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ONEPURE
NATURAL NEW ZEALAND ARTESIAN WATER

ONEPURE®. ONE MISSION.

ONEPURE® has one mission. To share the benefits of natural, New Zealand pH balanced artesian mineral water with people. Empower and inspire them to live their best, healthiest, life – pure and authentic to them.

To make sure all our brand communication reflects that of our high-quality water, we have put together these simple guidelines for you to refer to when creating any ONEPURE® communication. We want to keep our community inspired, engaged and with their eyes on the prize ...their best life.



ONE YOU.
ONE US.
ONE SOURCE.

ONEPURE®



Min width 40mm or 115px

FULL LOGO

Our primary full logo mark we use on all our bottles, packaging and some communications is made up of four elements.

- ① **ONEPURE® WORDMARK**
ONEPURE® in all caps with subtle New Zealand Koru details.
- ② **SUPPORTING STRAPLINE**
Clarifies our product and its origin.
- ③ **MAP OF NEW ZEALAND**
Further clarifies the origin of our water quickly and visually.
- ④ **ONEPURE® HEARTBEAT**
ONEPURE® water is 'living' water. Our heartbeat is an expression of life, vitality, as well as the Kaweka Ranges, close to where we source our ONEPURE® water from.

Notes

Please ensure that a clear space the size of the 'O' from ONEPURE® is left surrounding the logo when it is applied to any designs

Please **DO NOT** ever make this logo smaller than 40mm in width (115px w)



FULL LOGO USE

To protect the integrity of our full logo mark, we are selective about how we use it.

- X DO NOT** squish or rotate our logo
- X DO NOT** change the proportions of the heartbeat, map or wordmark.
- X DO NOT** change the colouring of our wordmark, especially to anything unnatural.
- ✓ you can use single colour white and black logos for single colour printing or applications where the background is busy and legibility needs to be increased.
- ✓ you can use one colour versions of our ONEPURE® logo, using ONEPURE® blues Sea, Sky, Aquifer and Stone on pg. 9
- ✓ you can overlay our logo onto natural imagery, like bodies of water, nature and healthy lifestyle photography. This reinforces our connection with nature and the natural world.
- X** please **DO NOT** overlay our logo onto unnatural colours, patterns or imagery. We don't want to be connected with anything not pure and natural.



WORDMARKS

In cases where our primary full logo mark is not suitable (for e.g. tiny applications where the strapline gets too small to read, or on communications where visually there's a lot of other elements to combine with), then a Wordmark may be used.

(A) ONEPURE® WORDMARK + MAP

Used mostly on international applications to further emphasize New Zealand origin

(B) ONEPURE® WORDMARK + MAP + CAMPAIGN LINE

Can be used on ONEPURE® communications where we are being less functional and more aspirational. This speaks to the essence of our brand, more than pragmatically what it is. It is important that when using this mark, water is pictured or referenced elsewhere.

Notes

Please ensure that a clear space the size of the 'O' from ONEPURE® is left surrounding the logo when it is applied to any designs

Please do not ever make these logos smaller than 10mm high (26px h)



WORDMARK USES

Just like our full logo, we have do's and don'ts for how we use our wordmarks.

- X DO NOT** stretch or squash the wordmark
- X DO NOT** alter the map or wordmarks' sizing and/or proportions
- X DO NOT** alter the colour of the wordmark to an unnatural colour or colour not in our brand guidelines
- ✓ you can use single colour white and black logos for single colour printing or applications where the background is busy and legibility needs to be increased. One colour uses in one of our ONEPURE® blues, aquifer, sea or stone is also an option.
- ✓ you can overlay our wordmark onto natural imagery like bodies of water, nature and healthy lifestyle photography. This reinforces our connection with nature and the natural world.
- X** please **DO NOT** overlay our logo onto unnatural colours, patterns or imagery. We don't want to be connected with anything not pure and natural.

Here it runs through and connects the images on our product detailer cover



ONEPURE® Product Detailer 1.5L PET Still Artesian Water 2020

f ONEPURE Artesian Water | @onepurenz | www.onepure.co.nz

ONEPURE® HEARTBEAT

ONEPURE® water is 'living' water. Our heartbeat is an expression of life, vitality, as well as the mountains of the Kaweka Ranges and the running Ngaruroro River close to where we source our ONEPURE® water from.

Our heartbeat appears on all our living water packaging, but it can also be used as a graphic element to add scale and dramaticism to our ONEPURE® communications and packaging.



On our sparkling range, the front line changes to a golden colour

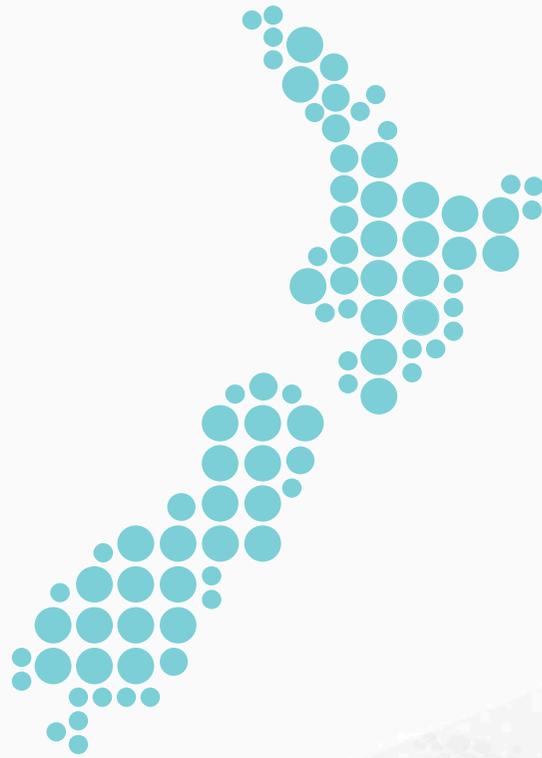


Notes

The colour of the heartbeat can vary depending on it's application, and you can crop it in interesting ways or make it into a repeat pattern - it is alive and playful.



In this layout it collides with the image and the water graphic to add energy & excitement



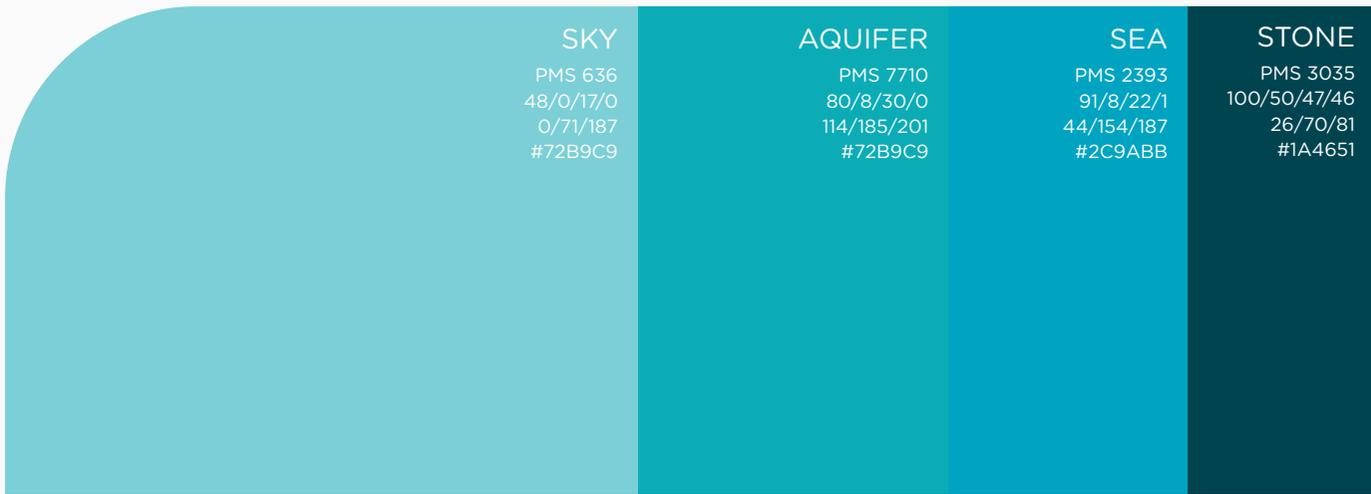
Our droplet map adds a textural element to our PET bottles



Applied subtly as a Spot UV on the cover of our brand booklet

ONEPURE® DROPLET NEW ZEALAND MAP

We have a ONEPURE® droplet map that can be used on our communications. It appears as a textural element on our PET bottles, but it can also add texture and interest in print and digital applications.



SKY

PMS 636
48/0/17/0
0/71/187
#72B9C9

AQUIFER

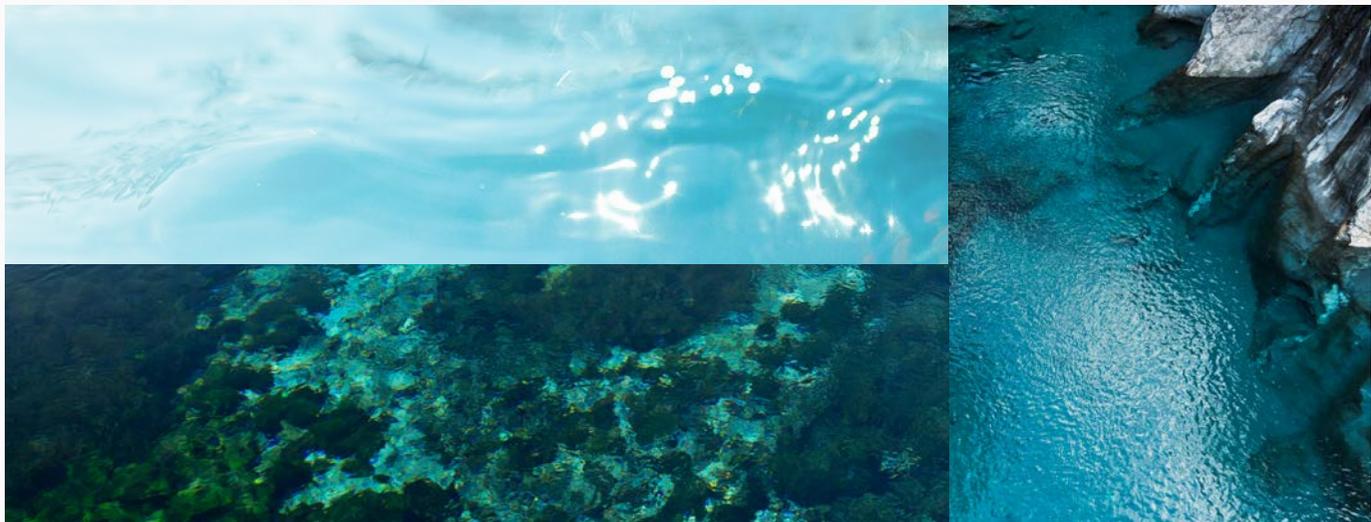
PMS 7710
80/8/30/0
114/185/201
#72B9C9

SEA

PMS 2393
91/8/22/1
44/154/187
#2C9ABB

STONE

PMS 3035
100/50/47/46
26/70/81
#1A4651



GOLD
PMS 871



0/17/74/17
212/185/86
#D4B956

0/17/74/34
178/157/75
#B29D4B

BLACK

PROCESS BLACK C
40/30/30/100
25/25/25
#191919



WHITE

PANTONE 7541
0/0/0/0
252/252/252
#FCFCFC



BLUES

Apart from being the universal colour of fresh, clean water, blues also convey trust, responsibility, honesty and loyalty. We have fresh, optimistic light blues, combined with bolder, trustworthy darker blues.

Here are the Pantone, CMYK, RGB and Hex colour codes for our chosen blues - Sky, Aquifer, Sea and Stone.

COMPLIMENTARY

We have a ONEPURE® Gold accent colour we use on our ONEPURE® sparkling range. On our label we use PMS 871, and on other print + digital applications we can use our gold gradient. This colour is purely for accent details and should never overpower our blues.

Black and white are worth including also as they are used accross our everyday documents and communications

We know that water has a whole spectrum of blues so we often use textures and close-ups of bodies of fresh water in our communications to bring in further blue tones.



PEOPLE

Our imagery is highly important to our brand. If an image isn't a quality one or speaking to our audience, it dilutes and cheapens our look.

ONEPURE® water is one of the highest quality waters you can drink, so our imagery needs to reflect that.

To inspire and sell a life of health, wellness and prosperity, we need to show people; healthy New Zealanders, all ages and ethnicities, enjoying time with loved ones, working out at the gym, at work, playing the sport they love. Whatever it is, they are fully immersed and enjoying themselves.

Stylistically - a warm, natural light is preferred for our photography, nothing harsh or artificial. Golden light and healthy warm glowing skin not only implies health and wellness, but golden warm tones compliment blue watery tones nicely.

If ONEPURE® water bottles can be in frame or be held/interacted with by people, this furthers the connection of our brand with people living their best life.

LANGUAGE

Our tone of voice is just as important as how we look. Mirroring our health-minded community and how they talk will make our communications more relatable and bring our ONEPURE® brand closer to them.

If ONEPURE® sounded like a person, we'd like to think of them as a supportive trainer, coach or friend. Encouraging and uplifting. There's a team or 'One Us' aspect. We're all striving together towards our optimum health, sharing knowledge, learnings and experiences.

We sound *casual, laid-back and kiwi...* but we **take our health seriously**. The journey to health is fun and should be enjoyable... but when we're talking about the science of water and health and fitness, we want to be perceived as trusted and reputable.

Our water is living water, so the more we sound alive and energised the better. 'POWER-UP', 'FAST', 'EFFECTIVE', and other power language adds excitement and energy to our communications.

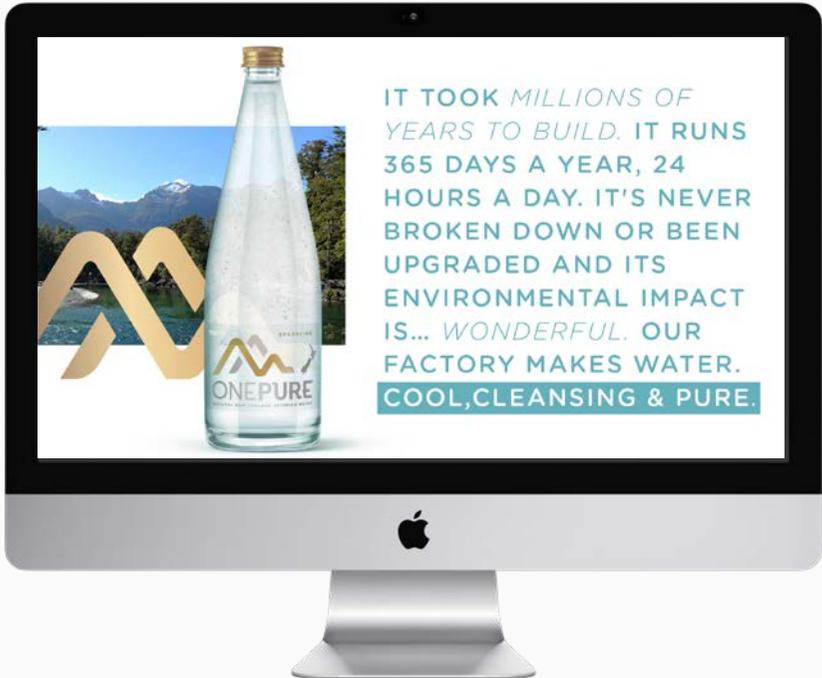
Also the repetition of 'One' in headlines and copy helps cement ONEPURE® as the one water brand that people think of when choosing water to purchase.

MISSION — HELP YOU BE THE HEALTHIEST YOU POSSIBLE — ONE — SOURCE — THE REMOTE ISLAND OF NEW ZEALAND — ONE — YOU
 — LIFE — SO WHATEVER YOU DO, GIVE IT YOUR ALL — ONE — RITUAL — GLASSES & A DAY — ONE — REASO
 S — WHEN YOU ARE YOUR BEST, YOU CAN HELP OTHERS — ONE — OPPORTUNITY — IS ALL THAT YOU NEED — ONE — DAY
 — AOTEAROA — THERE'S NO OTHER PLACE LIKE IT — ONE — PLANET — SO LET'S LOOK AFTER IT TOGETHER — ONE

Inspirational headlines in our Brand Book

A more inspiring & emotive use of type in this repeat pattern

A nonchalant laidback attitude on our website

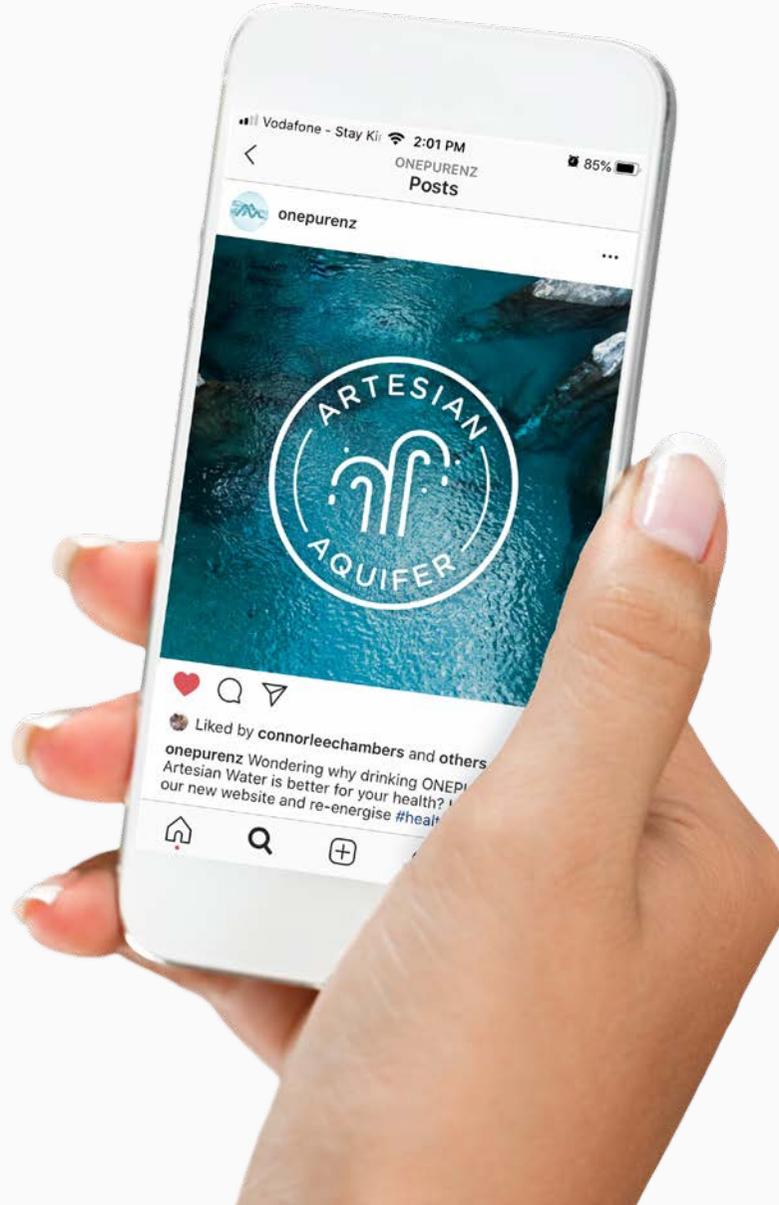
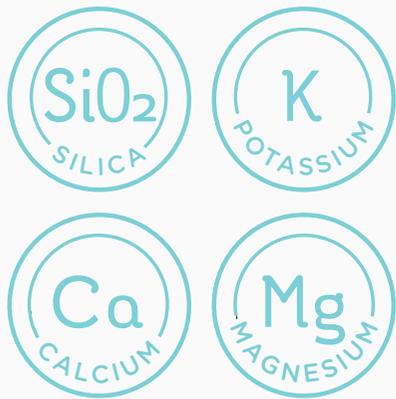


Features



alkaline

Minerals



ICONS

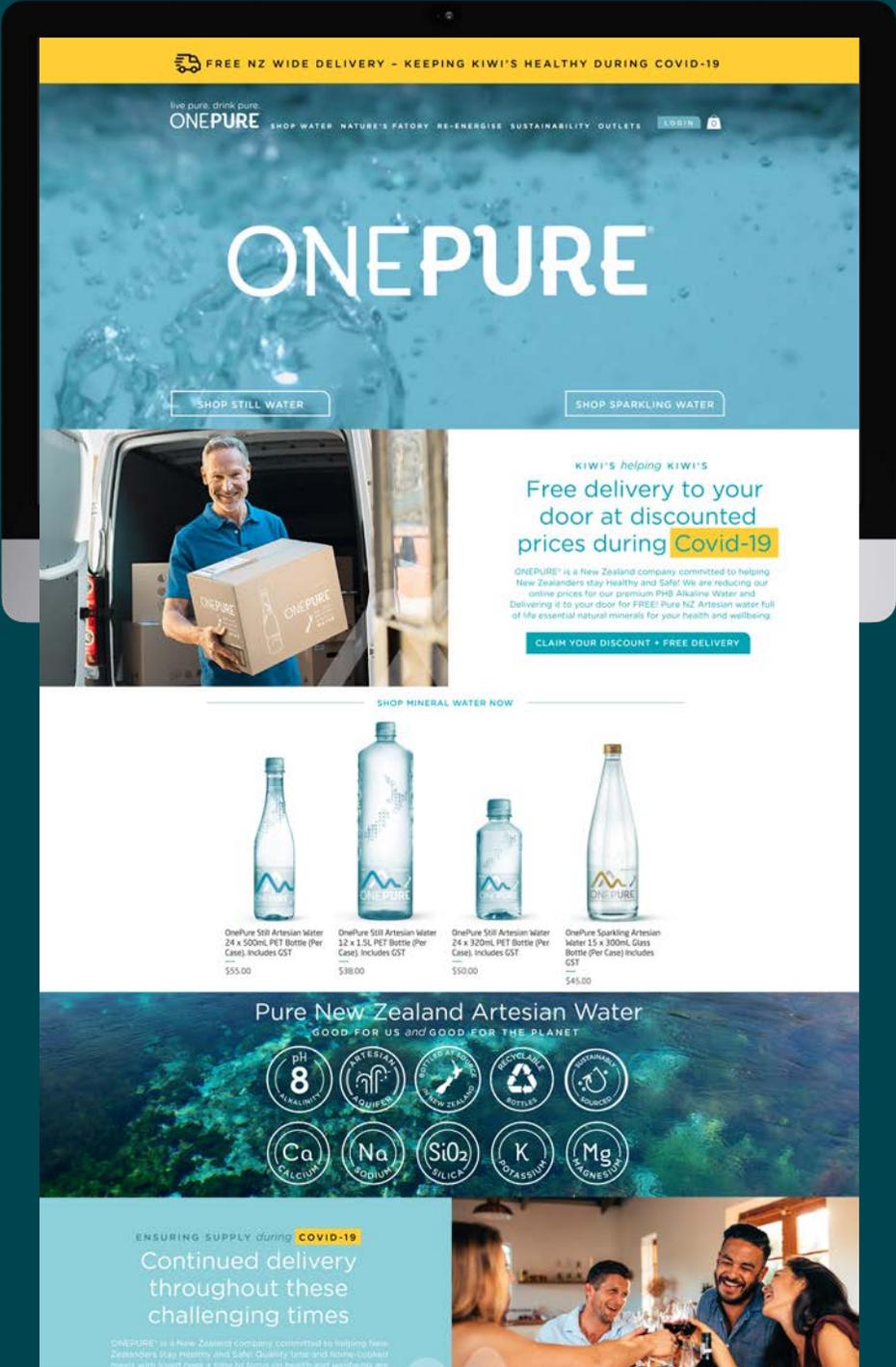
Our custom ONEPURE® icons help provide information at a glance and capture the attention of our audience. They're great for breaking up large amounts of text, overlaying on imagery and all of them lined up with our water bottles can create a sense of credibility and value.

Use them in any of our ONEPURE® blue, white or black colours.



PACKAGING

The bottle labels incorporate our full ONEPURE® logo with heartbeat + NZ map, and on our PET bottles the bubble map has been moulded into the bottle itself to create a texture. We have some gorgeous, hi resolution renders to use for adverts, communications and publications.



WEBSITE

Combining water photography and video, bold typography, icons and bottle renders to tell our story and engage our audience. Blue tones and warm, healthy skin tones compliment one another.



ONEPURE®
Brand Standards
2020 V4.0 | 12 JUNE

Prepared for ONEPURE®
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