







# Pure Salt. No Bullshit.

## ✓ Aluminum-Free

We don't believe in anticaking agents.

## ✓ Bleach-Free

We embrace our natural ivory color.

## ✓ Sugar-Free

We don't need to add artificial flavoring.

## ✓ Microplastic-Free

We source from a spring, not dirty water.

## ✓ Pollution-Free

We harvest by hand, not machinery.

## ✓ Mine-Labor-Free

We only support ethical labor.

What's behind your salt?

# 90%

of Americans consume salt  
that contains at least one  
type of bullshit.

## PURE SALT ORIGIN



### Spring

A 200 million year old hot spring containing salt flows upwards to 10,000 feet elevation in the Andes Mountains.



### Pond

Salt Ponds sculpted hundreds of years ago collect the hot spring water. The sun evaporates the water, and the salt is harvested by the local community.



### Plate

This salt is then delivered to doorsteps – no refining, no additives, and no chemicals. Just pure salt. No bullshit.

The purest salt on earth evaporates from a natural hot spring in Maras, Peru.

# pinch

Pure Salt. Pinch by Pinch.





TRANSPARENT

## Starter Pouch & Pot

\$18.00 + SH

Pinch salt is evaporated naturally from a hot spring in Maras, Peru.

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## Refill Pouches

\$24.00 + SH

Pinch salt is evaporated naturally from a hot spring in Maras, Peru.

### Pure Salt. No Bullshit.

Aluminum-Free

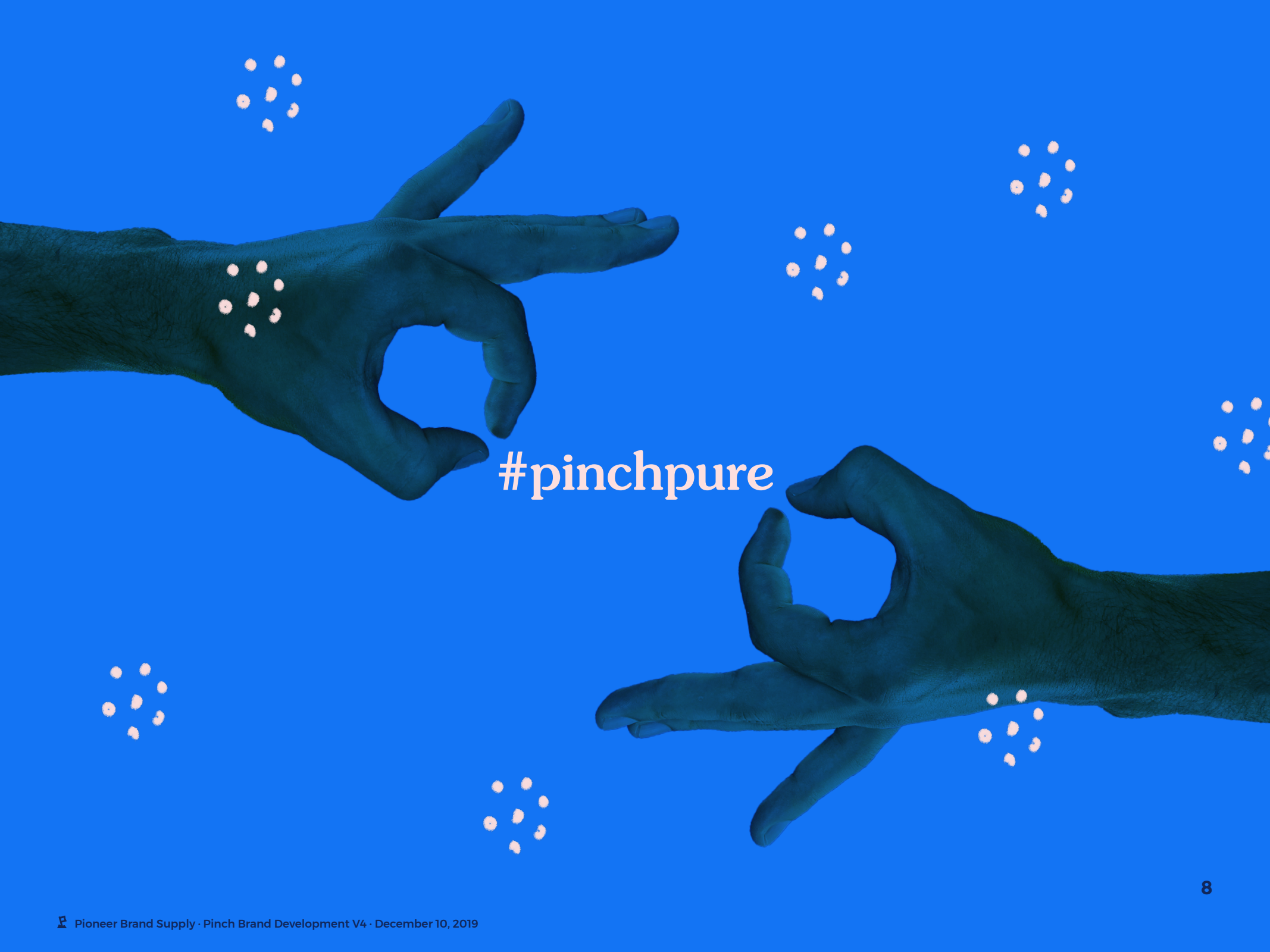
Micro-Plastic-Free

Bleach-Free

Pollution-Free

Sugar-Free

Mine-Labor-Free



#pinchpure





## Our Purpose

Over 500 years ago the small community of Maras, Peru began harvesting salt from a hot spring flowing from the Andes Mountain. Today, big salt corporations threaten their economy by selling chemically-refined salts for lower prices. Our mission is to bring back this natural, healthy salt source that is unlike any other on earth.





# Tour the Ponds

## 1. HISTORY + STORY

## 2. HOW THEY WORK TODAY

- Where the salt comes from
- Harvesting Process
- Current Economic Struggle
- Corporate Salt Problems
- The Solution

## 3. HOW TO VISIT (TOUR GUIDE)

- Flights + Hotels
- Map Design with needed landmarks.
- Estimated Costs
- Transportation Information
- Touring Options
- Other Travel Info?



# Visual Standards

# Logo System



PINCHING ICON



ICON + WORDMARK



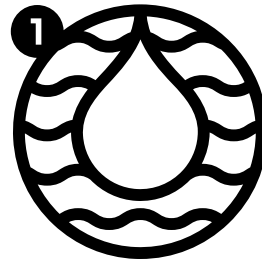
WORDMARK



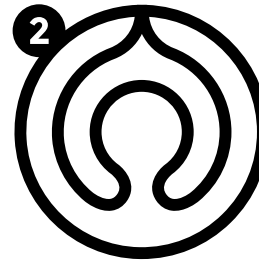
USE SPARINGLY



VALUE ICON



SOURCE ICON 1



SOURCE ICON 2



SOURCE ICON 3

**pinchpure.com**

WEBSITE DOMAIN

**@pinchpure**

SOCIAL TAG

**#pinchpure**

HASHTAG

# Typographic Styles

**Montserrat Bold**

**Montserrat Medium**

**Montserrat Regular**

**ITC Souvenir Medium**

**Headline**

MONTSERRAT BOLD

**Subhead**

ITC SOUVENIR MEDIUM

**Tertiary Titles**

MONTSERRAT BOLD

TERTIARY TITLES

MONTSERRAT MEDIUM + 222 TRACKING

**You really to know about this.**

Paragraphs of information, stories, and descriptions that tell the real details are set in Montserrat Medium. Just thick enough to feel confident, but lean enough to feel sincere and trustworthy.

MONTSERRAT REGULAR



## Color

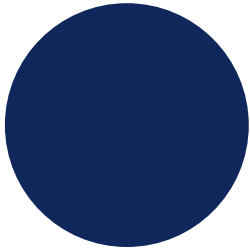


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B: 244

C: 79  
M: 56  
Y: 0  
K: 0

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PMS: TBD

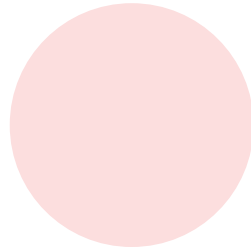


R: 16  
G: 39  
B: 91

C: 100  
M: 92  
Y: 34  
K: 29

#10275b

PMS: TBD



R: 252  
G: 222  
B: 222

C: 0  
M: 15  
Y: 7  
K: 0

#fcdede

PMS: TBD



Tt

Tt

TEXT

SMALL BACKGROUNDS ONLY

TEXT



Tt

Tt

