



is

Icelandic Glacial Water

Brand Book - v0.3



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INTRODUCTION

INTRODUCTION

The purity of ÍS Water was created thousands of years ago as the Arctic rainfall filtered through the layers of volcanic rock and glacial ice, keeping the water contamination free. The production of iS Water has absolutely no carbon footprint, using only geothermal and hydroelectricity power, so we can enjoy the true benefits of Iceland's most natural green energy sources.

2

OUR BRAND

water
is



water is living



MANIFESTO

Water is an essential element to life. Making up almost 70% of our bodies, water is certainly the foundation of all that we are. Quality water is what purifies us, strengthens us, refreshes us, and keeps us going forward. For thousands of years, our ancestors have been drinking water naturally melted from icy snowcaps and filtered through prehistoric volcanic rock.

Water's presence is something we hardly acknowledge, but when absent, its power over us is evident. It is the basis of who we are and the crucible of what we need. From the moment iS Water touches our lips to when it nourishes our soul, we understand how important water is to us. Once you wrap your hands around one of these bottles and take a sip, your body will thank you for making the right choice.

MANIFESTO

The current process of packaging water is unsustainable. Its toll on the environment produces more plastic without any thought of where it would end up. The result is the planet we live in now: filled with unnecessary waste, and a growing pollution problem that is affecting millions. So we strive to do all we can to reduce our impact on the environment and strive for a net zero carbon footprint.

We are always looking for long-term solutions to this cycle rather than short term profit. Instead of minimizing waste, we aim to have zero waste. By packing our water in glass and paper boxes, we encourage everyone to recycle what we produce. Thus, creating a path for sustainability.



water
is
caring



water is giving



MANIFESTO

With our bodies consisting of mostly H₂O, it should come as no surprise that water is life. Yet, without even thinking, many of us drink straight out of the tap or buy a bottle of water without caring for its origins or substances -- it has become second nature.

In the same way that water provides for us, so shall we to others. It is our mission to cater to underprivileged communities in providing a secure source of water with filters as we continue to educate on the prominence of water quality. We believe that in increasing awareness and allocating solutions for people who need water the most, we are able to mend the problem of unequal accessibility.



water
is
loving



MANIFESTO

We believe that true love must begin within ourselves. We all know that our bodies are temples and should be treated with respect and care. The best person to look after you is yourself. With that in mind, we possess a genuine desire to help people raise awareness of the water they drink and learn to choose the best for themselves. We believe that by fostering an understanding of what is right for you, you will learn to truly love others and the world around you.

Water has the power to hold consciousness. Our intention is to hold ideas of equality, ecology, and collective unity within what we produce. It is our purpose to help humanity take care of each other and the world we live in, as we progress in this lifetime. We intend to create a global shift in awareness of how the most essential element in our lives should be treated. We invite each and everyone to partake in our crusade with every bottle and box you drink -- as our water becomes part of you and your life.

water is.

WE PROMISE TO HOLD IDEAS
OF EQUALITY, ECOLOGY,
AND COLLECTIVE UNITY
WITHIN WHAT WE PRODUCE.

BRAND HISTORY

The purity of ÍS Water was created thousands of years ago as the Arctic rainfall filtered through layers of volcanic rock and glacial ice, keeping the water contamination free. The production of ÍS water has absolutely no carbon footprint, using only geothermal and hydroelectricity power, so we can enjoy the true benefits of Iceland's most natural green energy sources.

ARCHETYPE

Loving | Accessible | United
Caring | Inspiring | Pure | Giving

POINT OF DIFFERENCE

Clean & quality water accessible for all

REASON TO BELIEVE

We believe that quality water is what purifies us, strengthens us, refreshes us, and keeps us going forward.

VALUES & BEHAVIORS

To provide | To encouraging | To educate
To be environmentally responsible

PURPOSE

Help humanity take care of each other and the world we live in, as we progress in this lifetime.

A full-page background image of a man with a beard and glasses drinking from a bottle. Water is splashing out of the bottle, creating a spray of droplets that catch the light. The man is wearing a dark t-shirt. The background is a blurred outdoor landscape with hills under a bright sky.

3

OURCONSUMER

SEGMENTATION



THE
HEALTH
CONSCIOUS

These individuals want the best for their and their families' health. The old adage "If you don't have your health, you don't have anything" particularly rings true to them. They believe our natural spring water from Iceland is the perfect to hydrate and maintain their equilibrium.



THE
SELF
LOVING

Anyone who drinks ÍS Water is an experienced practitioner of self-love and has a profound understanding that their body is a temple. To love oneself to them means to understand what they consume and to make the best choices available. Their ability to love themselves allows them to love and care for others and the world around them.



THE
ENVIRONMENTALLY
CONSCIOUS

Our consumers also see ÍS Water as a lifestyle choice: one that allows them to help the environment. For them, our glass bottles and cartons act as a way for them to help reduce the waste that negatively impacts our planet.



MOTIVATIONS

FUNDAMENTAL MOTIVATIONS

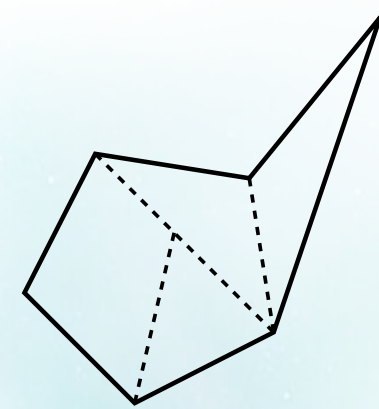
Members of the ÍS Water family have an innate desire to live a healthy lifestyle, take care of themselves, give back to others, and protect our planet.

With our easily recognisable boxes and glass bottles, you can help educate everyone on the importance of water and lead a better life.



4

GUIDELINES



L O G O

ÍS

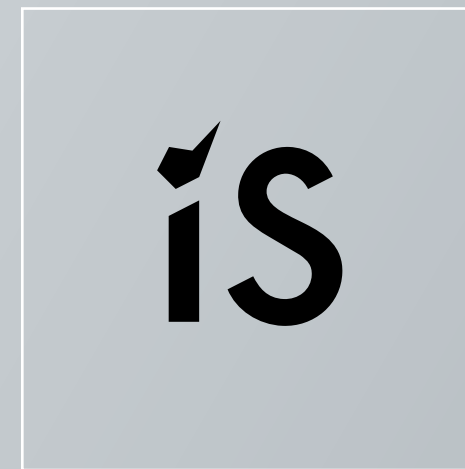
The ÍS logo consists of the icon
marque and the word marque.
This full logo should be used as
the primary logo. When printed,
the logo should either be in the
brand colours, or Black/ White.



From glacier to accent, the logo
is inspired from on the angular
shape of ice glaciers, where the
water is from. Placed at the top
left of the whole logo, the melted
snowcaps is the source of ÍS water.

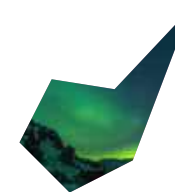
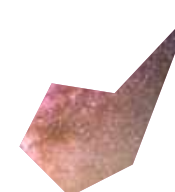
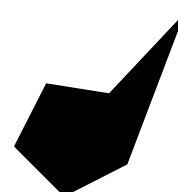


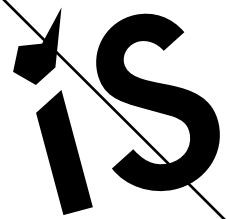
The ÍS logo can be used in its brand colours or framing an image that matches the brand style (see photography style guide). When used on a dark colour background or image, the logo should be used in inversed white.





The ÍS icon marque ÍS the accent of the letter “i”. The icon marque can be used to represent the brand in any circumstances when the full logo is not applicable. When printed, the logo should either be in the brand colours, or Black/ White. Pantone is preferred when printing the logo but when print requirements do not allow the use of Pantone, CMYK values may be used.





Don't use a rotated logo



Don't use a half cut logo



Don't change the proportions of the logo



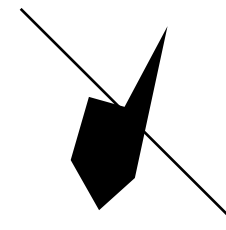
Don't have the logo in a colour too similar to the background so it's not readable



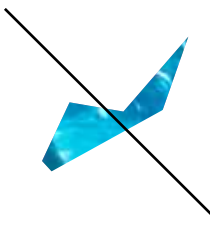
Don't have the logo in a colour too similar to the background so it's not readable



Don't use a contrasting colour from the colour palette



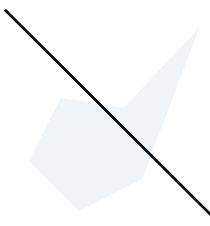
Don't change the proportions of the icon



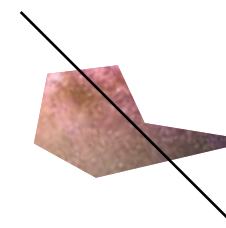
Don't use a half cut icon



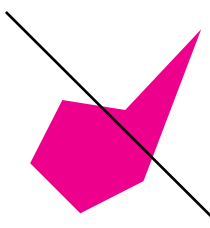
Don't have the background image too light so the icon is not recognisable



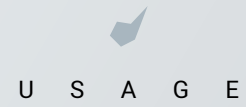
Don't have a solid colour that is too faint to see



Don't use a rotated icon



Don't use a contrasting colour from the colour palette

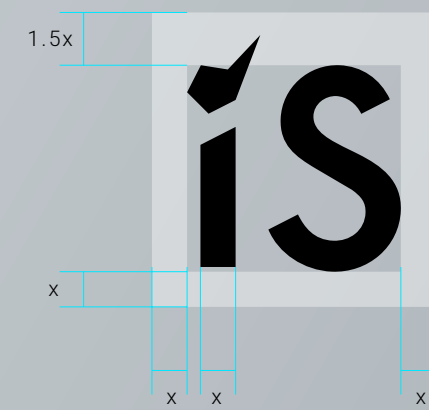
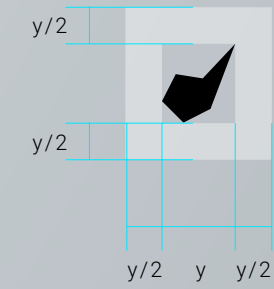


C L E A R A N C E

To maintain a clean appearance, the ÍS logo requires a generous clearance space of the width of the letter "i" from the logo. No other graphic elements or text should enter the clearance zone.

M I N . S I Z E

The logo , both wordmark and icon, should never be smaller than 5mm in height at all times.



C O L O U R

P A L E T T E

The primary brand colours are cool and monotonous to reflect the glacial coldness. A near neon blue is used as the secondary highlight colour to add a splash of bright and freshness.

ICE

Pantone White
C0 M0 Y0 K0
R255 G255 B255
#FFFFFF

LOVE

Pantone Cool Gray 6C
C10 M0 Y0 K30
R167 G182 B191
#a7b6be

WATER

(to be used only on print)

Pantone 311C
C55 M0 Y7 K0
R0 G230 B255
#00e6ff

LIFE

(for both print & digital)

Pantone 2727C
C76 M0 Y49 K0
R0 G130 B255
#0082ff

CARE

Pantone Cool Gray 11C
C77 M59 Y50 K32
R61 G79 B89
#3d4f59

GIVE

Pantone Black
C0 M0 Y0 K100
R0 G0 B0
#FFFFFF



Aa

Use for all headings & sub headings

H E E B O B O L D
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890[\]!@#\$%^&*(){}
_

H E E B O M E D I U M
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890[\]!@#\$%^&*(){}
_

Far far away, behind the word mountains, far from the countries Vokalia and Consonantia, there live the blind texts. Separated they live in Bookmarksgrove right at the coast of the Semantics, a large language ocean.

Aa

Use for all main content & captions

H E E B O R E G U L A R
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890[\]!@#\$%^&*(){}
_

H E E B O L I G H T
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890[\]!@#\$%^&*(){}
_

Far far away, behind the word mountains, far from the countries Vokalia and Consonantia, there live the blind texts. Separated they live in Bookmarksgrove right at the coast of the Semantics, a large language ocean.

PHOTOGRAPHY

G E N E R A L

Wide, clean landscape shots with a cool colour tone, capturing the textures and organic shapes of the landscapes to align with the core brand image of uncontaminated, natural sources.



PHOTOGRAPHY

S O C I A L

Exmples of images with natural backgrounds, inspiring and promoting natural , sustaiable living.





PHOTOGRAPHY

S O C I A L

Select photos that are cooler in tones and make sure that all the photos are filtered in the same cool blue hue filter so the tone of the images are consistent.



750 BOTTLE

The glass bottle is designed to be tall and sleek with an iceberg figure hidden within the bottom of the bottle to create a simple iconic brand style. The added northern lights effect adds depth and colour to the simplicity of the whole design.



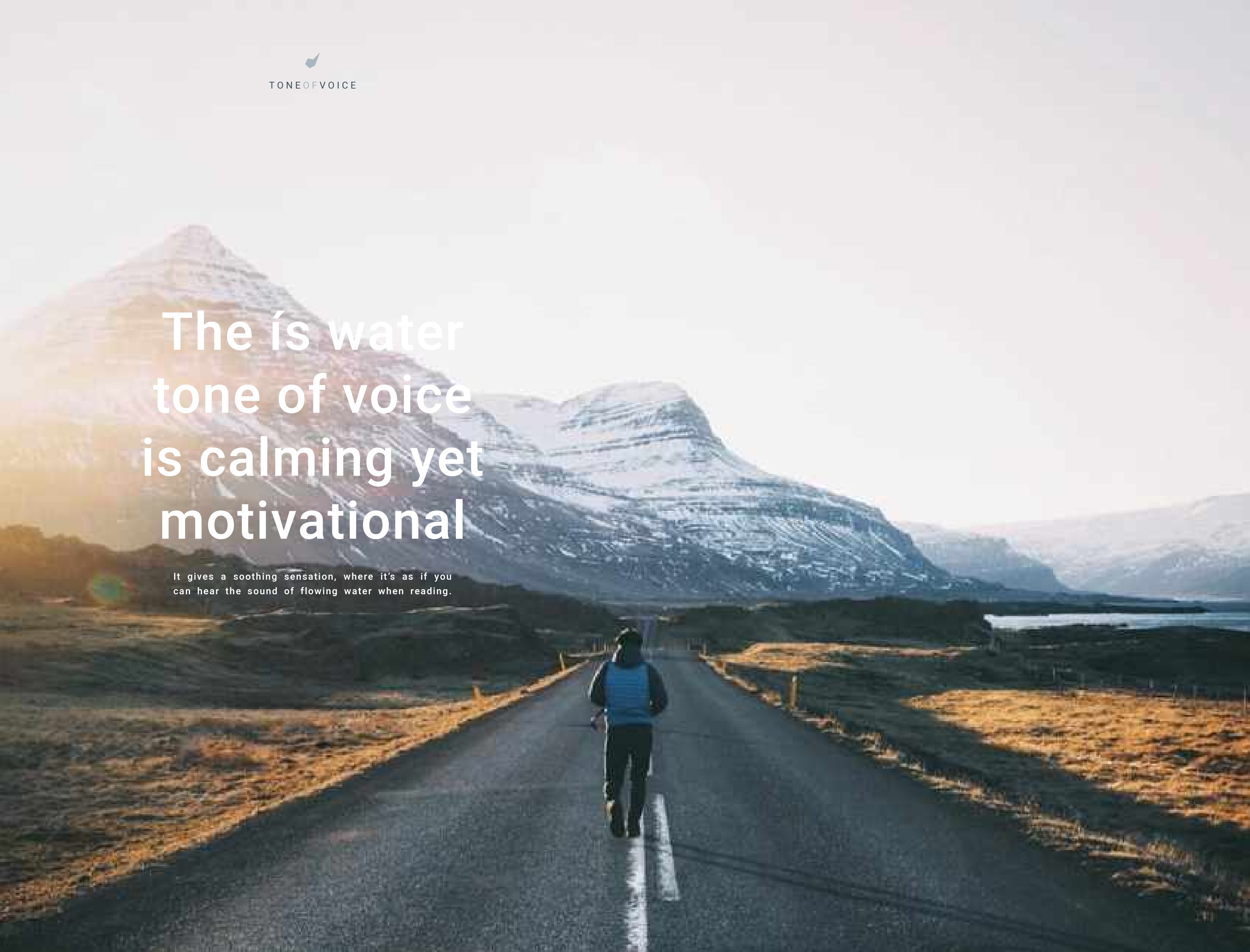
750 BOTTLE

Special edition colour bottle examples.



The is water tone of voice is calming yet motivational

It gives a soothing sensation, where it's as if you
can hear the sound of flowing water when reading.



MESSAGING

Our core values encompass everything we do, as exemplified by the our provision of the purest natural spring water. So we strive to educate our ÍS Water family on the importance and the benefits of water and hydration, while helping the Earth and its people.

✦
M E S S A G I N G

P R I M A R Y

ÍS Water is a natural spring water sourced from Iceland's Eyjafjallajökull glaciers.

S E C O N A R Y

Secondary messaging for each consumer segment:

T H E
H E A L T H
C O N S C I O U S

With its high mineral content and slightly above average pH level of 8.2, ÍS Water is the right choice for hydrating your body and mind. Alkaline water is also said to help prevent cancer.

T H E
S E L F
L O V I N G

We want everyone to love themselves and take care of themselves by choosing what's the best for their bodies. With ÍS Water, it's easy to keep your body healthy and hydrated. Because of its natural health benefits, drinking ÍS Water is an act of self-love.

T H E
E N V I R O N M E N T A L L Y
C O N S C I O U S

Our boxes and glass bottles offer encourage our ÍS Water family to reduce waste through recycling and a net zero carbon footprint by using only geothermal and hydroelectric power.



MESSAGING
EXAMPLES



ON
HEALTH

Purity like no other.

When you want the best
for you and your family.

Hydrating. Cleansing.
Revitalising.



ON
SELF-LOVE

Water ÍS self-love.

Choosing the best has never
been this easy. Love yourself.

Drink better. Be better.



ON THE
ENVIRONMENT

A study revealed that in 2007,
about 2.12bn tonnes of waste was
dumped into our oceans. It is our
duty to conserve and preserve.
Join us in cutting back on plastics

Did you know that we produce nearly
300mn tonnes of plastic pollution
every year? ÍS Water - right for
you, even better for our planet.

It takes over 400 years for
plastic to degrade. The
planet cannot wait. ÍS Water
is our answer to protect our
environment.