

Appendix F
Santevia Brand Standards



Santevia Brand Book
2016



Mineralized Alkaline Water



TASTES
GREAT

ECO
FRIENDLY

+
MINERALS

CALCIUM
MAGNESIUM
& MORE

For additional assets, please email helen@santevia.com.

Restore your Alkaline Body Balance

Alkaline water helps maintain your body's natural pH level. Alkaline body balance can help fight off symptoms of illness and disease.

Restore the Planet

One Santevia Alkaline Water Pitcher can eliminate up to 8,300 single use plastic water bottles every year.

Restore your Health

Keeping your body in optimum condition is essential to overall wellness. Rejuvenate and enhance your health by restoring your alkaline body balance with Santevia.

Restore Minerals to your Water

Santevia Mineralized Alkaline Water System adds calcium, magnesium and other beneficial minerals to your water.

Restore Water to its Natural State

Santevia echoes the earth's natural filtration process by utilizing precious minerals to restore tap water to its purest form.

Just as nature intended. Just as your body needs.

Water as nature intended it.

Restoring the natural goodness of water.

Replenish. Re-mineralize. Restore.

We are better than Brita.

Alkaline water.

Planet Friendly.

We are additive not subtractive.

We filter out the bad, restore the good.

A balanced body can heal itself.

Living water.

Magnificent.

Extraordinary.

Pure does not mean empty.

Maximize your alkaline diet.

Save money, save the planet.

Replace single use plastic bottles.

 **SANTEVIA®**
Mineralized Alkaline Water



SANTEVIA[®]

Mineralized Alkaline Water



SANTEVIA[®]





Mineralized Alkaline Water



Mineralized Alkaline Water





The Santevia logo should be used in the manner prescribed.
No other colour combinations should be used.





The Santevia logo should be used in the manner prescribed.
No other colour combinations should be used.



Bliss

Use Bliss as primary text face in consumer facing print and online creative executions.

Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOopQqRrSs
zTtUuVv wXxYyZz1234567890!@#\$%^&*()

Twenty years from now you will be more disappointed by the things you didn't do than by the ones you did do. So throw off the bowlines. Sail away from the safe harbor. Catch the trade winds in your sails. Explore. Dream. Discover.

Italic

*AaBbCcDdEeFfGgHhIiJjKkLlMmNnOopQqRrSs
TtUuVv wXxYyZz1234567890!@#\$%^&*()*

Twenty years from now you will be more disappointed by the things you didn't do than by the ones you did do. So throw off the bowlines. Sail away from the safe harbor. Catch the trade winds in your sails. Explore. Dream. Discover.

Medium

AaBbCcDdEeFfGgHhIiJjKkLlMmnOopQqRr SsTtU-
uVv wXxYyZz1234567890!@#\$%^&*()

Twenty years from now you will be more disappointed by the things you didn't do than by the ones you did do. So throw off the bowlines. Sail away from the safe harbor. Catch the trade winds in your sails. Explore. Dream. Discover.

Warnock Semibold

Use Warnock as primary header face in consumer facing print and online creative executions.

AaBbCcDdEeFfGgHhIiJjKkLlMmNn OopQqRrSsTt
UuVvWwXxYyZz 1234567890!@#\$%^&*()

Twenty Years From Now You Will



IDLEWILD BOOK

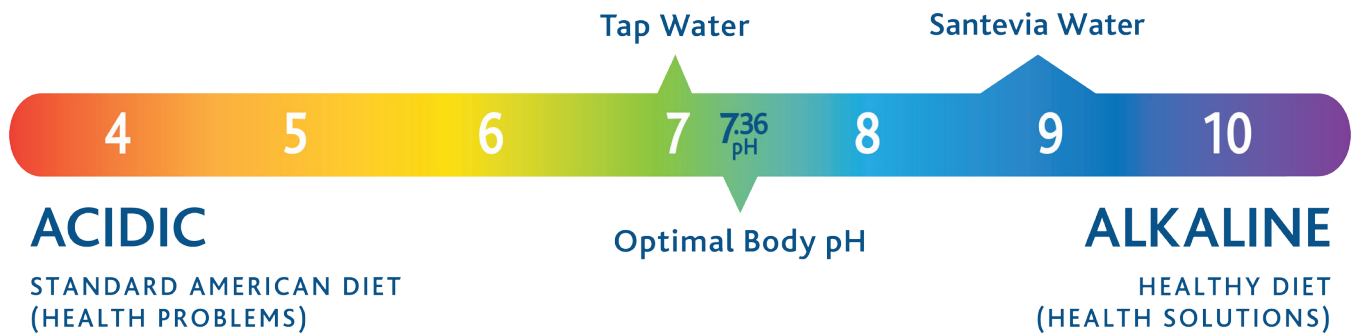
For use only for "Restore Yourself" tagline or other high level communications.

AABBBCCDDEEEFFFGGH-
HIIJJKKLLMMN-
NOOPQQRRSS
ZTTUUVV
WXXYYZZ1234567890!
@#\$%^&*()

RESTORE YOURSELF



ADDITIONAL ASSETS



 **SANTEVIA®**
Mineralized Alkaline Water