



AM

BRAND STANDARDS / EDITION 01

ANTE MERIDIEUM

After Midnight.

IDENTITY / PRODUCT / AUCTION / VENUE / DIGITAL

00 / SYSTEM MAP

THE CONTROL *BOOK.*

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Use this book for every public-facing object bearing the Ante Meridiem name or monogram. Venue adaptations require written brand approval before release.

01 / THE BRAND

AFTER MIDNIGHT,

the world awakens.

Ante Meridiem occupies the hour after convention. The brand is controlled darkness: precise, scarce, cinematic and alive. It is luxury expressed through restraint, tension and exact information - never decoration without purpose.

CORE TENSION

CEREMONY / INTERFERENCE

ROMANCE / BRUTALISM

SCARCITY / GLOBAL SIGNAL



01 / HOUSE ARCHITECTURE

ONE HOUSE. THREE OBJECTS.

01

AUCTION EDITION

The numbered sparkling rosé. No more than 2,000 bottles per vintage. Assigned to published regional auctions. Auction is the only route to ownership.

HOUSE CODE

AM / 01 / CONTROLLED

02

CLUB EDITION

A distinct venue proposition. Hosting a scheduled regional auction creates eligibility to apply for stockist consideration. Eligibility does not guarantee appointment, territory or supply.

HOUSE CODE

AM / 02 / CONTROLLED

03

NIGHT UNIFORM

The fashion and object line. Clothing is issued separately and acquired directly when available. It does not form part of an Auction Edition allocation.

HOUSE CODE

AM / 03 / CONTROLLED

01 / POSITION

SCARCE.
APPOINTED.
SEEN.

*A nocturnal luxury house
built around a strictly allocated
sparkling rosé.*

For collectors, after-dark cultural audiences, design-led venues and cultural hosts who value provenance, theatre and controlled access.

CATEGORY

SPARKLING ROSÉ / AUCTION / NIGHT OBJECTS

PROMISE

A PUBLISHED RECORD. A NUMBERED OBJECT. A SCHEDULED HOUR.

BEHAVIOUR

CONTROLLED / EXACT / RARE / CEREMONIAL

NEVER

GENERIC PARTY LUXURY / FALSE SCARCITY / UNVERIFIED SUPERLATIVES

Positioning is expressed by proof and behaviour. Never claim 'the world's most sought after', 'best' or 'most expensive' without current, documented substantiation and written approval.

01 / PRODUCT DOCTRINE

STATE ONLY WHAT IS TRUE.

01

ANNUAL CAP

No more than 2,000 Auction Edition bottles are made per vintage.

02

NUMBERED

Each Auction Edition bottle is individually numbered.

03

REGIONAL

Every bottle is assigned to an announced regional auction.

04

AUCTION ONLY

Auction is the only route to ownership of Auction Edition.

05

SCHEDULED

Release dates, times and venues are published records. The auction does not occur every midnight.

06

NO IMPLIED GUARANTEE

Registration is not a bid, reservation, allocation, admission guarantee or accepted offer.



02 / IDENTITY

THE MARK
IS EXACT.

The AM monogram is a commissioned identity asset. Always use the supplied master. Never recreate it by typing A and M in a font, tracing a screenshot or rebuilding its curves.

MASTER FILE

AM MONOGRAM / TRANSPARENT PNG
For production, request the current approved vector or print master from the brand contact.

DEFAULT FIELD

MONOGRAM GOLD ON VOID BLACK



PRIMARY MONOGRAM / ORIGINAL ARTWORK

02 / CONSTRUCTION

GIVE IT
DARKNESS.

MINIMUM SIZE

DIGITAL INTERFACE42 PX WIDE

PRINT12 MM WIDE

FAVICON EXCEPTION16 / 32 PX, APPROVED FILE ONLY

EMBROIDERY20 MM WIDE, PRODUCTION PROOF REQUIRED

If detail closes, use a larger mark. Legibility takes priority over fitting the mark into a pre-existing layout.



CLEARSPACE / X EQUALS THE HEIGHT OF THE UPPER DIAMOND IN THE MONOGRAM. KEEP AT LEAST 2X CLEAR ON EVERY SIDE.

02 / COLOURWAYS

ONE MASTER. CONTROLLED FIELDS.

PRIMARY



GOLD MASTER / VOID

EDITORIAL



GOLD MASTER / NEAR BLACK

NIGHT SIGNAL



GOLD MASTER / DARK IMAGE FIELD

Use the original gold master by default. Approved single-colour production masters may be supplied for print, embossing, foil or embroidery. Never create a colourway with a filter, gradient fill or traced artwork. Digital glow may sit behind the mark; it must not replace or deform it.

02 / MISUSE

DO NOT
CORRUPT THE MARK.



TYPESET AM AS A SUBSTITUTE



REDRAW, TRACE OR SIMPLIFY THE LETTERFORMS



STRETCH, SKEW, ROTATE OR CHANGE PROPORTIONS



CROP THE MONOGRAM OR REMOVE THE UPPER DIAMOND



APPLY UNCONTROLLED GLOW, BEVEL OR DROP SHADOW



CHANGE THE GOLD OR BUILD A NEW COLOURWAY



PLACE ON BUSY IMAGERY WITHOUT A DARK FIELD



LOCK A VENUE LOGO INSIDE THE MONOGRAM

If a venue cannot use the supplied artwork exactly, stop production and request a format suitable for the application.

03 / PALETTE

THE NIGHT
HAS A SIGNAL.

VOID

#010102
RGB 1 1 2
CMYK 50 50 0 99*

ASH

#D9D8D3
RGB 217 216 211
CMYK 0 1 3 16*

SIGNAL RED

#EC150C
RGB 236 21 12
CMYK 0 91 95 7*

OXBLOOD

#720803
RGB 114 6 3
CMYK 0 95 97 55*

ELECTRIC CYAN

#18BCE7
RGB 24 188 231
CMYK 90 19 0 9*

LINE / CARBON

#262628
RGB 38 38 40
CMYK 5 5 0 84*

MONOGRAM GOLD

#CCA761
RGB 204 167 97
CMYK 0 18 52 20*

RATIO

VOID 70%
ASH / BONE 18%
RED 8%
CYAN 3%
GOLD 1%

Red is the primary signal. Cyan is interference, data or cold edge light. Gold belongs to the monogram and rare physical detail. Never use red and cyan at equal visual weight. *CMYK values are starting approximations; final print output requires a proof on the specified stock and press.

03 / TYPE SYSTEM

ROMANCE.
STRUCTURE.
DATA.

DISPLAY	Bodoni Moda Black for major statements. Italic is a controlled intervention, not a paragraph style.
STRUCTURE	Syne for navigation, secondary headlines and readable body copy. Use weight to create hierarchy.
UTILITY	Space Mono for labels, timestamps, edition data and system language. Uppercase with deliberate tracking.
FALLBACK	If production fonts are unavailable, use the supplied approved template. Do not approximate a lockup.

DISPLAY / BODONI MODA BLACK 900

AFTER
Midnight.

STRUCTURAL / SYNE 400-800

THE WORLD IS APPOINTED

Clear body copy and interface labels.

UTILITY / SPACE MONO 400

CITY / VENUE / 21:00 AEDT

2,000 / VINTAGE / AUCTION ONLY

03 / VOICE

CONTROL THE TENSION.

Dark does not mean vague.

The voice is nocturnal, exact and self-possessed. It speaks in short declarations, then gives the facts required to act.

WRITE

- SHORT, CONTROLLED DECLARATIONS
- SPECIFIC CITY / VENUE / DATE / TIME
- VERIFIED SCARCITY AND NUMBERING
- APPOINTMENT AND ELIGIBILITY AS DISTINCT STATES
- ONE CLEAR CALL TO ACTION

AVOID

- GENERIC PARTY OR CHAMPAGNE CLICHES
- JUVENILE HORROR OR COSTUME GOTHIC
- INTOXICATION AS STATUS OR REWARD
- FALSE URGENCY OR IMPLIED GUARANTEES
- UNVERIFIED BEST / MOST / ONLY CLAIMS

03 / APPROVED LANGUAGE

SAY IT
WITHOUT
EXCESS.

TERMINOLOGY

Auction Edition / Club Edition / Night Uniform / official venue /
appointed / published regional auction / registry / vintage /
allocation

ACCURACY CONTROLS

Never imply that registration reserves a bottle, constitutes a bid, guarantees
admission or confirms an allocation. Never imply that Club Edition eligibility
guarantees stockist status, territory or supply.

HOUSE

AFTER MIDNIGHT, THE WORLD AWAKENS.

PRODUCT

A STRICTLY ALLOCATED SPARKLING ROSÉ.

SCARCITY

2,000 / VINTAGE / AUCTION ONLY.

AUCTION

THE WORLD IS APPOINTED. NOT ASSUMED.

VENUE

HOST THE RELEASE. BECOME ELIGIBLE TO APPLY.

RESPONSIBILITY

CONSUME THE NIGHT RESPONSIBLY.

04 / IMAGE DIRECTION

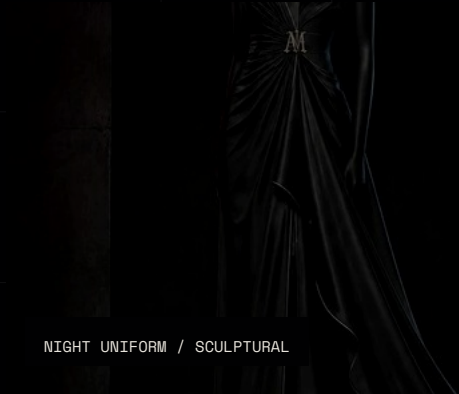
DARKNESS WITH DETAIL.



PRODUCT / MACRO / LABEL LEGIBLE



WORLD / NEGATIVE SPACE / APPOINTED LIGHT



NIGHT UNIFORM / SCULPTURAL



OBJECT / RITUAL / MATERIAL

USE / near-black depth, hard negative space, wet stone, smoke, red and cyan edge light, label detail, controlled figures, cinematic grain. AVOID / bright celebration, generic bottle service, confetti, casual daytime scenes, fake neon applied over the label, altered bottle geometry or unreadable product.

04 / DIGITAL SYSTEM

ALIVE.
NOT
CHAOTIC.

SIGNAL SEQUENCE



Every experience must arrive at a stable, readable state. Glitch is a transition or interruption, not the default reading condition.

MOTION

Organic pulse, controlled glitch, scan lines and brief red/cyan displacement. Protect readable states. Respect reduced-motion settings and avoid persistent high-frequency flicker.

SOCIAL

Build for 9:16, 4:5 and 1:1. Keep mark, date, venue and legal copy inside safe zones. One message per frame. Link only to the official record.

EMAIL

Use a 600 px responsive canvas, exact monogram at 42 px minimum, dark field, one primary CTA, live text and a compliant unsubscribe path for marketing.

ACCESS

Supply alt text, semantic headings, keyboard access, visible focus, sufficient contrast and captions. Effects must never block the facts or the action.

05 / RELEASE PROTOCOL

THE HOUR
IS
SCHEDULED.

REQUIRED PUBLIC RECORD

- 01

CITY + COUNTRY
- 02

VENUE NAME + APPROVED LOGO
- 03

LOCAL DATE + TIME + TIMEZONE
- 04

VINTAGE
- 05

REGIONAL ALLOCATION
- 06

OFFICIAL REGISTRY LINK
- 07

APPROVED TERMS + LOCAL LEGAL COPY

The total published allocation must never exceed 2,000 bottles for a vintage. The auction occurs only on its published schedule. A country icon is data, not decoration: use the correct ISO country code or approved flag artwork beside the city record.

ACTIVATION TIMELINE / GUIDE



05 / CO-BRANDING

THE HOUSE LEADS.

01

CONTROL

AM monogram appears first and at dominant visual weight.

02

CONTROL

Venue logo may not exceed 70% of the AM mark's visual height.

03

CONTROL

Keep at least 4X between identities, with an optional 1 px separator.

04

CONTROL

Use 'OFFICIAL APPOINTED VENUE' only for the stated release.

05

CONTROL

Never place a venue mark on the bottle label or inside the monogram.

06

CONTROL

Club Edition eligibility remains a separate application and approval.



OFFICIAL APPOINTED VENUE

VENUE LOGO

APPROVED MASTER

MINIMUM GAP / 4X / SEPARATE DATA AND IDENTITY LAYERS

05 / APPROVAL GATE

DARKNESS WITH CONTROL.

LOCAL APPROVAL REQUIRED

The brand line 'Consume the night responsibly' is a tone statement. It does not replace mandatory legal, licensing, age, service or auction disclosures.

NON-NEGOTIABLE

Do not target or depict people below the legal drinking age. Do not encourage rapid or excessive consumption. Do not imply that registration equals admission, allocation or bid acceptance. Do not publish unapproved local claims or terms.

01 AUCTION TERMS / RESERVE / BIDDER ELIGIBILITY / PAYMENTS / REFUNDS

02 ALCOHOL LICENSING / MINIMUM AGE / RESPONSIBLE SERVICE / VENUE PERMITS

03 IMPORT / EXPORT / SHIPPING / TAX / DUTIES / FULFILMENT

04 MARKETING CONSENT / PRIVACY / TRACKING / UNSUBSCRIBE / DATA RETENTION

05 PROMOTIONS / COMPETITIONS / TESTIMONIALS / PRICE AND SCARCITY CLAIMS

06 LOCAL LANGUAGE / COUNTRY FLAGS / CULTURAL AND PLATFORM REQUIREMENTS

05 / VENUE CONTROL

BEFORE THE
DOORS OPEN.

01 / APPOINTMENT

- ☐ SIGNED RELEASE-SPECIFIC AGREEMENT
- ☐ CITY / COUNTRY / VENUE / TIMEZONE VERIFIED
- ☐ VINTAGE + REGIONAL ALLOCATION CONFIRMED
- ☐ VENUE LOGO MASTER + BRAND APPROVAL
- ☐ LOCAL LICENSING / INSURANCE / LEGAL SIGN-OFF

01

02 / PRODUCTION

- ☐ APPROVED DIGITAL AND PRINT FILES
- ☐ LABEL AND BOTTLE REMAIN UNALTERED
- ☐ OFFICIAL QR / REGISTRY LINK TESTED
- ☐ LIGHTING PRESERVES PRODUCT DETAIL
- ☐ ACCESSIBILITY / GUEST AND BIDDER FLOW CHECKED

02

03 / LIVE + CLOSE

- ☐ STAFF BRIEFED ON AUCTION VS CLUB EDITION
- ☐ CURRENT RECORD DISPLAYED AT ENTRY
- ☐ MEDIA CONSENTS AND PHOTOGRAPHER BRIEF
- ☐ INCIDENT / SERVICE / DATA PROCESS READY
- ☐ POST-EVENT RECONCILIATION AND ASSET RETURN

03

STOP RULE / If the published record, allocation, venue status or local approvals do not match, pause the activation and contact the house before guests enter.

05 / HANDOVER

REQUEST THE CURRENT MASTER.

PRODUCTION ASSETS

- AM MONOGRAM / TRANSPARENT DIGITAL MASTER
- APPROVED PRINT / FOIL / EMBROIDERY MASTER ON REQUEST
- BOTTLE, AUCTION AND VENUE PHOTOGRAPHY
- CO-BRANDING LOCKUP / RELEASE-SPECIFIC
- SOCIAL / EMAIL / MOTION TEMPLATES
- CURRENT BRAND BOOK / EDITION-CONTROLLED

FILE DISCIPLINE

Never extract artwork from a screenshot or published webpage. Use
AM_[ASSET]_[MARKET]_[SIZE]_[VERSION]. Keep source, approval and release date with
every final file.



BRAND AND VENUE CONTACT

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antemeridiem.co

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