



F U N A D V E N T U R O U S H 2 O

STYLE GUIDE

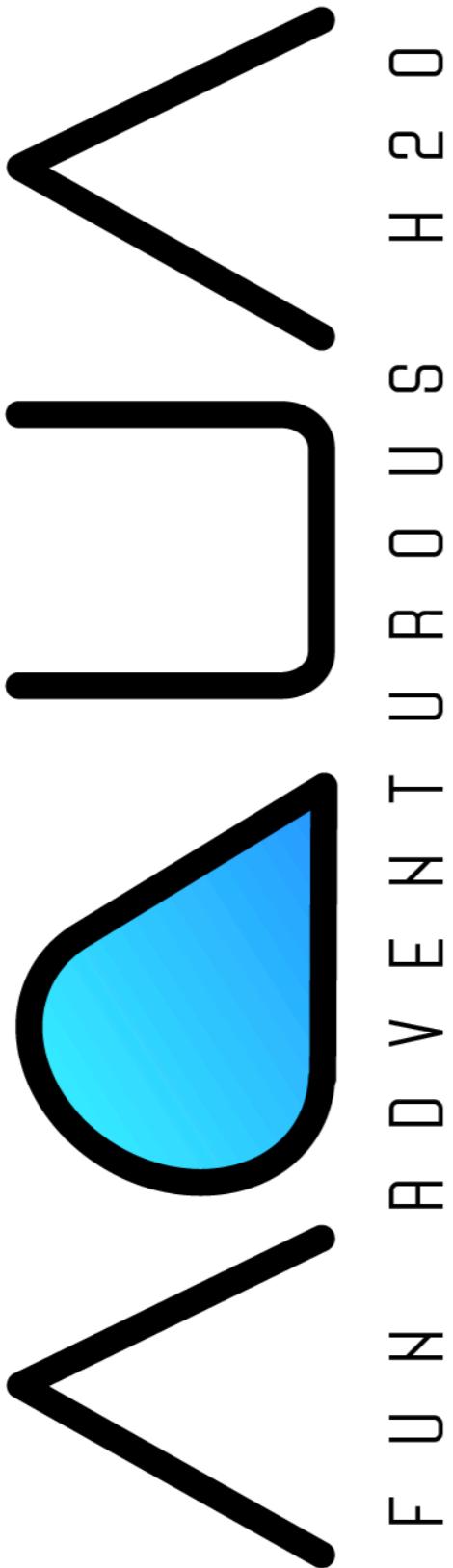


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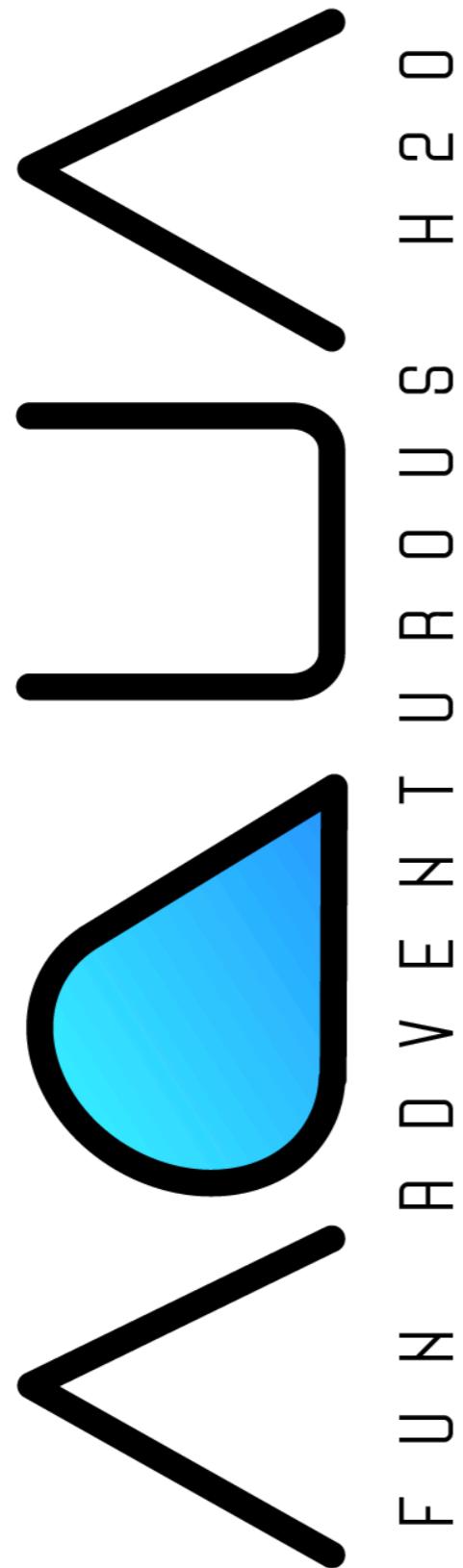
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BRAND IDENTITY

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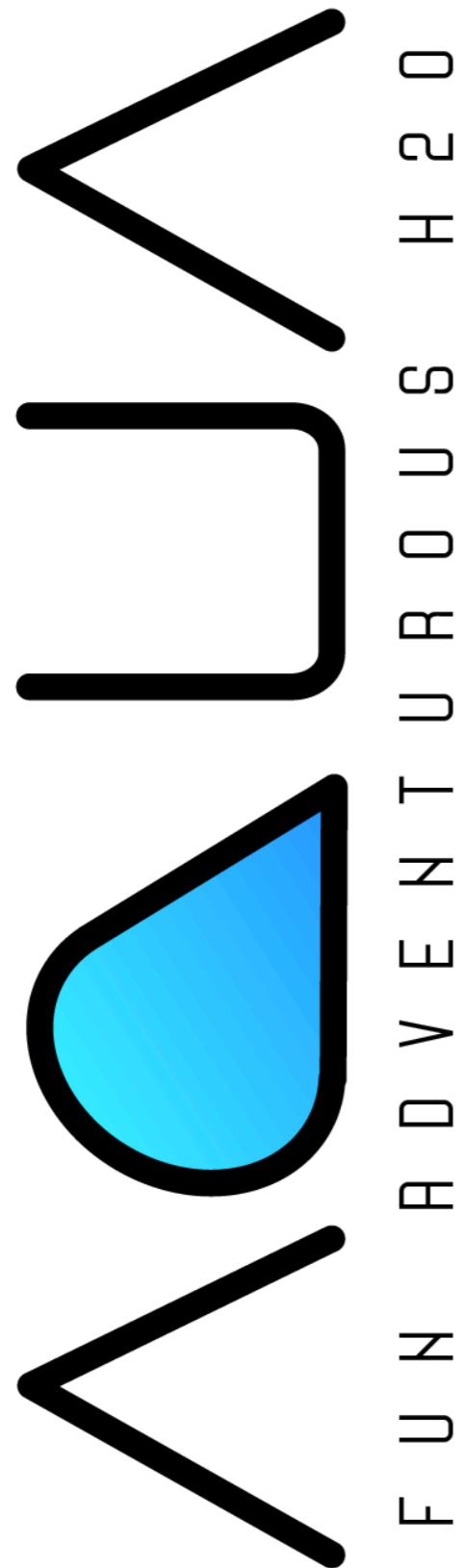
AQUA BRAND AND LOGO ARE DEVELOPED AROUND THE MEANINGFUL ASPECT OF THE WORD 'ACQUA' WHICH IN ITALIAN IS REFERRED TO 'WATER'.

IN ADDITION, THE BRAND VISUAL ELEMENTS ARE A REINFORCEMENT TO THE CORE VALUE AND INSPIRATION: A PURE DROP OF WATER, LETTERS SHAPED LIKE MOUNTAINS AND ...INFUSER.

OUR LABEL, HIGHLIGHTS TO THROUGH SPIRIT OF OUR EXPERIENCE.

BRAND MISSION IS TO PROMOTE QUALITY LIVING AND PRODUCTS THAT HELP **BALANCE** IN OUR **BODY**, IN OUR **SOUL** AND IN OUR **PLANET**. OUR QUALITY OBSESSION IS DIRECTED TOWARD EVERYTHING WE HANDLE; SAFELY AND DURABLE PRODUCTS ARE ULTIMATE OBJECTIVES.





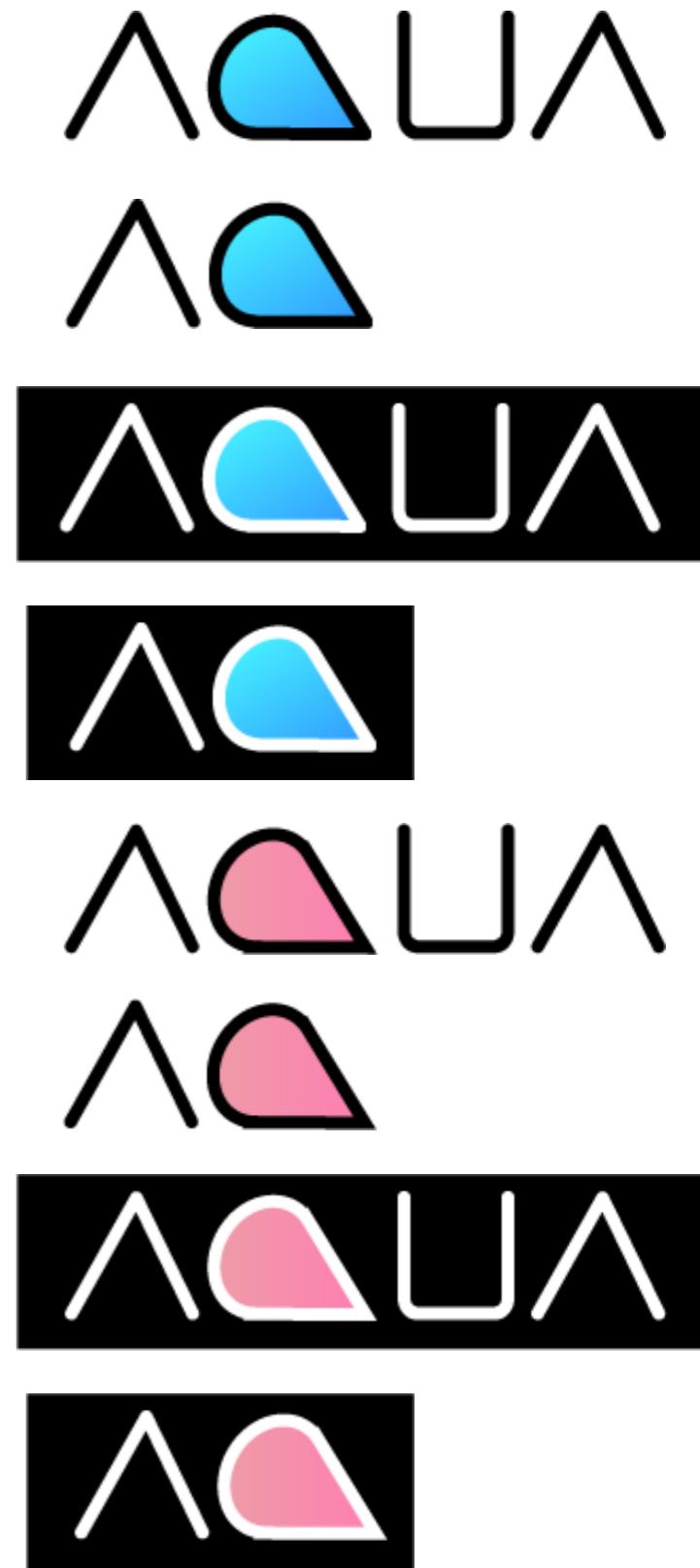
OUR LOGO

OUR LOGO

THE MAIN OBJECTIVE WHEN PRESENTING OUR LOGOS, IT WAS TO CREATE A STRONG RELATIONSHIP WITH OUR CORE VALUES AND BELIEVES. THE DESIGN IS SIMPLE, MINIMAL, BUT STILL FULL OF MEANINGS, LINKING COLOURS RELATED TO WATER, AND FRUITS, PROMOTING A CREATIVE BLEND AMONG THE TWO ELEMENTS.

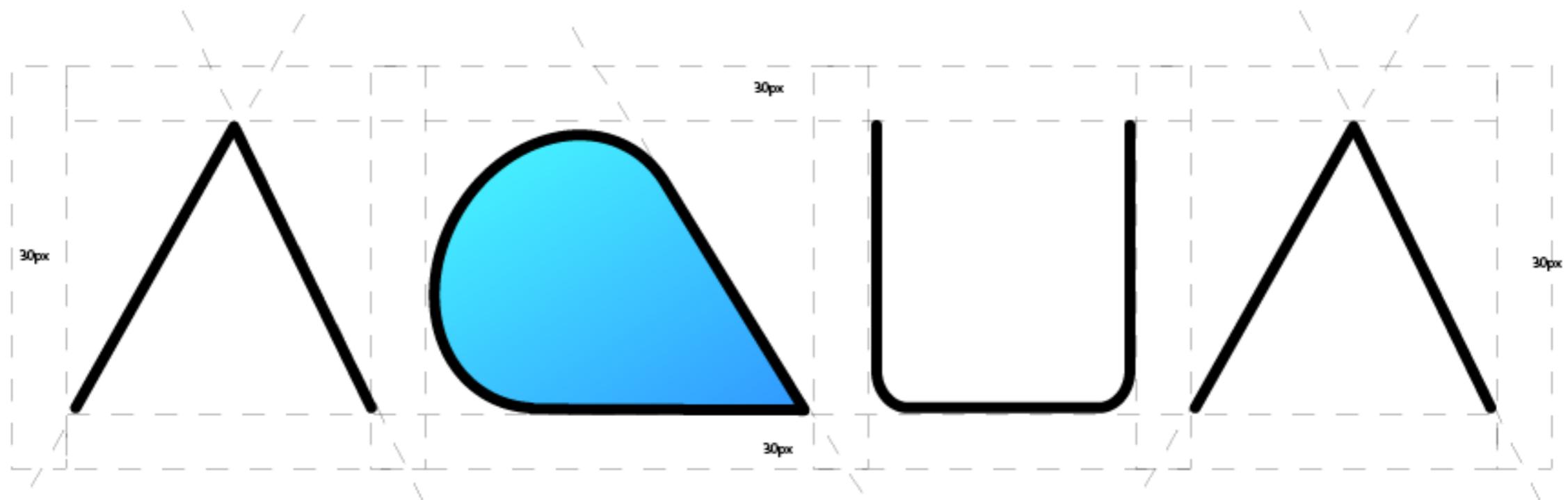
LOGOS HAVE ALSO A SHORTER VERSION TO BE USED ON ALL OFFICIAL PRINT AND DIGITAL MATERIALS.

BACKGROUND IS ALWAYS REFERRED TO WHITE OR BLACK,



OUR LOGO : CLEAR SPACE

LOGO CLEAR SPACE POLICY MUST BE, KEEPING A MINIMUM OF 30PX AROUND THE LOGO DESIGN. LETTER AND ICONOGRAPHY ON IT HAVE BEEN SPACED ACCORDINGLY.



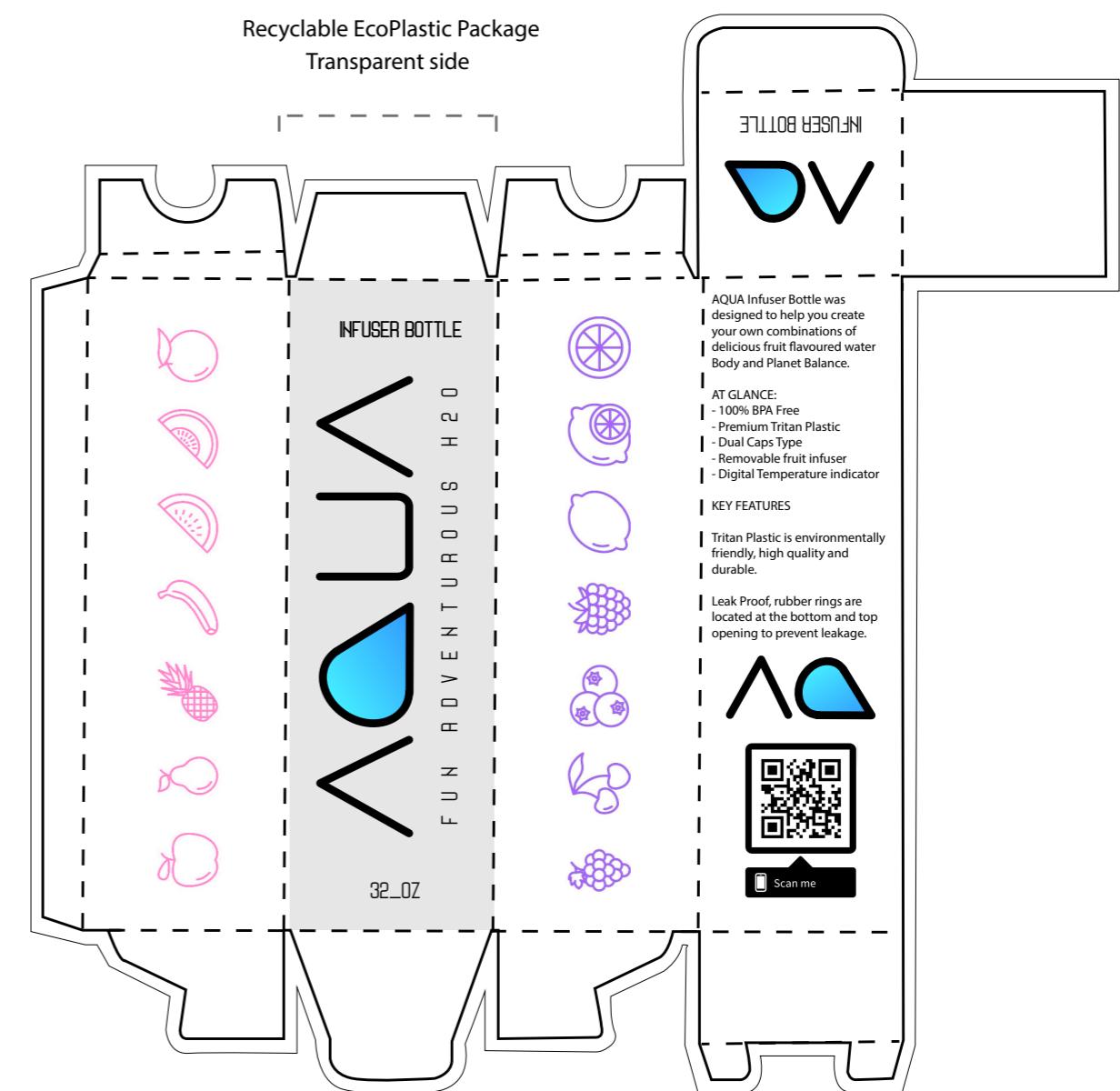
OUR LOGO : DON'T

DIFFERENT COLOURS OR VERSIONS, RELATED TO OUR LOGO, ARE NOT ALLOWED.



OUR LOGO : USAGE EXAMPLES

AS FOR OUR PACKAGE EXAMPLE, LOGO CAN BE PLACED HORIZONTALLY AND VERTICALLY, USING BOTH LONG OR SHORT VERSION.



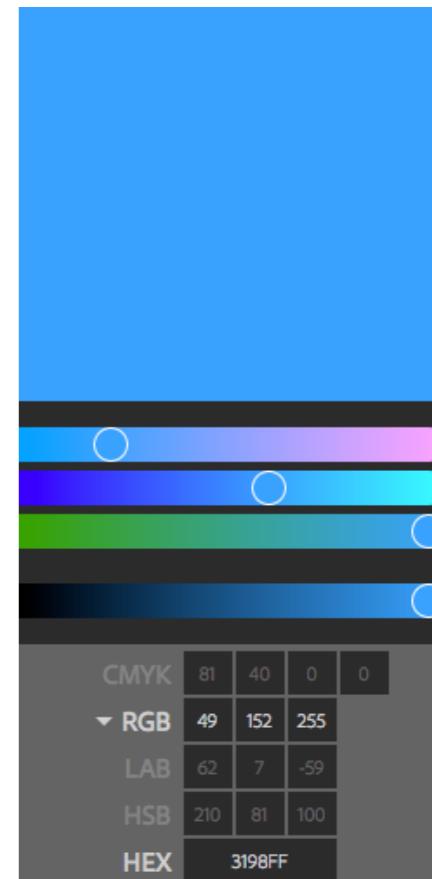
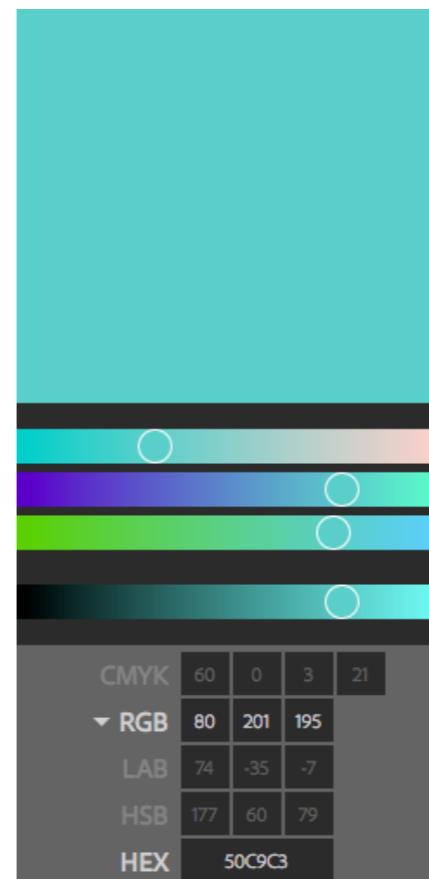
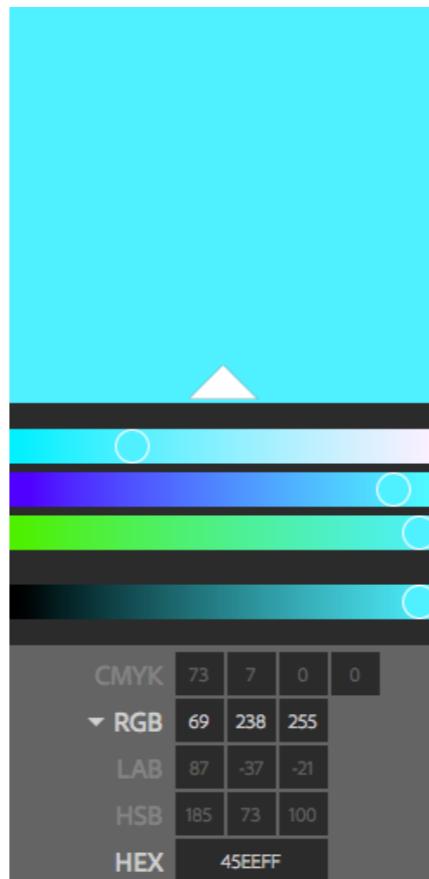
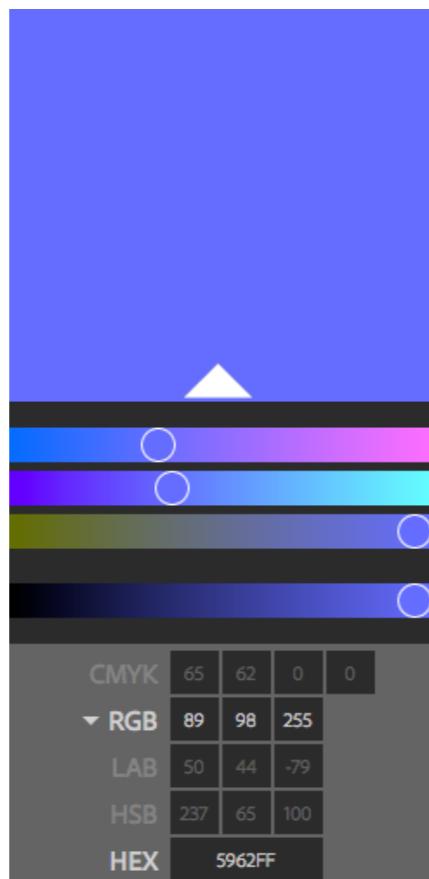
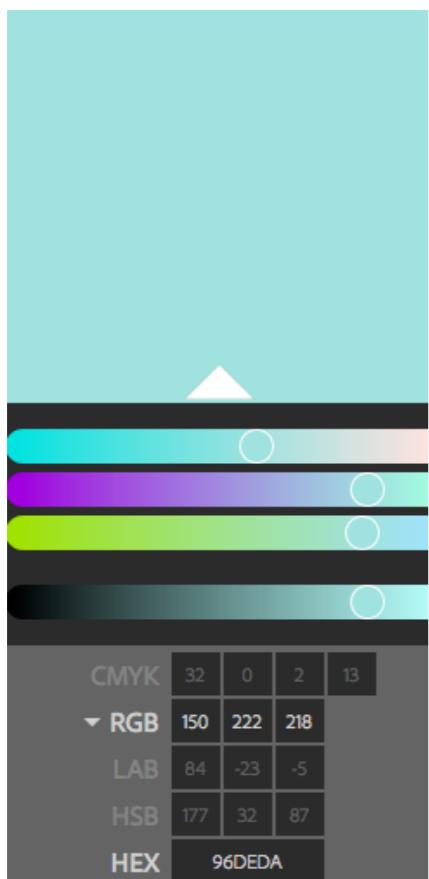
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COLOURS

COLOURS : PRIMARY

BESIDE THE BASIC BLACK AND WHITE. OUR PRIMARY COLOURS ARE RELATED TO A CLEAR, CLEAN WATER THEME.

WE REFER TO OUR COLOUR SCHEME AS: HEALTHY WATER.



COLOURS : SECONDARY

OUR SECONDARY COLOURS ARE RELATED TO A FRESH AND COLOURFUL FRUITS THEME.

WE REFER TO OUR COLOUR SCHEME AS: FRUITY.

CMYK	0	54	45	0
▼ RGB	255	117	140	
LAB	66	55	13	
HSB	350	54	100	
HEX	FF758C			

CMYK	0	51	30	0
▼ RGB	255	126	179	
LAB	69	55	-5	
HSB	335	51	100	
HEX	FF7EB3			

CMYK	0	28	37	1
▼ RGB	252	182	159	
LAB	80	23	22	
HSB	15	37	99	
HEX	FCB69F			

CMYK	0	7	18	0
▼ RGB	255	236	210	
LAB	94	2	15	
HSB	35	18	100	
HEX	FFECB2			

CMYK	0	34	30	7
▼ RGB	238	156	167	
LAB	73	32	7	
HSB	352	34	93	
HEX	EE9CA7			

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TYPOGRAPHY

TYPOGRAPHY: NIKOLETTA

NIKOLETA DESIGNED AND SHARED BY BORISG. IT'S SUPER TALL, SUPER SKINNY AND SUPER FLY! PAIRS PERFECTLY WITH MODERN SCENARIOS, ADDING A DYNAMIC FEELING. NIKOLETA TYPEFACE HAS MORE THAN 300 CHARACTERS THAT INCLUDES LIGATURES, DIACRITICS, SYMBOLS AND MORE.

THANKS TO [BORISG](#). NIKOLETA FONT IS FREE FOR PERSONAL & COMMERCIAL USE.

NIKOLETA IS OUR MAIN FONT FOR VISUAL COMMUNICATION PAIRED WITH GRAPHIC ELEMENTS.

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

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

TYPOGRAPHY: BEBAS NEUE

BEBAS NEUE IS A FREE DISPLAY FONT FOR HEADLINE, CAPTION, AND TITLING

DESIGNED BY [RYOICHI TSUNEKAWA](#).

CLEAN LINES, ELEGANT SHAPES, A BLEND OF TECHNICAL STRAIGHTFORWARDNESS
AND SIMPLE WARMTH WHICH MAKE IT UNIFORMLY PROPER FOR WEB, PRINT,
COMMERCE AND ART.

BEBAS NEUE IS USED FOR PRINT AND DIGITAL BRAND MATERIALS TO EXPAND OUR
ETHIC EVEN THROUGH READING.

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

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

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

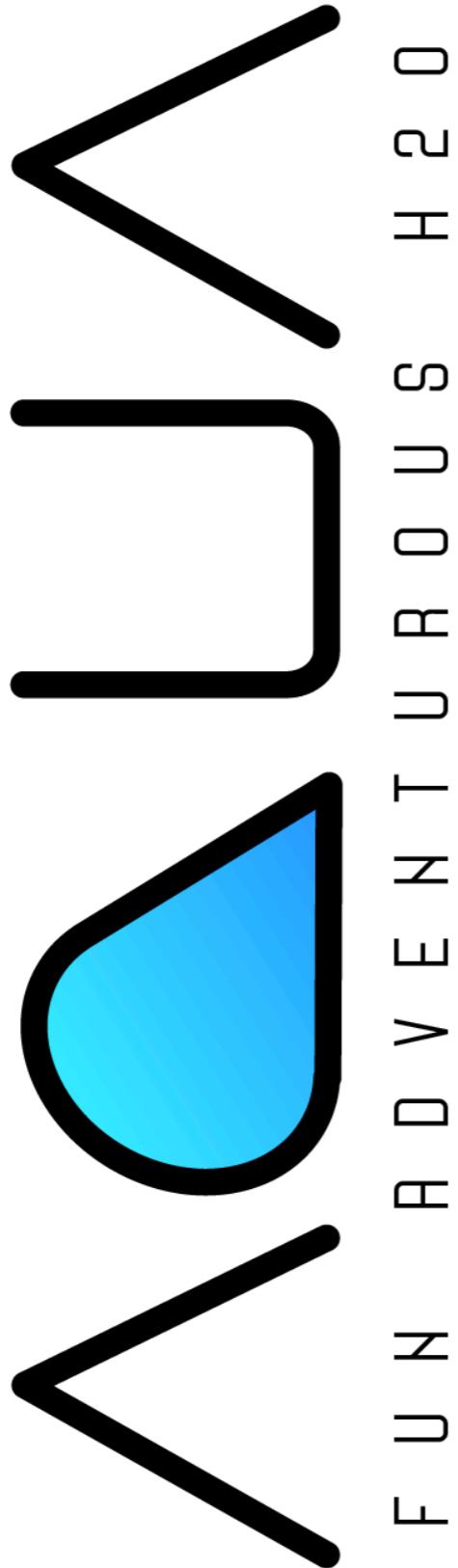
TYPOGRAPHY: ROBOTO

ROBOTO IS OUR WORKING FONT FOR INTERNAL AND EXTERNAL COMMUNICATION.
A MODERN FONT TO BE USED IN ALL OUR DOCUMENTS AND LINK WITH EXTERNAL
PARTIES.

ROBOTO IS MAINLY USED AS A STAND-ALONE AND NOT LINKED TO MAJOR BRAND GRAPHICAL ELEMENTS.

АБСĆĆДЂЕFGHIJKLMNOPQRSŠTUVW
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yzžАБВГГ’ДЂЕЁЄЖЗСИЇЙКЛЉМНЊ
ОПРСТЋУЎФХЦЧЏШЩЊЫњЭЮЯабвг
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ЏШЩЊЫњЭЮЯАВГΔЕZHΘIКLMNΞOП
PΣTУФХΨΩаβγδεζηθικλμνξопрстуФХ
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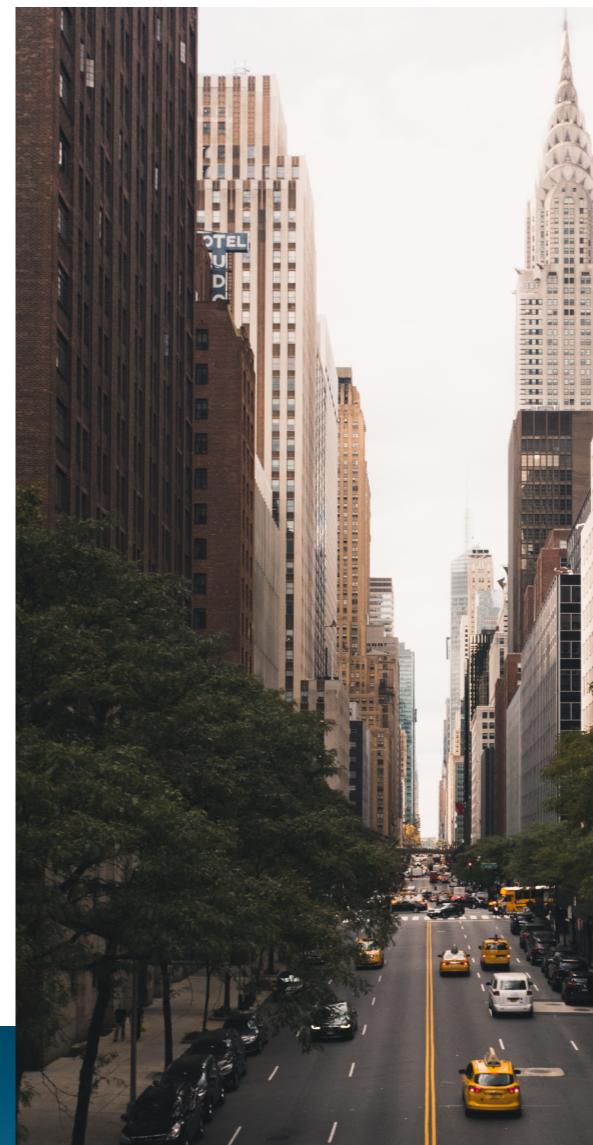
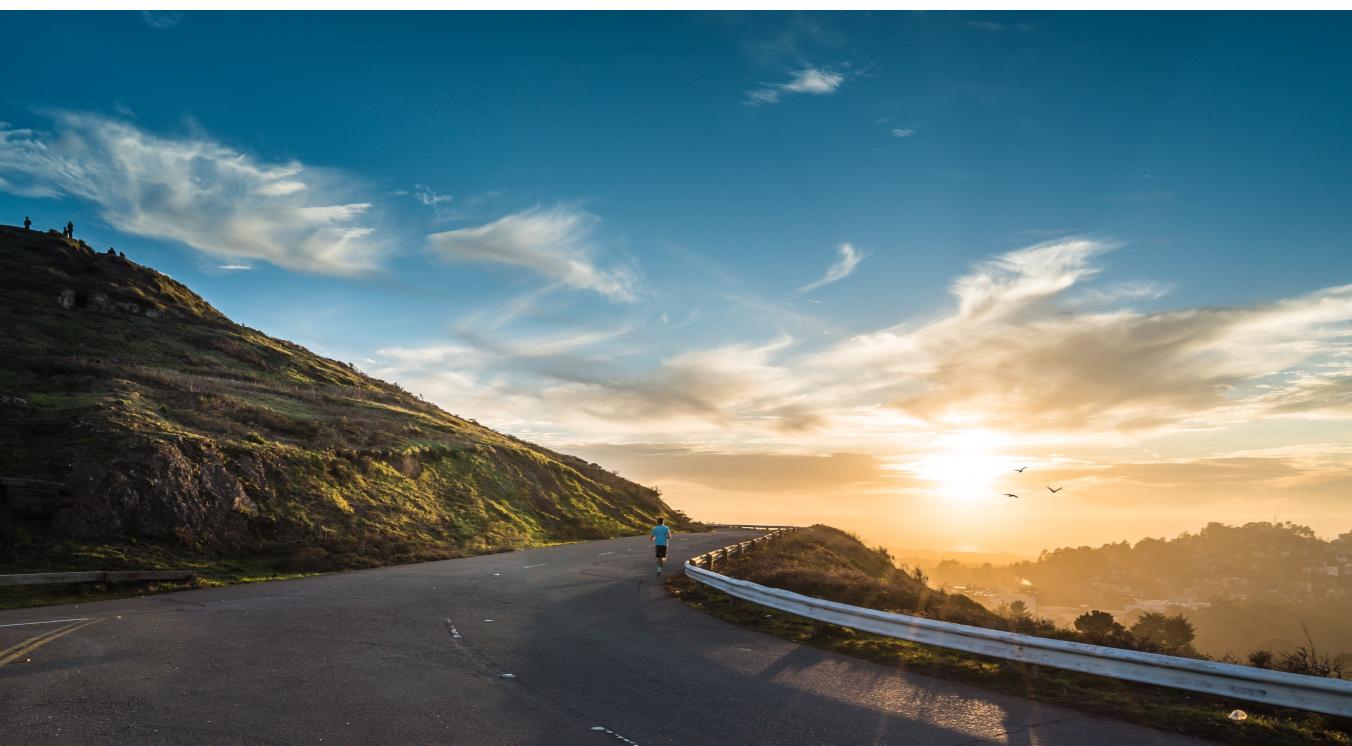
IMAGES

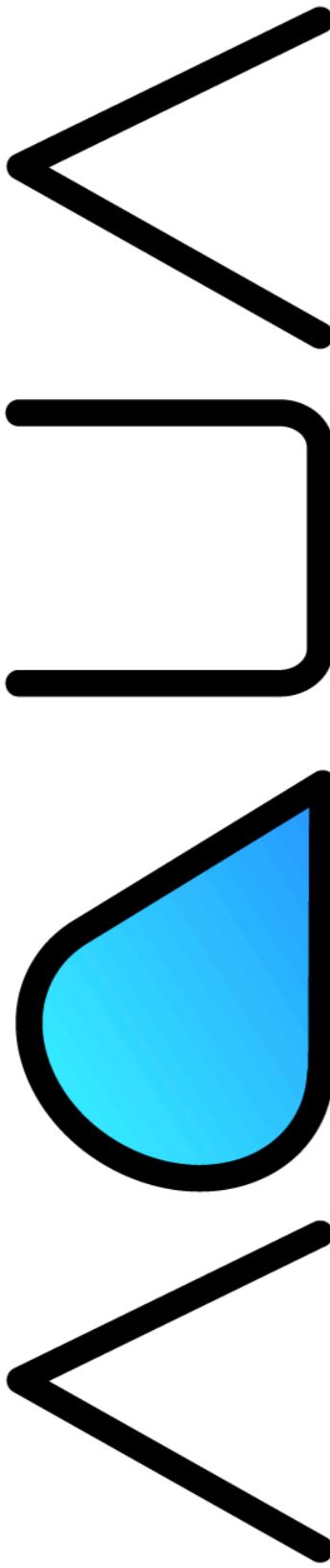


IMAGES

OUR BRAND LOGO AND NAME IS MAINLY LINKED WITH NATURAL LANDSCAPE IMAGES, DYNAMIC AND MODERN ENVIRONMENT, AND FRESH RELAXING IMAGINARY.

NATURE, MOUNTAINS, FRUITS, LIGHTS, COLOURS ARE OUR CORE IMAGES SELECTION.





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THANKS

FOR FURTHER INFORMATION PLEASE VISIT:

