Waterly — Complete Website Design & Brand Launch Kit

Purity • Nature • Humanity — 10% Giveback

Prepared for: Waterly Beverages Prepared by: Decode Deck • Design Kit Date: 2025 This 15-page PDF contains a full website design (home + product pages + impact + shop + contact), logo variations, bottle mockup prompts, marketing reel scripts, and an assets list ready for handoff to developers and designers.

1. Sitemap & Page List (15 Pages)

Planned Pages: Home, Products (list), Product Detail, About, Our Mission / Impact, Shop / Subscribe, Bottle Mockups, Logos & Assets, Marketing (Reels + Ads), Blog/Recipes, Where to Buy, Contact, FAQ & Legal, Press Kit, Investor Summary

Each page is designed for clarity, conversion and storytelling. The site uses an airy layout, large imagery, and a persistent '10% Humanity' badge across product pages.

2. Homepage — Detailed Design

Hero

Full-bleed hero with Himalayan water background and a translucent content card containing the brand logo, headline: 'Purity With Purpose', subline: '■■ ■■■■■ ■■■ ■■■■ ■■ 10% ■■■■■■■■■■ ■■ ■■■■ ■■■■■■■ ■■■' Primary CTA: Buy Now, Secondary: Our Mission.

Sections (Order)

1. Hero 2. About Waterly (story + 10% badge) 3. Product Showcase (carousel + quick buy) 4. Impact Snapshot (counters + map) 5. Testimonials 6. Subscription CTA 7. Footer (links, certificates, social) Design notes: Use wide white space, 3-column grid for products on desktop, sticky header, mobile-first responsiveness.

3. Products — List & Product Detail Template

Product listing shows cards with image, short description, purity/TDS, price, subscribe toggle. Product detail includes large image, 3-up thumbnails, 'TDS & Source' panel, 'Lab certificate' PDF link, '10% impact' breakdown and related products.

Product Detail Example Fields

Name, Size options, Price, Add to Cart / Subscribe, Nutrition / Mineral breakdown, TDS reading, Source (geo), Certifications (FSSAI, Lab report), Impact counter: 'X litres donated per purchase'

4. Impact Page — 10% Transparency

Interactive timeline with geo-tagged project images, quarterly PDF reports, partner NGOs, and donation receipts for subscribers. Include an 'Impact Calculator' where user sees how purchases translate to litres donated.

Design: Map on left, timeline on right; each project card opens to show photos and audited receipts.

5. Shop / Subscribe — UX & Pricing Models

Subscription plans: Monthly (4x500ml), Quarterly (12x500ml) and Corporate packs. Offer trial box, gift subscriptions and office plans. Implement Stripe/PayU integration and management dashboard for recurring payments.

Checkout flow: Cart → Delivery slot → Payment → Impact receipt (shows amount allocated to donation).

6. Bottle Mockups — Art Direction & Production Prompts

We recommend 3 photorealistic mockups: 500ml PET (retail), 500ml Glass (Gold limited edition), 330ml Can (Sparkling). Provide these prompts to designer or AI tool:

Mockup Prompts (short): • PET bottle: Create a 500ml slim PET bottle with matte aqua-blue wrap label. Center Waterly hero logo, '10% humanity' circular badge, white cap, placed on soft stone pedestal. Photorealistic, studio lighting. • Glass Gold: 500ml frosted glass bottle with gold-foil logo, cork-style cap, minimal label, positioned on dark marble with soft spotlight. • Can Sparkling: 330ml aluminum can with aqua-to-peach gradient and centered droplet icon. Clean modern look, high contrast.

7. Logo Variations & Usage Guidelines

Deliverables: Primary hero logo (gradient droplet + hands), horizontal wordmark, humanity badge (10% seal), monochrome single-line, premium gold edition. Provide SVGs and PNGs in multiple sizes and a simplified favicon.

Color palette: Aqua #14C9F0, Deep Ocean #003B70, Green #4DC77B, Gold #F5C273, White #FFFFFF. Fonts: Poppins (Headings), Inter (Body).

8. Marketing Reel Scripts — Ready-to-shoot

30s Brand Story

Hook (0–3s): 'What if every bottle could do more?' — droplet slow-mo. Middle: Pour + kids drinking + impact shots. End: Product lineup + CTA 'Drink Pure. Give Pure.'

60s Founder Story

Founder in field, shows a village tap project. Mix product shots and testimonials. Close with subscription CTA and impact dashboard screen snippet.

9. UI Components & Atomic Kit

Components to hand off: Header (sticky), Hero card, Product card, Carousel, Counters, Impact map module, Testimonials slider, Footer. Include CSS variables for colors and spacing. Provide a pattern library in Figma/Sketch.

10. SEO & Content Strategy

Pages optimized for keywords: 'Mineral water India', 'Himalayan water', 'donation water brand'. Blog content ideas: 'How TDS affects taste', 'Impact stories', 'Hydration and health'. Implement schema for product, FAQ and organization.

11. Legal & Certification Requirements

List: FSSAI registration, BIS/ISI (if applicable), lab testing reports, GST registration, Pollution NOC, packaging compliance. Display FSSAI number and lab certificates on product pages and footer.

12. Analytics & KPIs to Track

Key metrics: Monthly Recurring Revenue (MRR), CAC, LTV, Repeat Purchase Rate, Churn (subscriptions), Conversion Rate (product pages), Impact metric (litres donated). Integrate GA4, Google Tag Manager and an impact tracking dashboard.

13. Handoff — Files & Assets Checklist

Design Files	Figma file, SVG logos, PNG assets (
Mockups	3 photoreal bottle mockups (PNG, 3000px)
Copy	Homepage copy, product descriptions, impact
Legal	FSSAI + Lab reports (PDF)
Developer	HTML/CSS/JS prototype, API docs for paymen

14. Next Steps & Delivery

1. Approve design content and sitemap. 2. I will produce Figma UI + 3 high-res mockups. 3. Developer handoff: build staging site + integrate payment. Contact: Yaseen / Waterly Team Email: hello@waterly.example Phone: +91-XXXXXXXXX Thank you — Ready to start when you are!