



**myMIZU**

**BRAND GUIDELINES**

For Internal Use

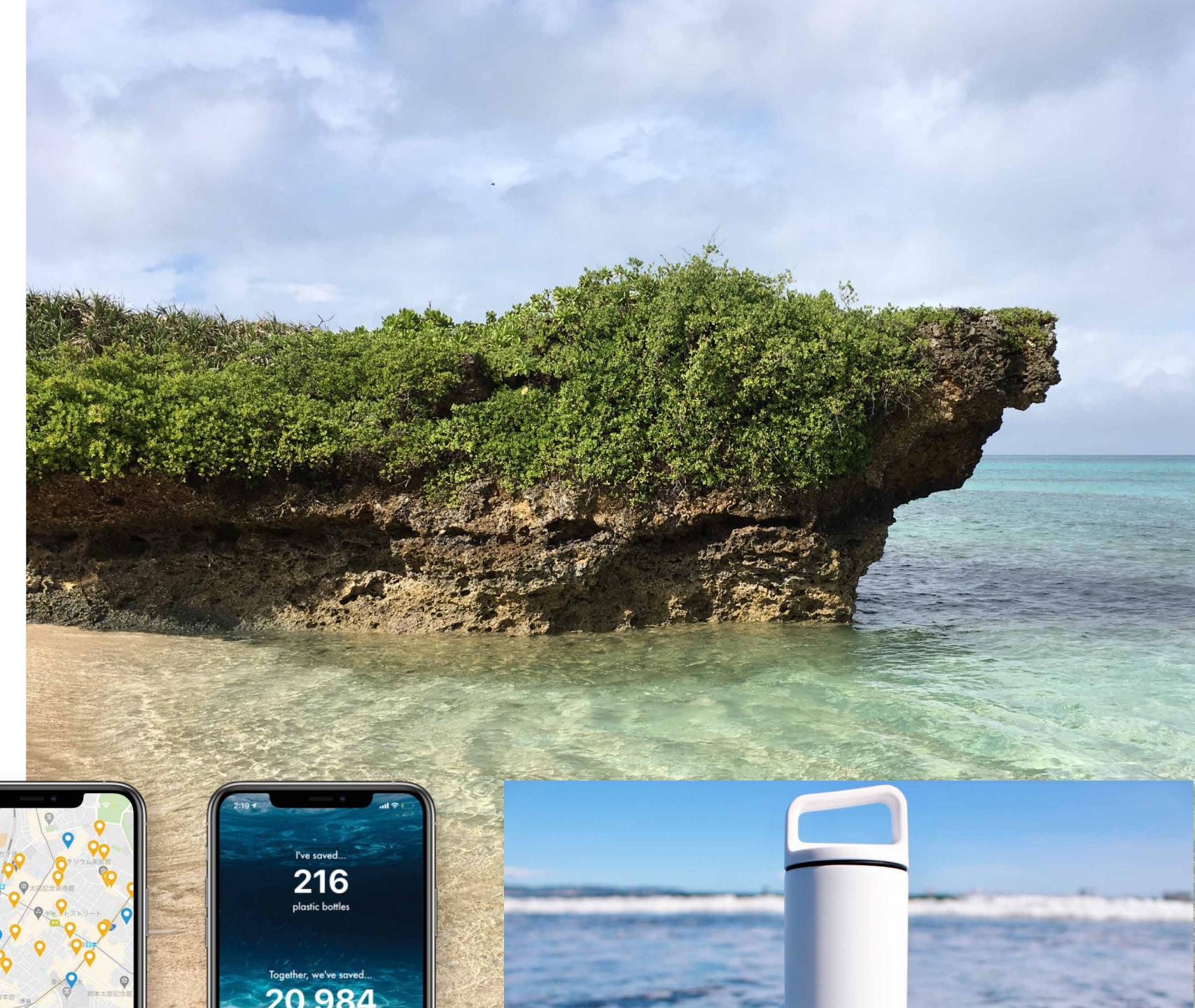
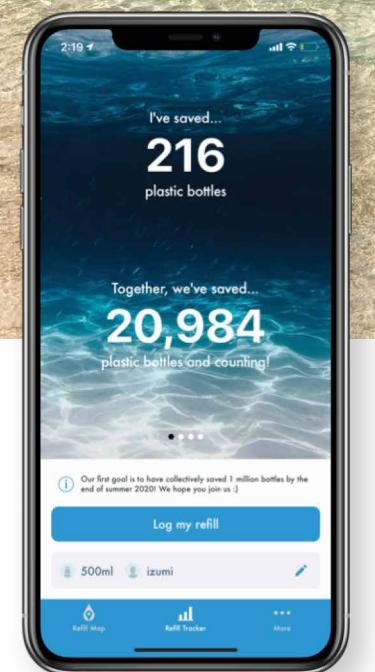
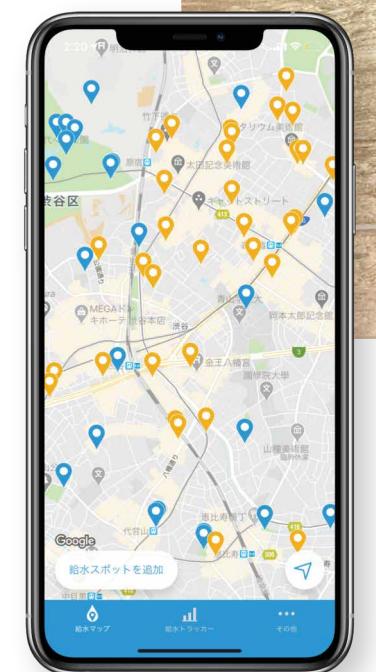
# Brand guidelines

## 01 About



# mymizu

At mymizu, we're on a mission to help people live more sustainably - in ways that are fun, easy and good for the planet. By co-creating tools and community - like our free refill app - we're building a world with cleaner oceans, healthier ecosystems and happier people!



## 01 Our Story

The idea for mymizu was borne on a trip to Okinawa in 2018.

Surrounded by beautiful beaches, co-founders Robin & Mariko were shocked when they came across a hidden beach piled high with trash - the vast majority of which was empty drinks bottles.

Diving into research, they discovered that globally, we consume 1 million PET bottles every minute. In Japan, we consume 25.2 billion PET bottles every year.

And yet, surrounded as we are by tasty drinking water here in Japan, we shouldn't even need these disposable plastic bottles washing up on our beaches. What if we could just just refill our water bottles, instead of buying a new one every time we were thirsty?

That was the challenge we took on as mymizu - to find a way to make it more convenient, and more attractive to refill instead of buying single use PET bottles. We've started a movement with a simple idea that is better for the environment, for your health and for your wallet.

Our individual actions might be small, but together, we can change the world.



## 02 Our Values

**Sustainable**

**Innovative**

**Healthy / Balanced**

**Inspire change and empower others**

**Community minded**

**Solution focused**

**Action oriented**



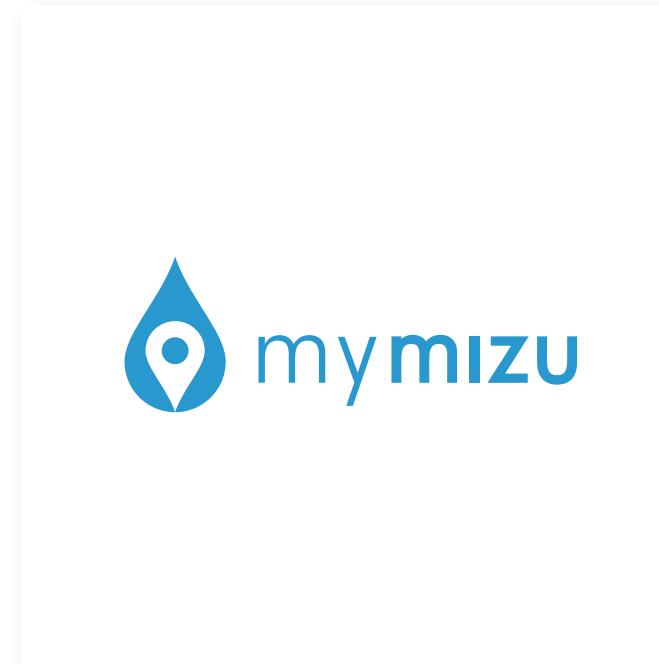
# **DESIGN TOOLKIT**

## Brand guidelines

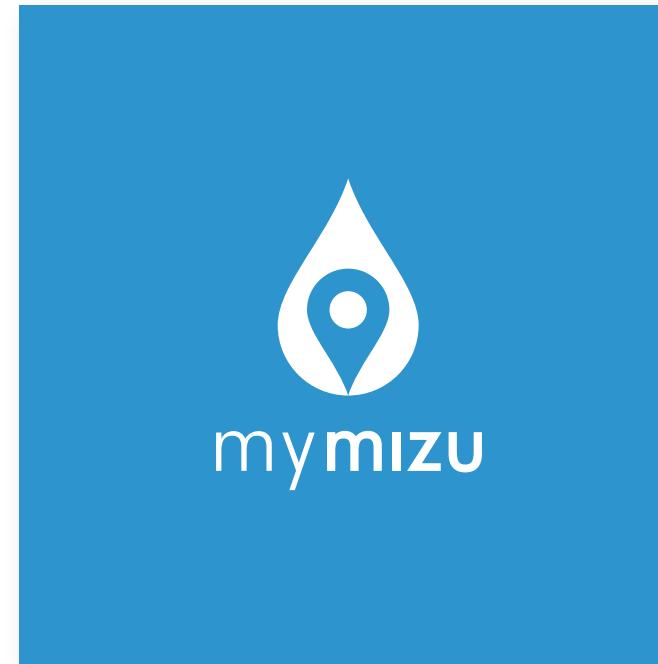
### 03 Logo



Primary logo



Long logo



White logo for darker backgrounds



Long, white logo for darker backgrounds

The mymizu logo combines a water drop and location pin to bring together two key elements of one of mymizu's core missions - to connect people with places they can refill their empty water bottles.

# Brand guidelines

## 04 Logo usage

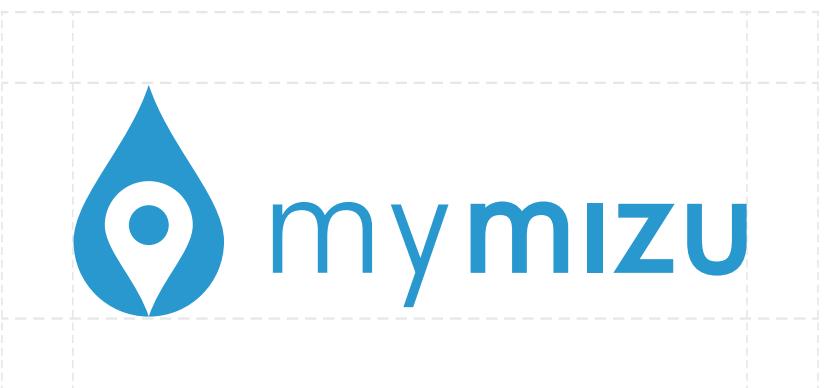
### IMPORTANT REMINDERS

Do not distort the logo.

Use the correct proportions.

Keep the logo elements intact.

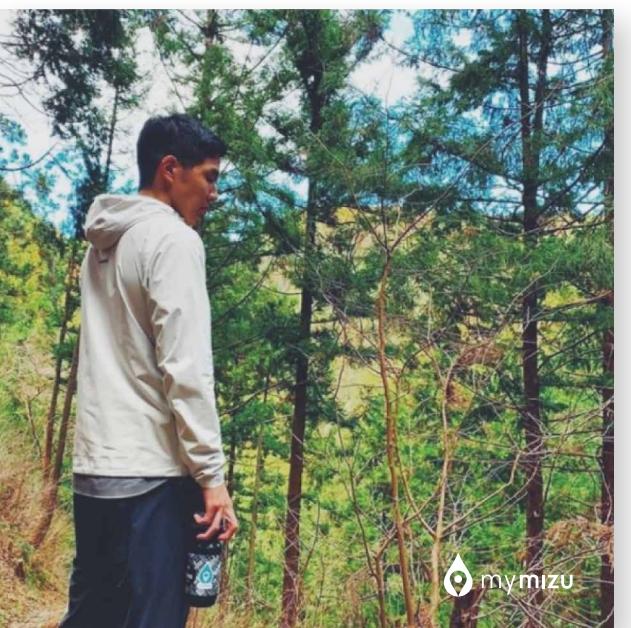
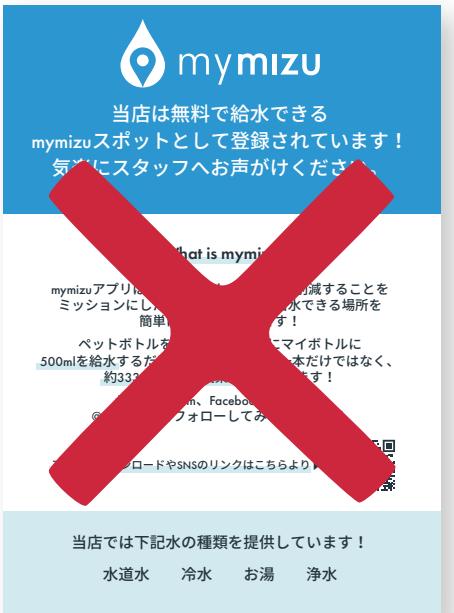
Use the prescribed fonts.



Please allow spacing of at least 30% of logo height from surrounding margins, text etc



Materials example



Photography example



Partner materials example



## 05 Typography: English

# Futura PT

Headline font (Bold)

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

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

**1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & \* ( ) \_ + = " : ? > <**

Use Futura PT wherever possible.

Otherwise use Nunito Sans as a replacement.

Regular (Book)

At mymizu, we're on a mission to help people live more sustainably.

Italic (Book Oblique)

*Click one of the icons below to download the app!*

Accent (Demi)

**Collaborations and Partnerships**

## 06 Typography: English Alternative

# Nunito Sans

Headline font (Black)

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

**1234567890!@#\$%^&\*()\_+=":?><**

Use Futura PT wherever possible.

Otherwise use Nunito Sans as a replacement.

Regular (Regular)

At mymizu, we're on a mission to help people live more sustainably.

Italic (Italic)

Click one of the icons below to download the app!

Accent (Bold)

**Collaborations and Partnerships**

## 07 Typography: Japanese

# Noto Sans JP(日本語)

Paragraph font

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

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

1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & \* ( ) \_ + = " : ? > <

Regular

mymizuは使い捨てプラスチック消費を減らすことを始め、人々の消費行動を持続不可能から環境に責任を持つものに変えることをミッションとしているプラットフォームです。

Accent (Bold)

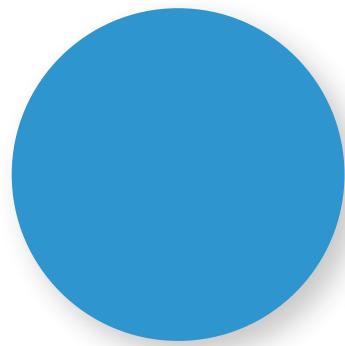
水分補給

Bold (Black)

mymizuオンラインショップ

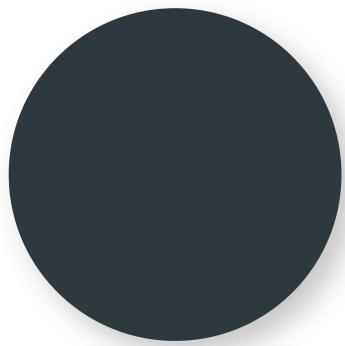
## 08 Color Palette

### Primary Colours



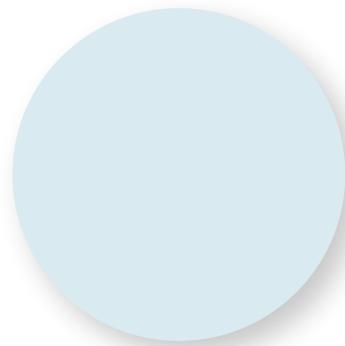
#2E98D1

CELESTIAL BLUE



#2D383F

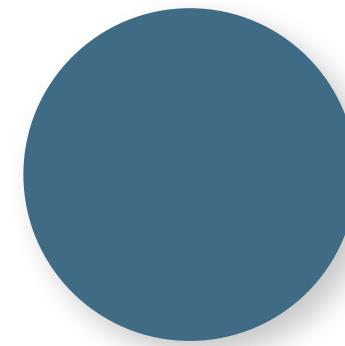
GUNMETAL



#DFEEF5

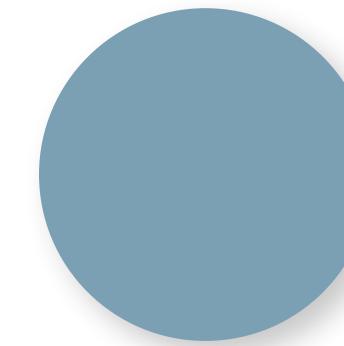
AZUREISH WHITE

### Accent Colours



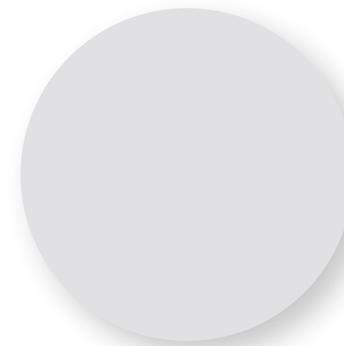
#3F6A88

QUEEN BLUE



#7BA4B8

PEWTER BLUE



#E5E5E7

PLATINUM

Use GUNMETAL for general font, and CELESTIAL BLUE for emphasis.

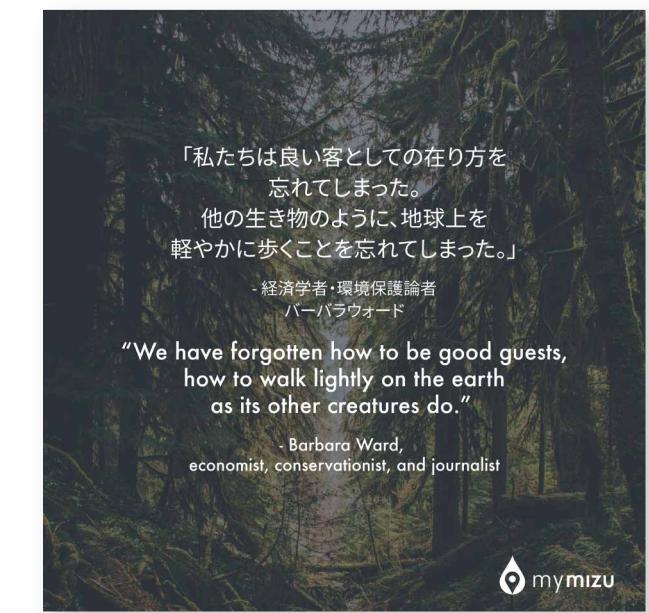
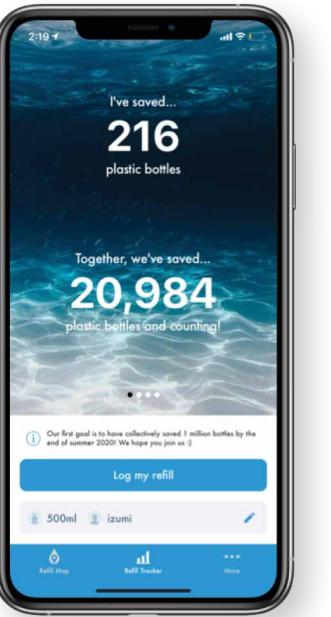
AZUREISH WHITE is the main font for backgrounds.

# **IMAGERY & GRAPHICS**

## Brand guidelines

# 09 Use of Photography

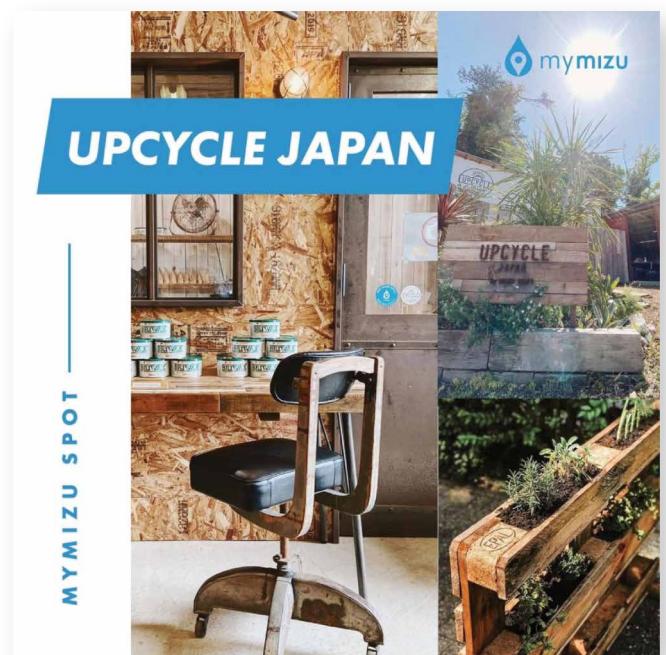
Combine the use of beautiful nature photography with bold text and mymizu brand colours to create pop designs with a strong connection with nature.



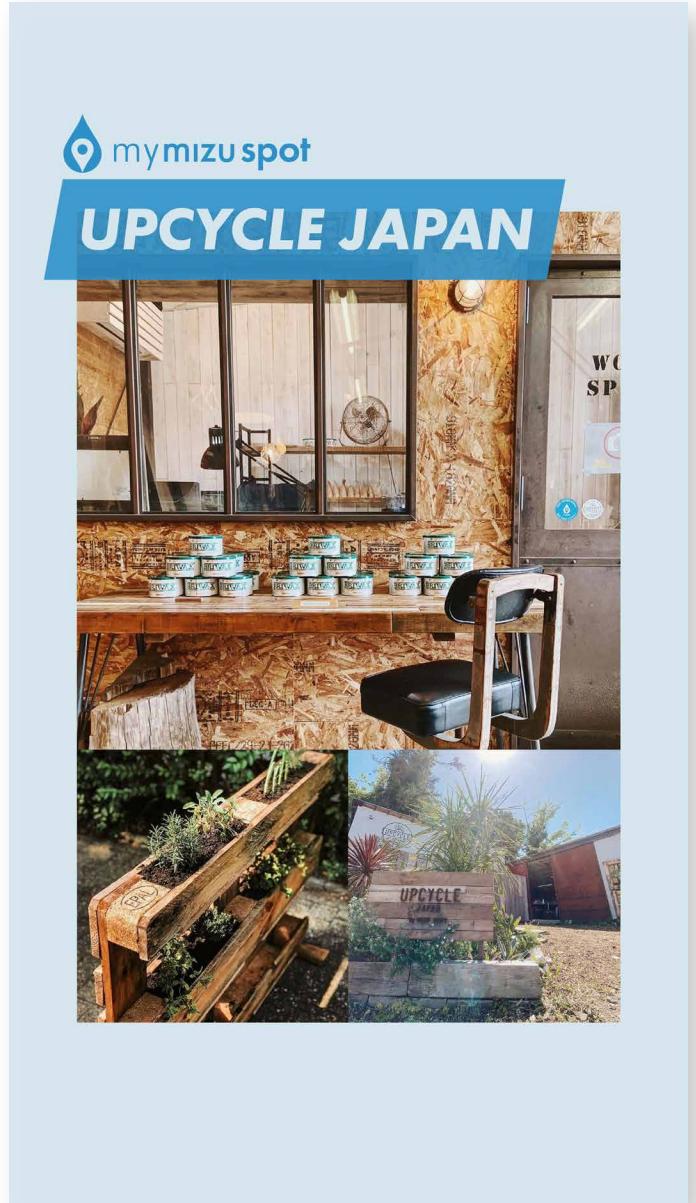
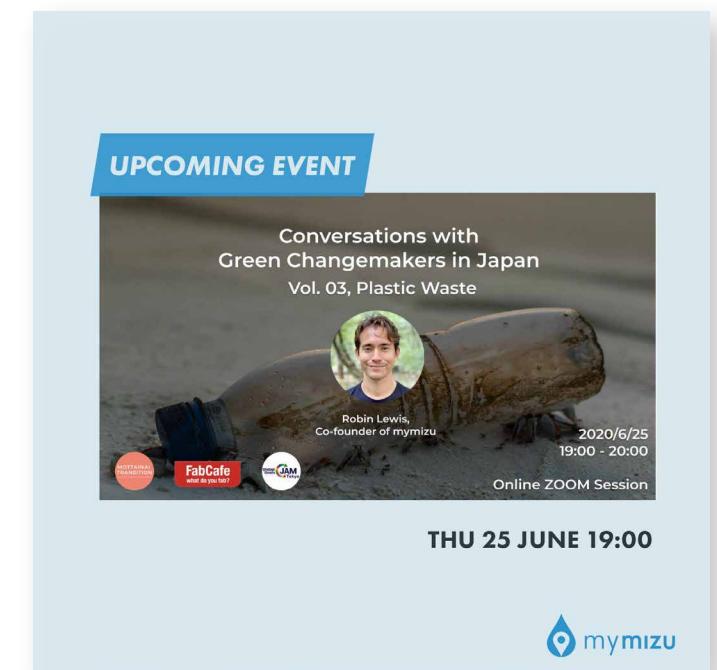
## Brand guidelines

# 10 Use of Graphics

Use graphics to convey information in a simple, easy-to digest format that is also instantly recognisable as 'mymizu' thanks to its colours, typefonts and style.



BCCJ ACUMEN



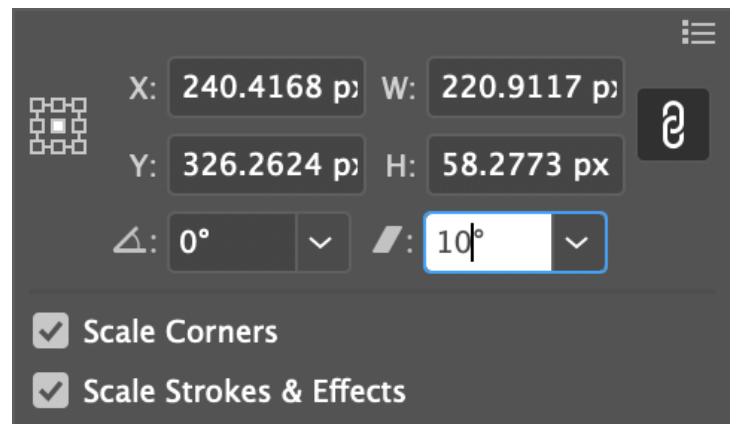
## Brand guidelines

# 11 Identity Toolkit

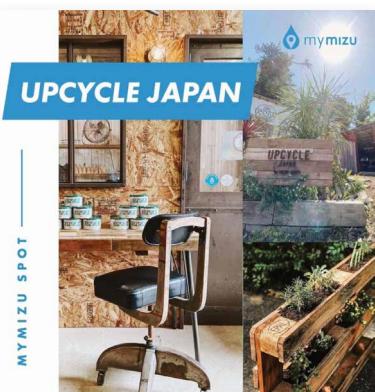
Utilise the following Identity Toolkit options to create graphics.

## Parallelogram

The sides should be at a 10° angle. In Illustrator you can create this angle by drawing a rectangle of the size you need, then using the "Transform" tool to shear the object by 10degrees.



E.g.



## Use straight corners (not rounded)

Generally speaking, use straight, clean-cut corners and avoid using rounded shapes like the rectangle with rounded corners below.

Use straight corners  
like this

Not rounded corners  
like this

## Brand guidelines

# 12 Logo Files

Logo files are stored on Google Drive at the following link:

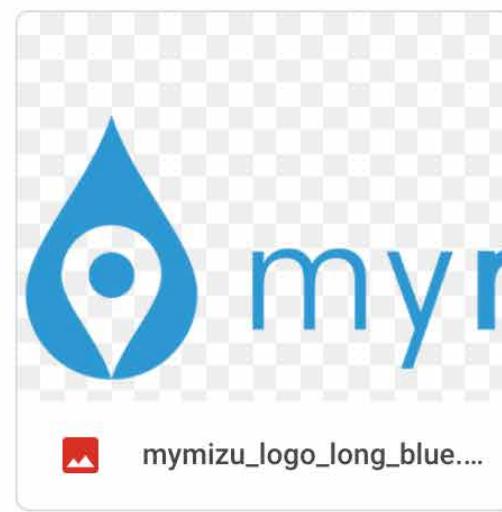
<https://drive.google.com/drive/folders/1w19QTBPtMyG87TBO00alyt0aUzjAx9cQ?usp=sharing>



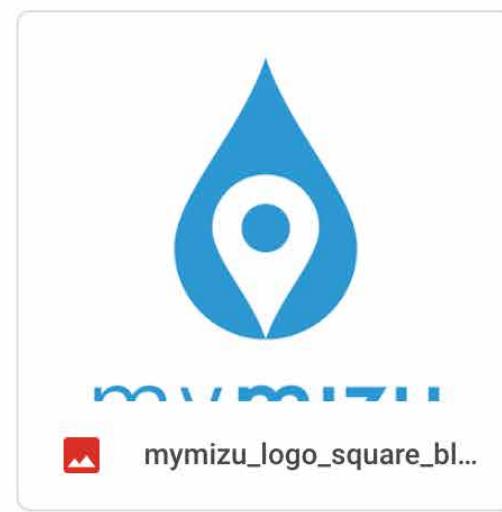
mymizu\_logo\_long\_blue....



mymizu logo.ai



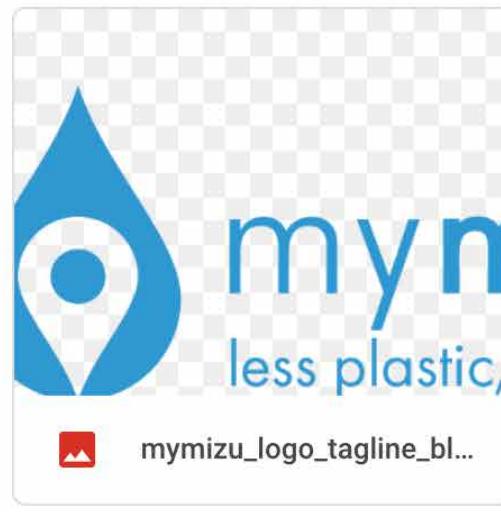
mymizu\_logo\_long\_blue....



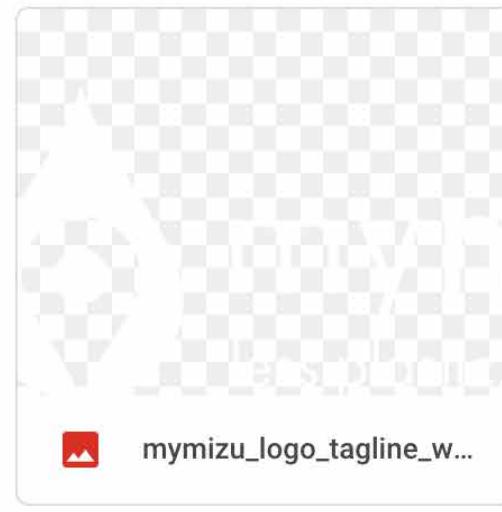
mymizu\_logo\_square\_b...  
lue



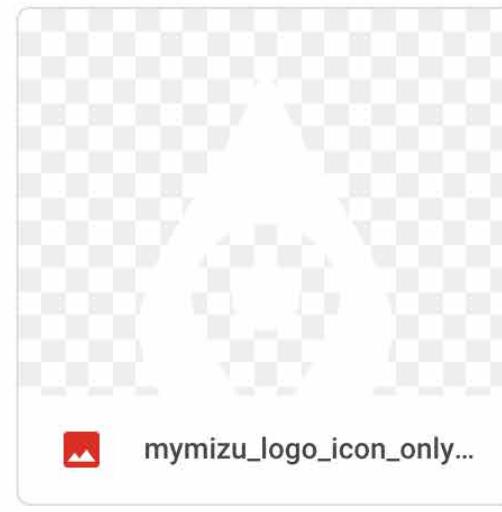
mymizu\_logo\_icon\_only...



mymizu\_logo\_tagline\_b...  
lue



mymizu\_logo\_tagline\_w...  
hite



mymizu\_logo\_icon\_only...

# Brand guidelines

## 13 Glossary

### JPEG/JPG

JPEG is a lossy raster format that stands for Joint Photographic Experts Group, the technical team that developed it. This is one of the most widely used formats online, typically for photos, email graphics and large web images like banner ads. JPEG images have a sliding scale of compression that decreases file size tremendously, but increases artifacts or pixelation the more the image is compressed.

### AI

AI is a proprietary vector image format that stands for Adobe Illustrator. The format is based on both the EPS and PDF standards developed by Adobe. Like those formats, AI files are primarily a vector-based format, though they can also include embedded or linked raster images. AI files can be exported to both PDF and EPS files (for easy reviewing and printing), and also JPEG, PNG, GIF, TIFF and PSD (for web use and further editing).

### EPS

EPS is an image format that stands for Encapsulated PostScript. Although it is used primarily as a vector format, an EPS file can include both vector and raster image data. Typically, an EPS file includes a single design element that can be used in a larger design.

### PDF

PDF stands for Portable Document Format and is an image format used to display documents and graphics correctly, no matter the device, application, operating system or web browser. At its core, PDF files have a powerful vector graphics foundation, but can also display everything from raster graphics to form fields to spreadsheets. Because it is a near universal standard, PDF files are often the file format requested by printers to send a final design into production. Both Adobe Photoshop and Illustrator can export straight to PDF, making it easy to start your design and get it ready for printing.

### PNG

PNG is a lossless raster format that stands for Portable Network Graphics. Think of PNGs as the next-generation GIF. This format has built-in transparency, but can also display higher color depths, which translates into millions of colors. PNGs are a web standard and are quickly becoming one of the most common image formats used online.

### Lossy

TIFF is a lossless raster format that stands for Tagged Image File Format. Because of its extremely high quality, the format is primarily used in photography and desktop publishing. You'll likely encounter TIFF files when you scan a document or take a photo with a professional digital camera. Do note that TIFF files can also be used as a "container" for JPEG images. These files will be much smaller than traditional TIFF files, which are typically very large.



**Brand guidelines**