

BRAND GUIDELINES



Brand Guidelines

This document has been created to ensure that our brand maintains a consistent look and feel; no matter where in the world it is seen.

Branding is achieved through a combination of factors. This includes our logo, use of colour, text, graphics, photography and our voice.

These are the tools we use to communicate the H2O BWT brand and should be used correctly to ensure our brand is cohesive and recognisable.

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The Future of Water

Water is our mission and sustainability is our promise. We aim to improve the world through providing clean water - for you and planet blue.

When it comes to life's ultimate elixir and one of earth's limited resources - our steadfast commitment brings you the best filtered water, the best guidance and leads the way in water innovation. Think hygiene, health and safety; sip by sip.

Enrich your water, enrich your life and enrich your partnership with the planet.



LOGO TREATMENT

Our Logo

Our logo is the touchstone of our brand and one of our most valuable assets.

Our logo comprises two elements - the H2O International logo and BWT logo and tagline.

The H2O logo should always be accompanied by the Registered Trademark ® symbol.



H2O International Logo



BWT Logo

Logo Variations

Our logo can be displayed in both horizontal and vertical variations.

These logo variations are predetermined and should never be rearranged, resized or changed at any time.

Horizontal Logo



Vertical Logo



Logo Clearspace

In order to preserve the integrity of the logo, as well as ensure legibility, a minimum clear space must be maintained at all times.

Clear space ensures that headlines, text and other visual elements do not encroach on our logo.

The minimum clear space surrounding the logo, is equal to the height of the 'H' in H2O.



Logo + Slogan

Our slogan fulfills an important purpose. It quickly and efficiently communicates our brand personality in a single line. It sets us apart in one simple yet memorable statement; "For You and Planet Blue."

Our slogan uses **Cera Pro Medium** font, and should never be substituted for a different font.



H2O International Logo

For You and Planet Blue.

BWT Slogan



BWT Logo

Logo + Slogan Variations

Our logo can be displayed in both horizontal and vertical variations.

These logo variations are predetermined and should never be rearranged, resized or changed at any time.

Horizontal Logo



Vertical Logo



Logo + Slogan Clearspace

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Clear space ensures that headlines, text and other visual elements do not encroach on our logo.

The minimum clear space surrounding the logo, is equal to the height of the 'H' in H2O.



Logo Colourways

The primary colour preference for the H2O BWT is BWT Blue on White.

Our logo may also appear in White or Black on a solid or graded background.

Our logo is always applied in a single solid colour and should never more than one shade or with a gradient applied.



Logo on Photography

Care should be taken to ensure the logo remains legible when applied to photography.

Position the logo on an 'open area' within the photograph or a space where variation in contrast is minimal.

Applying the logo on a solid block of colour is a great way to ensure full visibility of the logo.



Logo Don'ts

When using our logo, we request that the integrity of the logo is maintained by adhering to the rules specified within this brand guide.

Take care not to alter, tweak, modify or take personal creative freedom that breaks the rules set out here.



Do not reorder elements of the logo.



Do not remove any part of the logo.



Do not apply various colours, shades or gradients to different parts of the logo.



Do not change the typeface or font style on any part of the logo.



Do not alter the orientation of the logo.



Do not add extraneous effects to the logo.

OUR COLOURS

Our Colours

Colour is intrinsic to our brand. It is a powerful tool in creating and expressing our brand visually.

Our primary colour palette consists of two variants of blue and a pink accent colour.

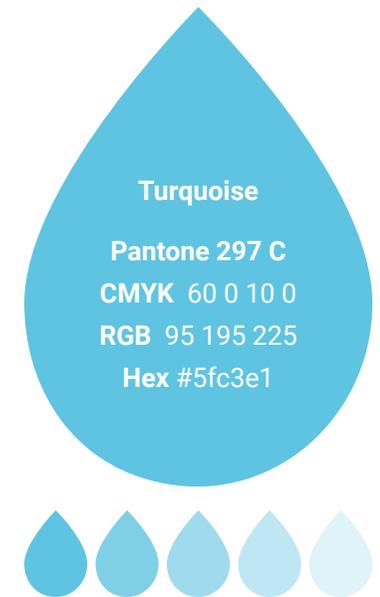
Preference is given to our BWT Blue.



Secondary Colours

The secondary colour palette supports our primary colour palette.

These colours will be used to add depth and flexibility to our design toolkit.

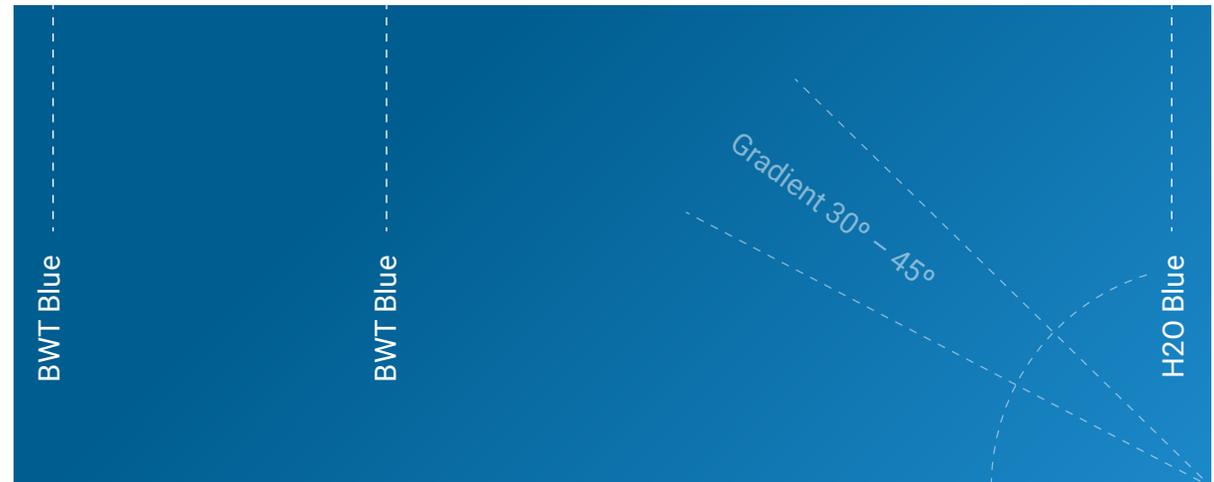


Gradient Guide

When creating the H2O BWT gradient, make use of BWT Blue and H2O Blue.

BWT Blue should dominate the first third of the gradient, as indicated.

The gradient should be angled between -30 to -45 degrees, with BWT Blue in the top left corner and H2O Blue in the bottom right corner.



OUR TYPOGRAPHY

Primary Typeface

Our primary typeface is the Roboto.

Roboto is a geometric font family that features both open, friendly curves as well as sharp edges.

Roboto doesn't compromise; allowing letters to be settled into their natural width. This makes for a more natural reading rhythm and clarity when displayed in smaller print.

Roboto Font Family

abcdefghijklmnopqrstuvxyz 0123456789

abcdefghijklmnopqrstuvxyz 0123456789

abcdefghijklmnopqrstuvxyz 0123456789

abcdefghijklmnopqrstuvxyz 0123456789

abcdefghijklmnopqrstuvxyz 0123456789

abcdefghijklmnopqrstuvxyz 0123456789

Alternative Font

Arial is our secondary font.

This font can be used as an alternative for brand communication when Roboto is not accessible or when a system font is required.

Arial Font Family

abcdefghijklmnopqrstuvxyz 0123456789

abcdefghijklmnopqrstuvxyz 0123456789

abcdefghijklmnopqrstuvxyz 0123456789

abcdefghijklmnopqrstuvxyz 0123456789



CONTACT US FOR ANY QUESTIONS REGARDING THE H2O BWT BRAND

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