

# BRAND GUIDELINES

## Brand Essence

Sip and Style is a lifestyle hydration brand that merges functionality with fashion. We specialize in beautifully crafted drinkware that keeps beverages at the perfect temperature while showcasing individual style. Our tone is modern, refreshing, and confident.



# 1. LOGO USAGE



## ✓ Primary Logo

- Description: The primary logo consists of the “Sip and Style” wordmark paired with a graphic icon representing both hydration (a droplet or flask shape) and style (sleek curves or fashionable elements).
- Formats Provided: PNG, SVG, EPS, JPG (for print and digital)

## ✓ Secondary Logo

- Icon only. Ideal for social media, watermarks, and small-scale branding (bottle lids, zipper tags).
- Use in places where the full logo is too large or unnecessary.

## ✓ Wordmark

- Use the wordmark only when the icon is not appropriate or as a heading in print/digital materials.

## ⚠ Logo Don'ts

- ✗ Do not stretch or distort the logo.
- ✗ Do not change the colors of the logo.
- ✗ Do not use the logo on low-contrast or busy backgrounds.
- ✗ Do not add drop shadows or effects that are not part of the original design.

# 2. COLOR PALETTE

Our color palette is inspired by freshness, vibrancy, and natural beauty.



## Primary Colors

Color Name	Hex Code	Usage
Aqua Blue	#00B5CC	Main branding, packaging
Style Pink	#F883B4	Feminine lines, accents
Graphite Gray	#555B6E	Text, background, icons
Pure White	#FFFFFF	Backgrounds, negative space
Coral Peach	#FF7F5B	Trendy highlights, product tags



## Color Usage Tips

- Use Aqua Blue as your dominant brand color.
- Pair with Graphite Gray or White for contrast.
- Use Coral Peach and Style Pink for highlights, call-to-actions, and packaging accents.
- Maintain a clean, modern aesthetic by limiting the number of colors used in one design.

# 3. TYPOGRAPHY

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## Primary Font:

Montserrat Bold / SemiBold / Regular

- Use for headings, navigation, and key labels.

## Secondary Font:

Open Sans / Lato

- Use for body text, descriptions, and subheadings.

## Rules:

- Always left-align text unless center alignment is required.
- Maintain generous spacing between lines and sections.
- Avoid using decorative fonts that clash with the clean brand style.



# 4. VISUAL ASSETS

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## 📷 Photography Style

- Bright, well-lit product photography.
- Minimalist backdrops that emphasize the product.
- Use models or lifestyle shots to emphasize the dual purpose of function + fashion.

## 📄 Icons & Graphics

- Use clean, outlined icons.
- Avoid gradients unless they're on product renderings.

## 📷 Photography Style

- Include subtle animations to showcase temperature features (e.g., steam, cold mist).
- Voiceover should match brand tone: confident, calm, and modern.



# 5. BRAND VOICE & TONE

## 🌟 Voice

- Clear, friendly, aspirational.
- Mix of stylish and practical—highlighting form and function.

## 📣 Tone Examples

- “Stay fresh. Stay stylish.”
- “Where hydration meets fashion.”
- “Designed to keep up with your lifestyle.”



# 6. BRAND APPLICATIONS



Application	Logo Use	Color	Notes
Website Header	Primary	Blue/White	Place on clean background only
Social Media Icon	Icon Only	Any	Ensure visibility and clarity
Product Packaging	Full Logo	Primary Palette	Include product tagline if possible
Business Cards	Full or Icon	White/Gray	Minimal and professional
Partnerships & PR	Wordmark + Icon	Blue/Peach	Follow file format guidelines

