



INSPIRE

INDULGE

INFUSE

B**O**TTLE + BALL P**O**D STYLE GUIDE

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BRAND CHARACTERISTICS

Inspiring. Indulging. These were the words that drove the development of INFUSE Bottle + Ball Pod. We wanted our bottle to be there when our customers were working hard – **inspiring** them to create change with our unique design and refreshing take on life. We wanted them to **indulge**; to treat themselves and still maintain an active lifestyle. And we wanted them to feel good about it – because INFUSE **is** good - for both body **and** mind.

LOGO

INFUSE's logo is inspired by the shape and function of the product's ball pod infuser. The pod is unique in its shape. The logo suggests the motion created when the ball pod is first dropped in the liquid, and also when the user is at motion while holding the bottle. The text used is a combination of **Gill Sans Regular** and Gill Sans Thin. The bolded section of the text, as well as the ball pod graphic are always the same colour, and should match the colour of the product.



LOGO CLEAR SPACE

Whenever INFUSE's logo is used, the clear space guidelines must be respected. No graphical elements should impede the clear space around the logo, which should always be equal value to the height of the bottom thickest part of the infuser graphic in the logo.



TYPOGRAPHY

Two main fonts are used in INFUSE's branding (in all caps): **Gill Sans Regular** and Gill Sans Light. **Gill Sans Regular** will always match the colour accents in the logo and the colour selection of the product. For headings, any 'o's should also be given the same treatment. Any emphasis placed on words should follow suit.

**Gill Sans Regular 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**

Gill Sans Light 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