

Master Logo



Product Line Identifiers



Dark Background



Global Locations



Brand Colors

— H2O Blue

Liquid Blue | Hydration Identifier



CMYK- 100, 47, 0, 50
RGB - 0, 67, 115
Web/Screen - #004373
Pantone - 7694c

CMYK: 69, 0, 19, 0
RGB - 32, 191, 208
Screen: #20BFD0

— Safety Green

Lime Green | Safety Identifier



CMYK- 87, 29, 72, 14
RGB - 0, 123, 95
Web/Screen - #007B5F
Pantone - 335c

CMYK-40, 1, 91, 0
RGB - 165, 204, 74
Screen - #A4CE4B

— Concrete Grey

True Black



CMYK- 11, 0, 0, 64
RGB - 106, 117, 124
Web/Screen - #6A757C
Pantone - 424c

CMYK- 184, 9, 5
RGB - 11, 12, 12
Screen - #0B0C0C

Font Families

Primary Typeface - Century Gothic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Headline Typeface - Acumin Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Sub Heading Typeface - Proxima Nova

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Brand Icons

Safety



Hydration

