

Hydrality - Brand Guideline

0.1

Introduction

These are Hydrality's Brand Guidelines. These guidelines are a manifestation of our mission, values, and the exceptional experiences we aim to deliver to our customers. This document acts as a comprehensive compass for all involved, ensuring a unified and seamless portrayal of our brand across all touchpoints.

The objective of these brand guidelines is crystal clear: elucidate the essence of the Hydrality brand and uphold uniformity in its portrayal. This encompasses the utilization of our logo, color palette, typography, visuals, and the tone we project. These guidelines cater to internal teams, external partners, and suppliers entrusted with the representation of our brand.

Consistency stands as the cornerstone in preserving the integrity and resilience of our brand over time. We urge all stakeholders to wholeheartedly embrace these directives and offer insights and recommendations for future enhancements.

May this document be a prized resource for all those charged with the responsibility of carrying our brand's torch.

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01 Our Brand

Defining Hydrality
Brand Foundations
Brand Values
Personas
Tone of Voice

1.1

Defining Hydrality

→ Water Treatment

Hydrality is your health, your body, and your future. Hydrality utilizes and distributes water purification systems that eliminate chlorine, metallics, arsenic, chromium-6, disinfection byproducts, PFAS, radium, and other contaminants present in your water supply. By removing these lethal toxins, Hydrality provides alkaline water to enhance every aspect of your life, guiding you towards a new reality.

Our water purification systems mark the beginning of a new chapter. As a society, we lack access to clean water. The significant industrialization and growth of our civilization have led to contamination of the fluids that we use consistently for bathing, washing, cleaning, and drinking. Water, fundamental to our health and future, is what we aim to restore.

Hydrality offers a comprehensive, all-in-one solution. Our delivery of advanced water purification and alkalization systems nurtures your health, ensures the longevity of your life, and embraces the principles of sustainability. We empower you to connect with the essence of water itself - a source of vitality that resonates across every facet of your life. Drink Hydrality, save yourself.

1.2

Brand Foundations

Brand foundations are the bedrock principles shaping a company's branding strategy. They offer a lucid grasp of the brand's mission, core values, and distinctive persona – pivotal elements in crafting a cohesive and lasting brand identity. These foundations are paramount for they serve as the scaffold upon which decisions regarding the brand's visual and verbal expression are made.

This encompasses facets like logo design, color selection, messaging, and the tone of communication. In essence, brand foundations lay the groundwork for brand uniformity, empowering a company to carve out a distinguished and dependable presence in the market.

Mission Statement

Hydrality offers proven clean water, free from chemicals, contaminants, and toxins. Our mission is to provide a one-stop solution that revitalizes your life, enabling you to embark on an entirely new journey.

Vision Statement

To cultivate a reality where everyone has access to clean and safe water in all aspects of their lives. No one should have to endure a basic human necessity that isn't safe for consumption. We are rewriting the narrative of our vitality and shaping our future.

1.3

Brand Values

Brand values serve as the guiding light, steering a company's choices and conduct, whether within its inner workings or when interacting with the world at large. These principles encapsulate a brand's essence and its aspirations for a constructive influence on society. The significance of brand values lies in their role as the architects of a brand's identity and standing.

They furnish a distinct comprehension of a brand's essence and its unwavering convictions, a magnet for like-minded individuals who are drawn to these shared values. This alignment fosters customer loyalty and can be instrumental in forging enduring connections with the brand's audience.

Health

Your well-being is our priority. We believe that pure, revitalizing water is the foundation of a healthier life. Hydrality is committed to providing you water that nurtures your body's essential needs, enhancing your overall health and vitality.

Longevity

We're invested in the longevity of your life. By addressing the challenges posed by hard water, we ensure that your body thrives in the healthiest possible environment.

Sustainability

Our commitment extends beyond the present. We understand the importance of safeguarding our resources for generations to come. Hydrality's solutions are designed to promote sustainable water usage, preserving our planet's most precious asset for the future.

1.4

Persona

1/3

Brand personas play a pivotal role due to their capacity to shape precise marketing strategies and messaging that strike a chord with the brand's intended audience. They furnish the framework for this strategic alignment, enabling brands to authentically connect with their target demographic. By delving into the wants and needs of their customer base, brands can cultivate a more compassionate and impactful approach to communication.

These brand personas essentially serve as imaginary figures embodying the quintessential customers of a brand. They breathe life into the brand's target audience by offering a richer and more intricate insight into their actions, motivations, and preferences. This profound understanding empowers brands to resonate more deeply with their audience and tailor their efforts to foster genuine engagement and connection.

Tier 1 - Luxury & Convenience seekers

Hydrality is your health, your body, and your future. Hydrality utilizes and distributes water purification systems that eliminate chlorine, metallics, arsenic, chromium-6, disinfection byproducts, PFAS, radium, and other contaminants present in your water supply. By removing these lethal toxins, Hydrality provides alkaline water to enhance every aspect of your life, guiding you towards a new reality.

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1.5

Persona

2/3

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Tier 2 - Young and Aware

"Embracing life's every moment."

Age: 23–33

Income: \$24k–55k

Education: Bachelor degree

Home: Renters and soon to be homeowners

Children: Yes

Gender: Male/Female/Gender-neutral

Marital Status: Single

Possibility of Financing 8/10

Lifestyle: Active — Health conscious — Environmentally conscious

Our life-long users — Urban Dwellers

1.6

Persona

3/3

Tier 3: Hard Working + Money Conscious

“I work hard for my things, I want to make them last.”

Age: 35–55

Income: \$50,000–\$74,999

Education: Bachelor degree

Home: Homeowners

Children: 1–2 Children

Gender: Male

Marital Status: Single

Possibility of Financing 10/10

Lifestyle: Money conscious — Home renovators — Family First — Health Conscious — Time and Resource conscious — DIY — Frugal Consumption: Prefers making well-considered purchases and investing in quality items that are built to last — Spends Personal Time on Maintenance: Dedicates time and effort to properly — Mindful Spending: Values items that offer long-term value, aiming to avoid unnecessary replacements or upgrades. maintain possessions, extending their lifespan through regular care — Sustainability Focus: Aligns with eco-conscious values, minimizing waste by choosing durable goods over disposable alternatives — Appreciation for Craftsmanship: Recognizes and appreciates the artistry and skill behind well-crafted, enduring products.

1.7

Tone of Voice

Hydrality's tone of voice exudes unwavering confidence, unshakable integrity, and an unyielding commitment to practical solutions. In every interaction, we uphold these fundamental messages, ensuring a consistent and resolute brand identity.

Confident: We communicate with unshakable confidence, rooted in our profound expertise in addressing hard water challenges. Our self-assured tone springs from our extensive knowledge of water purification, underscored by our steadfast commitment to enhancing your well-being.

Solution-Focused: Hydrality's voice is action-oriented. We're solution-focused, devoted to equipping you with practical answers rather than dwelling on problems. We guide customers toward a more optimal water experience.

Trustworthy: Integrity is woven into our words. We nurture trust through transparency, unwavering honesty, and a steadfast dedication to keeping our promises. Trust forms the bedrock of our communications and these commitments assure our customers they can always count on us.

02

The Logo

- The Logo
- Brandmark
- Logo Usage
- Logo Safezone

2.1

The Logo

The logo stands as a cornerstone in Hydrality's brand narrative, encapsulating the essence of our personality, values, and aesthetic in a visual symphony. It serves as the brand's welcoming face, often forming the initial connection with prospective customers. A meticulously crafted logo wields the power to etch brand recognition, construct trust, and set us apart in a sea of competitors.

Our logo should be a captivating visual masterpiece, boasting versatility and scalability across diverse platforms, ensuring unwavering uniformity in our brand's message and visual identity. A formidable logo isn't just an option; it's a necessity. It's the linchpin to forging indelible and enduring impressions upon our cherished customers.



Hydrality

Minimum Print Size: 1.6 centimeters / 1 inch



Minimum Digital Size: 45 pixels



2.2

The Logo

Page Text: The logo stands as a cornerstone in Hydrality's brand narrative, encapsulating the essence of our personality, values, and aesthetic in a visual symphony. It serves as the brand's welcoming face, often forming the initial connection with prospective customers. A meticulously crafted logo wields the power to etch brand recognition, construct trust, and set us apart in a sea of competitors.

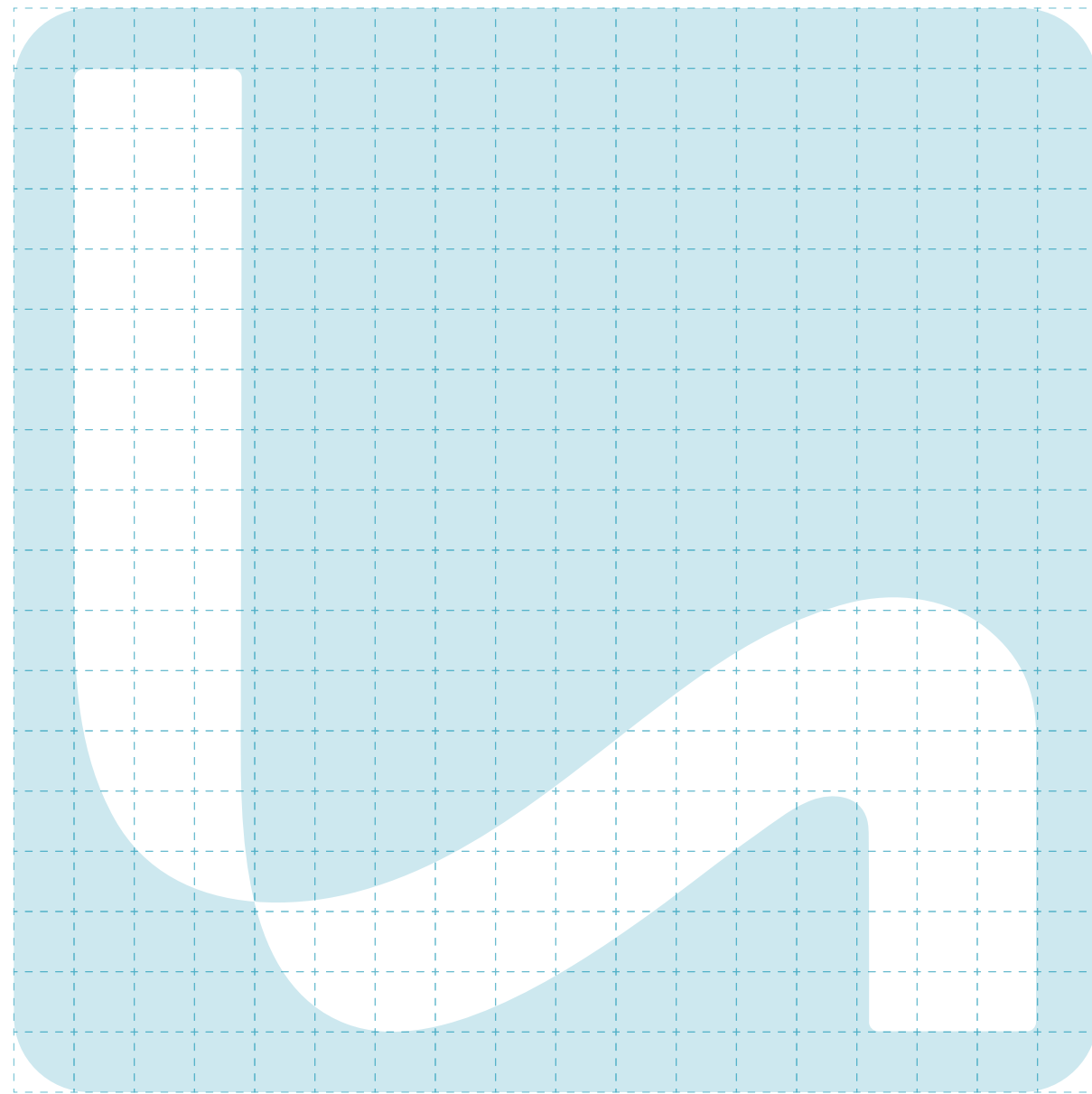
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2.3

Brandmark

Within Hydrality's visual identity, the brandmark, a steadfast companion to our logo, plays a pivotal role. This distinctive symbol partners with our logo to artfully convey the very core and values of our brand. The brandmark, characterized by its simplicity, uniqueness, and instant recognizability, encapsulates our essence. It possesses the versatility to stand alone, gracing various brand touchpoints with its presence. In doing so, it fortifies brand recognition and reinforces our unwavering commitment to consistency. A potent brandmark is the secret ingredient in crafting a brand identity that lingers in memory and resonates deeply.



2.4 Logo Usage

Page Text: The logo stands as a cornerstone in Hydrality's brand narrative, encapsulating the essence of our personality, values, and aesthetic in a visual symphony. It serves as the brand's welcoming face, often forming the initial connection with prospective customers. A meticulously crafted logo wields the power to etch brand recognition, construct trust, and set us apart in a sea of competitors.

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1/4



2/4



3/4



4/4



2.5 Logo Safezone

The logo safezone is a designated space that ensures our logo remains unencumbered by any other design elements or text. This allocation of space is pivotal in preserving our logo's visibility, legibility, and overall impact, allowing it to boldly distinguish itself. The logo safezone is key for when the logo is applied in smaller sizes or placed in within visually crowded environments. This safezone protects the logo's visibility on all fronts.



03

Typography

Typography
Typography Hierarchy

3.1

Typography

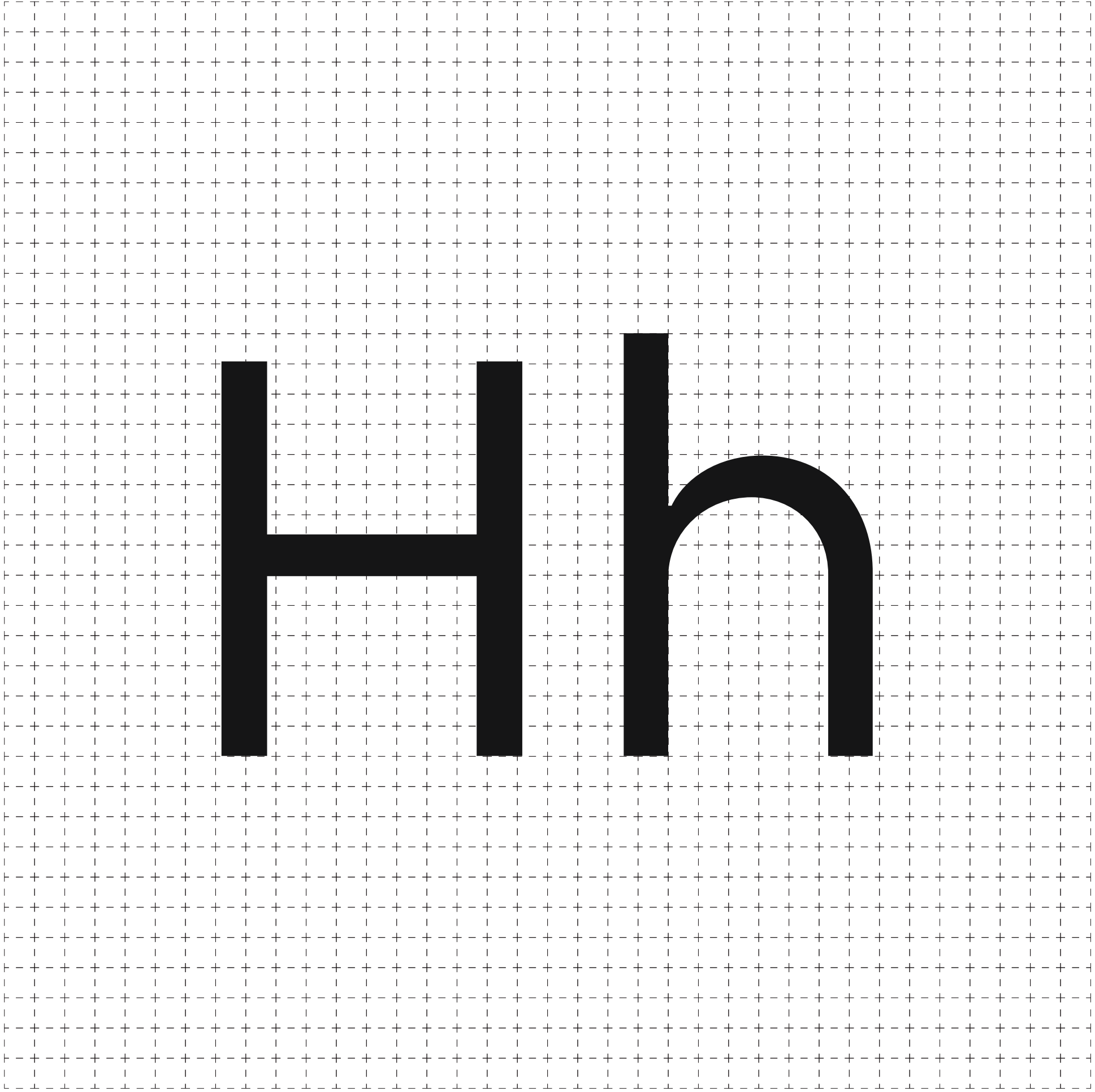
Archia is a modern sans-serif typeface known for its clean and minimalist design, making it highly versatile for various design applications. With its geometric and balanced letterforms, Archia exudes a sense of professionalism and clarity, making it suitable for both print and digital projects. Its range of weights and styles allows for flexibility in creating visual hierarchy and emphasis in typography.

ARCHIA

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789



Hh

3.2

Typography Hierarchy

Archia is a versatile typeface that boasts an array of weights and styles that fashion a crystal-clear hierarchy, bestowing upon us the gift of consistent and organized typography usage across a multitude of brand touchpoints. This hierarchy isn't just about aesthetics; it's a conductor of visual order, expertly guiding the viewer's gaze to the most pivotal information. It stands as a steadfast presence across all our brand materials, reinforcing the very personality and values that define Hydrality.

Hydrality

HEADER
Text Size . 170 pt

Hydrality

SUB HEADER
Text Size . 80 pt

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

SUB HEADER
Text Size . 17 pt

04 Color Palette

Primary & Secondary Colors

4.1

Color Palette

Insert this text as a placeholder, this will be updated once we have the finalized colors and know their connection to the brand.

<p>#032F40 RGB 3, 47, 64, 1 CMYK 95, 27, 0, 75</p>	<p>#1EA6C6 RGB 30, 166, 198, 1 CMYK 85, 16, 0, 22</p>	<p>#D8F2EB RGB 216, 242, 235, 1 CMYK 11, 0, 3, 5</p>	<p>#F7F7F7 RGB 247, 247, 247, 1 CMYK 0, 0, 0, 3</p>
<p>Blue Whale</p>	<p>Curious Blue</p>	<p>Iceberg</p>	<p>Wild Sand</p>

05

Photography

Product Photography

5.1

Photography

Products 1/2

Professional photography stands as an indispensable asset for Hydrality. Our brand's visual narrative comes to life through images that include product showcases, water testing demonstrations, and real-world depictions of our treatment systems in action. Each visual representation that bears the Hydrality name must meet the exacting standards of our company, ensuring the highest quality in every frame.



5.2

Photography

Products 2/2

Professional photography stands as an indispensable asset for Hydrality. Our brand's visual narrative comes to life through images that include product showcases, water testing demonstrations, and real-world depictions of our treatment systems in action. Each visual representation that bears the Hydrality name must meet the exacting standards of our company, ensuring the highest quality in every frame.



06 Iconography

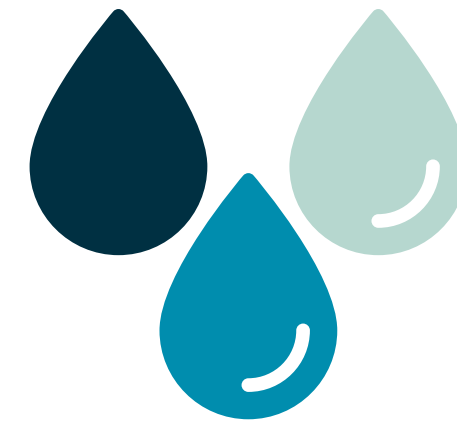
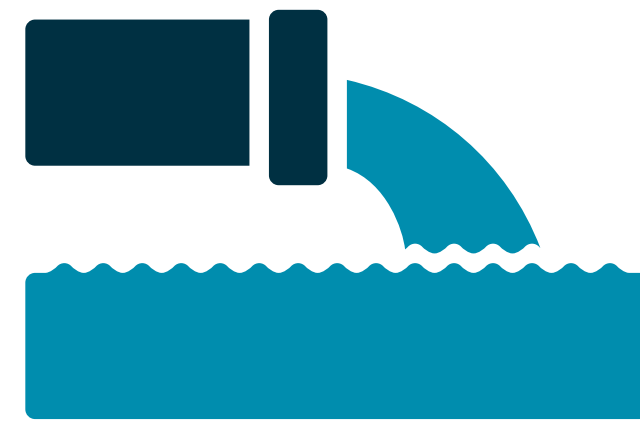
Icon Set

6.1

Iconography

These icons serve as versatile tools, seamlessly integrated across a spectrum of brand touchpoints, spanning from informative resources to website design. They not only underscore our brand's dedication to simplicity and functionality but also inject visual allure, elevating the user experience.

Through the unwavering use of coherent iconography, we bolster brand recognition and nurture a unified and indelible brand identity.



07

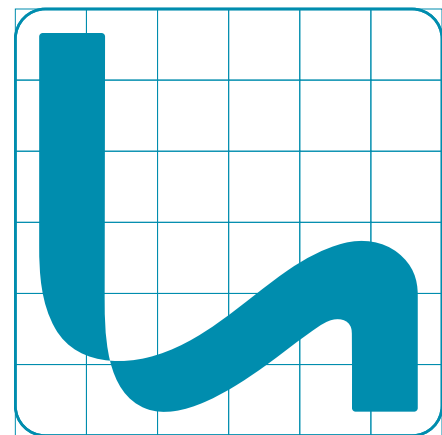
Social Media

Social Media Icon
Social Media Template

7.1

Social Media

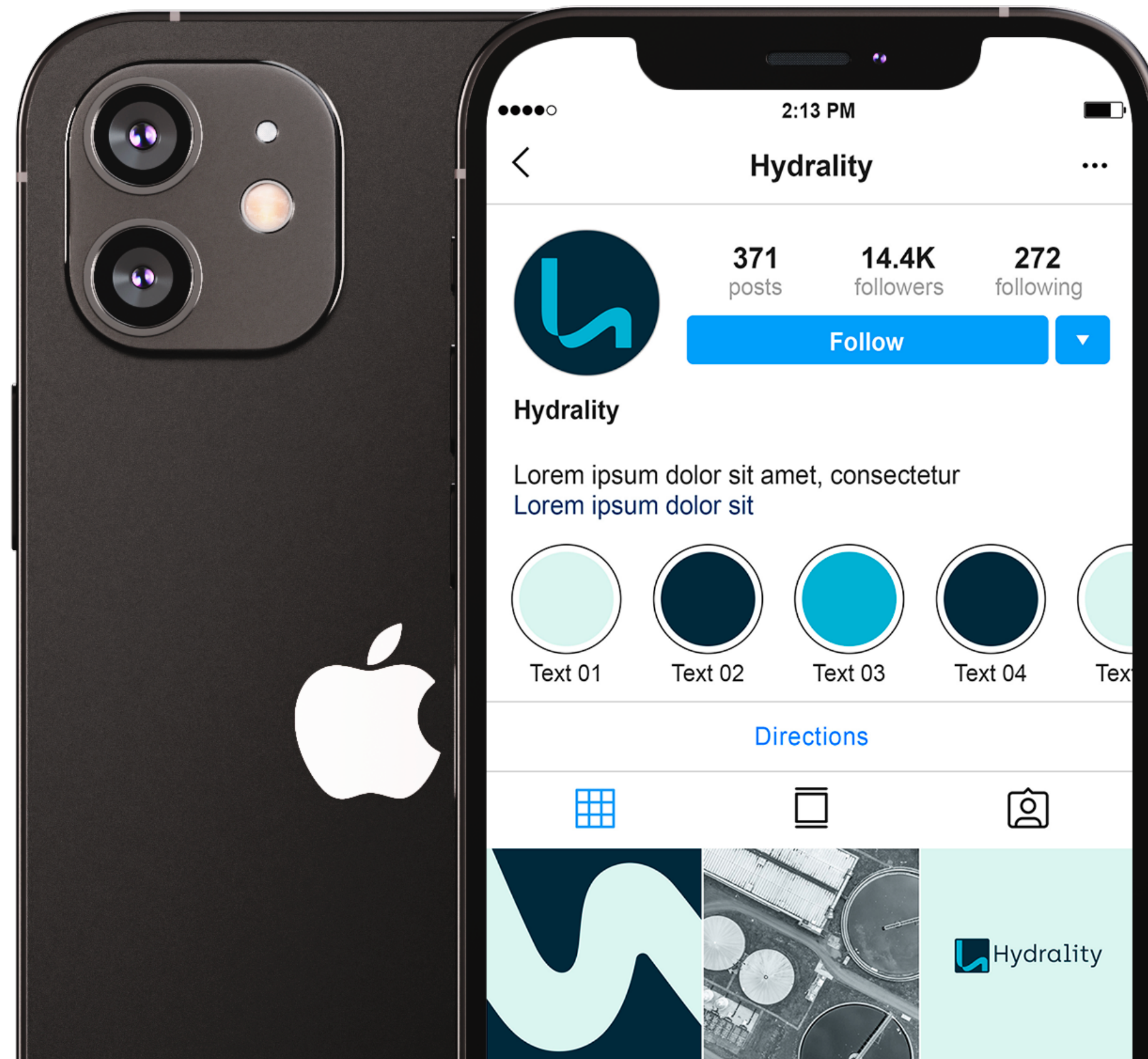
Hydrality's social media persona is a potent vehicle for reinforcing our identity, ensuring that our brand remains distinctly recognizable and deeply etched in the memories of our audience. Through our social media channels, we are dedicated to disseminating valuable health information, showcasing our product offerings, and illustrating real-life applications of our solutions, thereby enriching the lives of our followers.



Application Grid System
36 Field Grid



Social Media App Icon
Instagram / Facebook

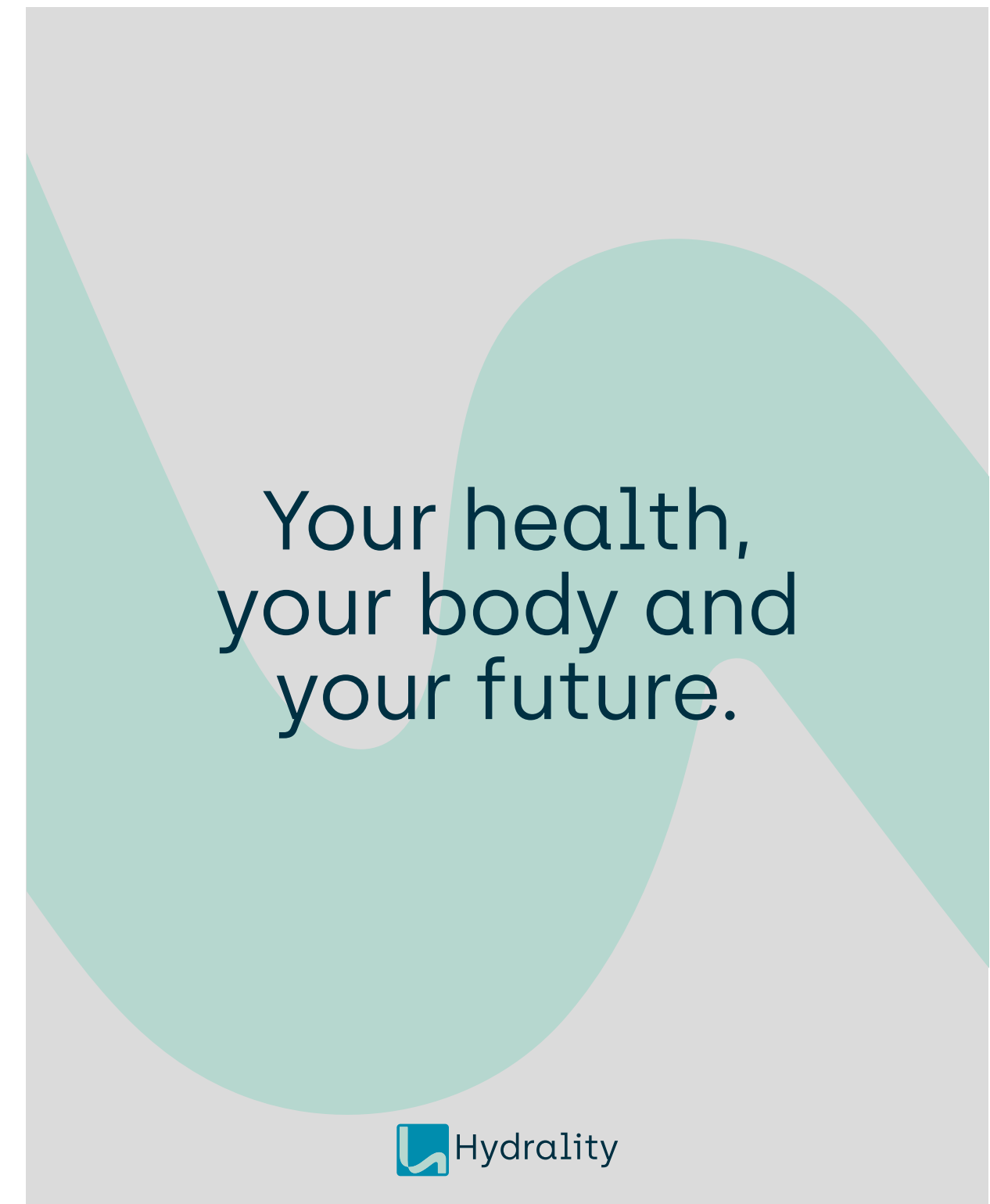


7.2

Social Media Templates

Hydrality's social media template integrates our brand's color palette, Archia typeface, and other signature brand elements, weaving a seamless and unmistakable brand identity. The harmonious synergy between our color palette and typography amplifies our modern and solution driven approach while the steadfast application of brand elements such as icons and photography style forges a unified and indelible visual narrative.

This fusion of design elements not only sets our social media template apart but also leaves a lasting impression on our dedicated followers.



08

Website

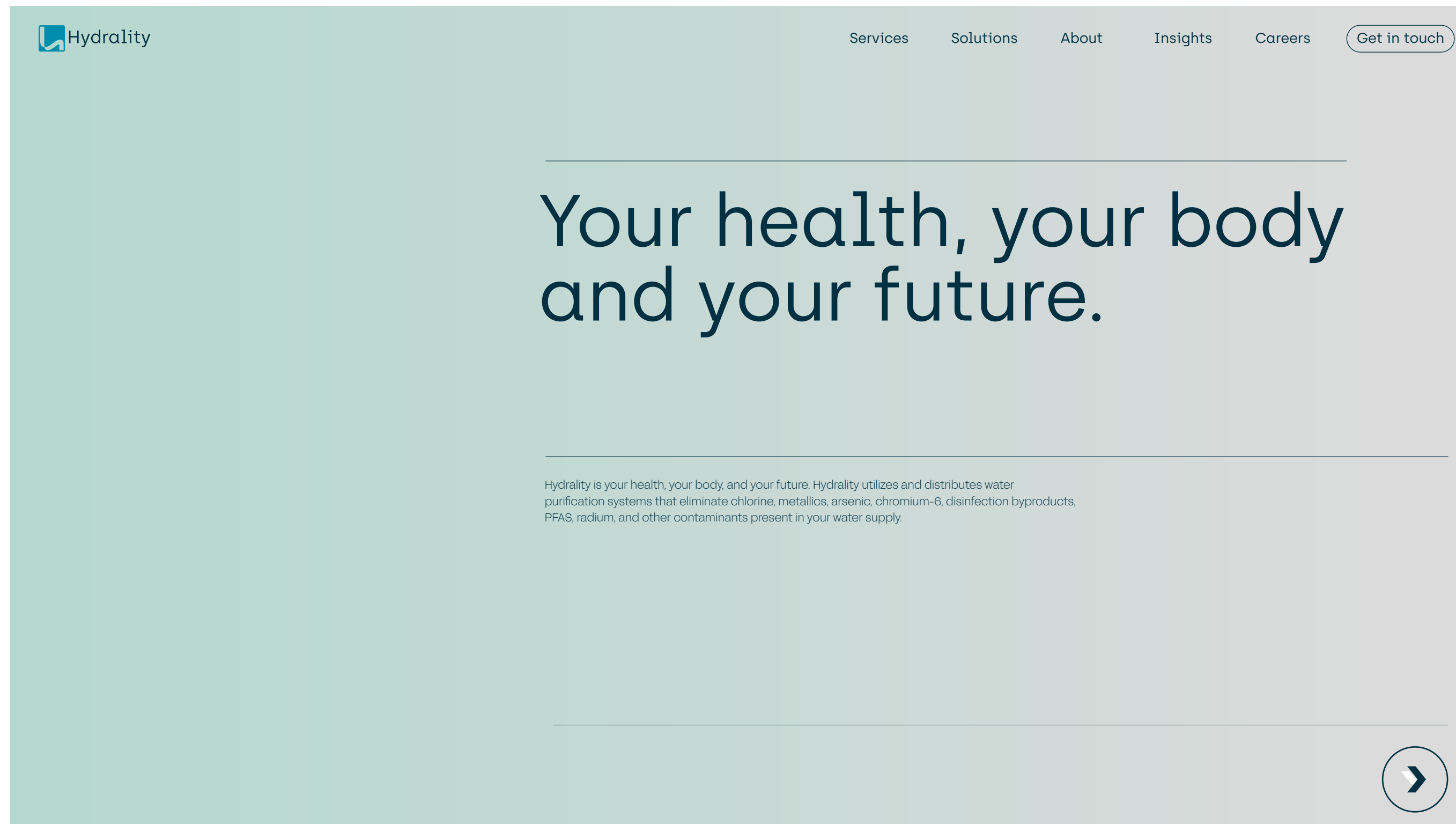
Desktop Website
Mobile Website
Grid Systems

8.1

Desktop Website

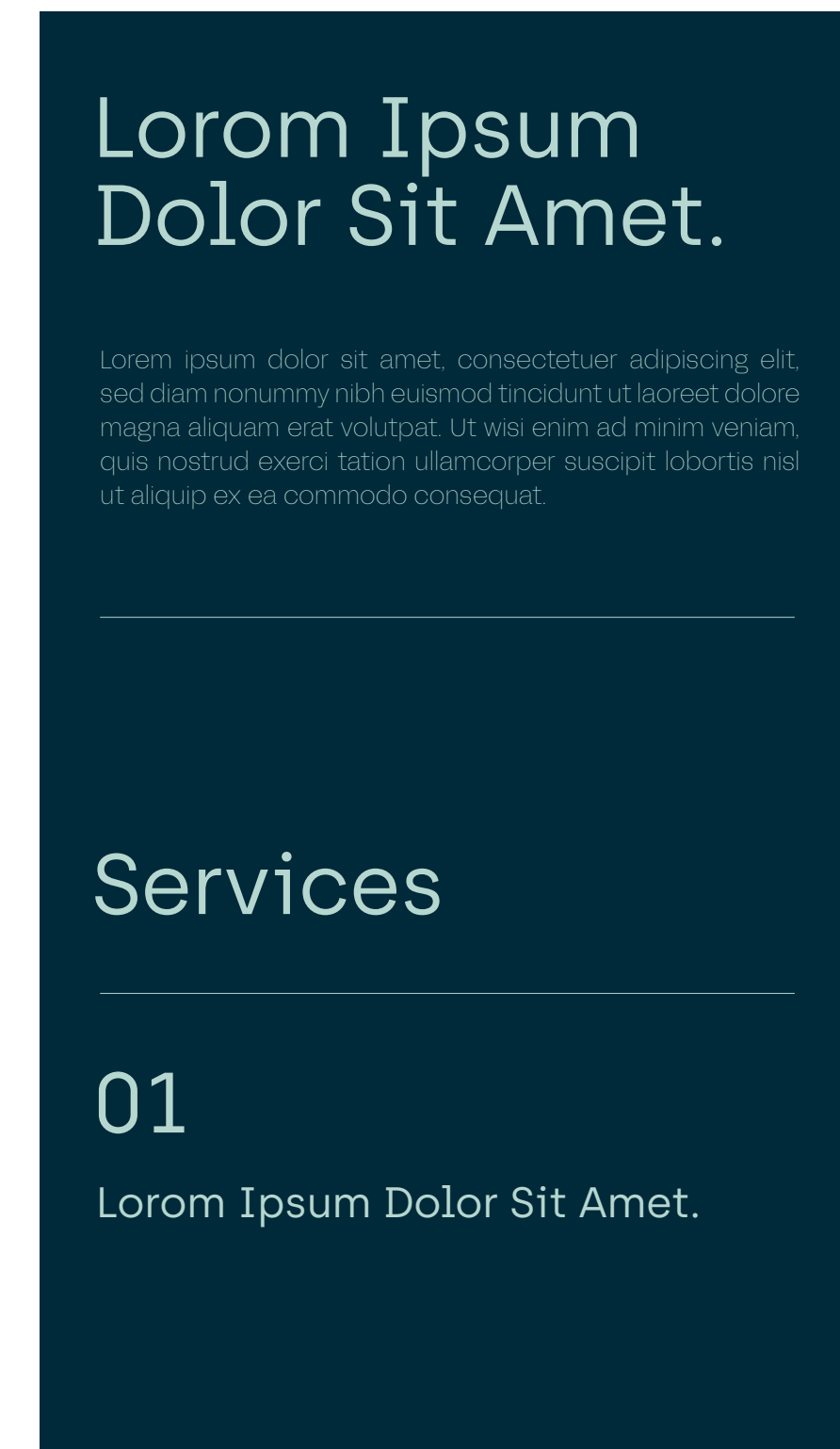
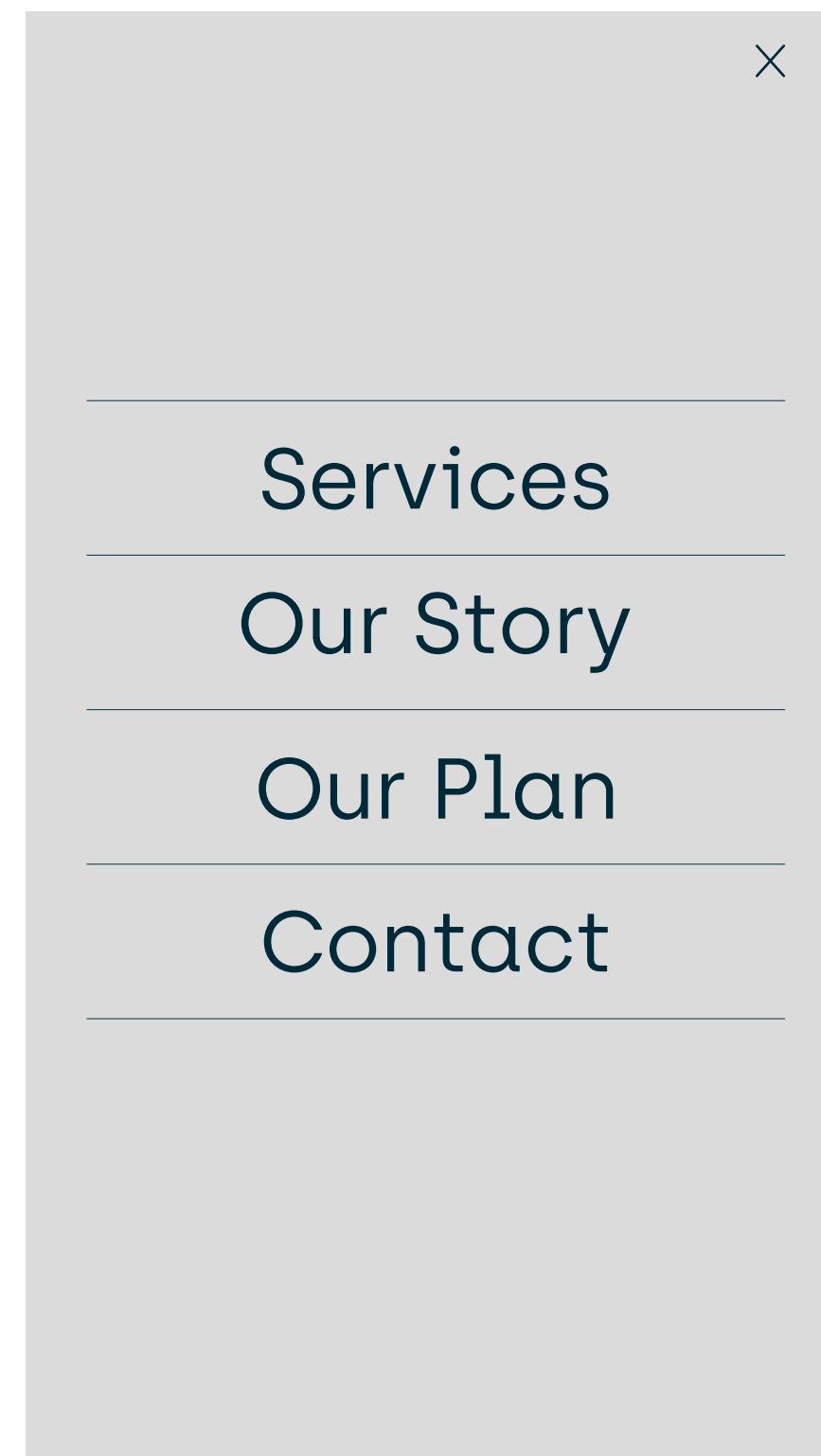
Hydrality's website design embodies modern minimalism, placing a premium on captivating visuals. Its generous use of striking, large-scale images immerses visitors in our water solutions, fostering a profound emotional connection with our products. The website's intuitive and uncluttered design ensures a seamless user experience, aligning perfectly with our brand's emphasis on functionality and contemporary aesthetics.

This prominent use of imagery stands as a pivotal element in our website's design, setting it apart and leaving a lasting mark on every visitor for a truly memorable brand experience.



8.2 Mobile Website

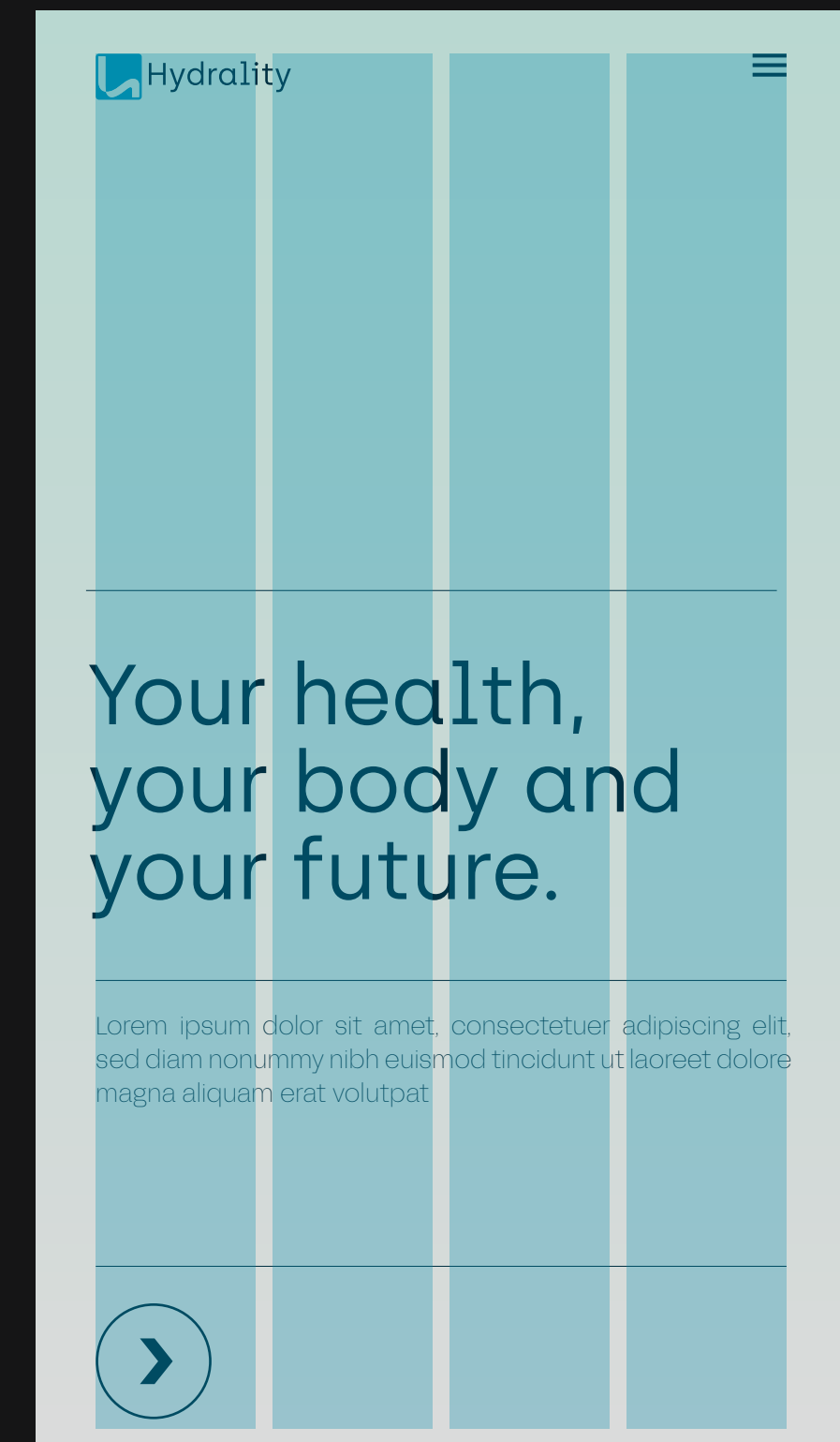
Hydrality's mobile website design harnesses the distinct vantage point afforded by mobile devices. This fresh perspective enables us to craft dynamic layouts and employ our color palette in innovative ways, resulting in captivating and interactive pages that effectively showcase our offerings and information.



8.3 Website Grid System

Website grids hold significant importance in crafting a website design that is both consistent and aesthetically pleasing. They serve as the architectural framework for structuring website content, enhancing user navigation and accessibility. A thoughtfully designed grid aids in establishing a clear visual hierarchy, guiding users' attention to key elements while maintaining a sense of balance and proportion on the page.

Moreover, website grids play a pivotal role in reinforcing a unified brand identity by maintaining consistency across the entire website, yielding a polished and professional appearance. In essence, website grids are an indispensable tool for crafting a website design that is not only visually appealing but also efficient and effective in delivering information to users.



8.4

Desktop Website

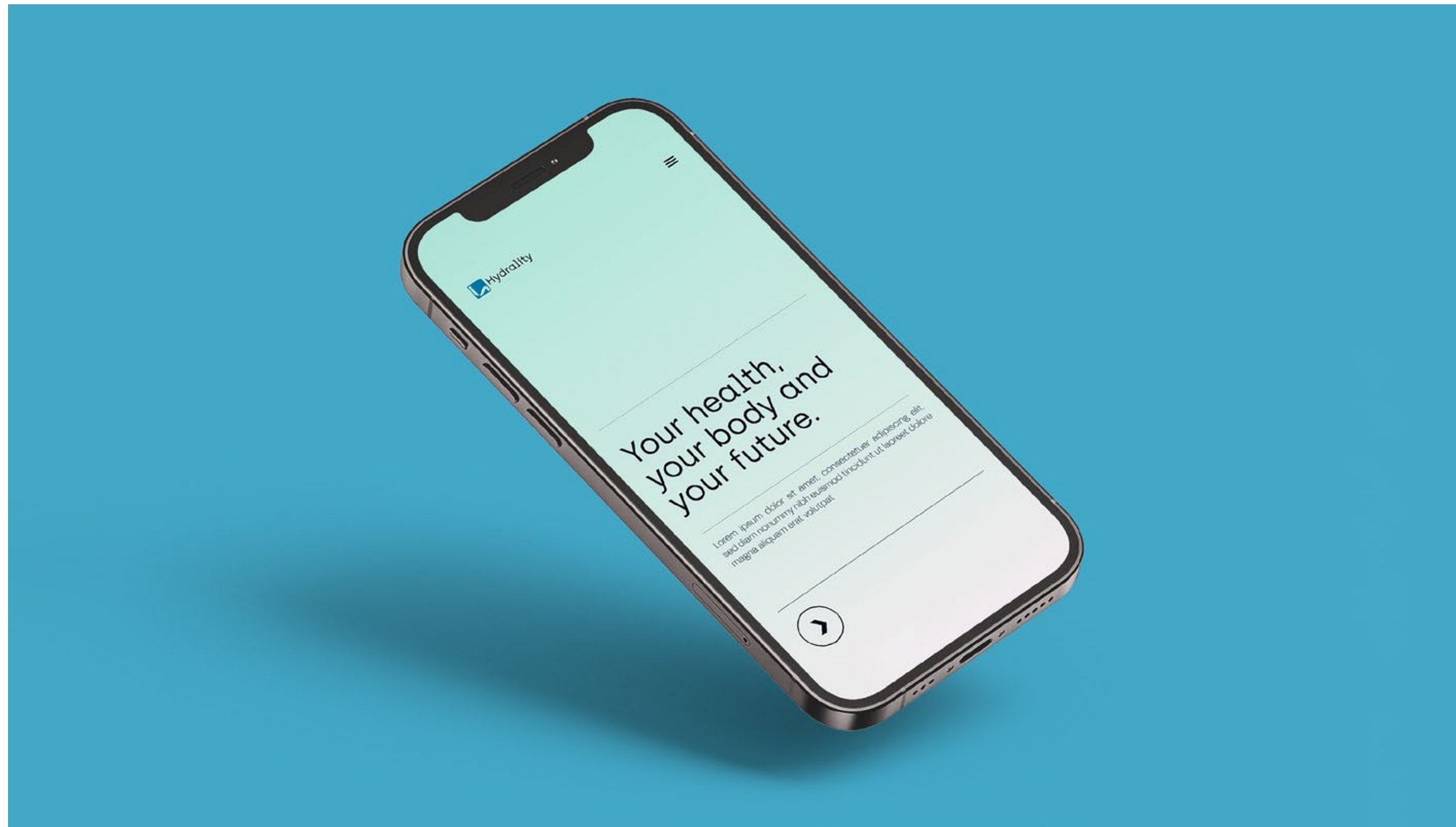
In Use



8.5

Mobile Website

In Use



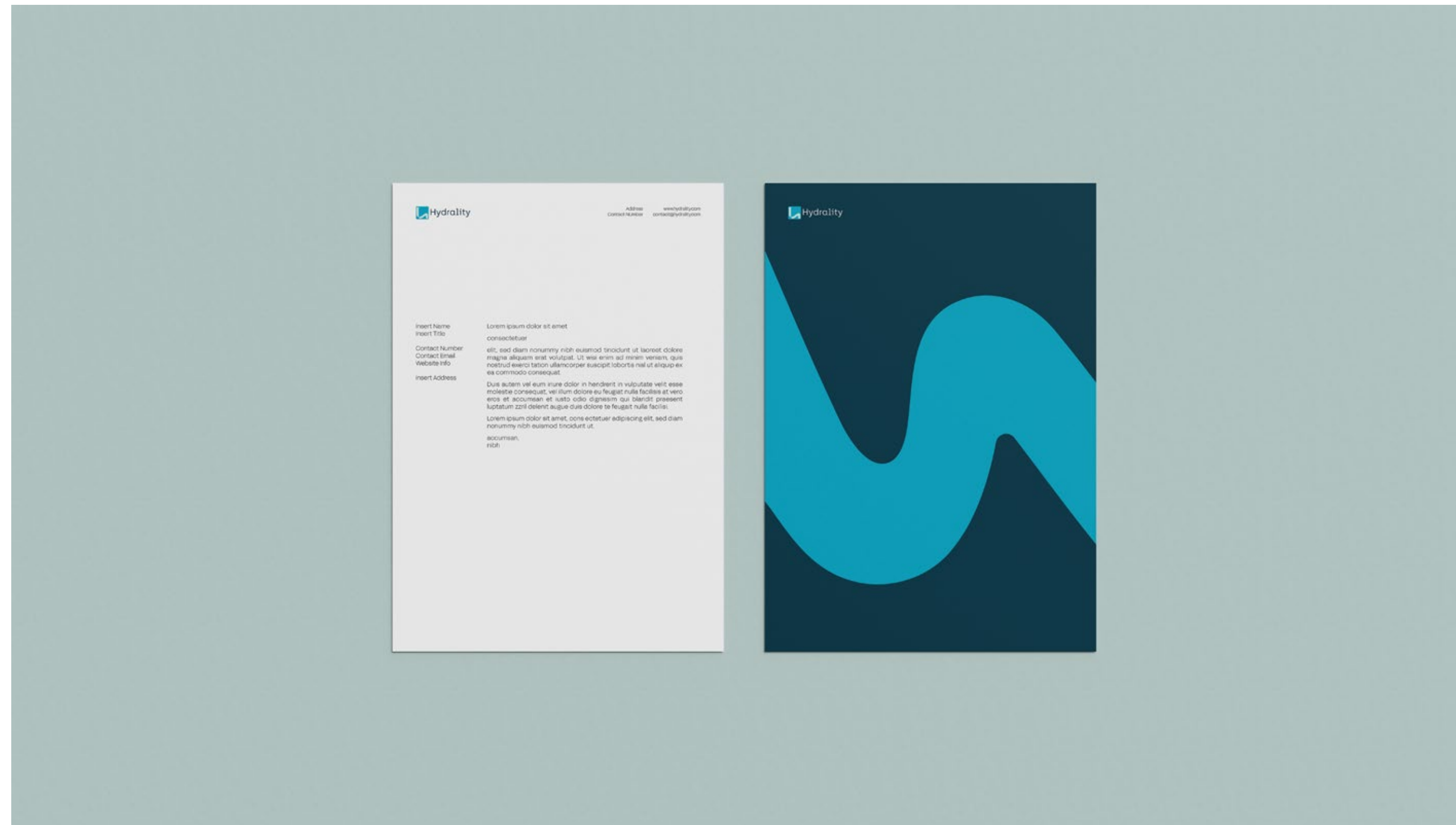
09 Applications

- Letterheads
- Business Cards
- Stationary Grid Systems
- Brochures
- Brochures Grid Systems
- Banners
- Banners Grid Systems
- Packaging
- Tape
- Tote Bag

9.1

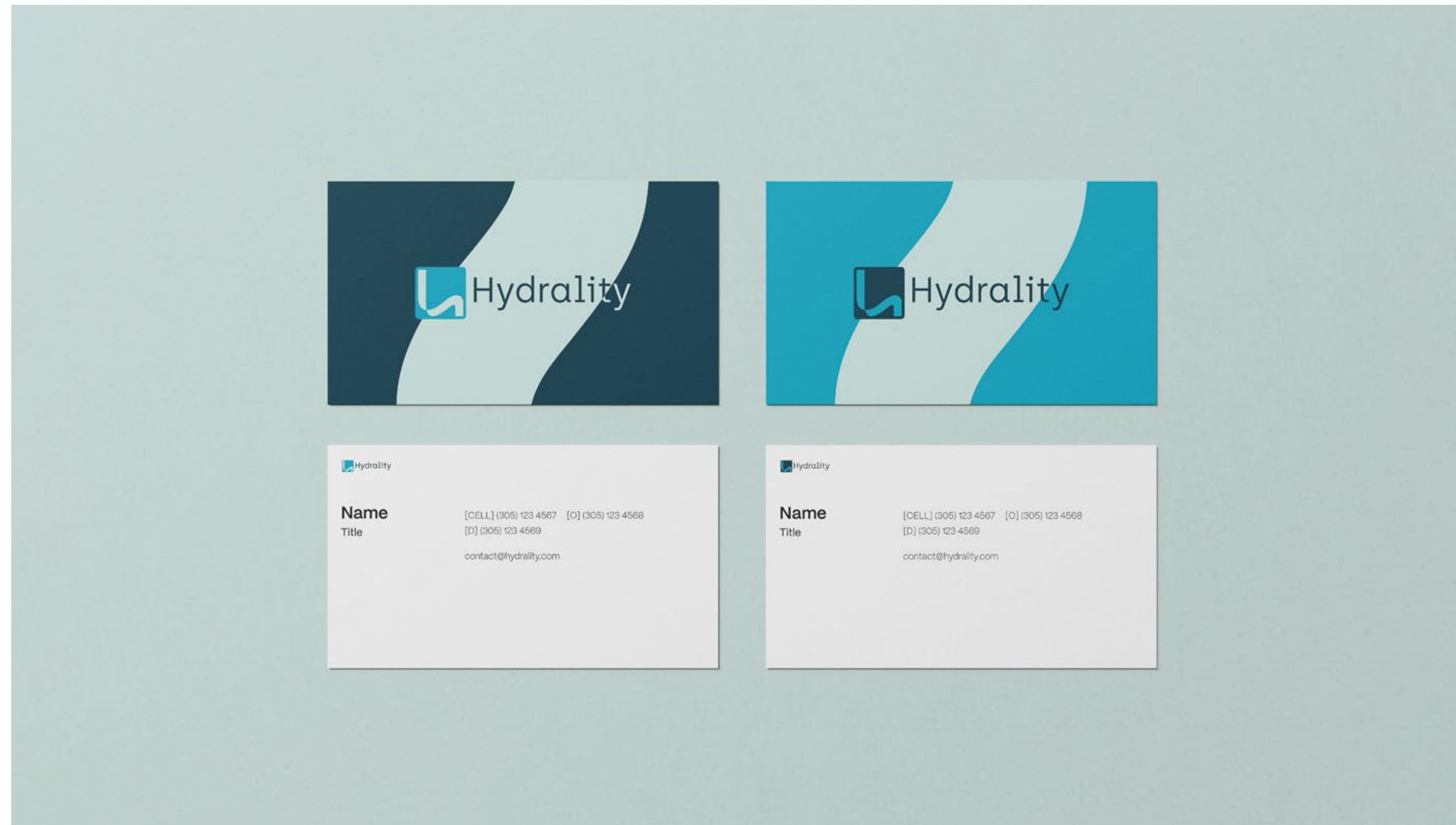
Letterheads

Our primary typeface, Archia, takes center stage for the company name and contact details, while the color palette adds a touch of brand personality and reinforces our ethos in the footer section. In sum, our letterhead design exudes simplicity, professionalism, and unwavering alignment with our brand's overarching visual identity.



9.2 Business Cards

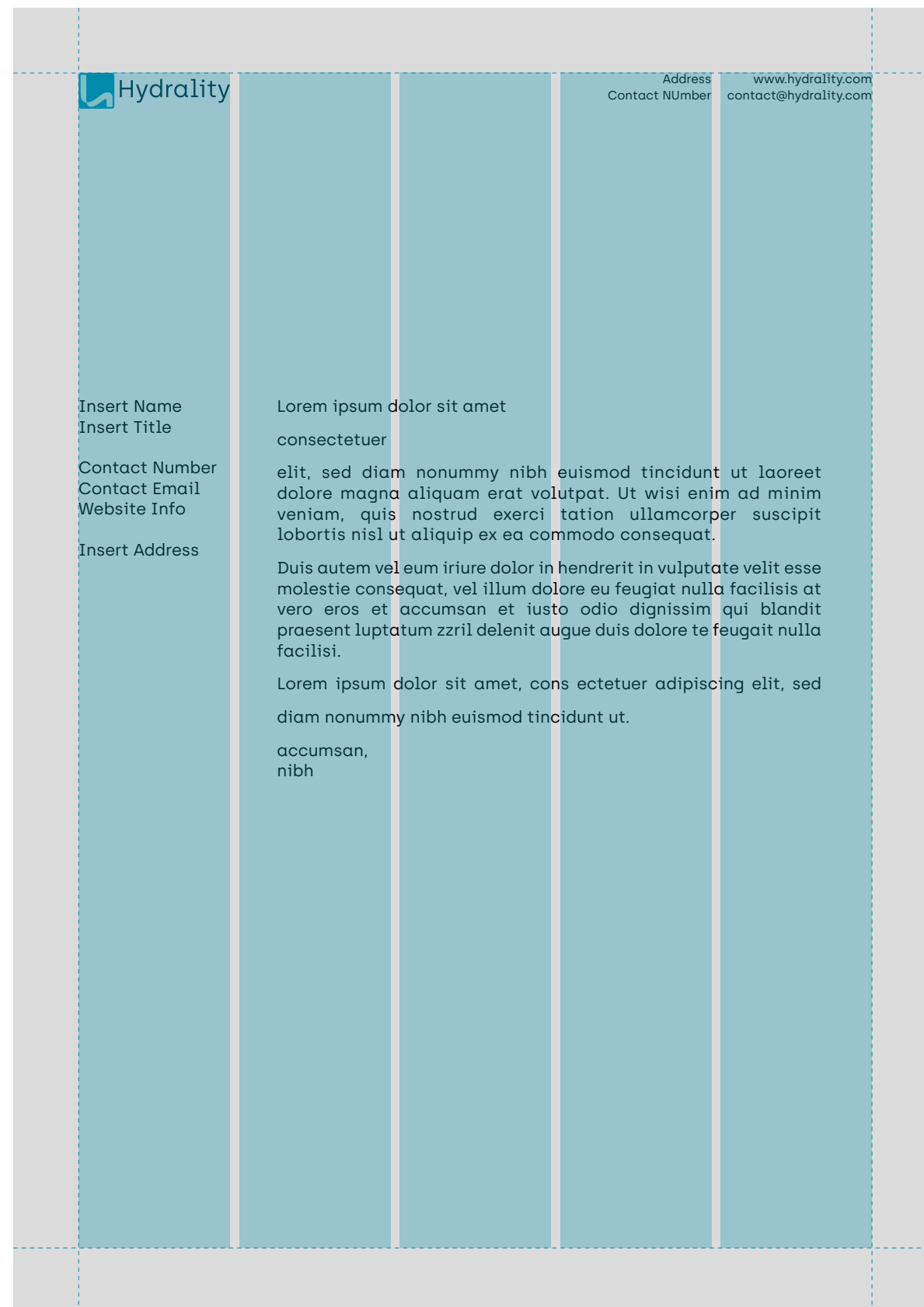
Our business cards serve as an extension of our brand and its ambassadors. Aligned seamlessly with our comprehensive brand guidelines, they exemplify our brand identity and its core attributes, ensuring a consistent and compelling representation in every interaction.



9.3 Stationary Grid System

Within Hydrality's brand guidelines, meticulous grids have been established for both letterheads and business cards, assuring a uniform and polished appearance throughout all printed materials. The letterhead grid, composed of 32 fields, facilitates precise positioning of design elements and text, preserving an uncluttered and harmonious layout.

Meanwhile, the business card grid adopts a versatile 2-column structure, offering a framework for organized design, while permitting flexibility in content and graphics. These grids stand as indispensable instruments for upholding a steadfast brand identity and guaranteeing the adherence of all printed materials to Hydrality's exacting brand standards.



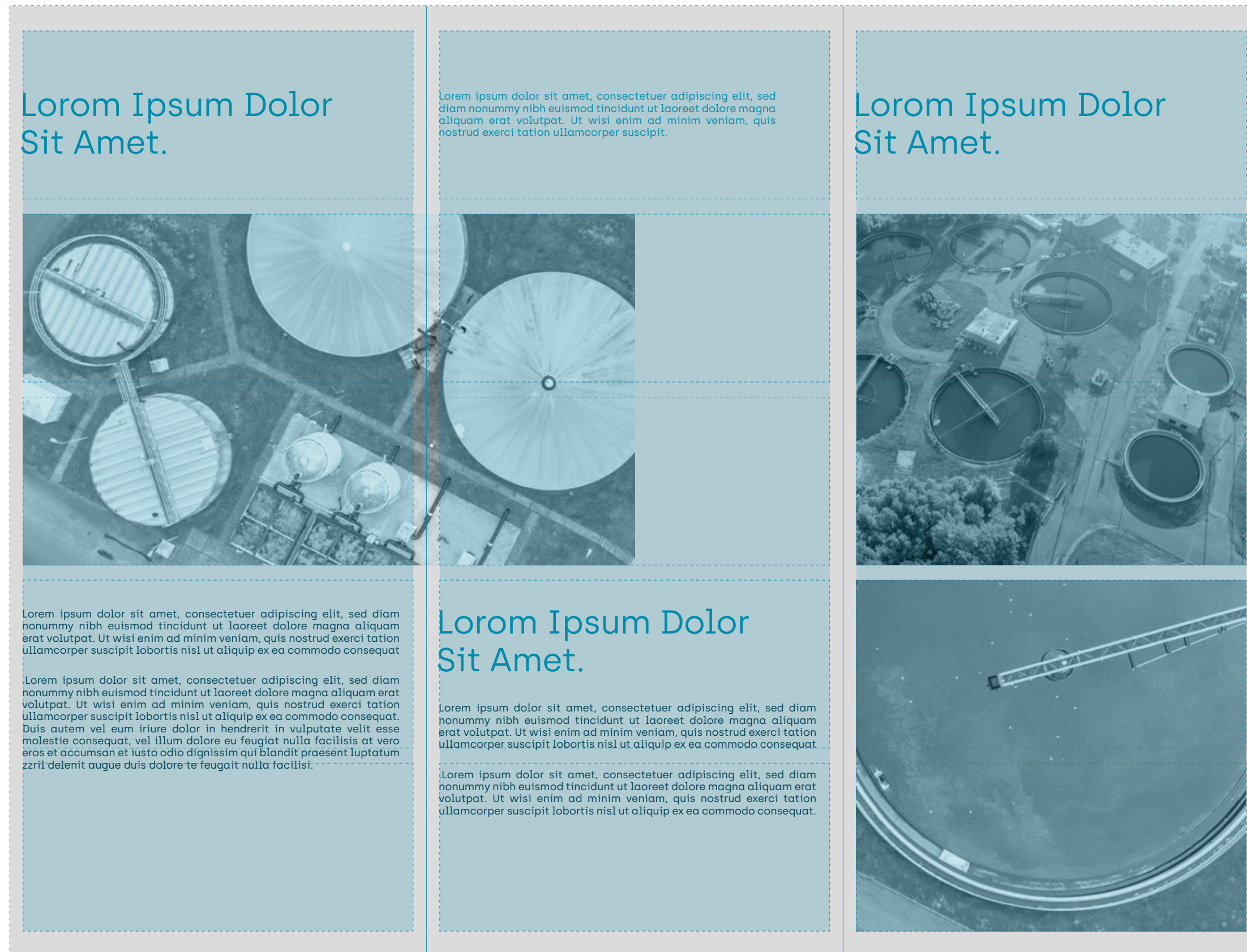
9.4 Brochures

Hydrality's brochure design remains faithful to our established visual identity, employing the same 32-field grid utilized in our letterhead to uphold unwavering consistency and organization. By steadfastly adhering to our brand guidelines and harnessing our established visual elements, the brochure seamlessly extends Hydrality's brand identity, fashioning a unified brand experience that resonates deeply with our valued customers.



9.5 Brochures Grid Systems

Hydrality's brochure design adheres to our established visual identity, employing the same 32-field grid as the letterhead to maintain a resolute standard of consistency and organization.



9.6

Brochures

In The Flesh

Brochure mockups vividly depict Hydrality's water solutions in diverse settings, offering readers a true-to-life glimpse of our offerings.



9.8 Banners

Hydrality's banners adhere to the familiar 32-field grid found in our letterhead and brochure, thoughtfully adapted to a horizontal format to accommodate varying banner dimensions. While the established grid maintains a sense of organization and balance, the harmonious color palette weaves a consistent and unified aesthetic throughout all banner designs, ensuring a cohesive visual identity.



9.9 Banners Grid System

Hydrality's banners adhere to the familiar 32-field grid found in our letterhead and brochure, thoughtfully adapted to a horizontal format to accommodate varying banner dimensions. While the established grid maintains a sense of organization and balance, the harmonious color palette weaves a consistent and unified aesthetic throughout all banner designs, ensuring a cohesive visual identity.

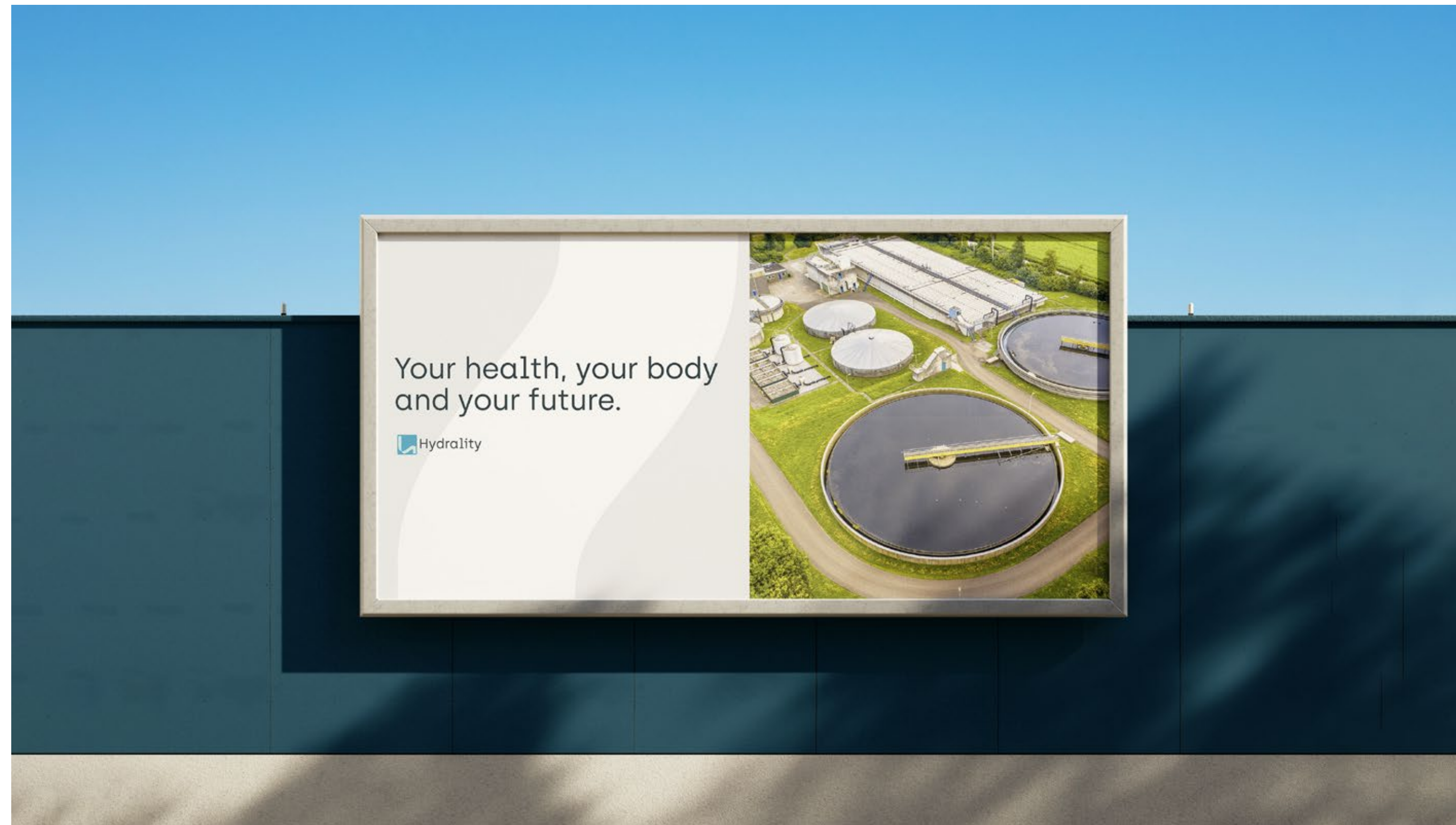


9.10

Banners

In The Flesh

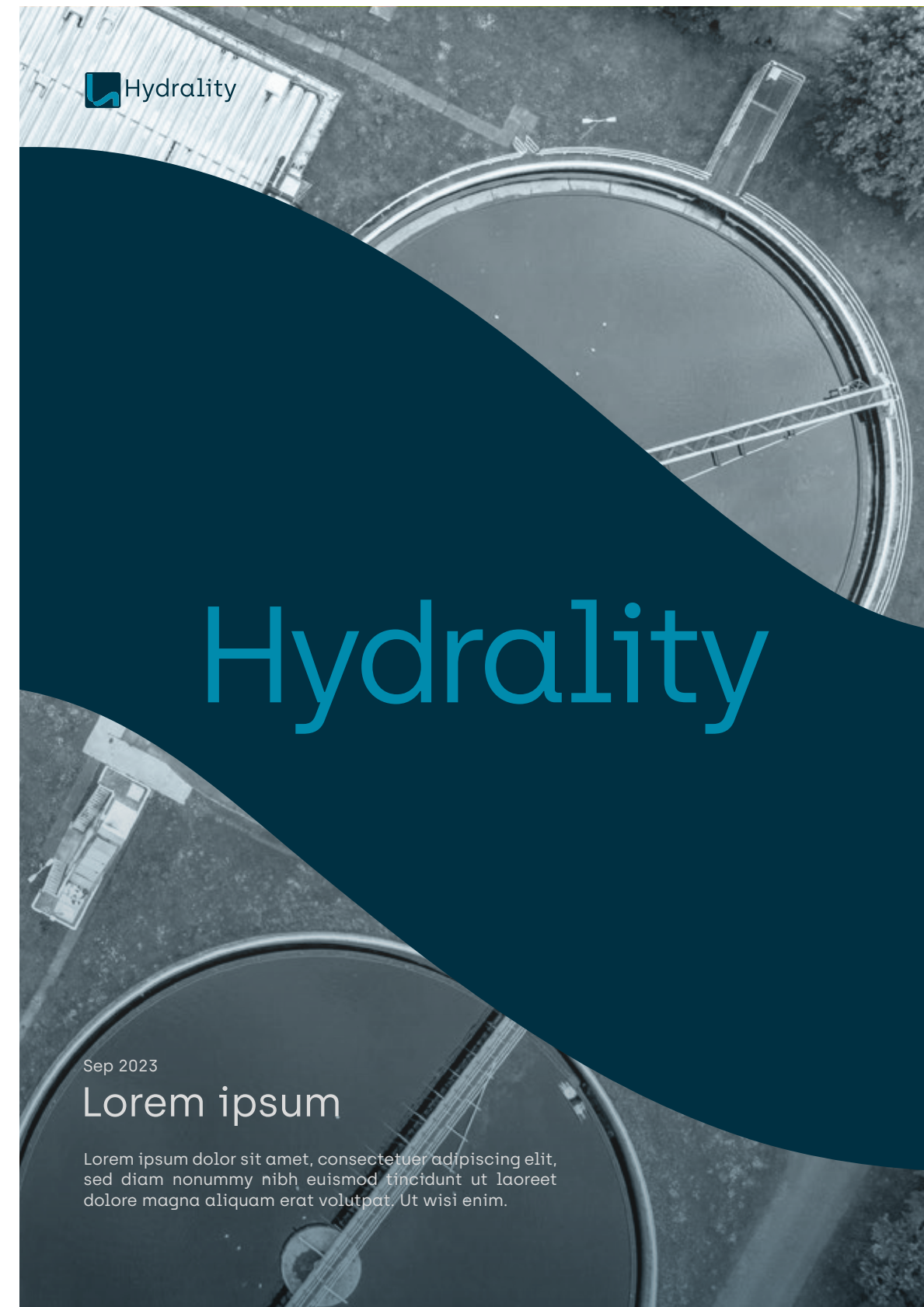
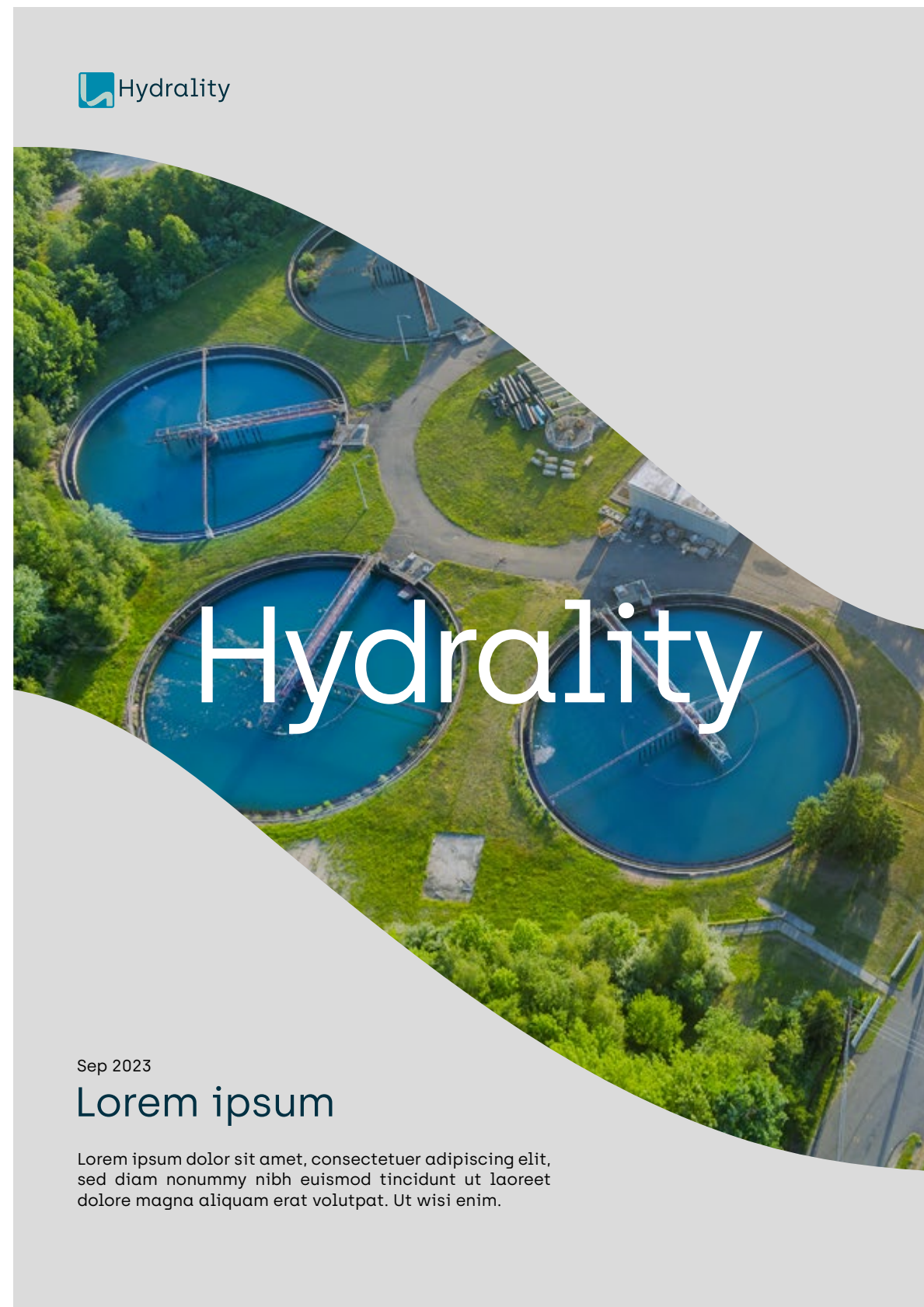
Banner mockups set in real-world scenarios present Hydrality's water solutions within diverse environments, allowing customers to envision these solutions in their own homes and settings. Through the application of our established color-coding system and the reliable 32-field grid, these banner mockups not only fortify our brand's visual identity but also foster a consistent and immersive brand experience for our customers across all touchpoints.



9.11

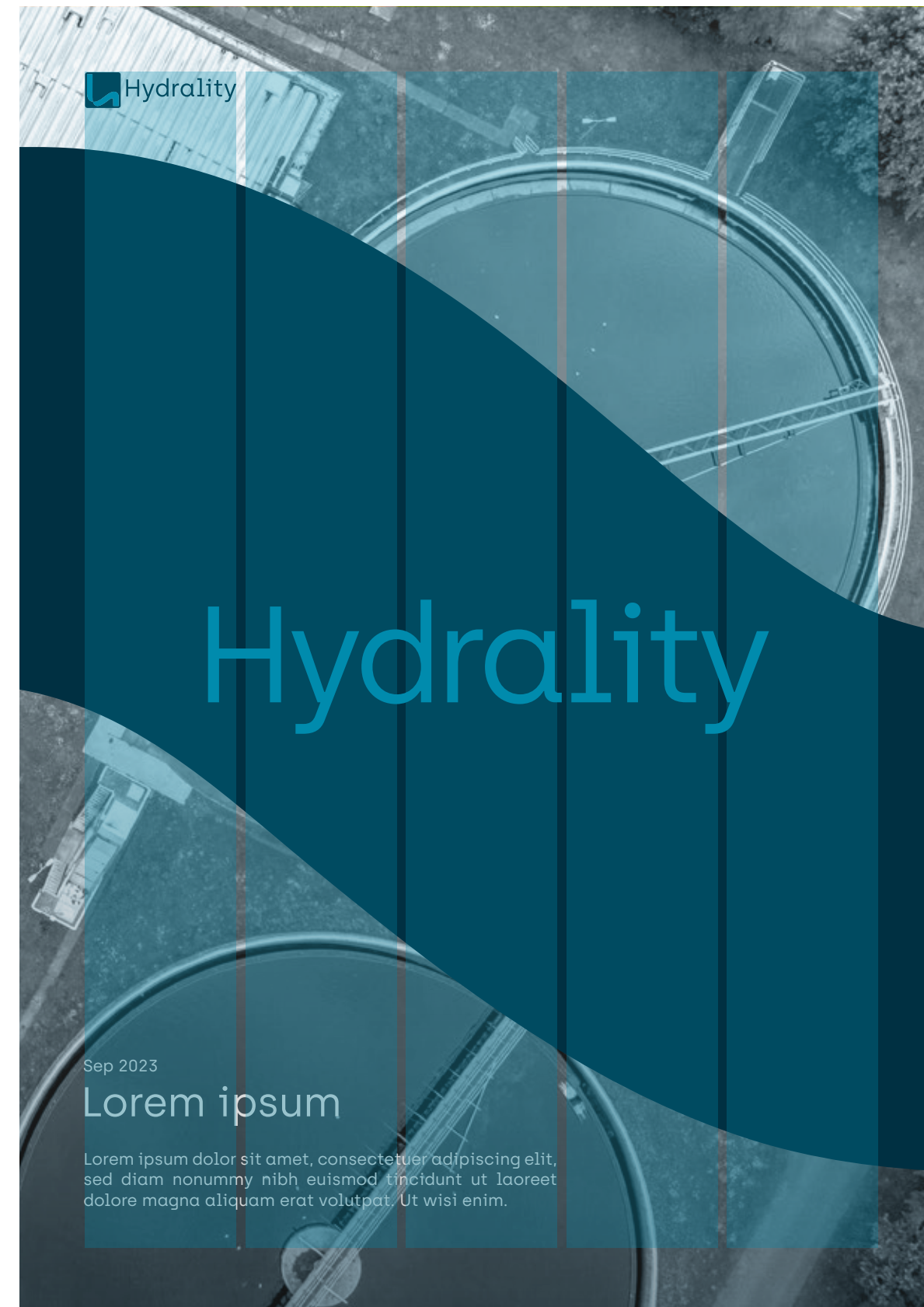
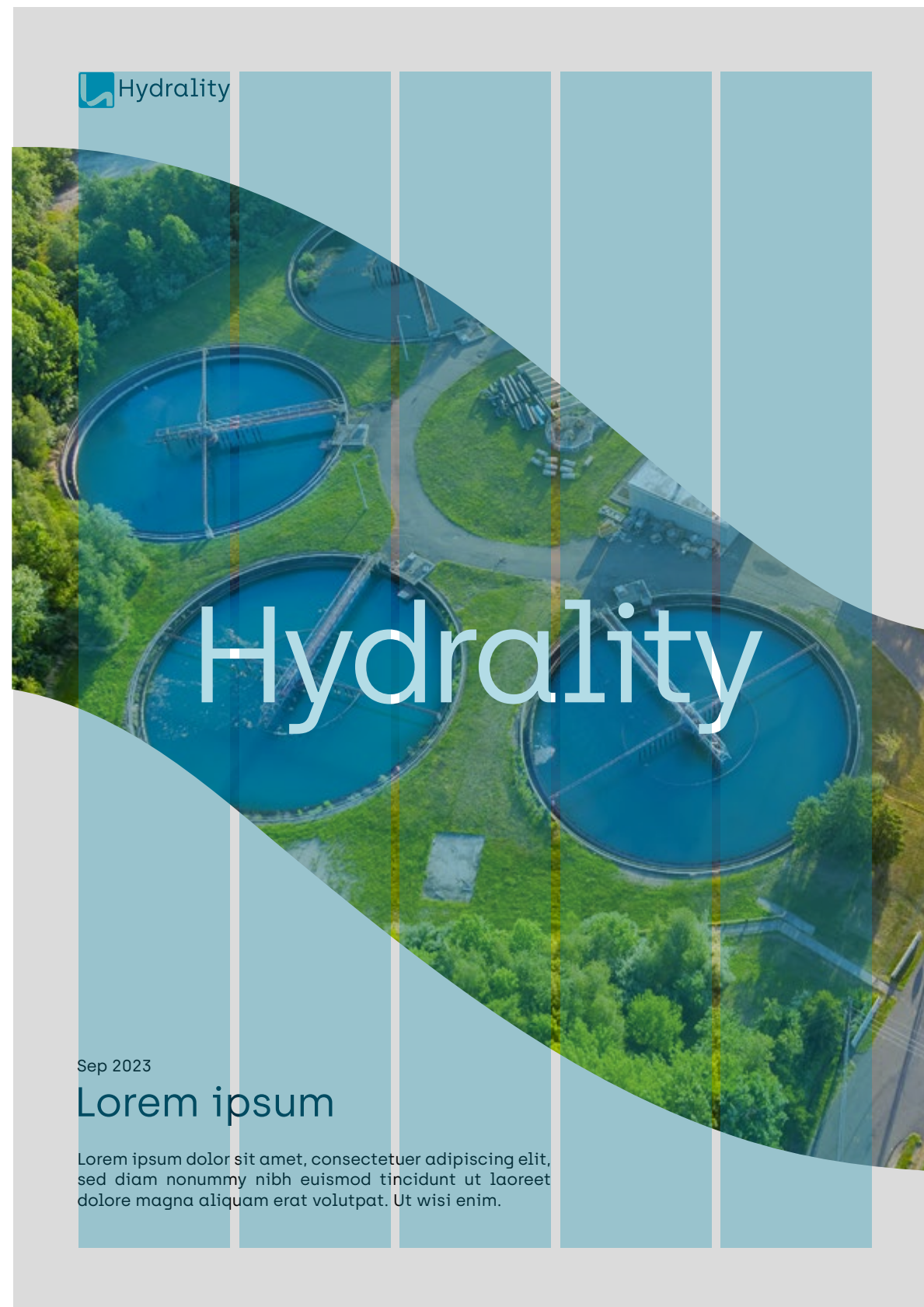
Posters

Hydrality's brochure design stays in lockstep with our well-defined visual identity, employing the identical 32-field grid featured in our letterhead to guarantee unwavering consistency and meticulous organization.



9.12 Posters Grid System

Hydrality's poster designs remain firmly grounded in our established visual identity, faithfully employing the identical 32-field grid featured in our letterhead to uphold an unwavering standard of consistency and precise organization.

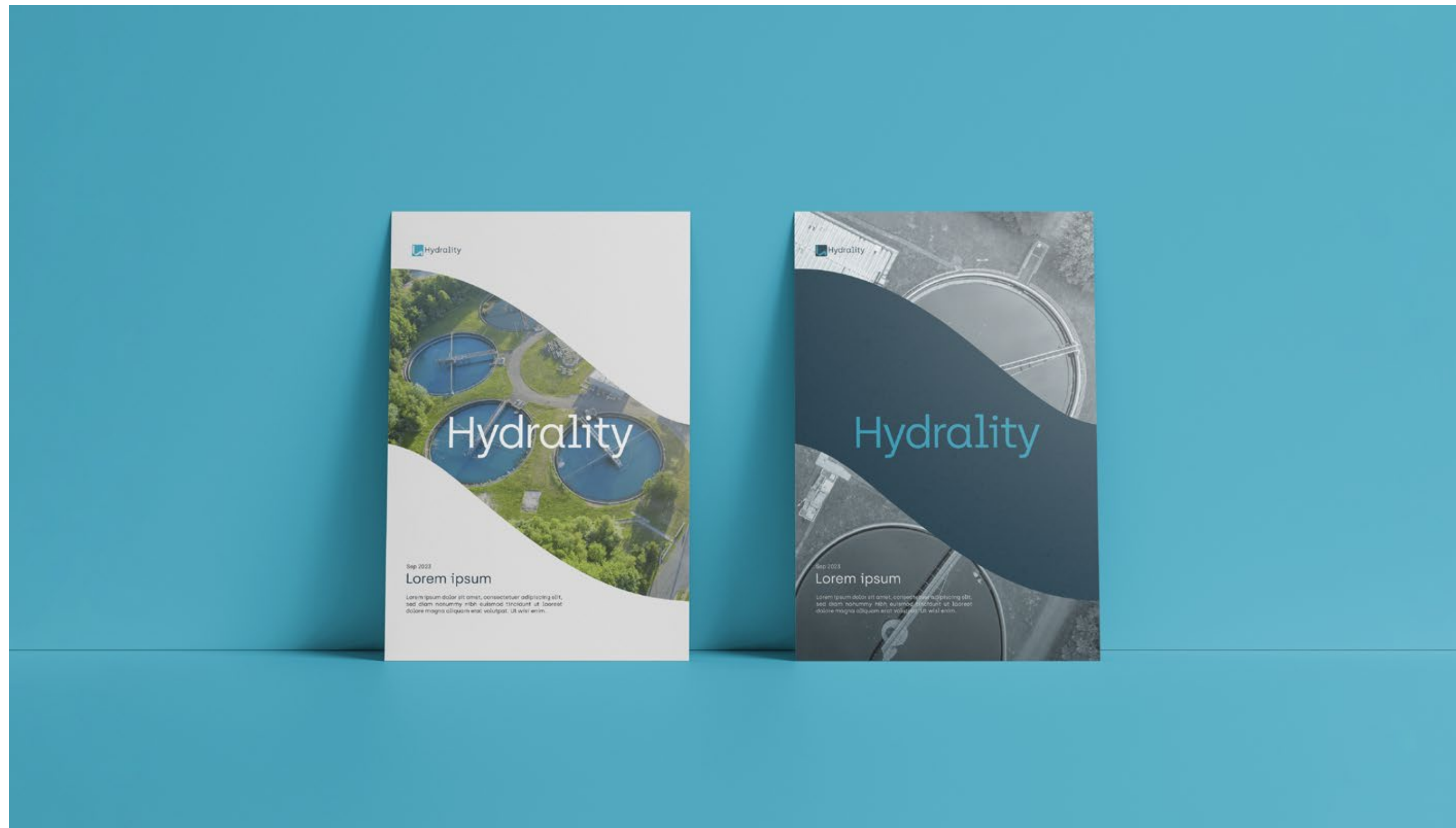


9.13

Posters

In The Flesh

Poster mockups serve as a captivating platform to showcase Hydrality's water solutions in a variety of settings, enabling viewers to truly immerse themselves in our brand experience.

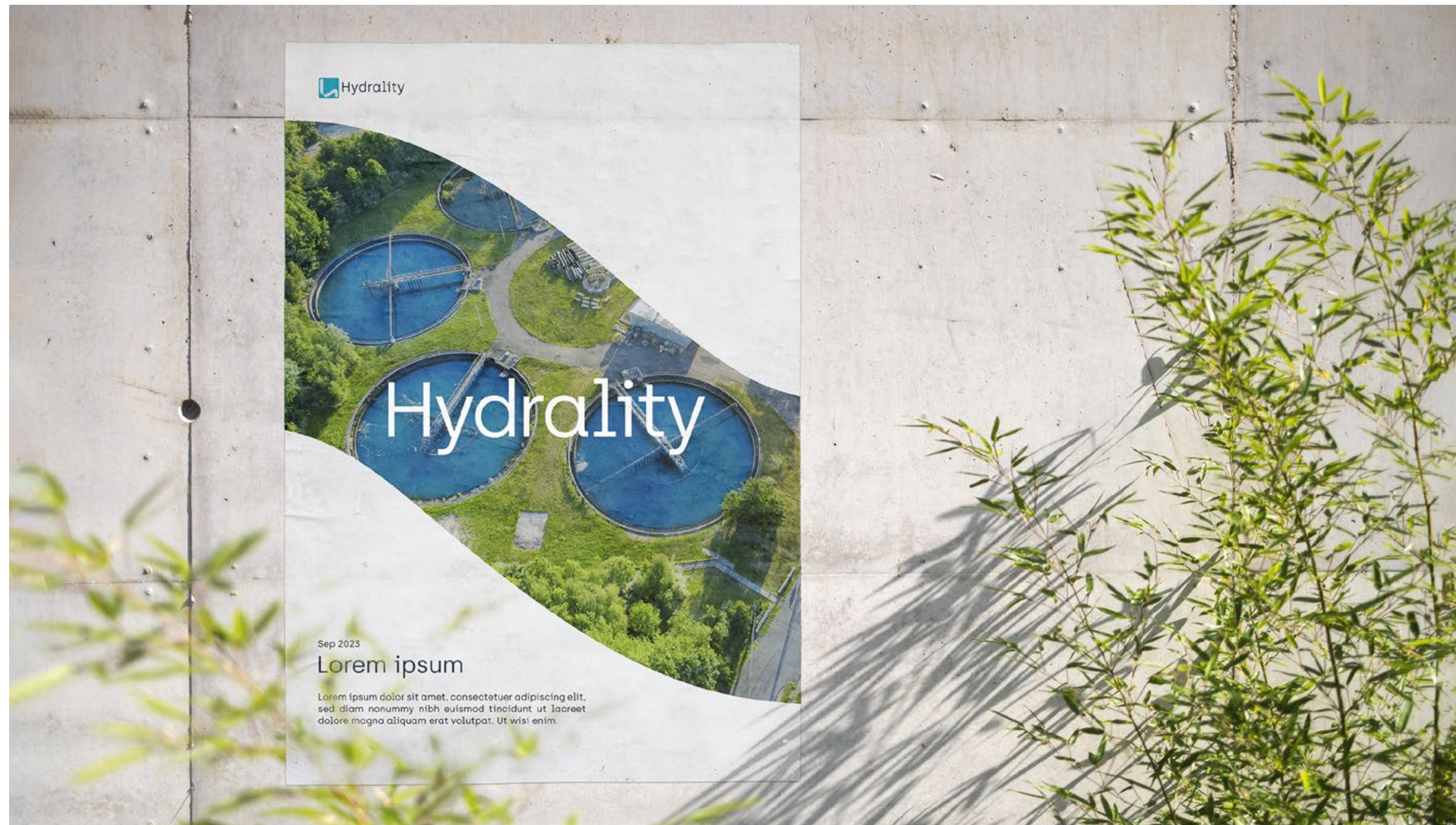


9.13

Posters

In The Flesh

Poster mockups serve as a captivating platform to showcase Hydrality's water solutions in a variety of settings, enabling viewers to truly immerse themselves in our brand experience.



9.15

Tote Bag

Insert info



10

Thank You

Contact Us - We want to hear from you.

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