



Brandbook

“Quattro Fruit”

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Story

Quatro is a canned, fruit-flavoured carbonated drink produced for the first time in 1982 United Kingdom.

Its name was derived from the four fruits used; pineapple, orange, lemon and grapefruit.

In 2021, the company was redesigned. Now with a modern visual, with a new citrus flavour with the fruits: **lemon**, **lime**, **orange**, and **grapefruit**. Much more delicious and refreshing.

It is currently sold in most stores, from the local to major stores like Walmart and Real Canadian Superstore.



Mission Core & Value

Quatro Company shares a solid commitment to our customers' health. Our water is from naturally carbonated spring water; it is also organic, sugar-free, has no artificial flavours, and is made with real fruits.

We recognize the need and demand for natural and organic products, avoiding chemical components in our daily food and beverages.

Based on these values, we abide by the following principles:

- Integrity
- Honest
- Clarity
- Commitment



Brand Personality

A representative of the Quattro Company brand is anyone open-minded. They are natural, relaxed, and worried about our planet and their health and body. This person may be artistic or athletic and enjoy the refreshing, healthy, organic, and sugar-free lifestyle that Quattro offers.

**Leonardo Di Caprio**

Leonardo is an American Actor and environmentalist who has dedicated his time and resources to saving the planet.

**Gisele Bunchen**

She is a Brazilian model who claims her beauty and glowing skin result from an organic lifestyle.

**Jack Johnson**

Jack is a Singer-songwriter and former professional surfer. He writes songs about enjoying the small things in life.

**Venus Williams**

She is a tennis champion player who believes that switching to veganism was one factor that helped improve her performance and health.



Target Market

The target audience would be people worried about their health and the ingredients of what they eat and drink. These individuals want to switch from soda to something refreshing and less harmful to their bodies.

This market segment is usually young people and sportspeople living in big cities but can be of any race or ethnicity. The audience is concerned about the quality of food and their lifestyle.



Logo

The Quattro Fruits logo is composed of the icon of the fruits used in the preparation of sparkling water and the hand-drawn Quattro Fruit wordmark.

Together they create the core of our identity: our logo.





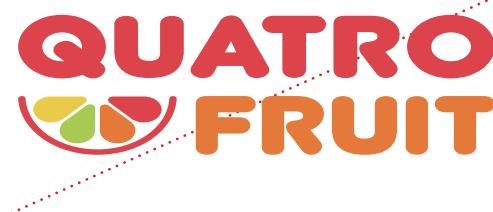
Logo: applications

- Original colour
- White - background
with primary colours





Logo: don'ts



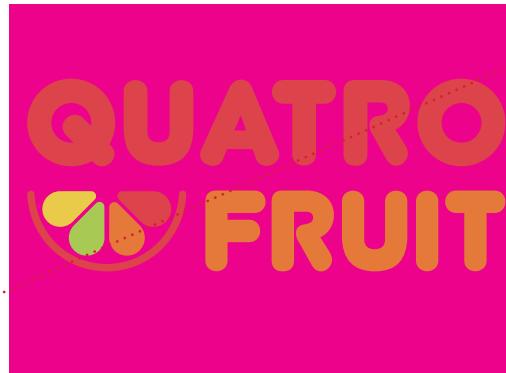
- Don't stretch the logo.



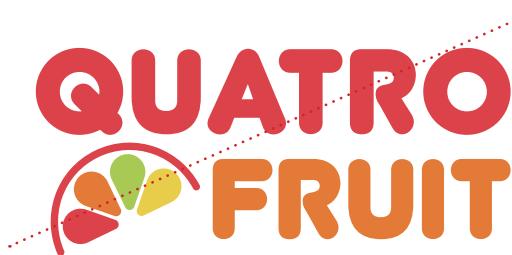
- Don't use any colours other than our primary colours.



- Don't add any extra shadows or graphics to the logo.



- Don't use our colourful logo over other colours or images.



- Don't rotate or change the icon in any way.



- Don't change colours of the original logo.



Primary Font

The logo font is **JUNEGULL**. It was chosen for its rounded shape and is used only in the logo and main titles.

QUATRO — **JUNEGULL**


The **Copper Black** font is also used as the primary font. It is used in **black** weight.

Copper Black

**A B C D E F G H I J K L M N
O P Q R S T U V W Y Z**

**a b c d e f g h i j k l m n
o p q r d t u v w y z**

0 1 2 3 4 5 6 7 8 9

*shown in 16pts



Secondary Font

The secondary font is **TW Cen MT**. It is used in two ways: regular or **bold** weight.

Tw Cen MT Regular

A B C D E F G H I J K L M N O P Q R S T U V W Y Z
a b c d e f g h i j k l m n o p q r d t u v w y z
0 1 2 3 4 5 6 7 8 9

*shown in 16pts

Tw Cen MT Bold

A B C D E F G H I J K L M N O P Q R S T U V W Y Z
a b c d e f g h i j k l m n o p q r d t u v w y z
0 1 2 3 4 5 6 7 8 9

*shown in 16pts



First Palette

The first palette of Quattro is represented by the colors of the four fruits used in the preparation of water: lemon, lime, orange and grapefruit.

The main colors are orange and red, used in titles, paragraphs, main texts and backgrounds.

Yellow and green are used as secondary colors in backgrounds, details in texts and buttons.

HEX #E9CB4A
CMYK 8, 16, 98, 0
RGB 233, 203, 74
PANTONE 122C



HEX #DB434A
CMYK 0, 95, 73, 0
RGB 219, 67, 74
PANTONE 191 C

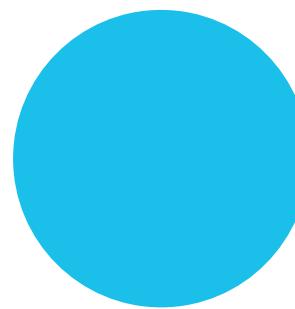
HEX #A9C954
CMYK 43, 0, 100, 0
RGB 169, 201, 84
PANTONE 367 C

HEX #E37A3B
CMYK 1, 67, 98, 0
RGB 227, 122, 59
PANTONE 158 C



Secondary Palette

Also as a secondary color, blue “representing water” is used in small details in communication.



**HEX #51BEE3
CMYK 69, 0, 5, 0
RGB 81, 190, 227
PANTONE 2985 C**



Photography style





Applications - Examples

Banner website

The banner features a background gradient from orange at the top to red at the bottom. Overlaid text includes 'Refreshing & Healthy' in large white font, 'no sugar • no sodium • no calories' in smaller white font, and 'sparkling water' in white at the bottom right. Four bottles of Quattro Fruit sparkling water are displayed against the red background.

Refreshing & Healthy

no sugar • no sodium • no calories

sparkling water



QUATRO
FRUIT

Refreshing
& Healthy

Promotional
Advertising





Packaging
front view



Packaging side view





**If you have any questions regarding the style manual or
require artwork, please contact your Marketing Officer
in Reputation and Brand Management.**