



**SPLOSH**  
**STYLE GUIDE**

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# WELCOME

The **SPLOSH** Style Guide V1.0 lays out guidelines for staff who create communications, either for in house or client-based purposes.

It is a living document, that will be updated and redistributed as changes occur.

Following these guidelines will help ensure that clarity, consistency and an even tone are maintained in all communications, both internal and external.

# BRAND OVERVIEW

**SPLOSH SPARKLING WATER** is a quality new brand in the Australian marketplace. **SPLOSH** presents a fresh, upbeat, fun, energetic and youthful face to the world. We are bold and modern and, just occasionally a little daring.

**SPLOSH'S** market is comprised of men and women in their mid 20s to late 30s on mid-incomes.

The image we send out into the world is contained in every square millimetre of our communications. Brand consistency is paramount. We want our imagery to connect to the fun, bold and modern look of our logo and branding.

Our logo's typography is in keeping with the company credo of creating an upbeat brand. It is not the style of typography usually associated with water brands, but is more in keeping with an alcohol brand, specifically a vodka brand.

Marketing is encouraged to play with these ideas, as seen in the cover page of this document, which shows a rotated 'L' from the logo mimicking a muscled arm.





# LOGO USE

The following **SPLOSH** logos are the three allowable variations of the logo at this stage (this may change if new water flavours are introduced and the logo is potentially re-worked for each new product).

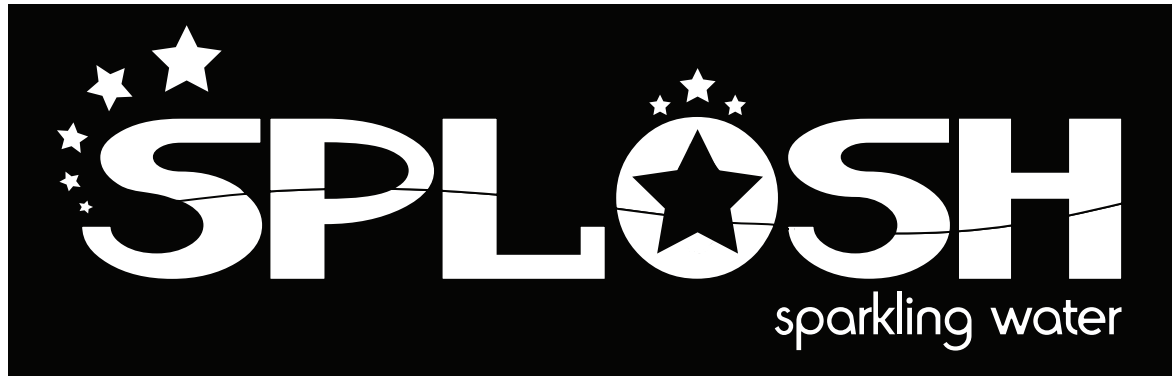
## Full colour

This is our first choice logo to use, and ideal on a white background.



# LOGO USE

Use this reversed version of the **SPLOSH SPARKLING WATER** logo if the logo will appear on a black background. In some cases this may work for a solid background of another colour.



## Greyscale

Use this greyscale version of the **SPLOSH SPARKLING WATER** logo if the logo will appear in black & white, for example in a newspaper advertisement.



# LOGO USE

## Shape

Never distort, stretch, pull or push the **SPLOSH** logo as shown below.



# LOGO USE

There's only one correct shape, and this is it.



# LOGO USE

## Clearspace

The **SPLOSH SPARKLING WATER** logo should always be displayed with a clear space (i.e. blank space) around the logo.



The dotted border (left) shows the amount of clearspace required (to scale). The clearspace effectively creates a white background canvas that is equal to 108% of the width of the logo and 110% of its height.



The shaded area (left) shows another way to view the clearspace. We have used a narrow clearspace to allow the best chance of the **SPLOSH** text being readable at small scale.

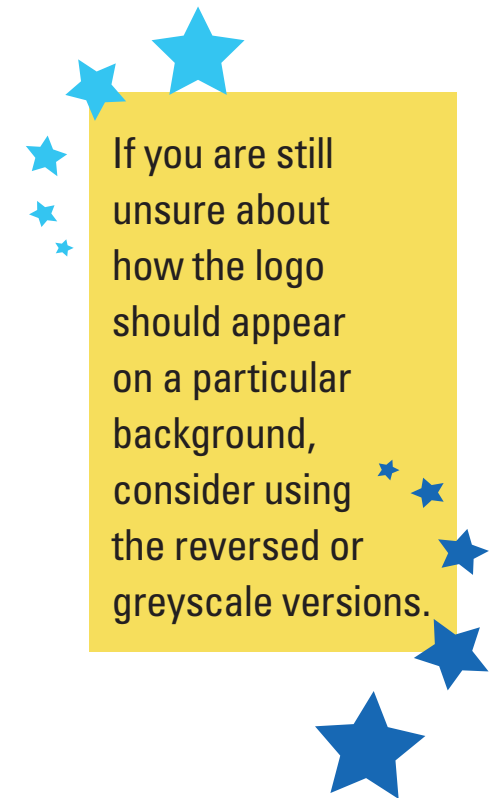
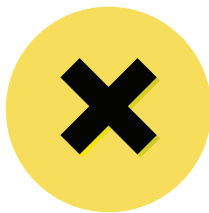
# LOGO USE

## Backgrounds

If the **SPLOSH** logo is to be displayed on a coloured background, use the clearspace as a white background, as seen below.



Never place the full colour logo transparency (no white background) on a coloured background, as shown below.



# LOGO USE

## Minimum size

The **SPLOSH** text must be clear and readable in any and every rendition of the logo. The minimum size the logo can appear is 46mm wide, including clearspace. If the **SPLOSH** text is clear and readable but the 'sparkling water' text is not, then the words 'sparkling water' should be dropped from the logo.

The first example below left shows the logo at minimum size without the 'sparkling water' text.



These next examples show the wrong way to display the **SPLOSH SPARKLING WATER** logo – here, the logo is either too small, unclear and 'sparkling water' is unreadable.



# LOGO USE

## Favicons, icons and app icons

In some cases, such as icons for mobile apps or web bookmarks favourites (i.e. favicons), the **SPLOSH** logo will not be suitable as it would be so small as to be unrecognisable.

For icon-size branding, use the following graphic, which is the letter 'O' from the **SPLOSH** logo, shown at icon sizes and enlarged.





# PACKAGING

## Sports Bottles 12-pack

These graphics represent the box design of our **SPLOSH SPARKLING WATER** Sports Bottles 12-pack. Below is a representation of how the box would look on a supermarket shelf.



# PACKAGING

The box to scale as it would appear flat.



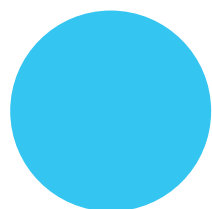
# PACKAGING

A closer look at the display panel.



# COLOUR PALETTE

Here are the official corporate and **SPLOSH SPARKLING WATER** logo colours. If your document is to be printed, use the CMYK values. If it's for the web, use RGB.



## LIGHT BLUE

HEX code:  
#34C5F1

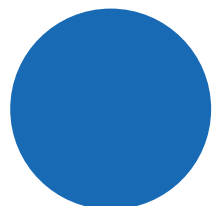
Pantone: 298 C

## CMYK

C – 63  
M – 0  
Y – 1  
K – 0

## RGB

R – 52  
G – 197  
B – 241



## DARK BLUE

HEX code:  
#176AB4

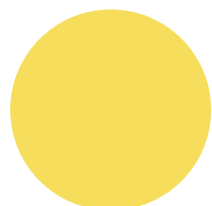
Pantone: 641 C

## CMYK

C – 89  
M – 59  
Y – 0  
K – 0

## RGB

R – 22  
G – 105  
B – 180



## YELLOW

HEX code:  
#F7DD5D

Pantone: 113 C

## CMYK

C – 4  
M – 9  
Y – 76  
K – 0

## RGB

R – 248  
G – 221  
B – 93

# TYPOGRAPHY

## Main font

**ALCOHOL LICKS**

## Upper or lower case?

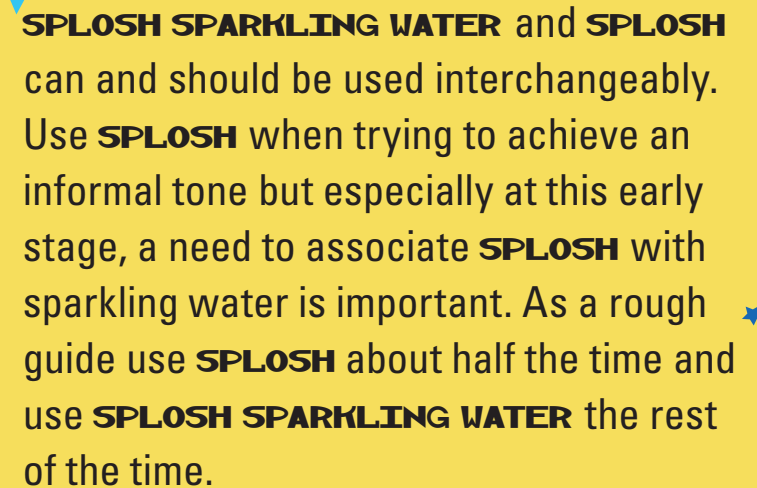
Always in upper case.

## Where and how to use it?

Wherever practical and possible, use the **ALCOHOL LICKS** font to write

**SPLOSH SPARKLING WATER** or **SPLOSH** but reduce point size so the **SPLOSH** text fits neatly with the surrounding text. In other words, use **SMALL CAPS**. This applies to both web and print based documents, flyers, promotions, etc.

**ALCOHOL LICKS** is our number one choice font for headings.



**SPLOSH SPARKLING WATER** and **SPLOSH** can and should be used interchangeably. Use **SPLOSH** when trying to achieve an informal tone but especially at this early stage, a need to associate **SPLOSH** with sparkling water is important. As a rough guide use **SPLOSH** about half the time and use **SPLOSH SPARKLING WATER** the rest of the time.

# TYPOGRAPHY

## Secondary font

Blippo Light SF

## Upper or lower case?

Always in lower case

## Where and how to use it?

The Blippo font can be used as desired for sub-headings, in lower case. It's not our go-to font, but it is another font that can be used if some contrast and variety are needed. Our go-to font is **ALCOHOL LICKS**.

Use at appropriate sub-heading size.

Blippo Light SF can be used in any promotional or in-house material.

Blippo Light SF is the font used for the 'sparkling water' text in the logo.

If you want to use the whole brand name but you are not able to write **SPLOSH SPARKLING WATER** on one line, then just use **SPLOSH**. Never separate **SPLOSH SPARKLING WATER** over two lines or any consecutive words written in the **ALCOHOL LICKS** font.

# TYPOGRAPHY

## Secondary font

Blippo Light SF

## Upper or lower case?

Always in lower case

## Where and how to use it?

The Blippo font can be used as desired for sub-headings, in lower case. It's not our go-to font, but it is another font that can be used if some contrast and variety are needed. Our go-to font is **ALCOHOL LICKS**.

Use at appropriate sub-heading size.

Blippo Light SF can be used in any promotional or in-house material.

Blippo Light SF is the font used for the 'sparkling water' text in the logo.

Never change the space between letters or words written in **ALCOHOL LICKS**.