



*It's what's inside that counts*

# SOCIAL MEDIA BRAND GUIDELINES

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1. BRAND COLOURS

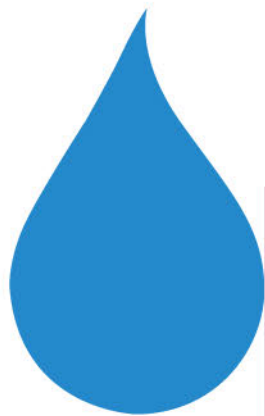
2. SIZE, FORMAT, CORNER RADIUS

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# 1. BRAND COLOURS



Official H2O colour:

PANTONE 299 C

RGB: 0, 160, 221

CMYK: 80, 18, 0, 0

HEX: #00a0dd



Yellow highlight:

RGB: 255, 255, 0

CMYK: 6, 0, 97, 0

HEX: #ffff00



Blue highlight:

PANTONE 300 C

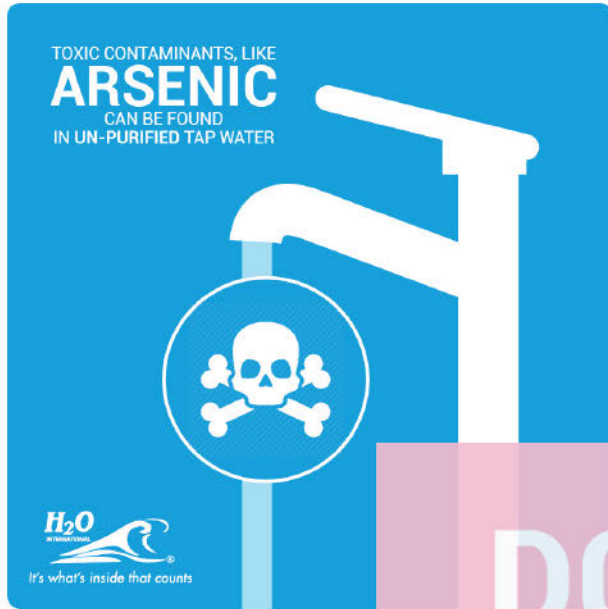
RGB: 0, 98, 165

CMYK: 100, 62, 7, 1

HEX: #0062A5

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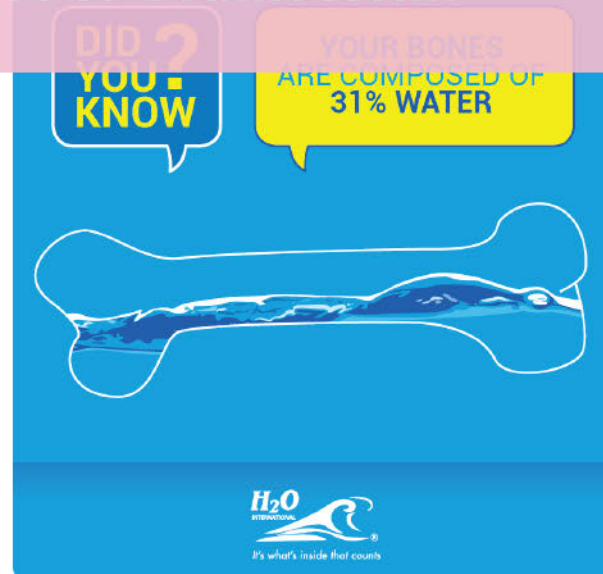
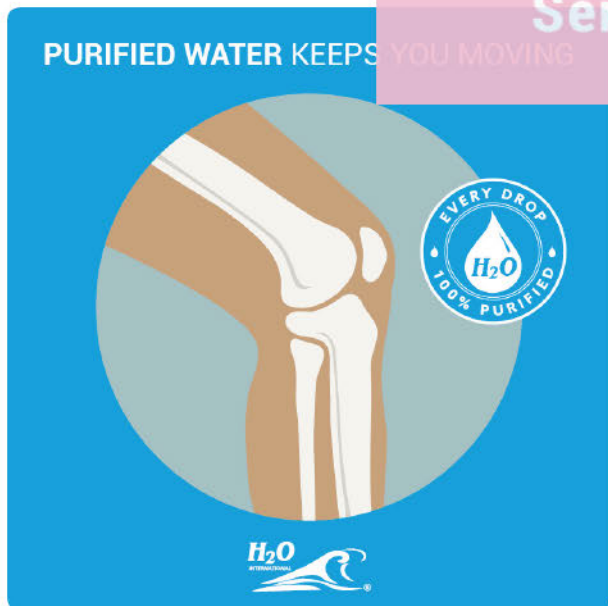
Flat background of H2O International Official blue.

While many of the designs are blue and white, splashes of colour in the imagery are acceptable so long as they don't clash with or are difficult to read on the blue background.

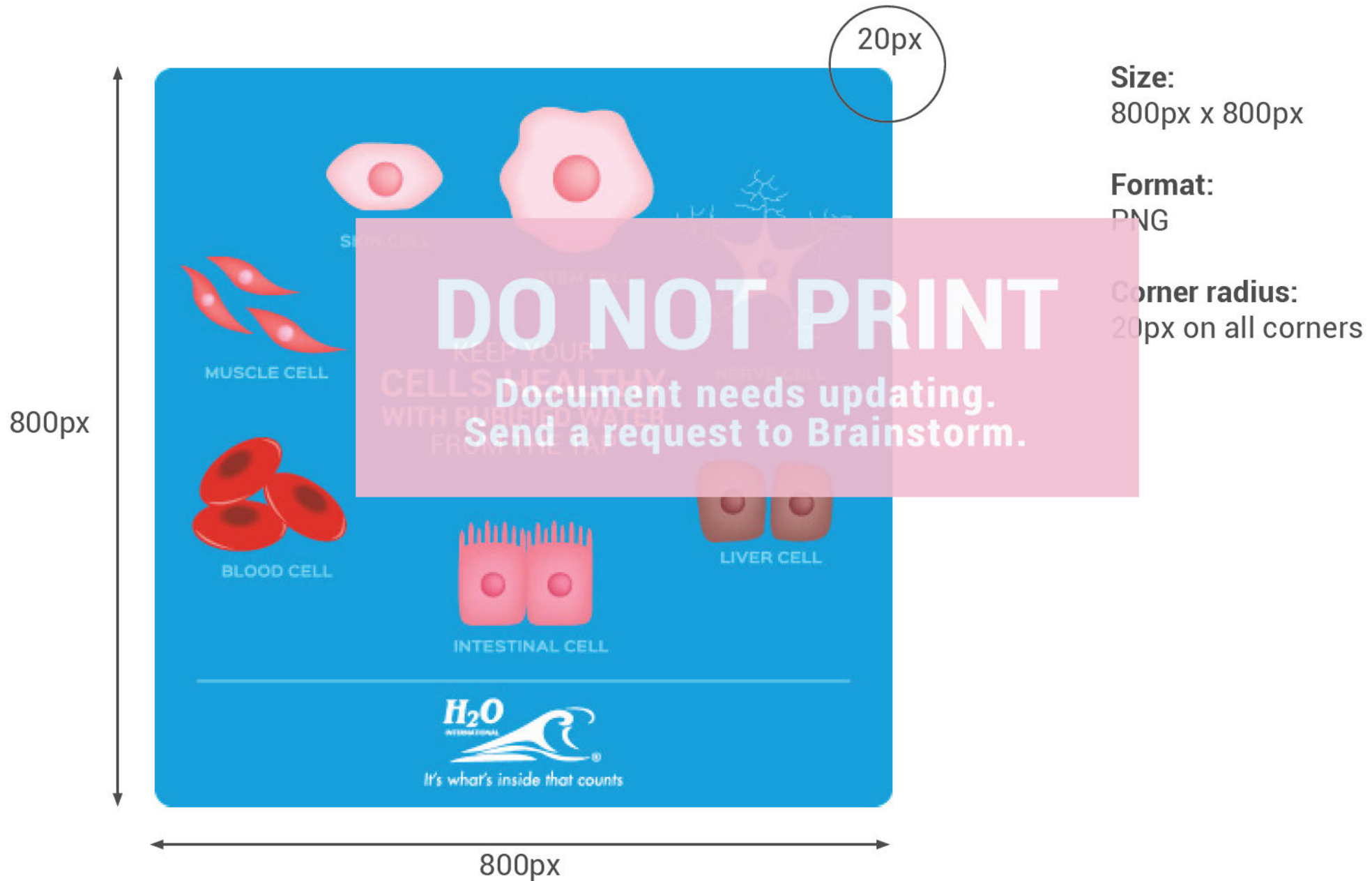
Yellow and Blue highlights can be used.

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## 2. SIZE, FORMAT, CORNER RADIUS



# 3. IMAGERY



Simple, uncluttered, vector images that clearly explain the concept of the post.



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Only when showing H2O International SA products, portraits or stores can photos be used.



Only when showing H2O International SA products, portraits or stores can a white background be used. When a white background is used, the H2O Blue should still play a prominent role.

# 4. TEXT



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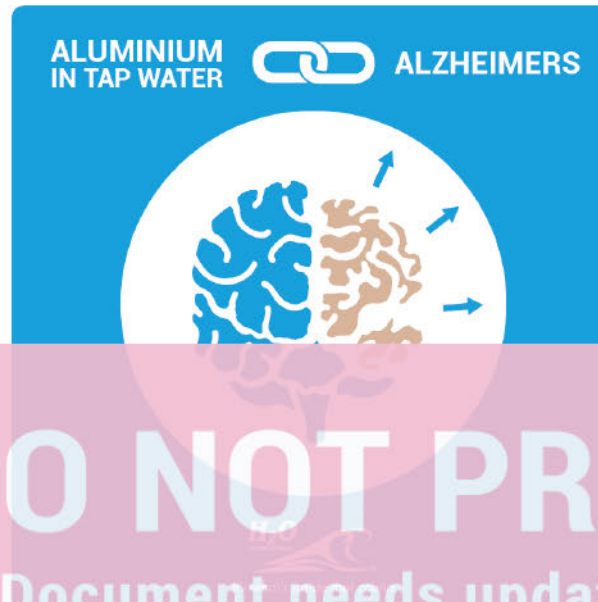
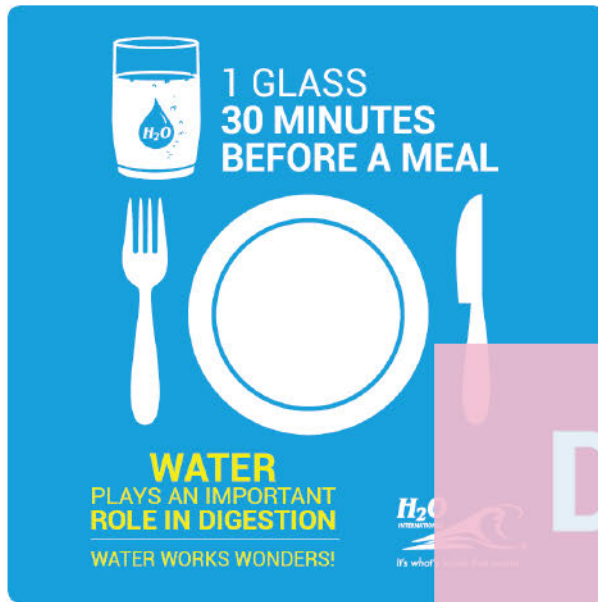
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Roboto bold and regular.  
Occasional use of Roboto light.  
Capital letters.  
Justified.

While most of the text is white it is acceptable  
to use yellow and Blue highlights.



# 5. LOGO USAGE



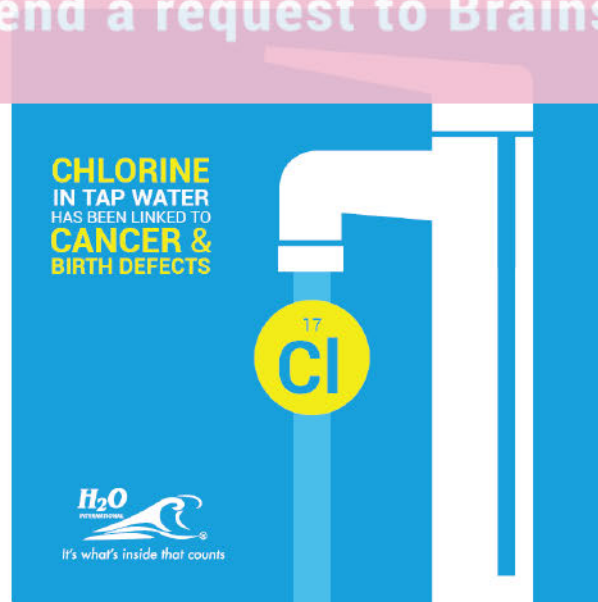
The H<sub>2</sub>O International SA logo is usually grouped with the tagline unless there is a specific reason not to. Eg: the tagline is used in a larger format next to the logo. The logo can be placed along the edges of the canvas, most commonly are bottom left, right and centre and top left, right and centre.

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Largest logo dimensions:  
220 x 115 (including tag line)

Smallest logo dimensions:  
170 x 90 (including tag line)





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FOR QUESTIONS REGARDING THE H2O INTERNATIONAL

BRAND GUIDELINES PLEASE CONTACT

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