

W A T E R

U N I T E

WELCOME

This guide has been created to help anyone working on behalf of the Water Unite brand to ensure that it is communicated and expressed in a consistent, cohesive and distinctive way.

Use the guide to inform and inspire all that you create for Water Unite. Consistent adherence to the key principles defined here will help us carve a unique presence in the world, one that matches our vision and positioning.

CONTENTS

FOUNDATION 4

Our vision	5
Our mission	6
How we do this	7
Brand positioning	8
Brand personality	10

NARRATIVE 11

What Water Unite is	12
Why this matters	13
How you can help	14
Our story	15

LOGO 16

Primary logo	17
Secondary logo	18
Color variations	19
Sizing and clear space	20
Placement and size	21
Flexibility	23
Things to avoid	24

VISUAL EXPRESSION 25

Options	26
Typography	27
Imagery	28
Graphic	30
Things to avoid	32

TYPOGRAPHY 33

Primary typeface	35
Secondary typeface	36
Color and typography	37

COLOR 38

Color palette	39
---------------	----

IMAGERY 40

Imagery types	41
Treating imagery	42
How to treat imagery	43
Things to avoid	44

IN ACTION 45

Website	46
Posters	47
Point of sale	48
Apparel	50
Merchandise	51

F O U N -

D A T I O N

- 1.1 Our vision
- 1.2 Our mission
- 1.3 How we do this
- 1.4 Brand positioning: Short form descriptor
- 1.5 Brand positioning: Overview
- 1.6 Brand personality

At the core of the Water Unite brand is a driving vision and belief. This is articulated in this section, together with our brand personality which is how we define the image of the brand. The personality should infuse the tone of everything we say and do.

WATER UNITE

1.1
OUR VISION

W A T E R

CLEAN WATER FOR PEOPLE AND PLANET.

U N I T E

1.2
OUR MISSION

W A T E R

TO FILL THE FUNDING
GAPS THAT PREVENT
THE WHOLE WORLD
FROM HAVING
SUSTAINABLE
WATER SERVICES.

U N I T E

W A T E R

1.3

HOW WE DO THIS

WE WORK WITH CORPORATE PARTNERS TO DEVELOP MICRO-LEVIES ON PRODUCTS AND SERVICES FUNDING SCALABLE SOLUTIONS TACKLING THE WATER CRISIS IN EMERGING ECONOMIES.

W A T E R

1.4

**BRAND POSITIONING:
SHORT FORM DESCRIPTOR**

**WATER UNITE'S MISSION IS TO FILL
THE FUNDING GAPS THAT PREVENT
THE WHOLE WORLD FROM HAVING
SUSTAINABLE WATER SERVICES.**

**WE DEVELOP MICRO-LEVIES WITH
CORPORATE PARTNERS TO FUND CLEAN
WATER FOR PEOPLE AND PLANET.**

U N I T E

1.5 BRAND POSITIONING: OVERVIEW

VISION

Clean water for people and planet.

MISSION

To fill the funding gaps that prevent our world from having sustainable water services.

CORE BELIEF

High quality water services and a circular economy are the foundation of healthy societies and are vital to the future health of our planet.

VALUE PROPOSITION

Ensuring, supporting and communicating impact for our corporate partners by leveraging donations, sourcing programmes and reporting on impact.

1.6 BRAND PERSONALITY

OPTIMISTIC

WE ARE A BRAND THAT POSITIVELY ENGAGES WITH THE WORLD. WE SEE THE POSSIBILITIES IN EVERY SITUATION. OUR BRAND IS CREATIVE, CATALYTIC AND ENERGETIC.

PRAGMATIC

WE'RE HERE TO MAKE AN IMPACT ON TOUGH ISSUES WITH A HANDS-ON PRAGMATISM. OUR BRAND IS ALWAYS DIRECT, FORTHRIGHT, THOROUGH AND SUCCINCT.

VISIONARY

OUR PURPOSE IS CLEAR. OUR RESOLVE IS FIRM. OUR BRAND SHOULD INSPIRE, INNOVATE AND MOTIVATE.

NARRATIVE — TIVE

- 2.1 Brand narrative: What Water Unite is
- 2.2 Brand narrative: Why this matters
- 2.3 Brand narrative: How you can help
- 2.4 Brand narrative: Our story

The Brand Narrative forms the basis of language we use to describe Water Unite and our aims. It can be used as is, or as a resource to inspire writing for the brand.

2.1 BRAND NARRATIVE: WHAT WATER UNITE IS

Water Unite fills the gaps in funding to tackle:

- Water poverty
- Water pollution
- Water scarcity

Water Unite collaborates with corporate partners, developing micro-levies, to fund locally sustainable water services in emerging economies. We aim to do what others are not doing.

Through our impact investment fund Water Unite Impact, we're innovatively funding the "missing middle". Providing risk tolerant financing to Small and Medium Enterprises (SMEs) operating in water and circular economies to address funding gaps in parts of the finance landscape not met through charitable foundations, microfinance institutions, commercial banks and/or formal capital markets.



2.2 BRAND NARRATIVE: WHY THIS MATTERS

Clean water is a significant need and human right, and yet 771 million people don't have access to clean water. 2.3 billion people don't have access to sanitation, that's almost one in three people on the earth today living in water poverty. T

An estimated 51 trillion microplastics are currently polluting our ocean, whilst 3.4 million people die each year from water related disease. Cleaning up waterways and the ocean is an environmental emergency.

72% of all water withdrawals are used for agriculture and yet 52% of the world's population will live in water-stressed regions by 2050. In addition 1 in 3 freshwater species are at risk of extension, damaging fragile ecosystems.

The water sector is significantly underfunded. The funding gap to achieve SDG6 (Clean Water and Sanitation) by 2030 has been estimated at \$85bn p/a.

More funding must be directed to innovative, scalable solutions required to develop the water sector in emerging economies. The world needs better local systems to keep clean water flowing.



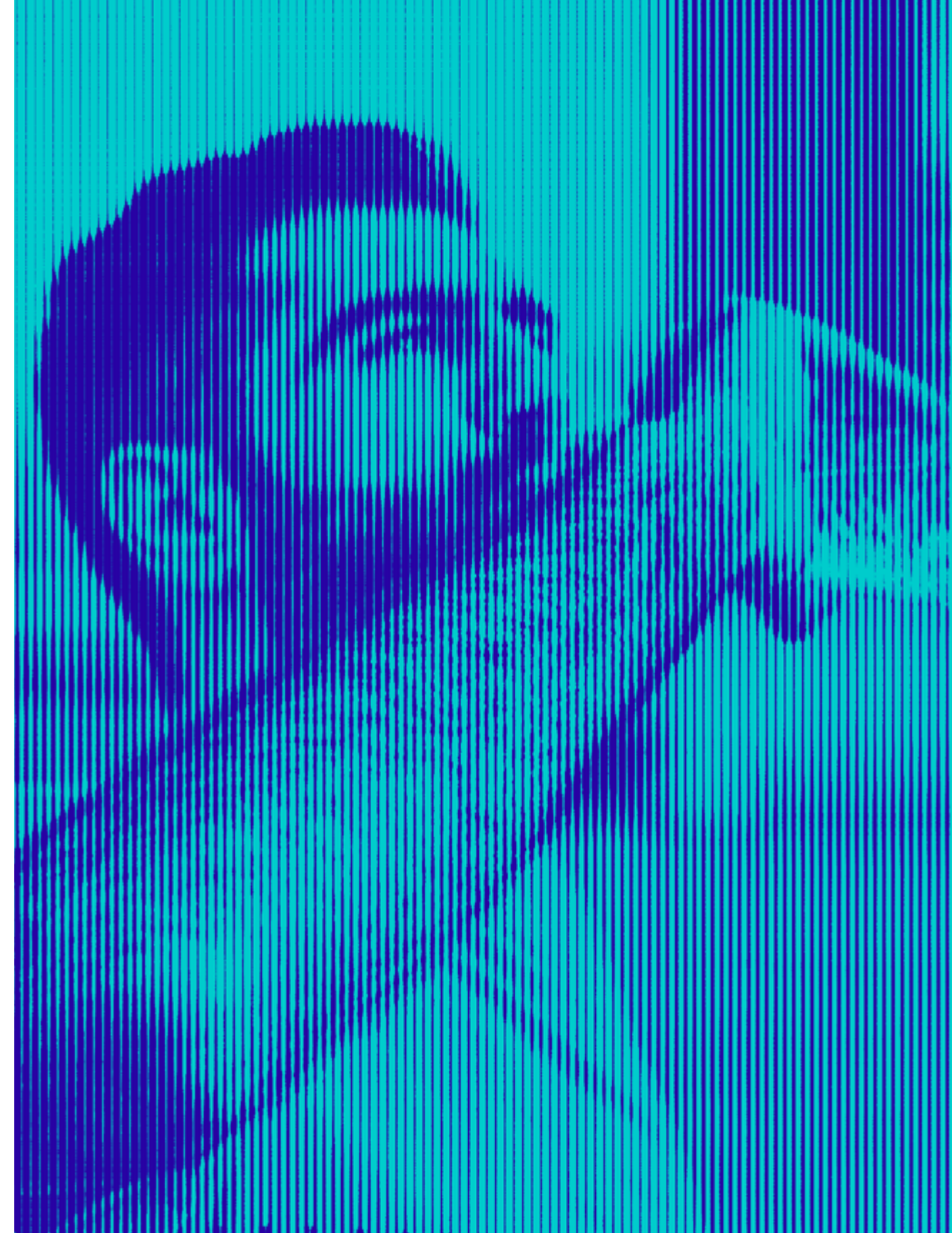
2.3 BRAND NARRATIVE: HOW YOU CAN HELP

By buying products and services from businesses which contribute micro-levies to Water Unite, you will help fund clean water for people and planet.

Water Unite's partners are committed to doing all we can to meet the UN's Sustainable Development Goals (SDGs), a collection of 17 interlinked global goals designed to be a "blueprint to achieve a better and more sustainable future for all".

Supporting Water Unite is an easy way for businesses and brands that believe in the importance of meeting the SDGs. We ensure, support and communicate impact by leveraging donations, sourcing and aligning programs and reporting in the form of monitoring and evaluation.

Together, through micro-levies, we can raise billions to fund innovative solutions and pioneering entrepreneurs tackle these problems.



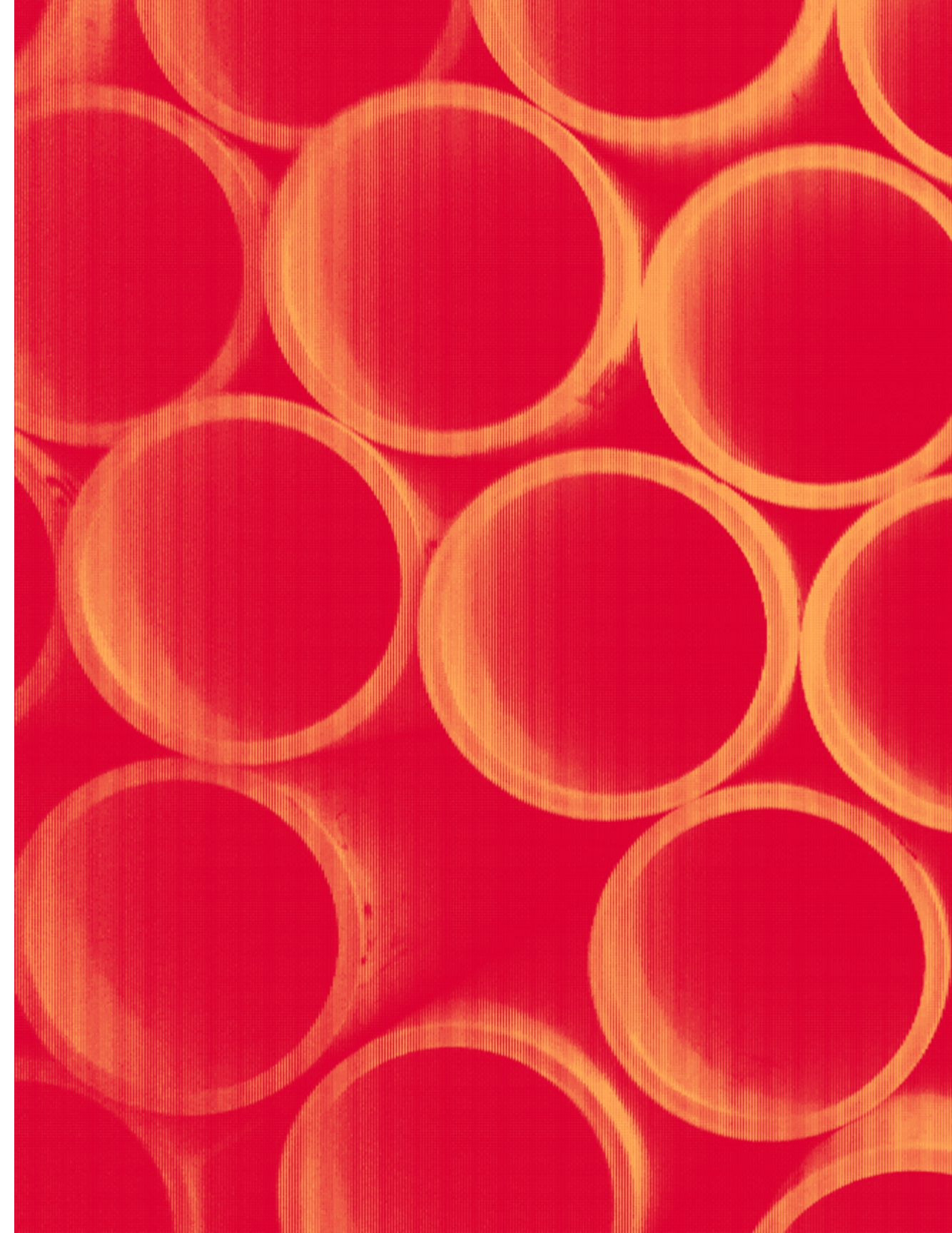
2.4 BRAND NARRATIVE: OUR STORY

The idea for Water Unite was developed by Duncan Goose. While caught in Hurricane Mitch, he witnessed 2 million plus people left suddenly homeless without access to clean water or sanitation services.

In response to this experience, Duncan started Global Ethics and One Drinks – a beverage company that includes bottled water and juice drinks. One Drinks donates its profits to fund water projects in sub-Saharan Africa. It has given away over \$20 million and changed over 3 million lives across 14 sub-Saharan African countries.

Through this work, Duncan realized that in order to fill the financing gap and end water poverty, billions need to be raised, not millions. With this in mind, he developed the idea of collecting continuous micro-levies from brands committed to doing good, while doing good business.

This fund-raising method will allow Water Unite to scale quickly and raise the money needed to fill the most critical funding gaps the water and circular economy sectors.



LOGO

- 3.1 Primary logo
- 3.2 Secondary logo
- 3.3 Color variations
- 3.4 Sizing and clear space
- 3.5 Placement and size: Vertical formats
- 3.6 Placement and size: Horizontal formats
- 3.7 Flexibility
- 3.8 Things to avoid

The most important and recognisable element in our visual identity.

3.1 PRIMARY LOGO

The identity is a direct expression of our name, a simple yet powerful typographic representation of both unity and our mission: to flow funding directly from the source to the point of need.

Please use this logo within all Water Unite branded communications.

The logo consists of the words "WATER" and "UNITE" stacked vertically. The letters are white, bold, and sans-serif. The word "WATER" is on the top line, and "UNITE" is on the bottom line. The letters are widely spaced, and the overall design is clean and modern.

W A T E R
U N I T E

3.2 SECONDARY LOGO

Our secondary logo exists for circumstances where the logo appears outside of the Water Unite visual identity, for example; on partner water bottles and communications.

The shape and proportions of the secondary logo container are predefined and not flexible. Do not alter in any way.

The clear space inside the logo is determined by the measurement X — half the height of the vertical space between the baseline of “Water” and the capital height of “Unite.”



Secondary logo construction

3.3 LOGO: COLOR VARIATIONS

The Water Unite identity should always be reproduced in the appropriate specified colors whenever possible to ensure a consistent and legible brand experience.

White applications

The logo should always be produced in WU Turquoise or WU Blue when placed on a white background.

The mono-black logo can be used whenever reproduction methods are restricted to digital printing but only in this situation.

Colored backgrounds

The logo is always produced in white when placed on colored backgrounds. Only use colors from the Water Unite brand palette.



WU Turquoise + White



White + WU Turquoise



White + WU Orange



WU Blue + White



White + WU Blue



White + WU Red



Black + White

3.4 LOGO: SIZING AND CLEAR SPACE

To achieve maximum impact it is very important that the logo is always clearly legible and appears in a prominent position. This page illustrates the minimum size of the logo and the amount of space to be left around it.

Clear space area

The clear space around the logo is determined by the measurement X — half the height of the vertical space between the baseline of “Water” and the capital height of “Unite.” Avoid the encroaching of other graphics or text into this area.

Minimum size for reproduction in print

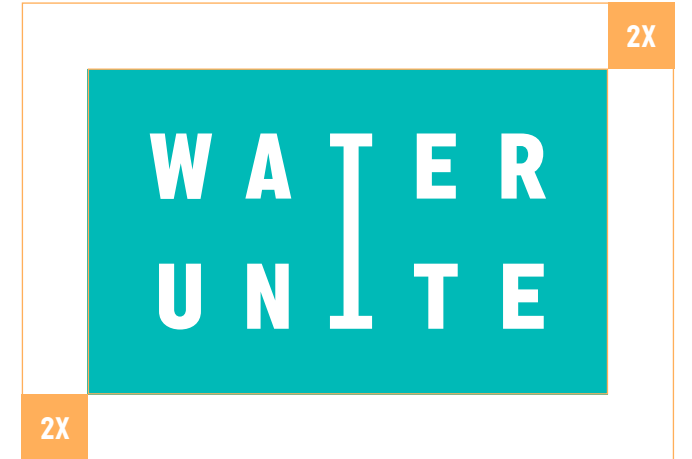
Please do not reproduce the logo smaller than the minimum size to the right. This ensures it keeps its distinctive shape and remains legible.



Primary logo clear space



Clear space measure



Secondary logo clear space



1 in / 25.4mm



1 in / 25.4mm

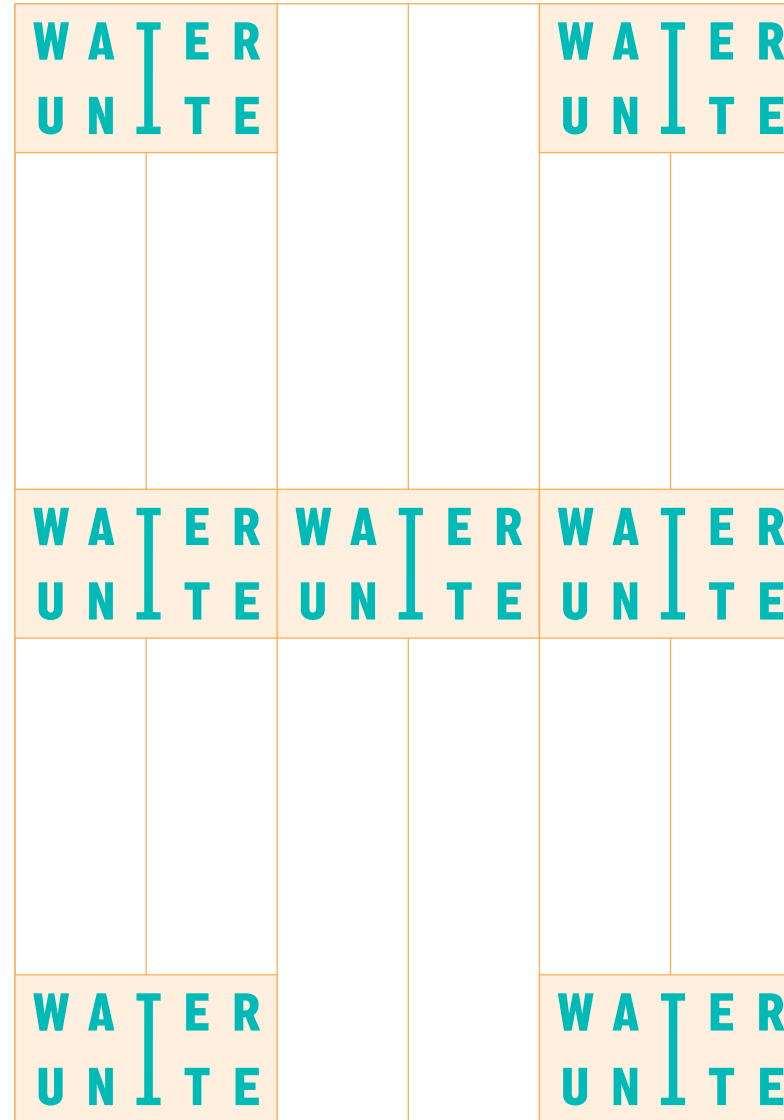
3.5 LOGO: PLACEMENT AND SIZE— VERTICAL FORMATS

This page illustrates acceptable placements for the logo in portrait formats, for example in communications.

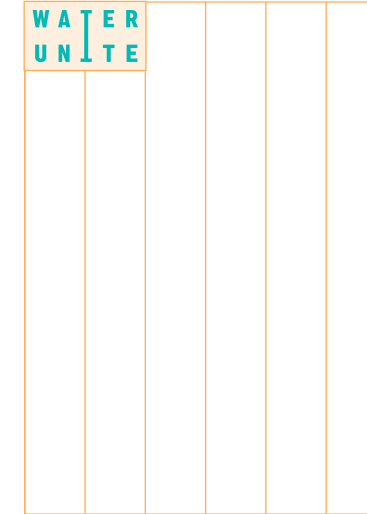
The logo [with clear space] can be placed either on the left, center or right side of the format and can be positioned top, middle or bottom. Except when placed centrally, the logo must anchor to at least one edge of the layout.

Subdivide your layout into six equal columns. The minimum width of the logo should be equal to the width of two columns.

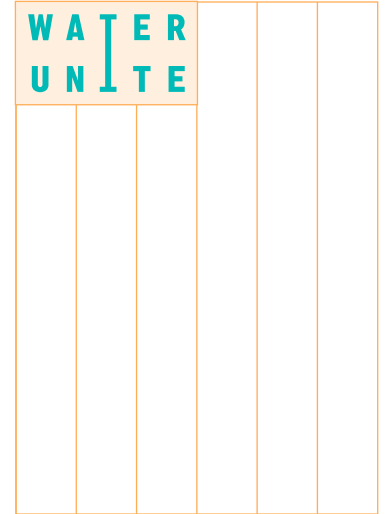
The logo can be increased in scale, from two columns to a maximum of six columns width [the whole width of your layout].



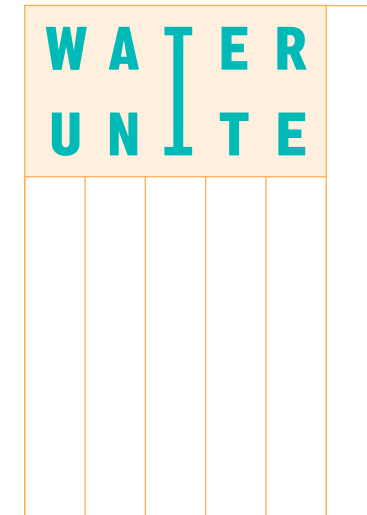
Logo position



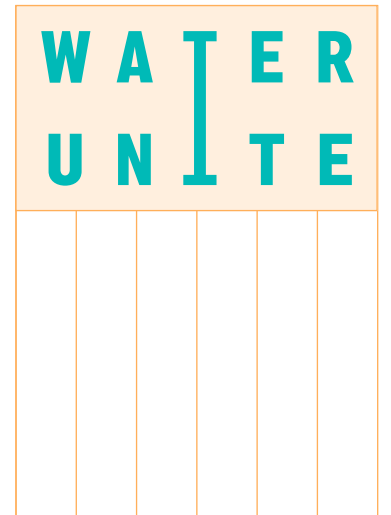
2x columns



3x columns



5x columns



6x columns

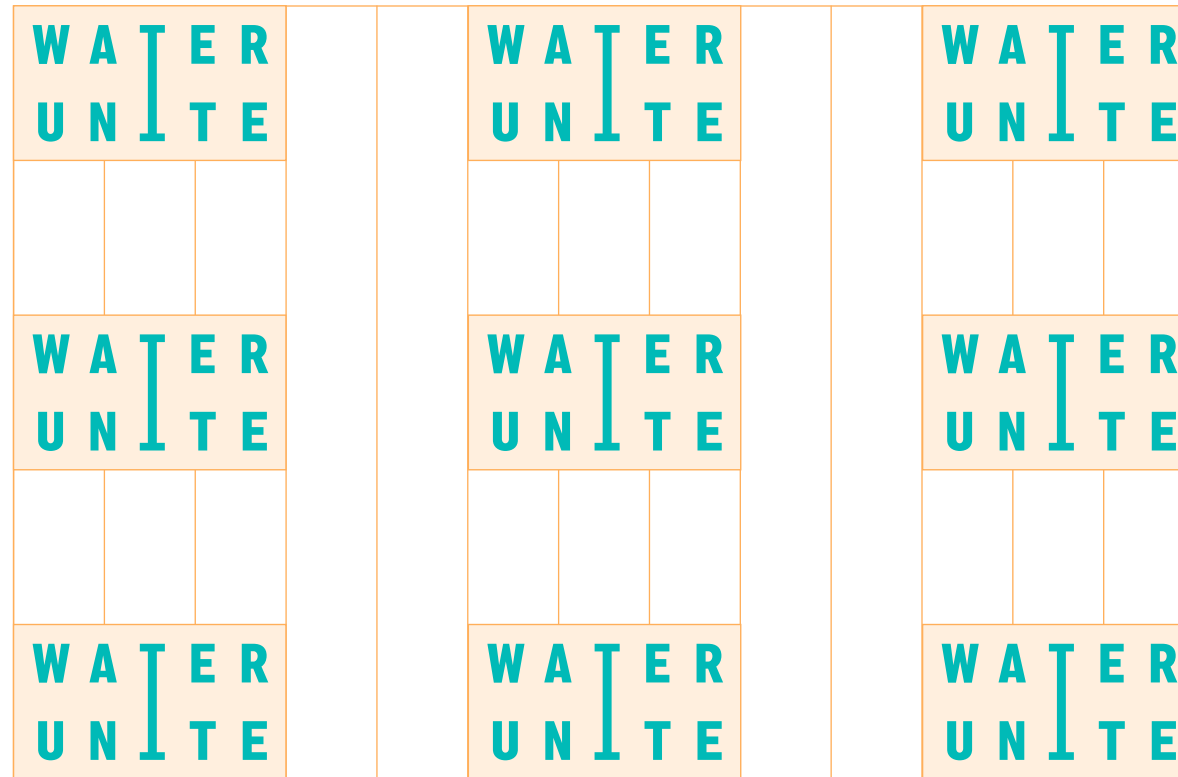
3.6 LOGO: PLACEMENT AND SIZE— HORIZONTAL FORMATS

This page illustrates acceptable placements for the logo in horizontal formats, for example in communications.

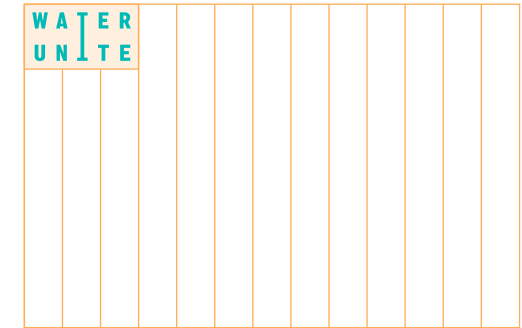
The logo [with clear space] can be placed either on the left, center or right side of the format and can be positioned top, middle or bottom. Except when placed centrally, the logo must anchor to at least one edge of the layout.

Subdivide your layout into 13 equal columns. The minimum width of the logo should be three columns.

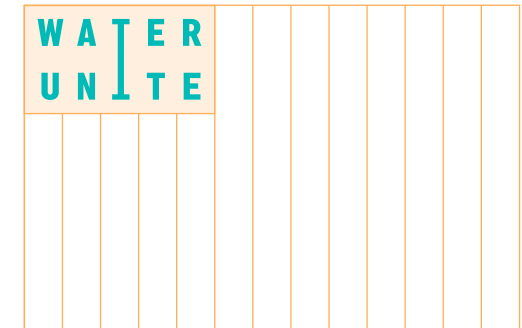
The logo can be increased in scale, from three columns to a maximum of 13 columns [the whole width of your layout].



Logo position



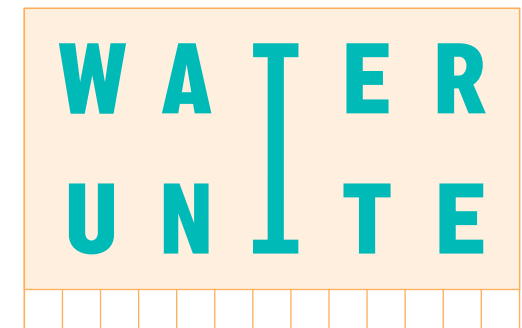
3x columns



5x columns



7x columns

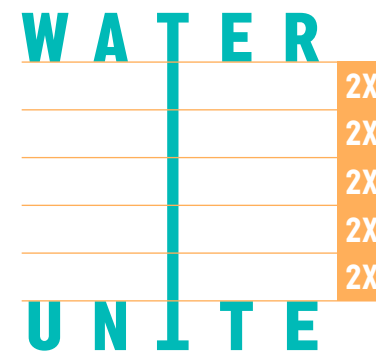
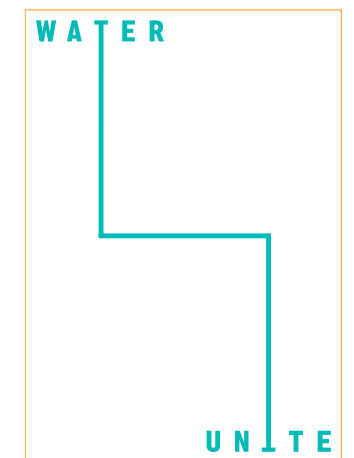
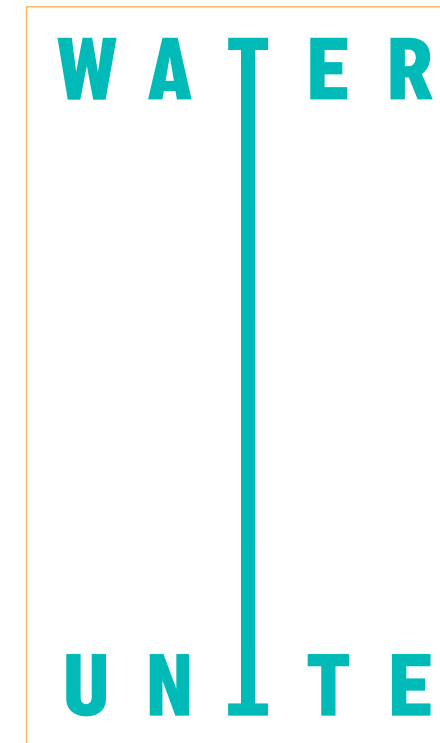


13x columns

3.7 LOGO: FLEXIBILITY

The Water Unite logo is the foundation for our visual expression system. The logo extends vertically and horizontally at 90° angles only and should always be unified. The extended logo should always adhere to the clear space outlined on page 20.

The logo extends by multiplying the vertical space [defined by X, more detail on page 20] between the words "Water" and "Unite."



3.8 LOGO: THINGS TO AVOID

To maintain the integrity of the Water Unite logo, and to promote the consistency of the brand, it is important to use the logo as described in these guidelines.

The examples shown here illustrate incorrect uses of the logo.

Never use the logo in these ways.



Do not substitute the typeface for the logo.



Do not alter the tracking of the logo.



Do not use gradients in the logo.



Do not use the logo as a holding device for imagery.



Do not rotate the logo.



Do not connect other letters.



Do not use colors other than white, Water Unite Blue, or Water Unite Turquoise in the logo.



Do not disconnect the "I" and "T" connection.



Do not extend the logo in any angles other than 90°.

V I S U A L E X P R E S - S I O N

- 4.1 Visual Expression: Options
- 4.2 Visual Expression: Typography
- 4.3 Visual Expression: Using Imagery
- 4.4 Typesetting: Imagery
- 4.5 Typesetting: Graphic
- 4.6 Visual Expression: Things to avoid

The visual expression system is where our logo comes alive. We use it to tell stories and illustrate our mission and values.

4.1 VISUAL EXPRESSION: OPTIONS

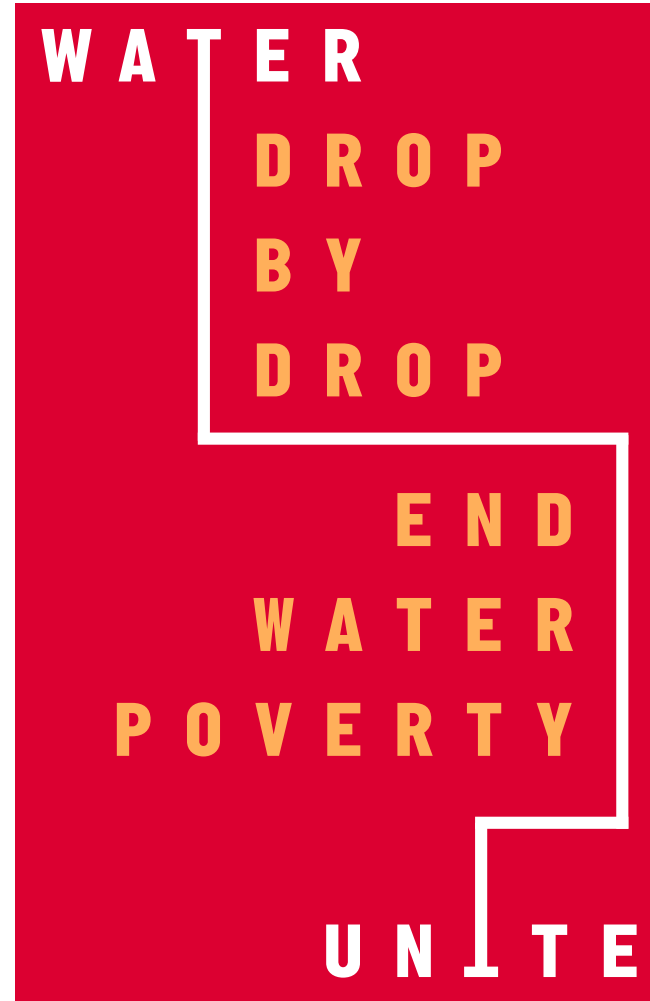
We have three types of visual expression, Typographic, Imagery, and Graphic.

The Water Unite logo is the foundation for visual communications; it acts as the unifying link between messaging. To support the visual expression, it's useful if messaging is constructed to communicate in two parts [1. The solution and 2. The need].

More information can be found on image categories on page 42.

NOTE: All copy is for illustration only. Use as inspiration. Do not view as approved copy.

1. Typographic



2. Imagery



3. Graphic

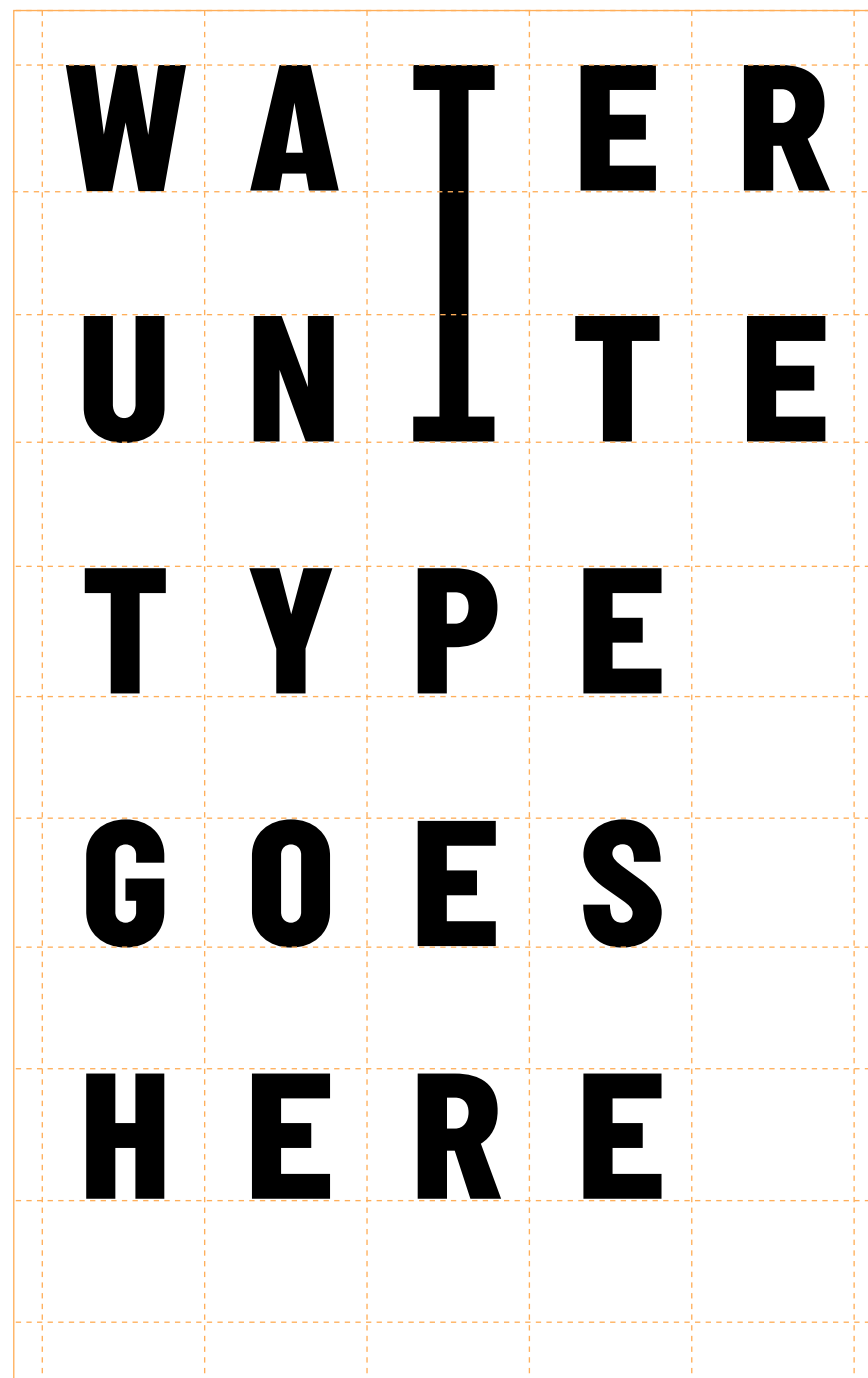


4.2 VISUAL EXPRESSION: TYPOGRAPHY A

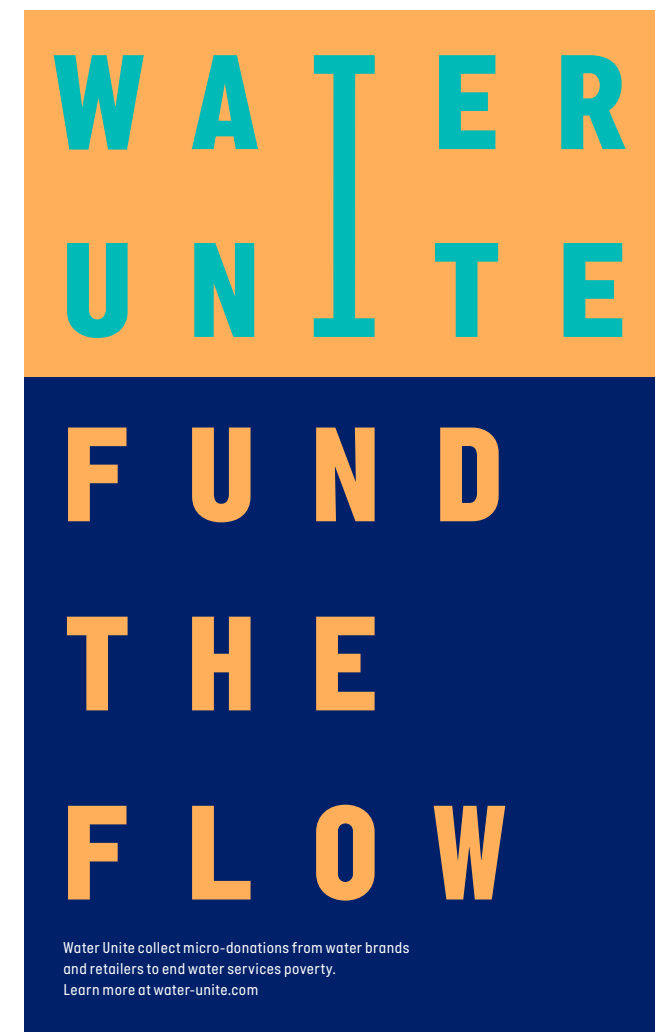
Type-led layouts follow the size and vertical and horizontal letter spacing defined by the monospaced style of the logo. Keep copy short and only break words across a maximum of two lines.

- Always use Italian Plate No2 Mono Extra Bold for type-only styles.
- Headline size based on size of logo
- Always uppercase
- +300pt tracking

NOTE: All copy is for illustration only. Use as inspiration. Do not view as approved copy.



Vertical and horizontal letter spacing defined by the logo



Inspirational example

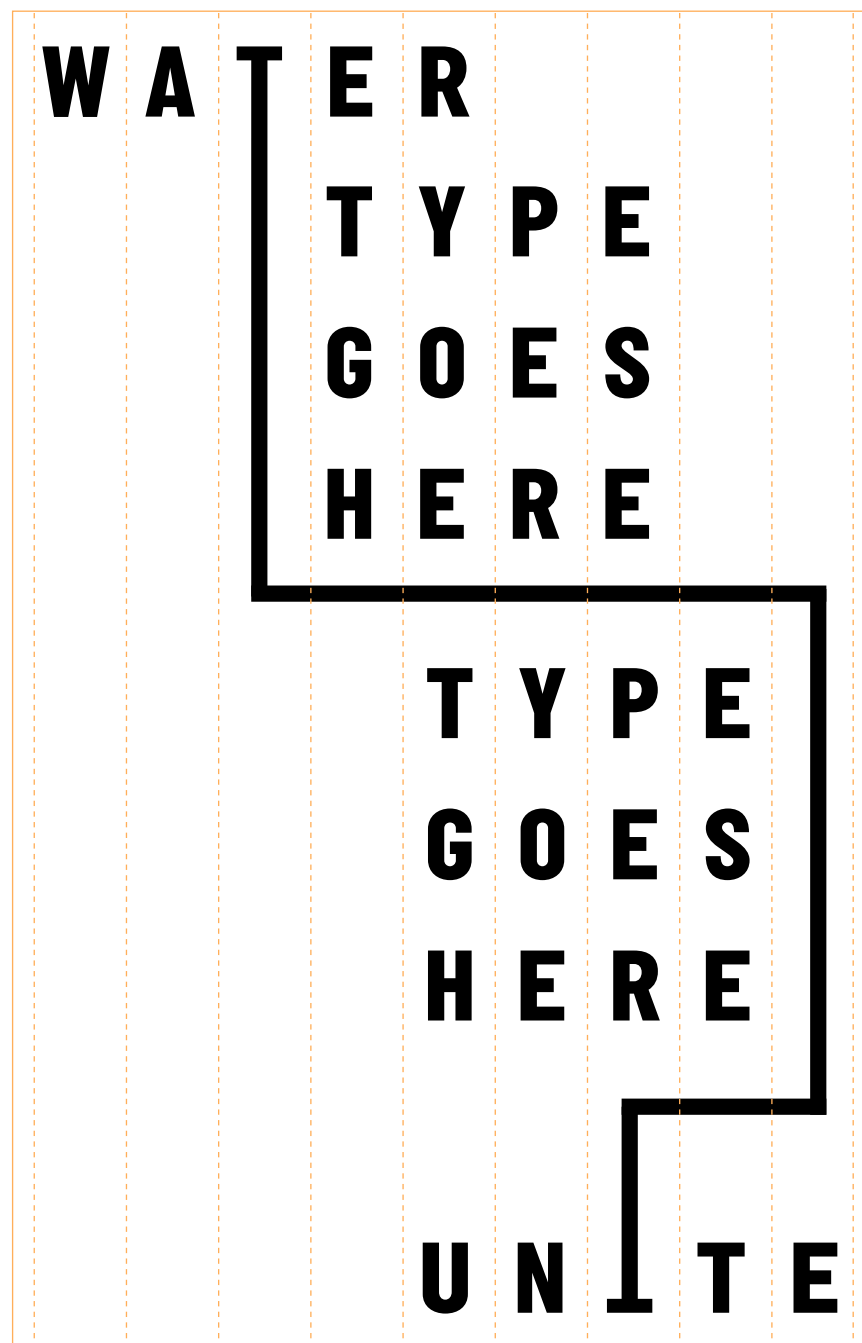
4.2 VISUAL EXPRESSION: TYPOGRAPHY B

Type-led layouts follow the size and vertical and horizontal letter spacing defined by the monospaced style of the logo. Keep copy short and only break words across a maximum of two lines.

The logo can stretch vertically and horizontally to interact with type, but should only stretch at 90° angles.

- Always use Italian Plate No2 Mono Extra Bold for type-only styles.
- Headline size based on size of logo
- Always uppercase
- +300pt tracking

NOTE: All copy is for illustration only. Use as inspiration. Do not view as approved copy.



Type can align left or right for headlines. Letter spacing is always defined by the logo.



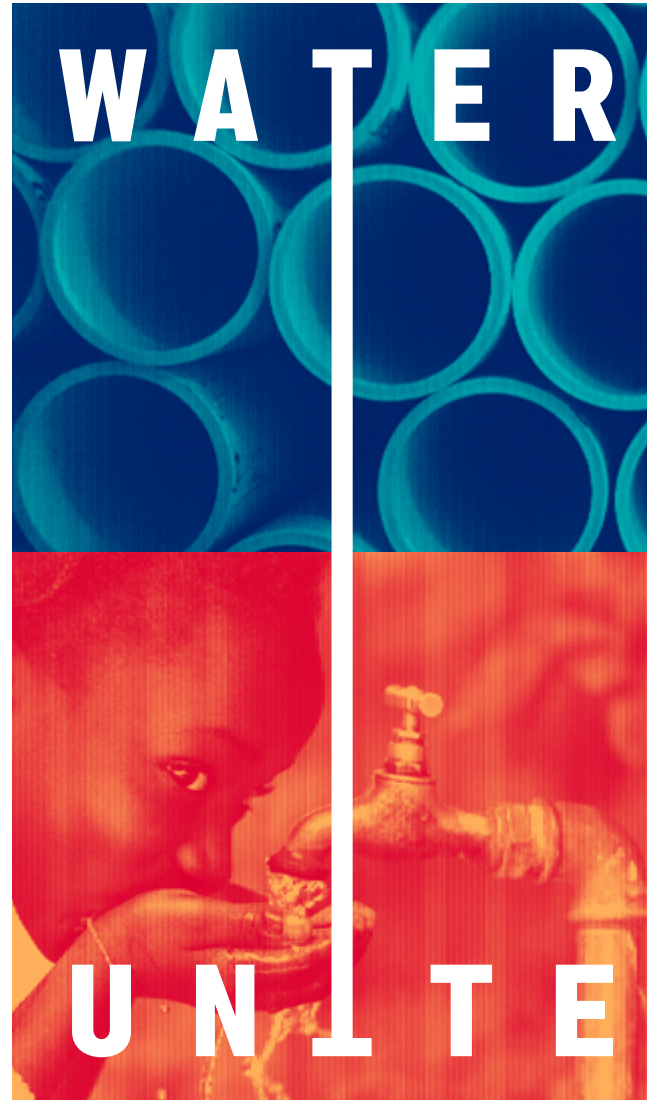
Inspirational example

4.3 VISUAL EXPRESSION: IMAGERY

The logo can appear on imagery, and play an active role in supporting the message. For example, by linking solution and need.

Alternatively, imagery can appear alongside panels of color containing logo, headline, and additional copy.

NOTE: All copy is for illustration only. Use as inspiration. Do not view as approved copy.



Inspirational example



Inspirational example



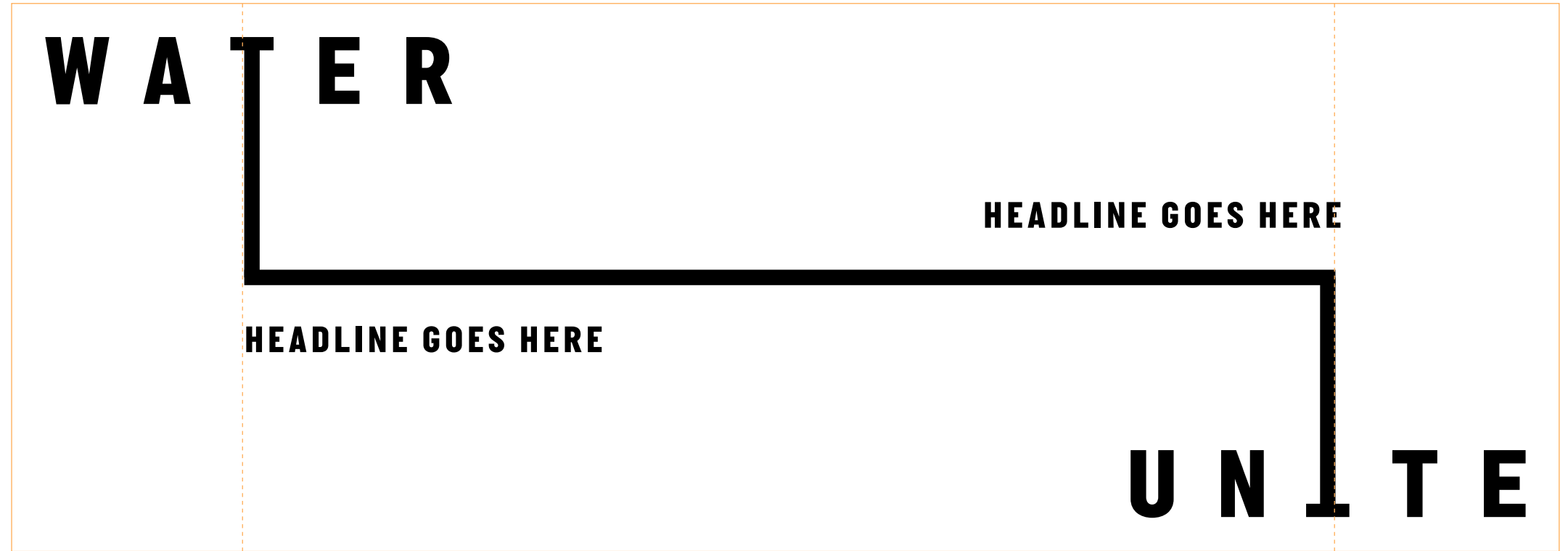
Inspirational example

4.4 TYPESETTING: IMAGERY

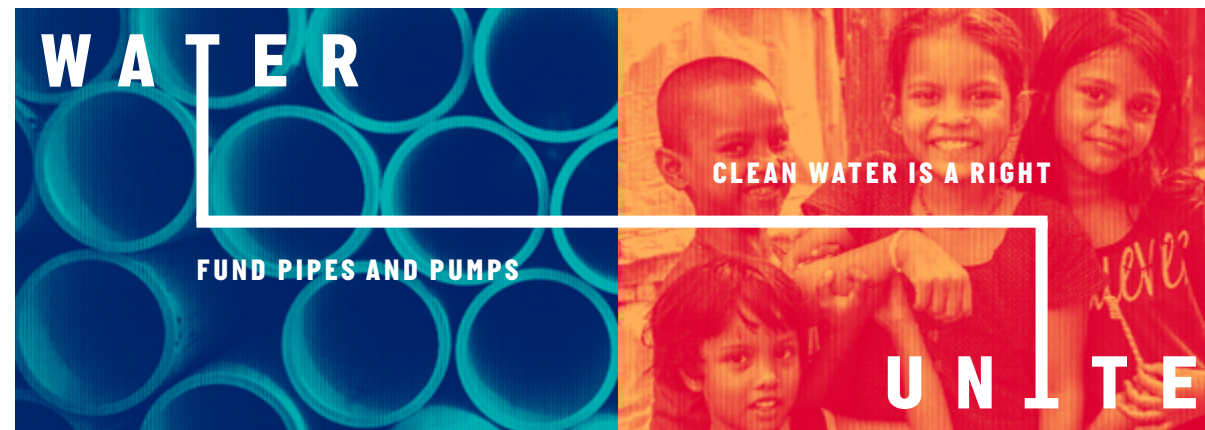
Use type at a smaller size when combined with imagery so to not overpower it. Use letters within the logo and the pipe as alignment points for type.

- Always use Italian Plate No2 when combining type with imagery.
- Headline size can be dialled up or down. For example when using very long headlines, use smaller type to create balance.
- Always uppercase
- +100pt tracking

NOTE: All copy is for illustration only. Use as inspiration. Do not view as approved copy.



Alignment points for type



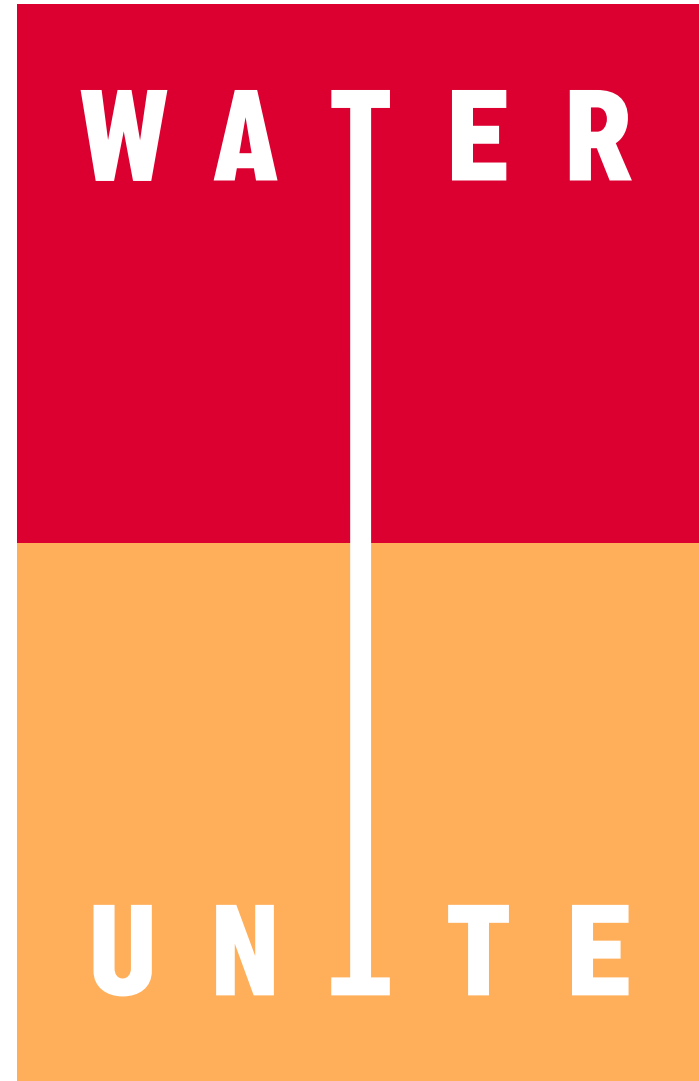
Inspirational example

4.5 TYPESETTING: GRAPHIC

Graphics can be used in application to help illustrate the water unite message. Graphics should be kept simple, minimal and geometric.

Graphics should work alongside, and not overwhelm the logo.

NOTE: All copy is for illustration only. Use as inspiration. Do not view as approved copy.



Inspirational examples

4.6 VISUAL EXPRESSION: THINGS TO AVOID

To maintain the integrity of the Water Unite aesthetic, and to promote the consistency of the brand, it is important to use the visual expressions as described in these guidelines.

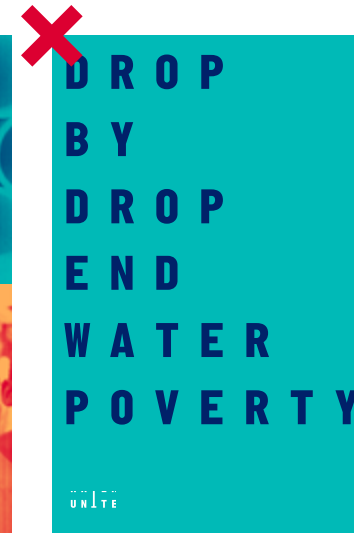
The examples shown here illustrate incorrect uses of the visual expression system.

Never use the visual expression system in these ways.

NOTE: All copy is for illustration only. Use as inspiration. Do not view as approved copy.



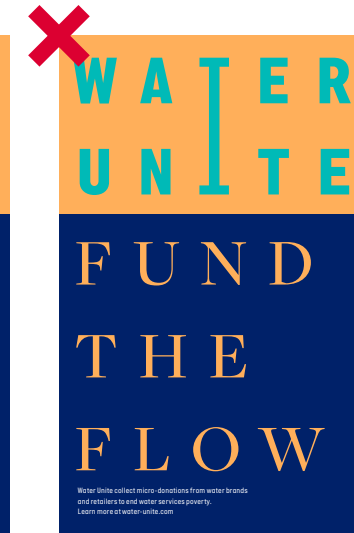
Do not combine two types of Visual Expression.



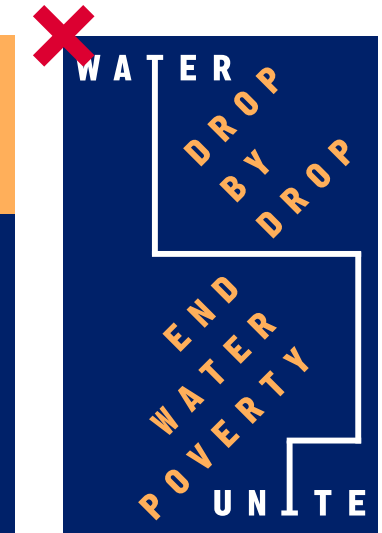
Do not overwhelm the logo with other elements.



Do not break the grid when leading with typography



Do not use substitute additional typefaces.



Do not rotate any elements of the brand.



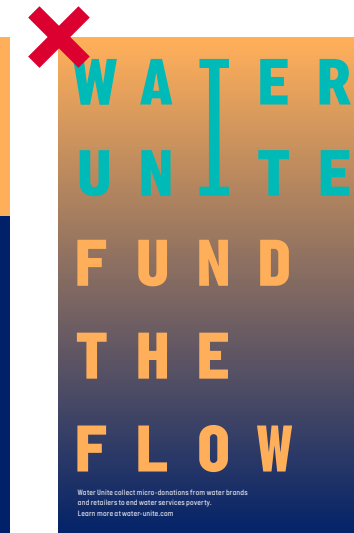
Do not use non-geometric shapes.



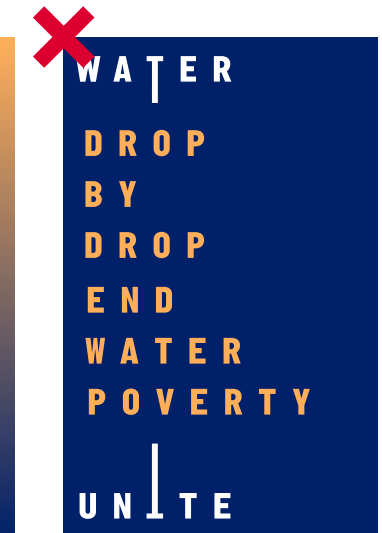
Do not use too many graphic shapes.



Do not use lowercase characters.



Do not use gradients.



Do not break the logo graphic.

T Y P O G _

R A P H Y

- 5.1 Typography
- 5.2 Primary typeface
- 5.3 Typesetting
- 5.4 Color and typography

Bold, confident typography is at the core of the Water Unite branding.

5.1 TYPOGRAPHY

Typography is a powerful part of our brand. It is bold, sharp, and clear to read. The use of upper case adds urgency, power and directness.

NOTE:
All copy is for illustration only. Use as inspiration.
Do not view as approved copy.

A woman in a red t-shirt and patterned skirt is walking through a field. She is carrying a large, light-colored basket on her head and another basket in her right hand. The background is a blurred field of tall grass or reeds. The text 'PIPES FOR PEOPLE' is overlaid in large, white, bold, sans-serif capital letters across the center of the image.

PIPES
FOR
PEOPLE

5.2 PRIMARY TYPEFACE: ITALIAN PLATE No2 MONO

Italian Plate No2 Mono is our lead typeface and is always used in uppercase. It comes in many weights but we only use Italian Plate No2 Mono Extra Bold. We use it for headlines, but not for body copy.

Italian Plate No2 Mono can be purchased and downloaded here:

<https://playtype.com/font/italian-plate-no2-mono>

A B C D E G H I
J K N O P Q R S
T V W Z Y Z 1 2
3 4 5 6 7 8 9 1 0
! @ # \$ % ^ & * [
] + = { } ? / < >

5.3

SECONDARY TYPEFACE: ITALIAN PLATE No2

Italian Plate No2 is our secondary typeface and can be used in uppercase and lowercase. It comes in many weights but we only use Italian Plate No2 Regular and extra bold.

We use Italian Plate No2 Extra Bold for small headlines and Italian Plate No2 Regular for body copy.

Italian Plate No2 can be purchased and downloaded here:

<https://playtype.com/font/italian-plate-no2>

Italian Plate No2 Regular

abcdefghijklmnopqrstuvwxyz
12345678910!@#\$%^&*()
+={}/<>

Italian Plate No2 Extra Bold

abcdefghijklmnopqrstuvwxyz
12345678910!@#\$%^&*()
+={}/<>

5.4 COLOR AND TYPOGRAPHY

The examples on this page show how the Water Unite color palette can be used in typography. The typographic color should depend on the richness of the background and create strong contrast. Use the guide below to ensure typographic legibility.



COLOR

6.1 Color palette

We use imagery to communicate in a distinctive and striking manner.

6.1 COLOR PALETTE

Consistent with our personality, the Water Unite Palette is vibrant, bold, and energetic. At the heart of the brand are the Water Unite Turquoise and Water Unite Blue hues, which are accented by the energetic and warm Water Unite Orange and Water Unite Red.

All colors in the palette can be combined and are for use in all applications.

WATER UNITE TURQUOISE

PMS 7466
R000, G186, B183
C72, M00, Y35, K00
#00bab7

WATER UNITE BLUE

PMS 280
R000, G033, B105
C100, M90, Y34, K22
#002169

WATER UNITE ORANGE

PMS 135
R255, G175, B090
C00, M39, Y69, K00
#ffaf5a

WATER UNITE RED

PMS 199
R220, G0, B049
C05, M100, Y77, K01
#dc0031

IMAGERY — RY

- 7.1 Imagery types
- 7.2 Treating Imagery
- 7.3 How to treat imagery
- 7.4 Imagery: Things to avoid

We use imagery to communicate in a distinctive and striking manner.

7.1 IMAGERY TYPES

Our images fall into four categories, illustrated to the right.

All of our images should adhere to these three principles:

Optimistic

Imagery should convey the problem and need in a positive light. Show the possibilities in every situation.

Pragmatic

Show how we do it, the impact of what we do and the people who help us do it.

Visionary

Imagery should be simple and straightforward. Our purpose and what we do should be clearly understood.

People in need



Depictions of individuals and groups from areas of water poverty. Imagery can depict the problem or can show individuals in work, play, or everyday situations.

Solutions



Images that show water systems and infrastructure. For example, pipes, spigots, or faucets which are already in use or have yet to be installed.

The problems



Images that capture the result of water poverty or plastic pollution. For example, obvious signs of unclean water, or scarcity of water or ocean plastic. Imagery should be strengthened by the addition of human or animal presence.

People who can help [consumers]



Images of individuals and groups in modern developed cultures. Subjects should be seen drinking from plastic water bottles to illustrate how consumers can help contribute to the Water Unite cause.

7.2 TREATING IMAGERY

An ownable style for imagery helps us stand out in a crowded category.

Imagery is stylized with a vertical linear treatment inspired by the vertical pipe within the logo and treated with colors from the brand palette

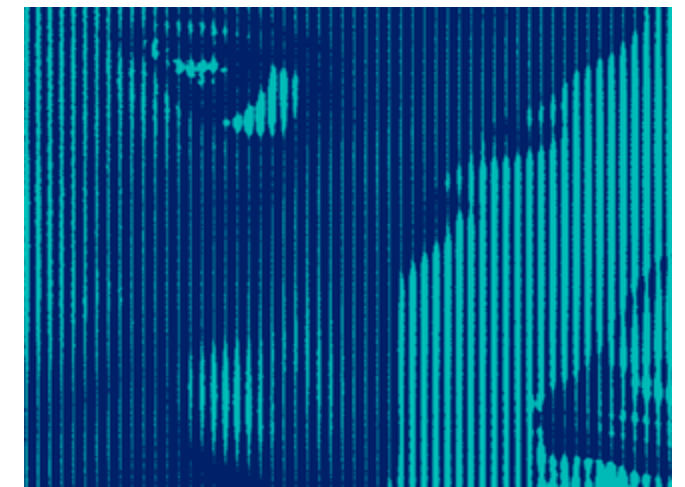
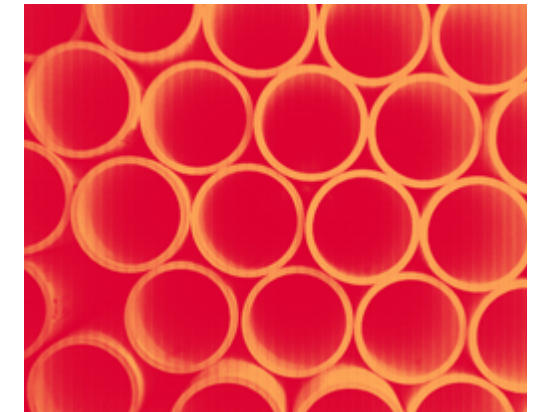


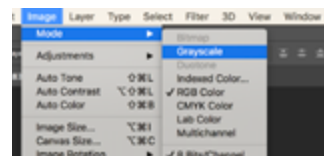
Image close up to show treatment detail

7.3 HOW TO TREAT IMAGERY

1

Convert to Black and White

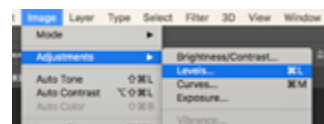
Using the path: Image > Mode > Grayscale, convert the image to black and white.



2

Increase contrast

For the image to work best with the half-tone screen the levels should be adjusted to increase the contrast between the whites and the blacks. These adjustments may be minor, however it is important to achieve decent contrast for some images that may have a more even balance of midtones.



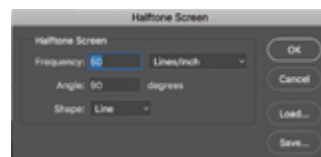
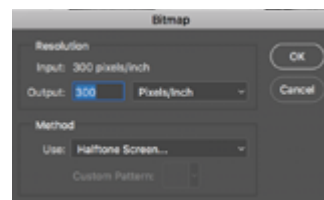
before

after

3

Convert to Bitmap

Use the path: Image > Mode > Bitmap, convert the image to bitmap. The bitmap method must always be set to halftone screen, and the output for this example was optimum at 300 Pixels/Inch, however this number may be adjusted on an image-by-image basis. Pressing OK will prompt a second window where the angle must be set to 90, and the shape line. Frequency for this example was optimum at 50 however this may also be adjusted to achieve optimal results on an image-by-image basis.



4

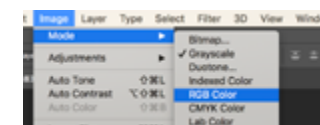
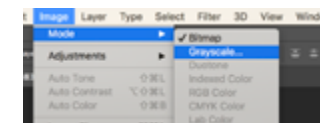
Convert the image to RGB/CMYK

This will be a two step process.

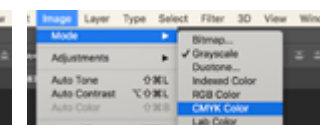
First, use the path: Image > Mode > Grayscale to convert the image from bitmap back to grayscale.

Second, use the path: Image > Mode > RGB/CMYK to convert the image from grayscale to color.

Note: You may convert the image to either RGB or CMYK depending on your intended use for the image.



For RGB



For CMYK

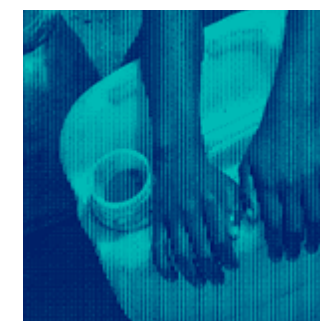
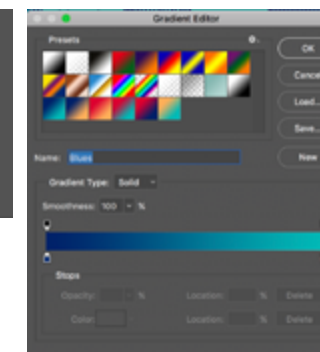
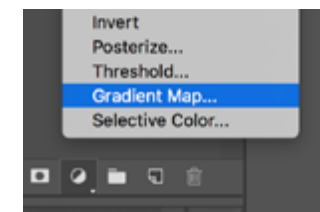
5

Apply Gradient Map

Apply a gradient map by adding an adjustment layer at the bottom of the layers panel.

The gradient map will convert your image to color, and by adding the values of two complimentary colors from the WU Palette, you will complete the treatment of the image with this last step.

Note: Not all color combinations will work for every photo. Typically the lighter color should be on the right and the darker on the left, however there are a variety of combinations within the WU Palette, so experiment and select your favorite.

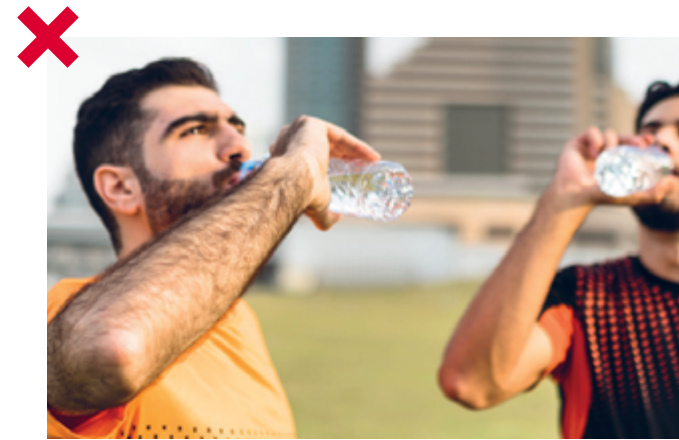


7.4 IMAGERY: THINGS TO AVOID

The Water Unite imagery style is an important part of the brand. It is crucial to setting us apart in a crowded category. For this reason, it is important to maintain consistency and quality.

The examples shown here illustrate incorrect uses of imagery.

Never use images in these ways.



Do not use untreated images.



Do not use black and white imagery.



Do not use neutral colors in combination with the WU palette in imagery.



Do not use product led imagery.



Do not use problematic color combinations.



Do not use alternate graphics to create dot screens.

I N

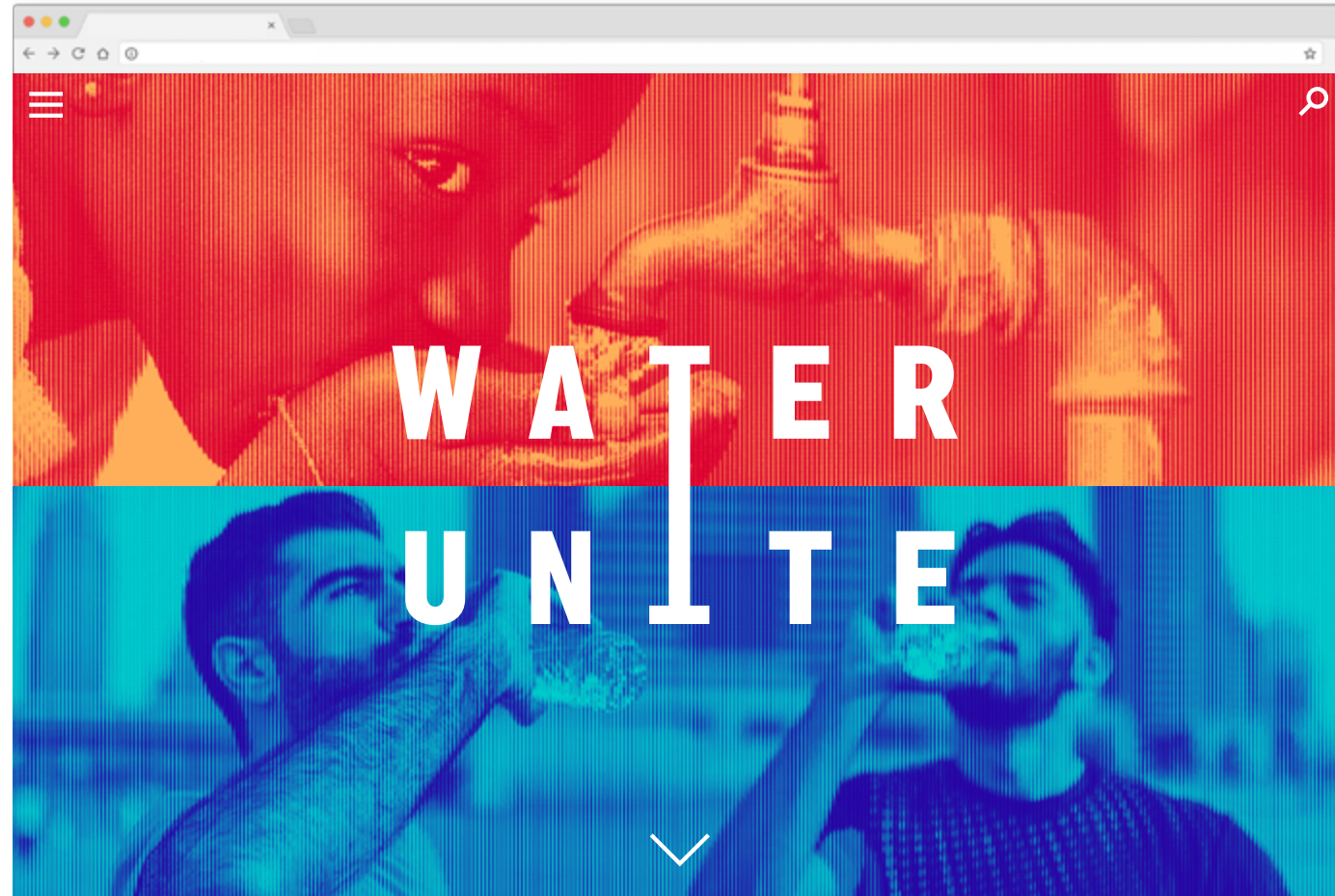
A C T I O N

- 8.1 Website
- 8.2 Posters
- 8.3 Point of Sale
- 8.4 Business Card
- 8.5 Apparel
- 8.6 Merchandise

A series of inspirational examples
of the identity in application.

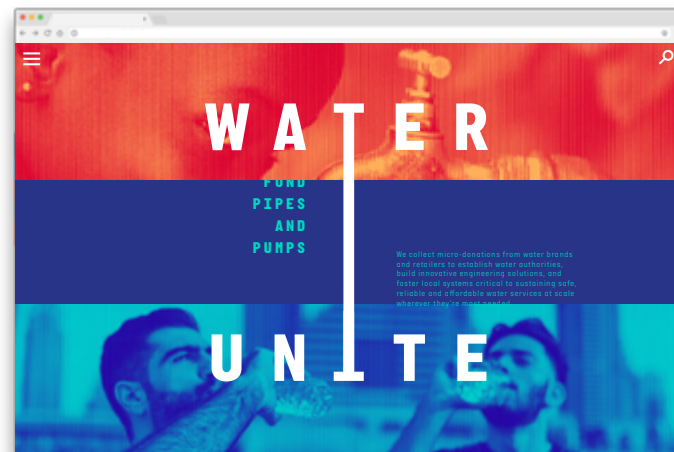
8.1 WEBSITE

In web application, the logo can animate, and expand to fit the height of the screen, with the content following suit.

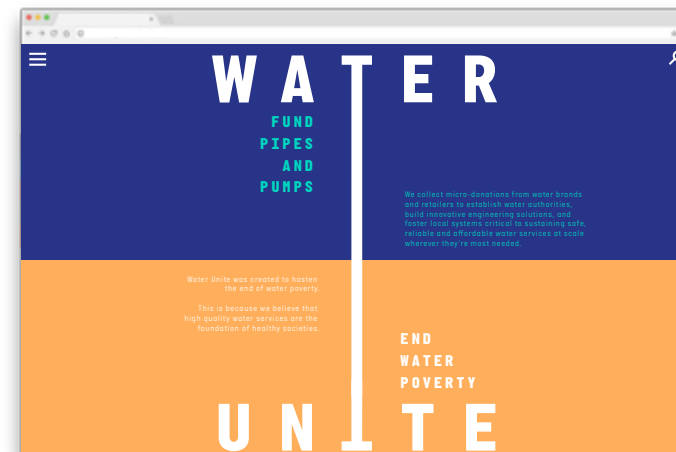


Landing page

NOTE:
All copy is for illustration only. Use as inspiration.
Do not view as approved copy.



Upon scroll

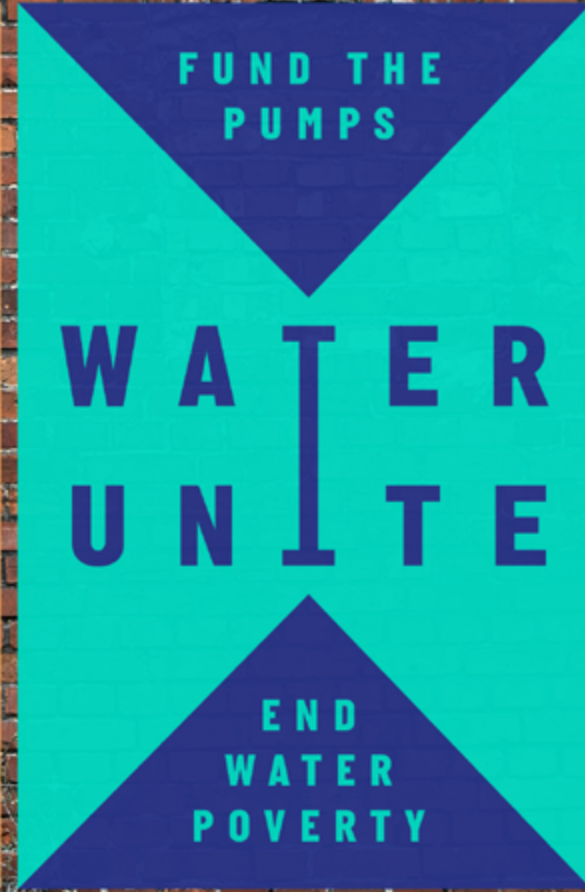


Upon scroll (page 2)



In mobile, the flexible qualities of the identity should be retained

8.2
POSTERS



NOTE:
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Do not view as approved copy.

8.3 POINT OF SALE

The Water Unite visual expression system sets the brand apart at point of sale. The flexible logo expression adapts to fit any layout, making a bold statement in a visually crowded atmosphere.

NOTE:
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Do not view as approved copy.

Ambient Pennant



Shelf talker



Gondola





8.3 POINT OF SALE continued

The Water Unite visual expression system sets the brand apart at point of sale. The flexible logo expression adapts to fit any layout, making a bold statement in a visually crowded atmosphere.

NOTE:
All copy is for illustration only. Use as inspiration.
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8.4 APPAREL

Apparel should reflect the qualities of the brand: vibrant, bold, and confident.



8.5 MERCHANDISE

The playfulness of the logo system comes through in various swag. Vibrant colors and bold typography make the brand recognizable and stand-out.



NOTE:
All copy is for illustration only. Use as inspiration.
Do not view as approved copy.

