

# Brand Guidelines

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**TÛ NANT**



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01

Mission Statement

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05

Fonts

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02

Brand Values

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06

Imagery Guidelines

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Logo

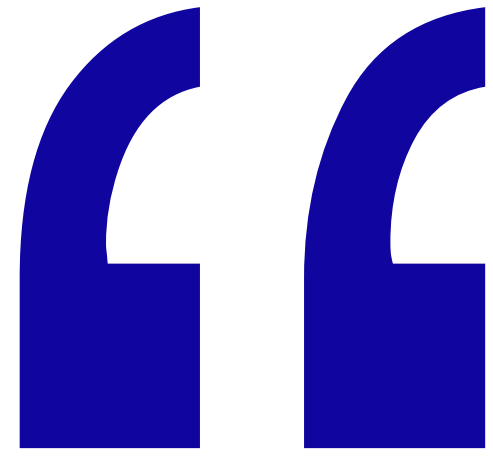
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04

Brand Colours

01.

# Mission Statement



Artesian water from deep beneath the Welsh Cambrian Mountains, declared to be the purest, most well balanced composition, ideal for drinking.

02.

# Brand Values

# 01. Sophisticated & Elegant

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# 02. Rich & Luxurious

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# 03.

# Natural & Pure

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03.

Logo

# The Tÿ Nant Logo

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The logo was created in the 1980's.  
It is used in several variants, the Tÿ Nant blue being the main colour but silver also playing a big part of the brand colouring.  
The font used is Butler.



# Logo spacing

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Please make sure, when applying the logo, to give it the space needed.



# Logo variants

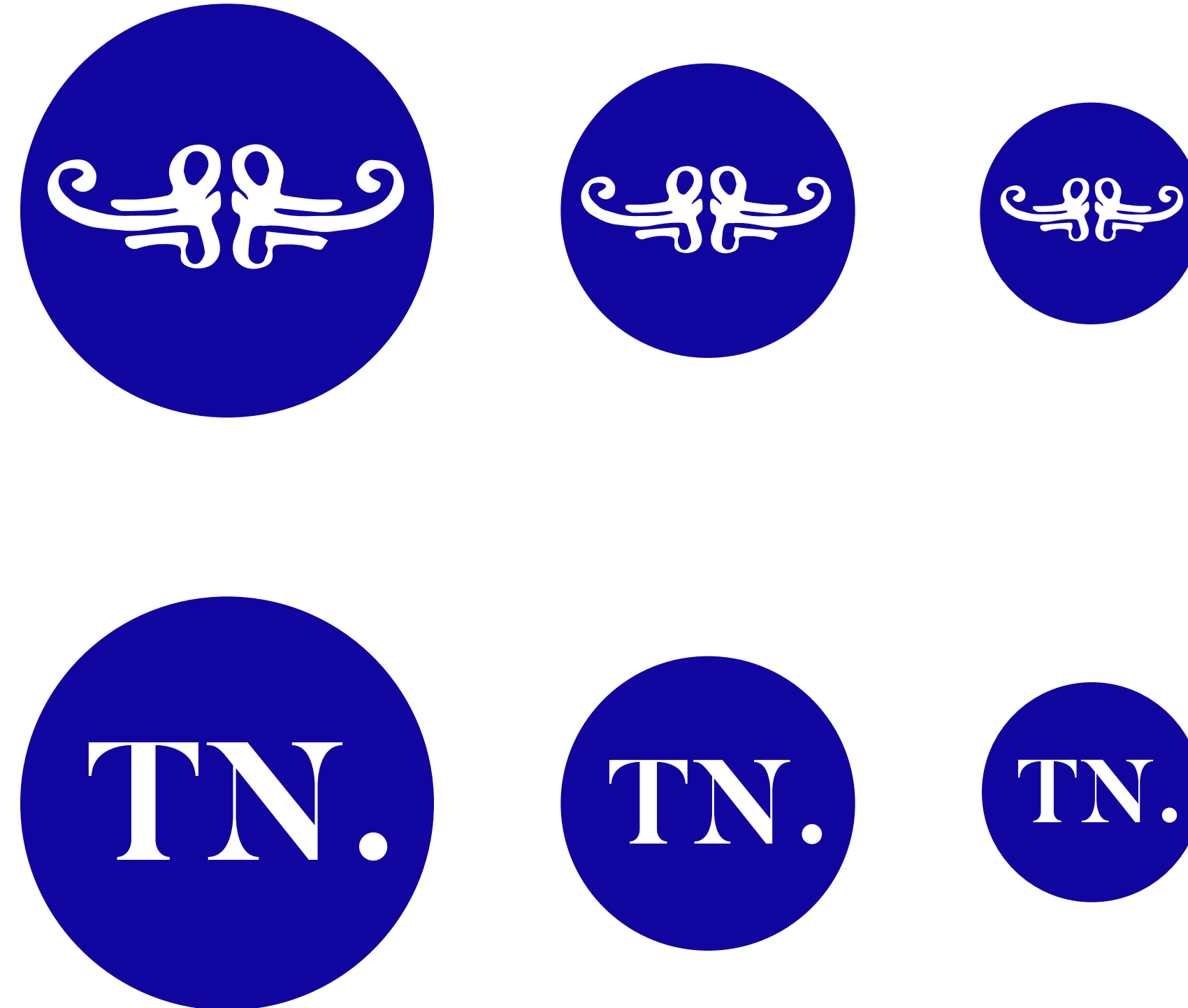
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The oval logo to be used at all occasions possible. Exceptions are when logo is very small or used on a multicoloured background.



# Favicon, social media icon

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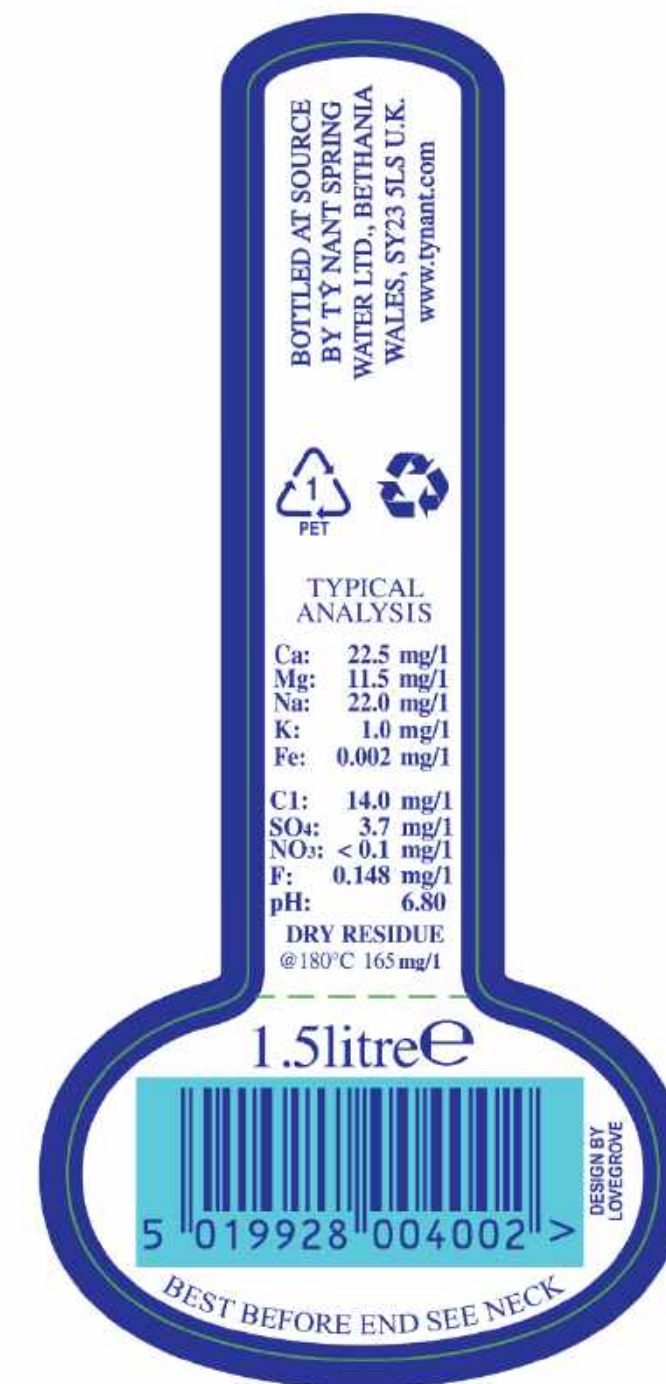
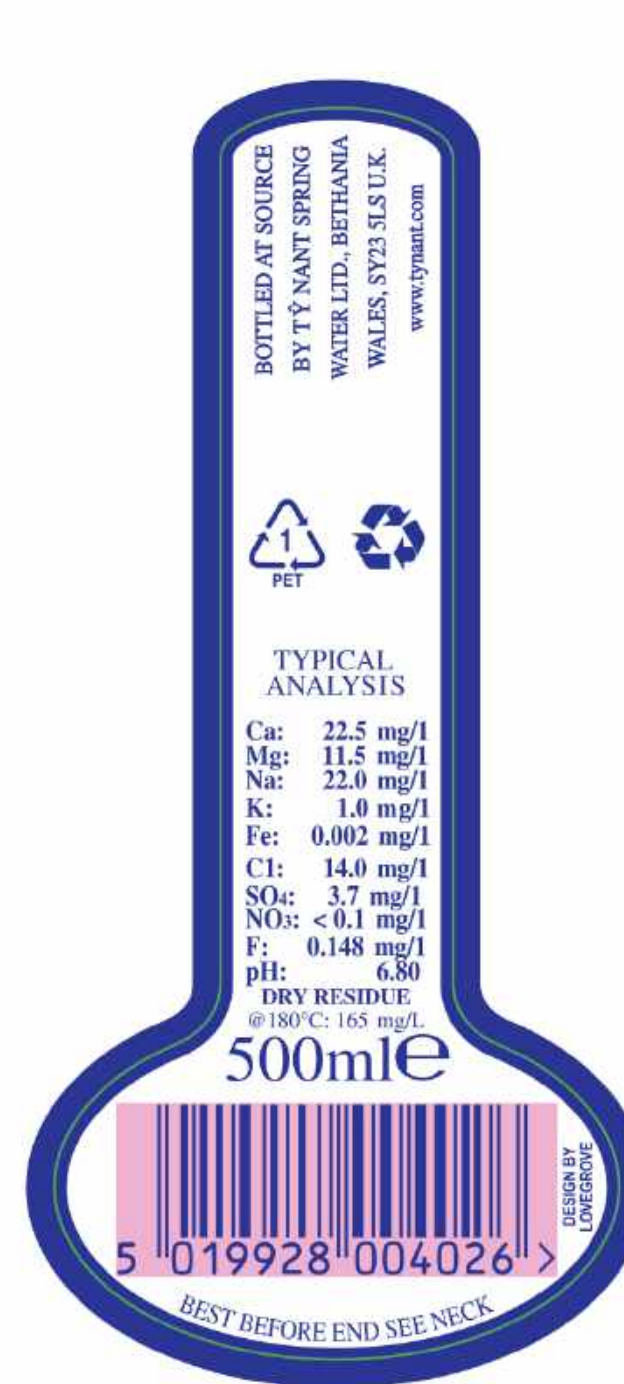
# Packaging line up

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# Packaging Labels

Front and back labels for 3 x sizes.  
Please note these are not in the correct scale.



04.

# Brand Colours



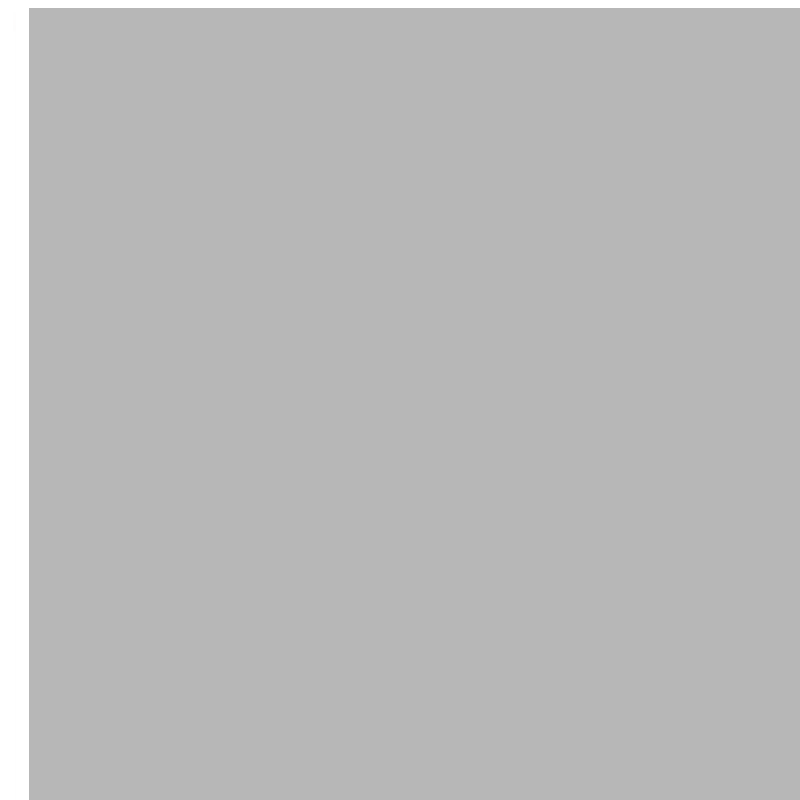
# Primary Colours

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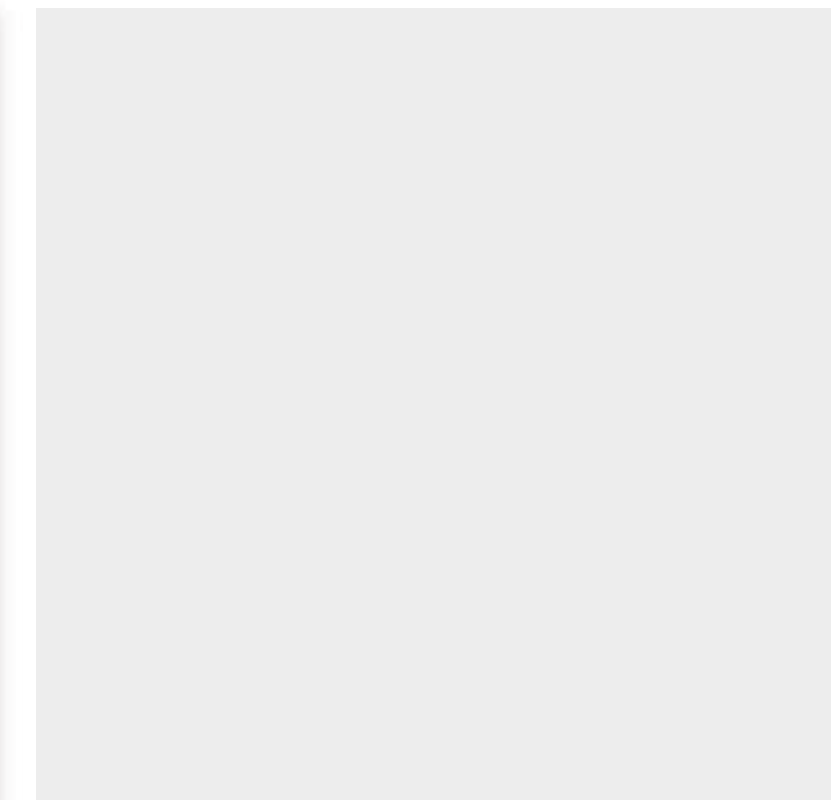
**Tête Nant Blue**

RGB: 16,6,159  
HEX: #10069F  
CMYK: 90, 96, 0, 38



**Grey**

RGB: 112, 112, 112  
HEX: #707070  
CMYK: 0, 0, 0, 56



**Light Grey**

RGB: 237,237,237  
HEX: #EDED ED  
CMYK: 0, 0, 0, 7

# Blue Bottle Colours

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**Tŷ Nant Blue**

RGB: 16, 6, 159  
HEX: #10069F  
CMYK: 90, 96, 0, 38



**Silver Gloss**

RGB: 52.2, 53.3, 54.5  
HEX: #85888B  
CMYK: 4, 2, 0, 45

# Red Bottle Colours

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**Tÿ Nant Red**

RGB:  
HEX: #  
CMYK:



**Gold Gloss**

RGB:  
HEX: #  
CMYK:

05.

# Fonts

Aa Bb Cc  
Butler

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Light

Regular

**Bold**

Aa Bb Cc

Gothic A1

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Header

Header

Header

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis et ipsum quis mi ullamcorper convallis. Quisque ultrices mi a est bibendum hendrerit. Aliquam vestibulum pretium congue. Phasellus aliquet eu erat ac accumsan. Mauris at felis mi. In vulputate velit id egestas rutrum. Phasellus a vehicula nibh. Etiam efficitur tempor ipsum a fermentum. Nulla facilisi.

Morbi suscipit fermentum gravida. Praesent commodo tempus aliquam. Sed eu turpis ante. Vivamus placerat rhoncus sem, at ullamcorper eros semper nec. Integer nec hendrerit turpis. Vivamus ornare viverra dui et egestas. Nulla ac luctus

06 ■

# Imagery Guidelines

# 01. Sophisticated & Elegant

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Clean lines and well considered composition will highlight the elegance of the brand.





# 02. Rich & Luxurious

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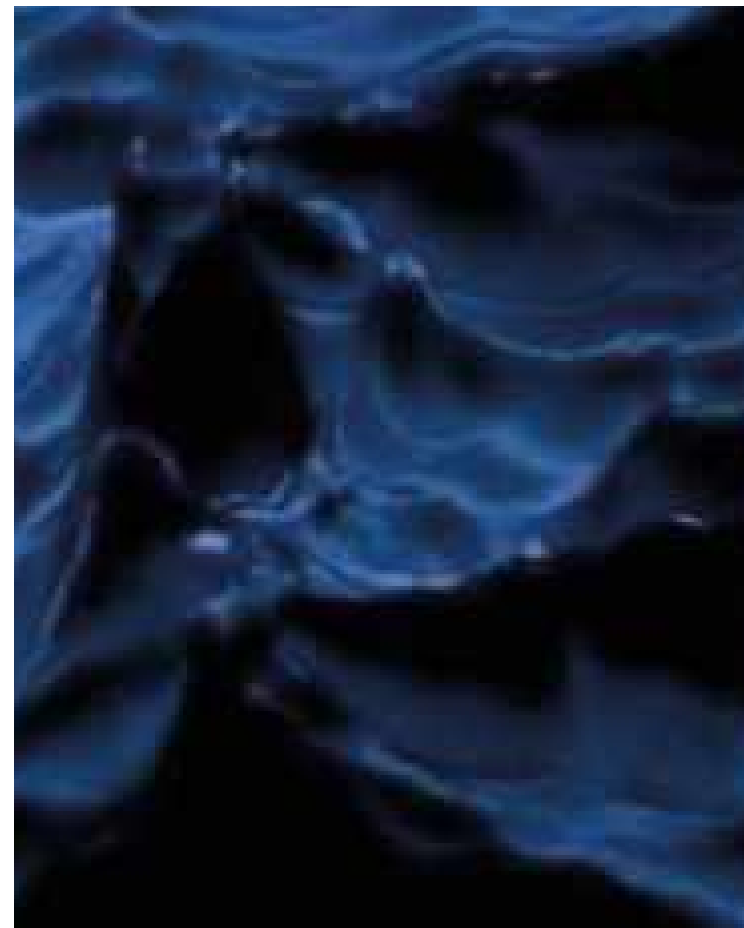
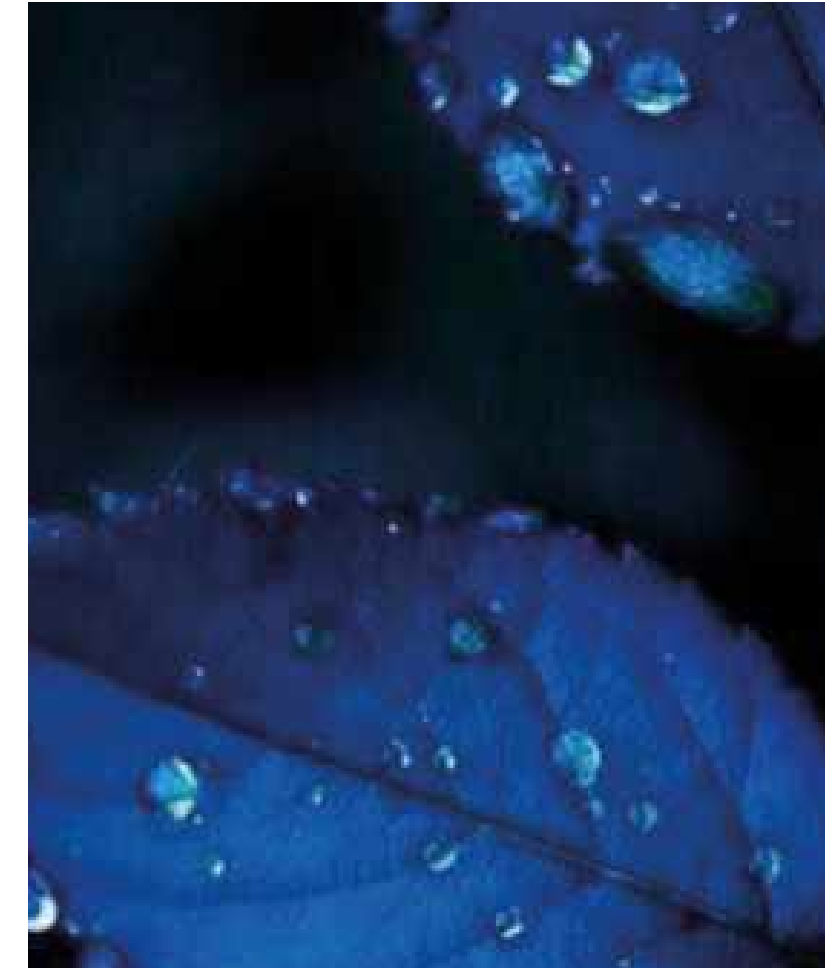
The luxurious environments and the glamour will make the brand blossom.



# 03. Natural & Pure

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Of high importance is to present the origin, the source and the connection to nature.



# 04. Product Photography

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Highlighting the product content, the water.  
Mouth watering, thirst enhancing.

