



Brand Identity Guideline Book

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INTRODUCTION

Smart has been a leader in water sales in the United States for over a decade now, and its image and reputation have grown in succession. Its current brand identity is connected to the everyman archetype of catering to all people through water production, nature's most essential compound. Additionally, it maintains a jester-like social media presence with meme format posts, funny shorts, and an all-around playful tone. However, as global pollution and plastic production rise concurrently, we at Smart are ready to answer the call for sustainable practices.

We understand that sustainability is not just a buzzword, but a guiding principle that we use to continue to alter and innovate our product solutions. From our eco-friendly packaging to our commitment to reducing our carbon footprint, Smartwater's approach is driven by our dedication to preserving the planet for future generations.

Smartwater is more than just a beverage company –

We are a community of individuals who share a passion for clean water, clean energy, and a cleaner planet. Our customers are not only looking for a refreshing drink, but also a way to make a positive impact on the environment. We are proud to serve this growing, environmentally conscious audience by consistently delivering a product that aligns with their values and priorities.

We believe that pure, clean water is essential to life – and to the health of our planet.

Our promise is to provide the purest and most refreshing water, while remaining committed to sustainable practices and innovating for the future. Our story is rooted deeply in care for the planet and our customers.

Drink Smart.

1 PRIMARY LOGO



This is Smart's primary logo.
The identity is the combination of symbol
and wordmark.

Symbol is approximately 2.05x the height
of wordmark. The Size relationship does
not change.

Use the files provided, and do not recreate
or alter the logo's shape, composition, or
color.

2 SECONDARY LOGO



Smart's identity is flexible. This is the only alternate logo which may be used.

Secondary logo is comprised only of the symbol without any wordmark.

The logo should be displayed by itself against a white background. This logo is ideal for small items like bottle caps, or print work.

Use the files provided, and do not recreate or alter the logo's shape, composition, or color.

3 SIZING GUIDELINES

Proportions:



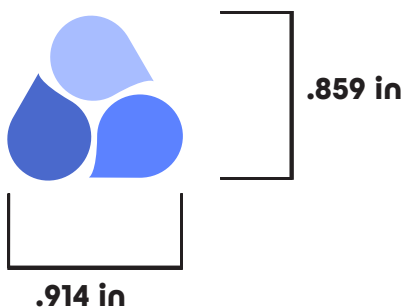
Primary:



Proportions: Symbol is approximately 2.05x taller than wordmark. Length of primary logo is approximately 3.7x longer than its height.

Primary logo has a minimum height of .687in.v

Secondary:



Clear, white space is surrounding the logo that is free of text or graphics. This clear space applies to all executions including print, web, broadcast media, and promotional items."

The Secondary logo has a minimum sizing of .859 in height and .914 in width.

Use the files provided. Do not recreate the logo or alter the logo colors.

4 COLOR PALETTE



Smart's colors intend to represent Smart's brand identity. Therefore, Smart's visual identity is heavily perceived by these colors; therefore the quality of the core colors has to be optimized in both printed and digital materials.

The breakdowns should be used and should never be substituted for another color. The color shown on this page is not accurate for color matching. Please refer to the current Pantone Color Formula Guide to ensure that color reproduction is accurate.



RGB: 168, 189, 255

CMYK: 30.77, 20.93, 0, 0

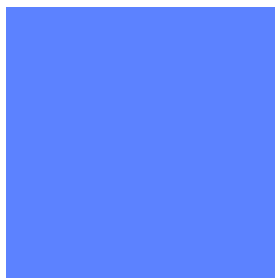
HEX: #A8BDFE



RGB: 74, 105, 204

CMYK: 76.27, 62.14, 0, 0

HEX: #4A69CC



RGB: 92, 130, 255

CMYK: 66.02, 50.67, 0, 0

HEX: #5C82FF



RGB: 168, 189, 255

CMYK: 30.77, 20.93, 0, 0

HEX: #A8BDFE

5 LOGO VIOLATION



1. Do not create outline
2. Do not horizontally stretch logo
3. Do not vertically stretch logo
4. Do not re-order symbol and/or wordmark
5. Do not use any non brand colors in logo
6. Do not place on complex background
7. Do not place on brand color background

6 APPLICATIONS

Bioplastic Water Bottles



7 APPLICATIONS

Magazine Advertisement



8 APPLICATIONS

Glass Bottle Label



9 APPLICATIONS

Billboard Advertisement

