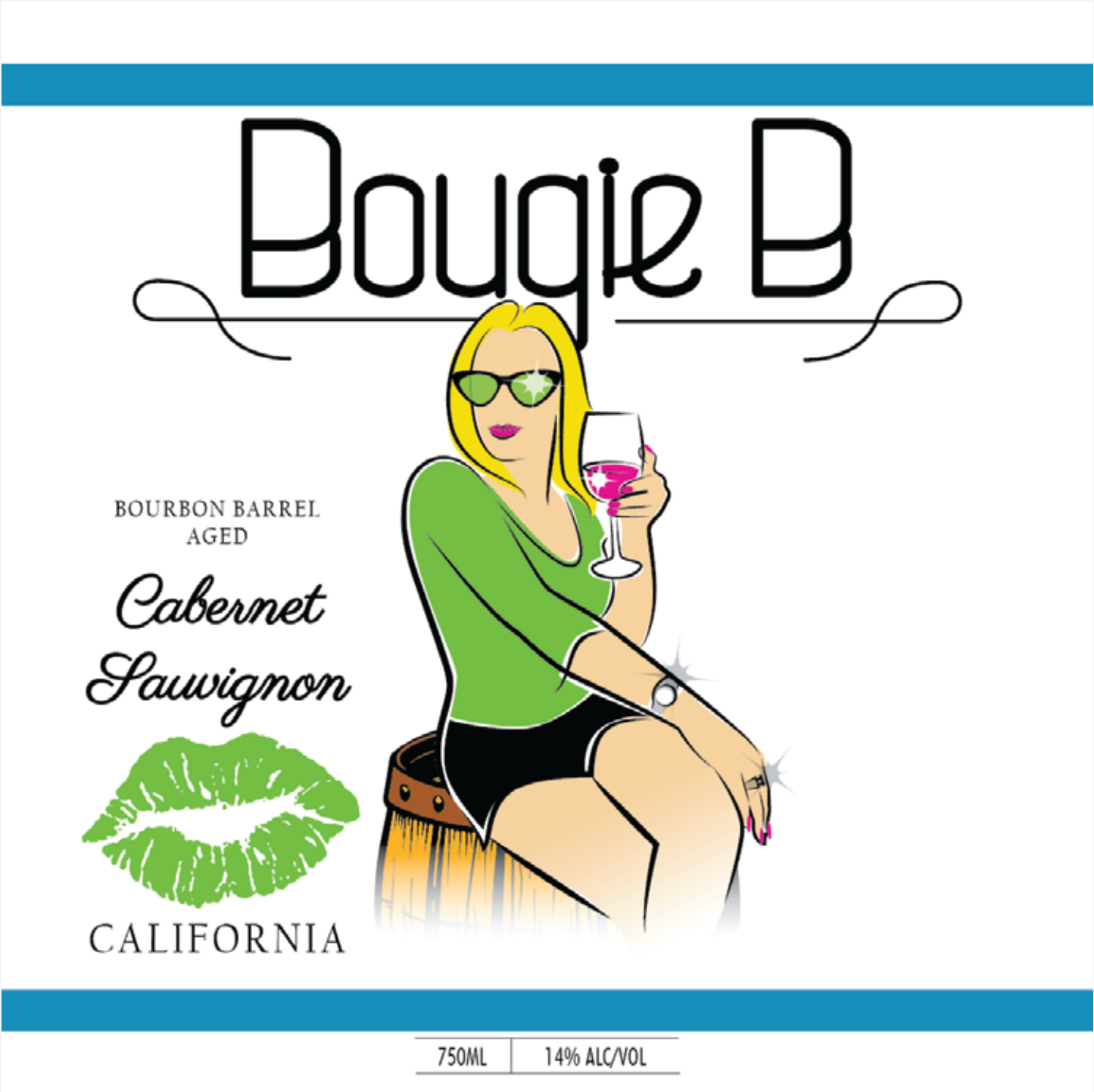
This photographic style is for banners, advertisements, social media, and reports. It captures who we are and what we do as a brand. Imagery should contain clean and professional backgrounds which allow for the application of our logo and headlines over the image.



GOVERNMENT WARNING: (1) According to the Surgeon General, women should not drink alcoholic beverages during pregnancy because of the risk of birth defects. (2) Consumption of alcoholic beverages impairs your ability to drive a car or operate machinery, and may cause health problems. **CONTAINS SULFITES**

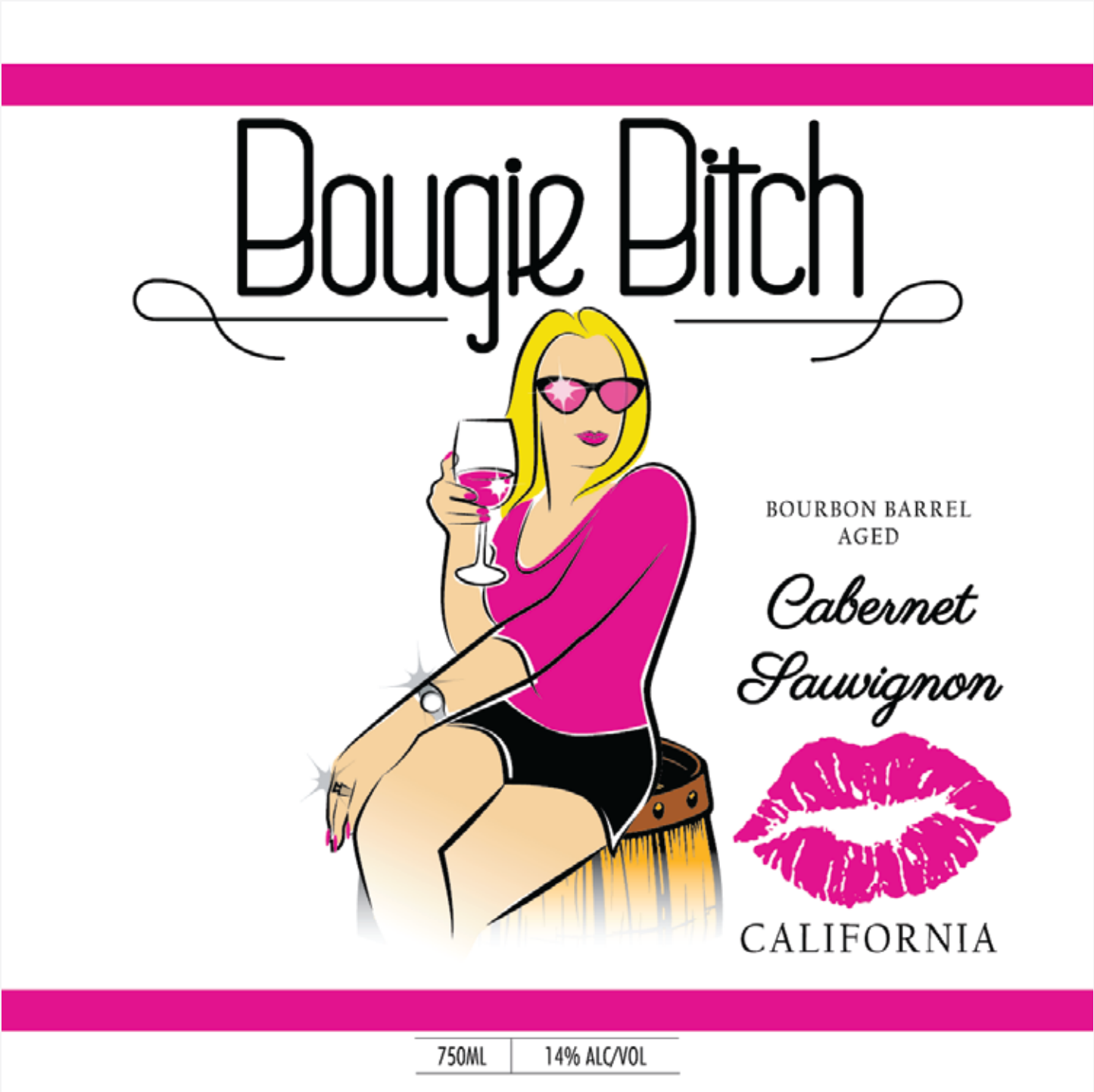
Bougie B: Bourbon Barrel Cabernet Sauvignon

This photographic style is for banners, advertisements, social media, and reports. It captures who we are and what we do as a brand. Imagery should contain clean and professional backgrounds which allow for the application of our logo and headlines over the image.



Bougie Bitch: Bourbon Barrel Cabernet Sauvignon

This photographic style is for banners, advertisements, social media, and reports. It captures who we are and what we do as a brand. Imagery should contain clean and professional backgrounds which allow for the application of our logo and headlines over the image.



Lifestyle

This photographic style is for banners, advertisements, social media, and reports. Photos show women together, having fun, socializing. Should be in a casual tone. Imagery should contain clean and professional backgrounds which allow for the application of our logo and headlines over the image.



Target Audience



The target audience profile for Bougie Bitch wine is characterized by hardworking women who embody resilience and determination in their daily lives. These women, who hustle and put in the effort, understand the value of taking a break and uplifting one another. Bougie Bitch wine serves as a catalyst for fostering meaningful connections among individuals, regardless of gender, in a welcoming and inclusive atmosphere. Primarily catering to females, this audience enjoys indulging in wine as a regular part of their routine, typically unwinding with a glass once a week or more. Seeking opportunities for bonding and camaraderie with their friends, they gravitate towards products like Bougie Bitch that offer both quality and a sense of community.



Where they shop / become aware of EE:

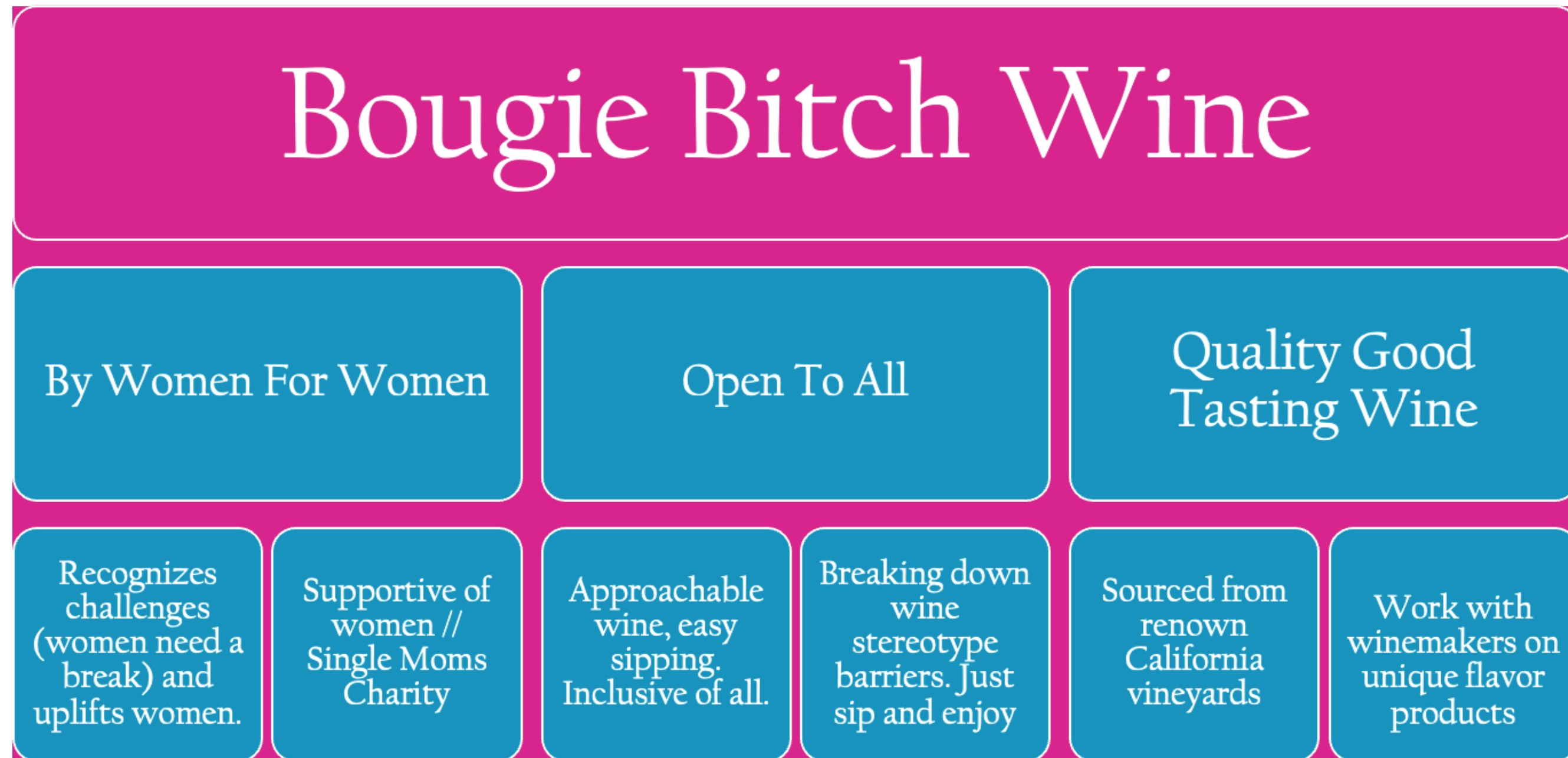
Local wine shops, big box wine and liquor shops (Total Wine, Bev Mo!, etc), casual restaurants, casual wine bars, networking events, charity events.

Brand Positioning



Bougie Bitch wine is premium quality with accessibility and versatility. By sourcing grapes from esteemed California vineyards and collaborating closely with expert winemakers, the brand ensures that each bottle embodies its unique identity and flavor profile. Positioned as an everyday indulgence, Bougie Bitch wine prides itself on offering the perfect balance between affordability and exceptional taste, making it the go-to choice for consumers seeking both value and enjoyment. Whether savored at home for a moment of relaxation, shared with friends at a bar, or brought along to gatherings, the brand instills confidence with its consistent quality, eliminating any need for hesitation or doubt at check-out. It's positioned as the go-to wine for 'Ladies Night', "Bitch Sessions", and other casual get-togethers with female friends.

Brand Pillars / Communication



Suggested Taglines: "Drink, Sip And Enjoy. For Those Of Us Who Have Been One And Those Of Us Who Have Known One", "Your One-of-a-kind Fun Time Wine!". "All American Fun-time Wine"

How Bougie Bitch Compares to the Competition

Competitors	Notes	Why Bougie B is Better
Skinny Girl	Target audience is also women but positioned as calorie counting and dieting.	Reaches a broader female audience. BB is positioned to uplift women without any stigma or judgements. BB is inclusive of all body types.
19 Crimes	Positioned as a rebellious brand that is also against wine stereotypes. Martha Stewart is one of the brand ambassadors.	While BB also embodies an anti-establishment messaging towards snobby wine stereotypes, the brand appeals to a wider female audience and the messaging is focused on having fun and uplifting women. A clearer message for opportunities for consumption.
Black Girl Magic	Target audience is also women, more in particular women of color.	Although many similarities with the two brands, such as story to uplift women, women founded, price points and charity to give back, BB is positioned as fun first among all friends and open to all.
Josh Wines	Similar to BB in terms of high quality wines at affordable everyday indulgent prices.	Josh wines also has appeal to high quality wines at affordable prices but is not particularly positioned for the female get-together audience. BB offers a community connection with women and has a charity organization for Single Moms.

Social Media Playbook


Suggested Social Media Post Topics: Above are examples of posts that relate to the brand story along with sample imagery. We suggest 2-3 image posts a week on IG and Facebook along with several weekly reels.

Women Need A Break

@BougieBWine

FOLLOW

...



🍷✨ When your daily hustle starts to weigh you down, there's no better remedy than sharing a moment with friends that listen and drink by your side! ✨ Because let's face it, life's too short for anything less, am I right?

🍷 362 likes


your title here #hashtag #loremipsum

Supporting Women

@BougieBWine

FOLLOW

...



🌟✨ Join Us in Giving Back! ✨🌟 Hey Bougie Community! We're excited to kick off a new donation drive for our charity, Bougie B for Single Moms! 💕 Let's show our unwavering support for our fellow sisters who are navigating the challenges of single motherhood.

🍷 362 likes


your title here #hashtag #loremipsum

Don't Be a Bitch

@BougieBWine

FOLLOW

...



Ditch the pretense and embrace the joy of sipping with friends, because life's too short to worry about being a wine connoisseur! Cheers to simplicity, fun and great tasting Bougie Bitch. 🍷💕 #SipAndEnjoy #BougieBitchWine #NoWineSnobsAllowed

🍷 362 likes


your title here #hashtag #loremipsum

A Post From The Founder

@BougieBWine

FOLLOW

...



Hey Bougie Babes! 🍷 We've got fresh cases of our wines featuring our *brand new* Bougie Bitch labels! 🍷✨ Sip, Drink and Enjoy 🍷💕 #BougieBitch #NewLabels #OrderNow 🛒

🍷 362 likes


your title here #hashtag #loremipsum

Product

@endeavorEstatesWines

FOLLOW

...



🍷💕 Hello, Spring Sippers! 🍷💕 Can you feel it? We're just weeks away from the glorious arrival of Spring, and you know what that means – outdoor wine sipping season is almost here! 🍷💕 Dust off your favorite tumbler, pick up a bottle of Bougie Bitch Rose', and get ready to soak up the sunshine in style.

🍷 362 likes

your title here #hashtag #loremipsum

Suggested Social Media Post Topics: Above are examples of posts that relate to the brand story along with sample imagery. We suggest 2-3 image posts a week on IG and Facebook along with several weekly reels.

Single Moms Charity

Bougie B for Single Moms was founded as a fundraising company for Single Moms.

Devon Dempsey owner and CEO of Bougie Bitch, LLC believed that single moms in America were being ignored in their very REAL needs. She herself was a single mom for years. Since the start of Bougie B for Single Moms in October 2023, just 10 months after launching her first wine company product, Bougie B for Single Moms has already had the honor of helping two different Single Mom families. The first family helped was a single mom with three boys. This mom worked at night to try and keep up with the bills after she fed the kids plus made sure their homework was done. Bougie B for Single Moms took \$1 from every Bougie product sold and put it in a fund to help a single mom for the holiday. This helped purchase a couple of gifts for each of the children. When she could not afford a Christmas tree, Bougie B for Single Moms also purchased the single mom and her boys a tree and ornaments! As you know Christmas is a time for caring for each other and in addition to our cause, others in the community wanted to get involved as well! Two other families catered Christmas Dinner for her and her boys! It was a true success for our first Bougie B for Single Moms act.



Bougie B for Single Moms

Sales & Distribution

One of the most important pillars to a successful brand is its strength of its sales and distribution partners. Following are important documents, facts and figures that will be used by these teams to grow your brand.

Sell Sheet







CHIC CHARDONNAY
CALIFORNIA
Flavor: Buttery with oak finish. Aromas: Spring, flowers, grass, and chocolate
13.9 % Alc Vol.
SUGGESTED RETAIL
\$14.99

PLAYFUL PINOT NOIR
CALIFORNIA
Bold but not overwhelming, taste of pepper. Medium bodied, dry on the back end.
13.9 % Alc Vol.
SUGGESTED RETAIL
\$14.99





CLASSY CABERNET SAUVIGNON
CALIFORNIA
Pepper, dark berries, black pepper. Medium bodied, smooth with a kick.
13.9 % Alc Vol.
SUGGESTED RETAIL
\$14.99



Devon Dempsey, CEO & Founder
email: info@bougiebitch.wine







BODACIOUS BRUT ROSÉ
CALIFORNIA
Tart berries, citrus, vanilla. Aromas: Orange peel.
11.9 % Alc Vol.
SUGGESTED RETAIL
\$22.99

PLAYFUL PINOT GRIGIO
CALIFORNIA
Fruity, crispy, tart. Smooth with butter front and hit of acidity on the back end. Light bodied.
11.9 % Alc Vol.
SUGGESTED RETAIL
\$14.99



ABOUT BOUGIE BITCH WINE:

At Bougie Bitch, our mission is the bring women together, owning their inner-bougie, and uplift their spirits in a fun and casual way. We are breaking free from elitism of typical wine-drinking stereotypes by supplying a high quality, delicious wine that can be sipped by all. Drink, sip and enjoy for those of us who have been one and those of us who have known one!



Devon Dempsey, CEO & Founder
email: info@bougiebitch.wine

Sell Sheet







CHIC CHARDONNAY
CALIFORNIA
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SUGGESTED RETAIL
\$14.99

PLAYFUL PINOT NOIR
CALIFORNIA
Bold but not overwhelming, taste of pepper. Medium bodied, dry on the back end.
13.9 % Alc Vol.
SUGGESTED RETAIL
\$14.99





CLASSY CABERNET SAUVIGNON
CALIFORNIA
Pepper, dark berries, black pepper. Medium bodied, smooth with a kick.
13.9 % Alc Vol.
SUGGESTED RETAIL
\$14.99



Devon Dempsey, CEO & Founder
email: info@bougiebitch.wine







BODACIOUS BRUT ROSÉ
CALIFORNIA
Tart berries, citrus, vanilla. Aromas: Orange peel.
11.9 % Alc Vol.
SUGGESTED RETAIL
\$21.99

PLAYFUL PINOT GRIGIO
CALIFORNIA
Fruity, crispy, tart. Smooth with butter front and hit of acidity on the back end. Light bodied.
11.9 % Alc Vol.
SUGGESTED RETAIL
\$14.99



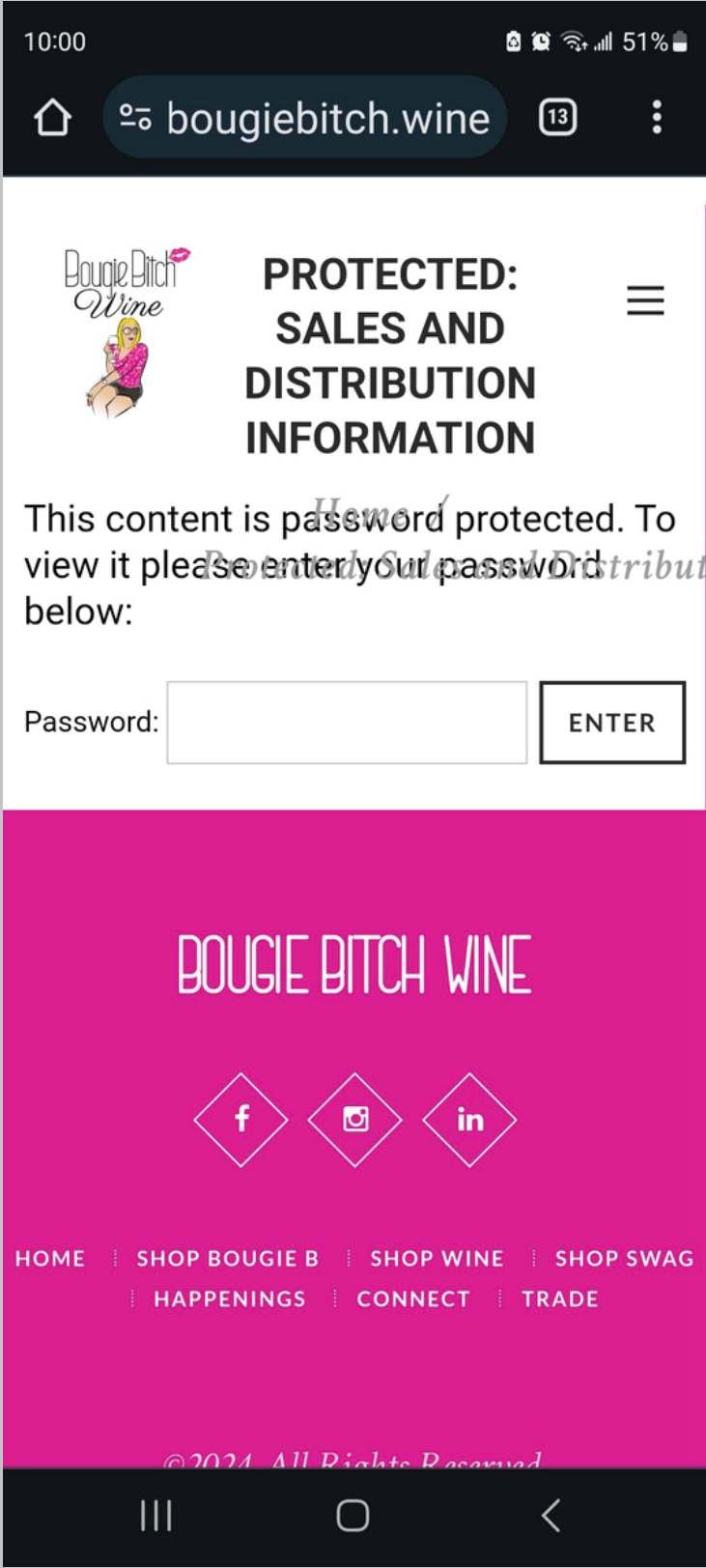
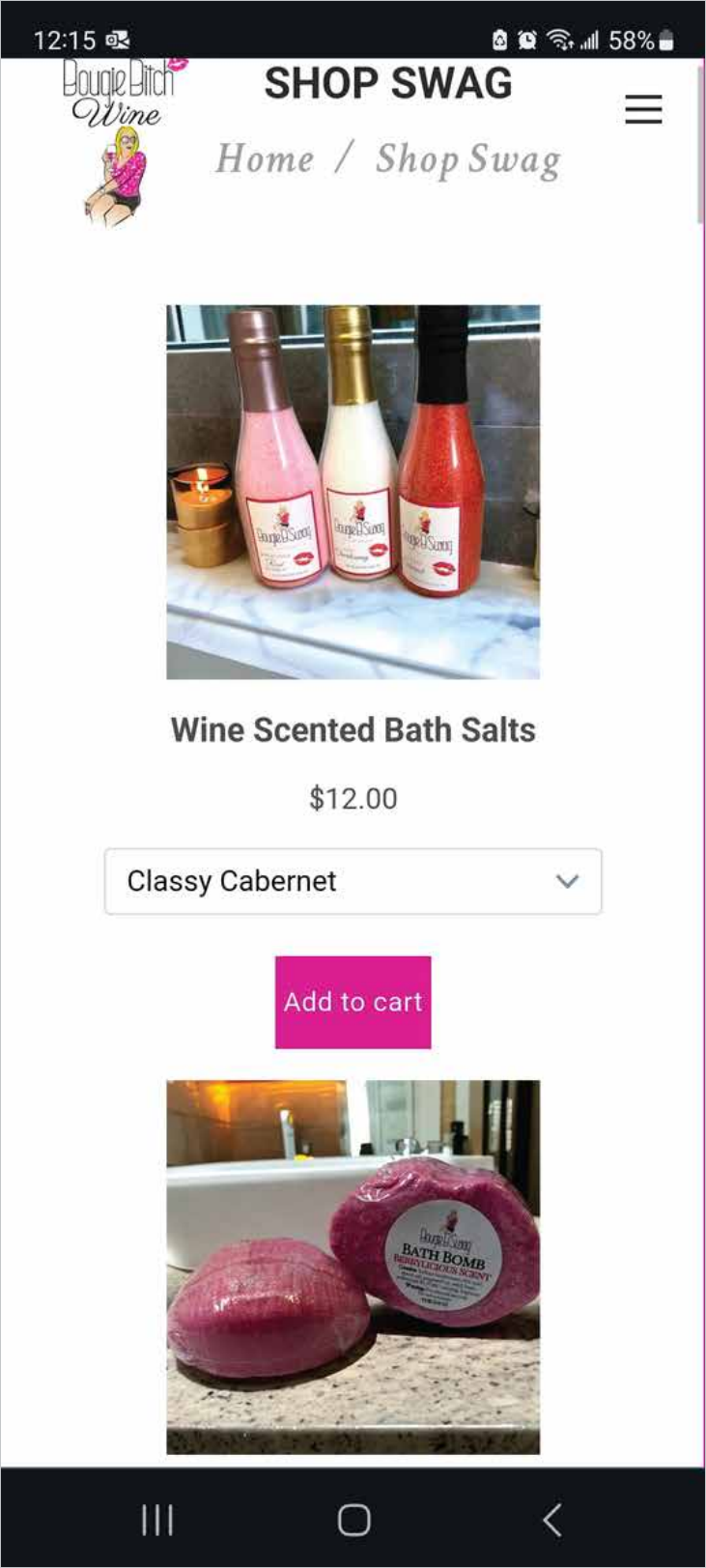
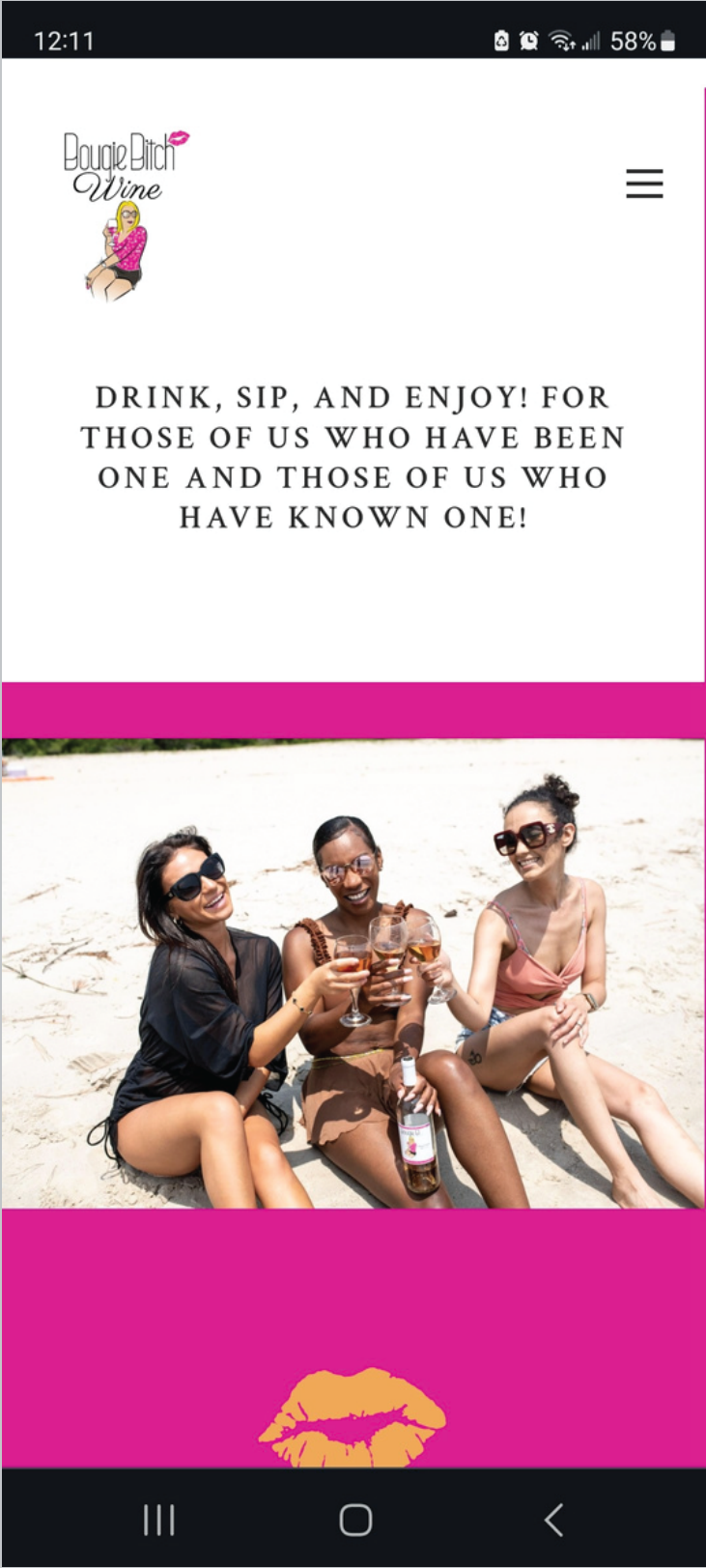
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At Bougie Bitch, our mission is the bring women together, owning their inner-bougie, and uplift their spirits in a fun and casual way. We are breaking free from elitism of typical wine-drinking stereotypes by supplying a high quality, delicious wine that can be sipped by all. Drink, sip and enjoy for those of us who have been one and those of us who have known one!




Devon Dempsey, CEO & Founder
email: info@bougiebitch.wine

Website: www.BougieBitchWine.com




Sample POS / Merchandise



Wine Scented Bath Salts
\$12.00


Classy Cabernet

Add to cart




Lip Bath Bomb
\$10.00

Add to cart




Bougie Bitch Tumbler
\$25.00

Add to cart



Bougie Bitch Wine Double Walled Wine Tumbler
\$17.00


Add to cart



Bougie Bitch Wine Bottle Lip Gloss
\$8.00


CR01 Light Pink

Add to cart




Bougie B Tumbler
\$25.00

Add to cart




Bougie Bitch Wine Bottle Carrying Koozie
\$25.00

Add to cart



Bougie B Swag Tote Bag
\$32.00


Add to cart



Long Sleeve Bougie Bitch White Button up
\$39.99

Small


Add to cart



Gettin Bougie With It Pink V-Neck
\$25.00

Small


Add to cart



Bougie? White V-Neck
\$25.00

Small


Add to cart



Bougie B Swag Getting Bougie With It Crew Neck Navy
\$25.00


Small

Add to cart



Bougie Bitch Beanie
\$27.00


Add to cart



Bougie Bitch Ball Caps
\$27.00

White with Black Writing

Add to cart



Bougie B Ball Caps
\$27.00

Pink With White Lettering

Add to cart

Bougie Bitch



Thank You