Bluewater
Brand Guidelines

Version 2
October 2025
Prepared by Bluewater Marketing

Bluewater

Logo

Logo



Horizontal Logo Colors

Whenever possible, the logo should appear on the primary black or white backgrounds.

These applications reflect our core brand values and are suitable for instances when a quieter brand presence is necessary, such as a header on a website or letterhead and business card.



White

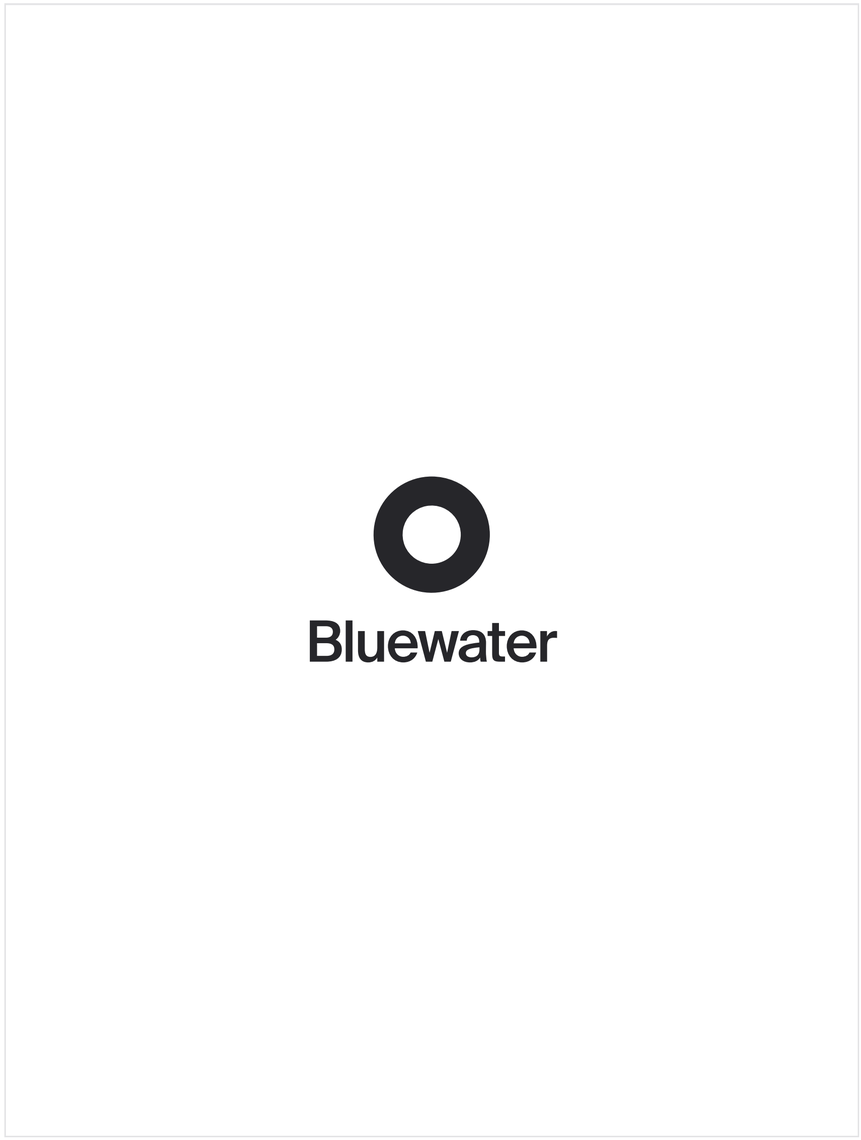


Black

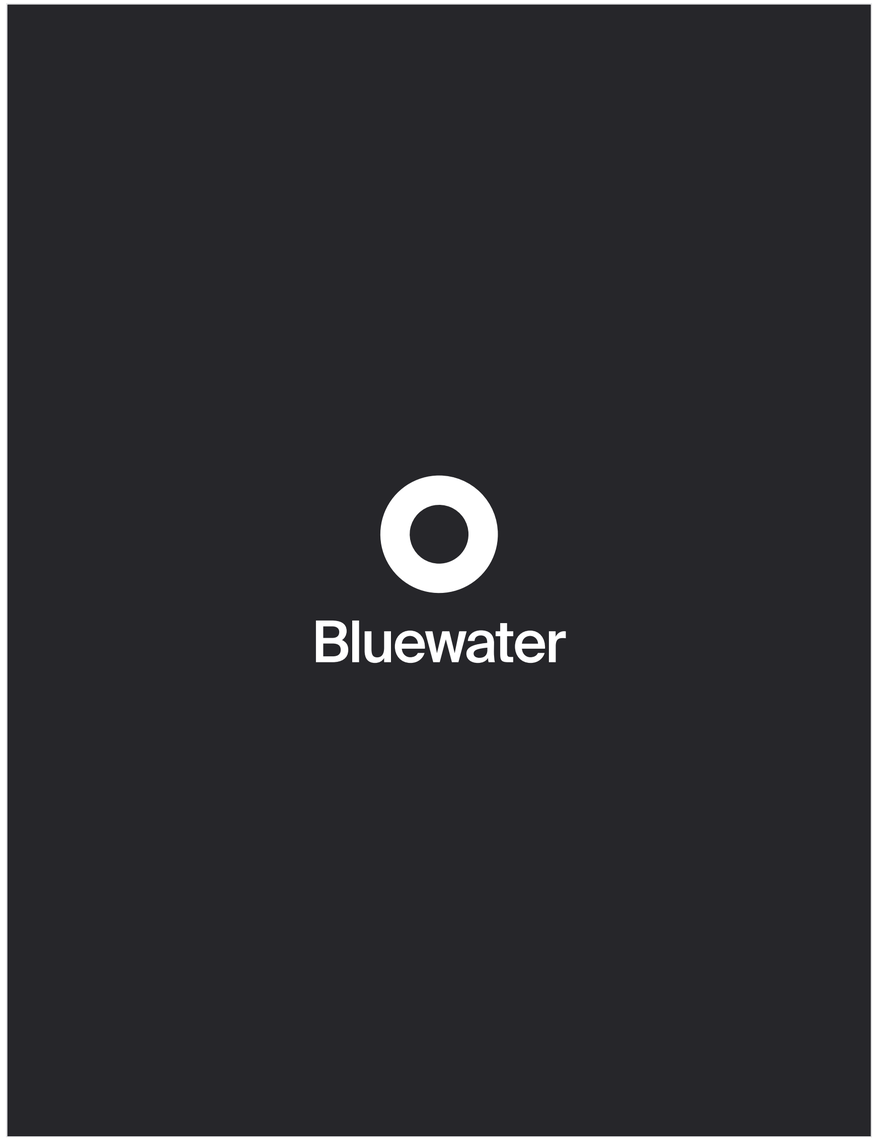
Vertical Logo
Colors

Whenever possible, the logo should appear on the primary black or white backgrounds.

These applications reflect our core brand values and are suitable for instances when a quieter brand presence is necessary, such as a header on a website or letterhead and business card.



White



Black

Symbol Colors

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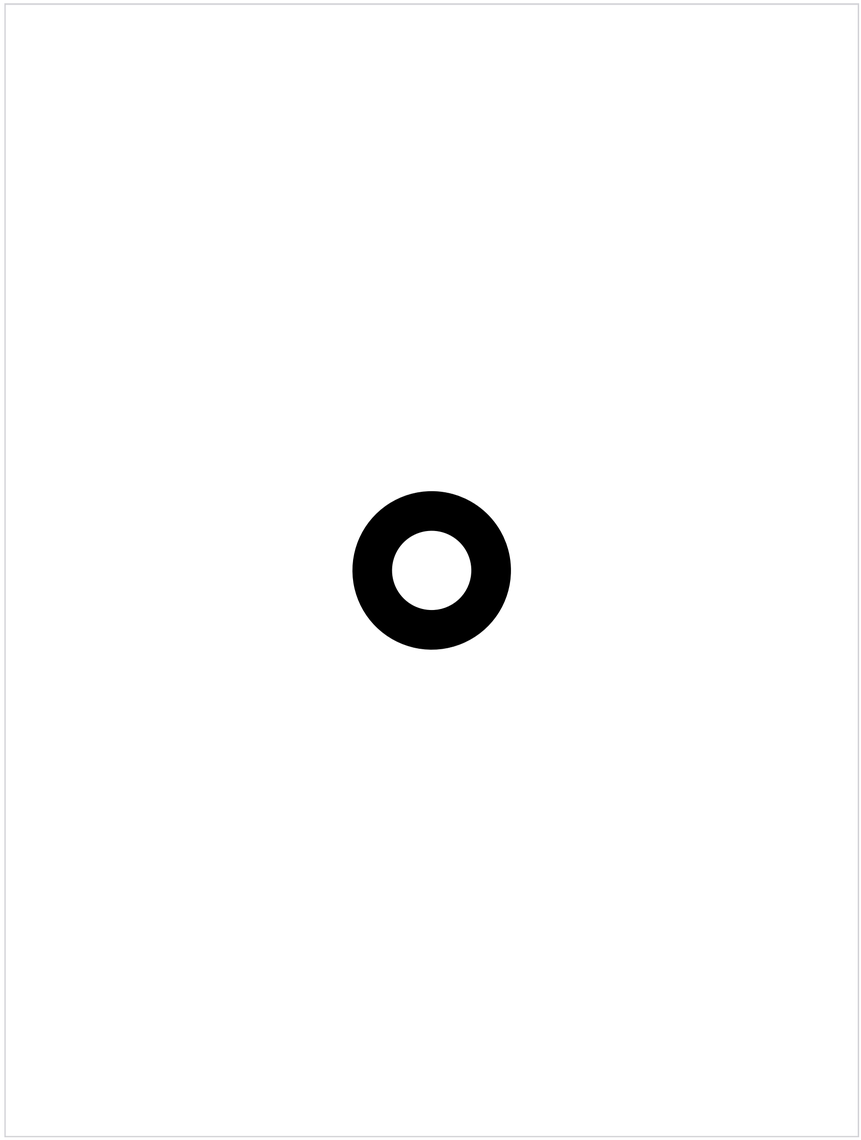
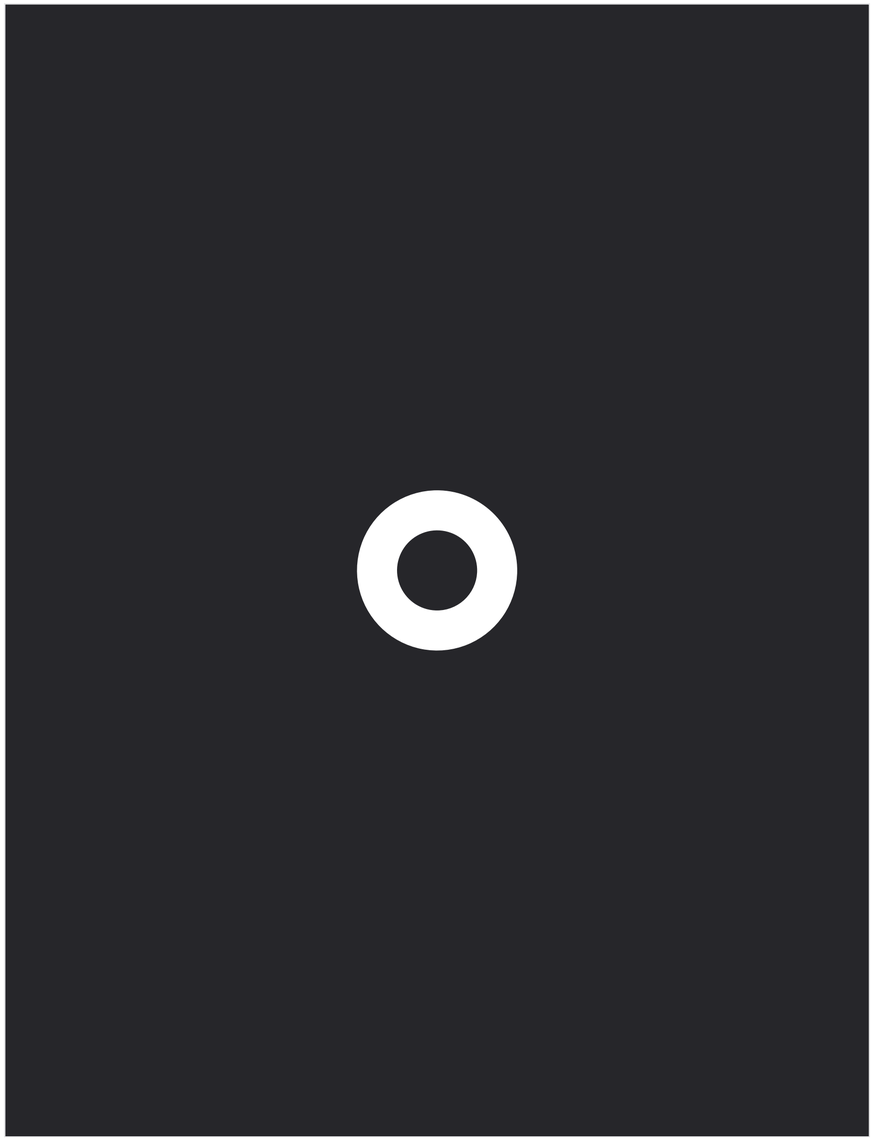


White



Black

Stacked logo
Whitespace

The area around the logo should always provide ample space so that the balance and wholeness of the logo are not crowded or constrained by external elements.

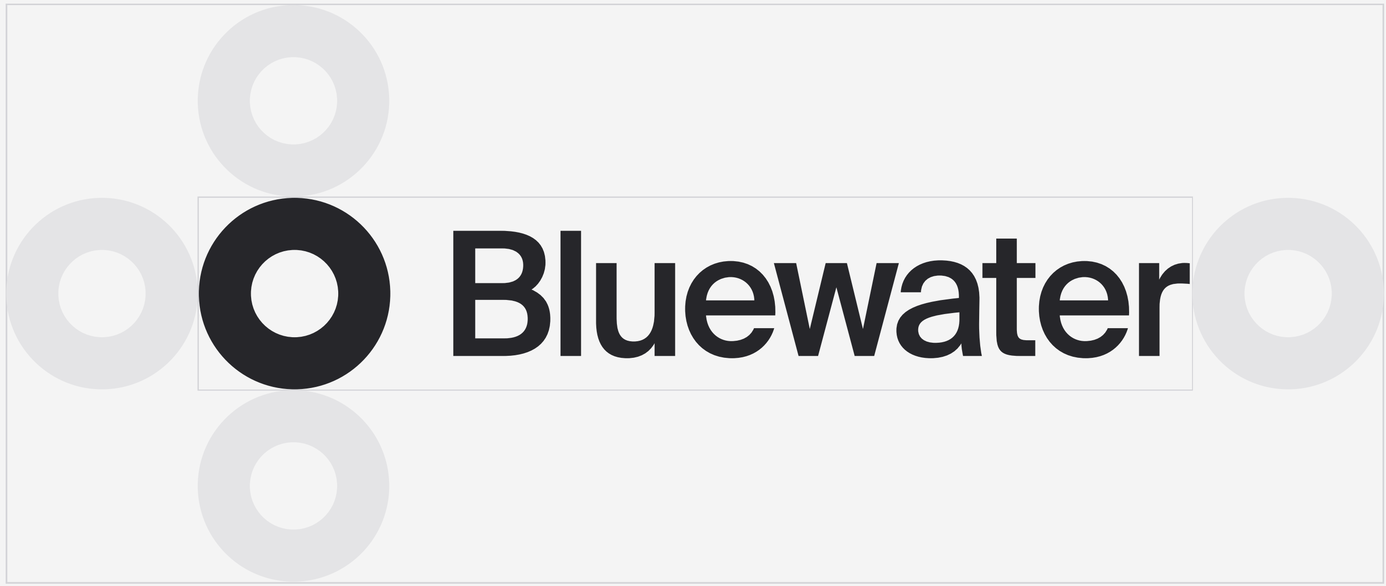
The diagrams show the correct amount of space that should surround the logo. No accompanying text or logos should appear in this area.



Stacked logo
Whitespace

The area around the logo should always provide ample space so that the balance and wholeness of the logo are not crowded or constrained by external elements.

The diagrams show the correct amount of space that should surround the logo. No accompanying text or logos should appear in this area.



Stacked logo
Whitespace

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The diagrams show the correct amount of space that should surround the logo. No accompanying text or logos should appear in this area.



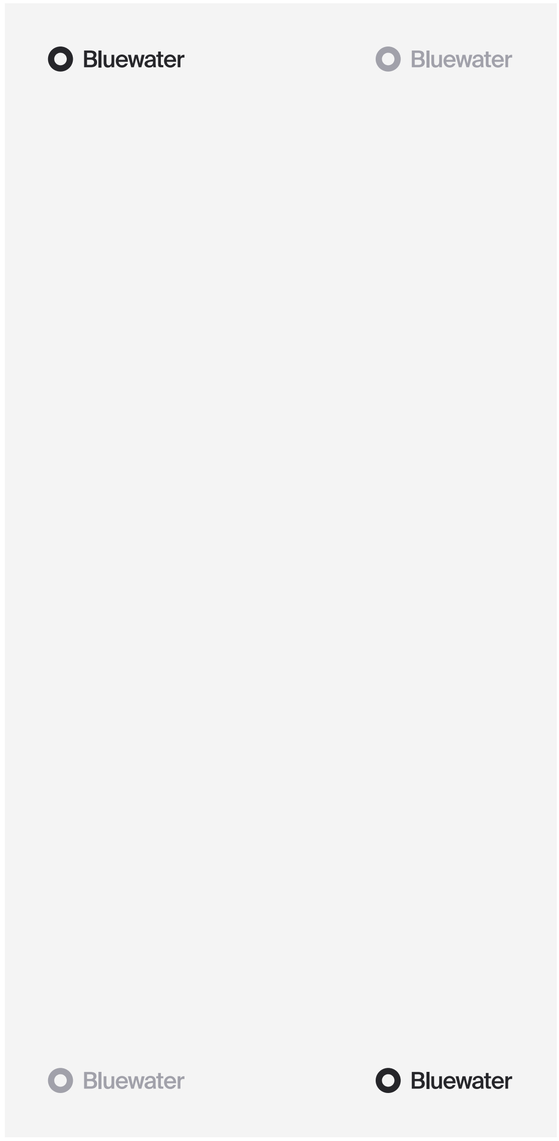
Avatar logo
Whitespace

The area around the logo should always provide ample space so that the balance and wholeness of the logo are not crowded or constrained by external elements.

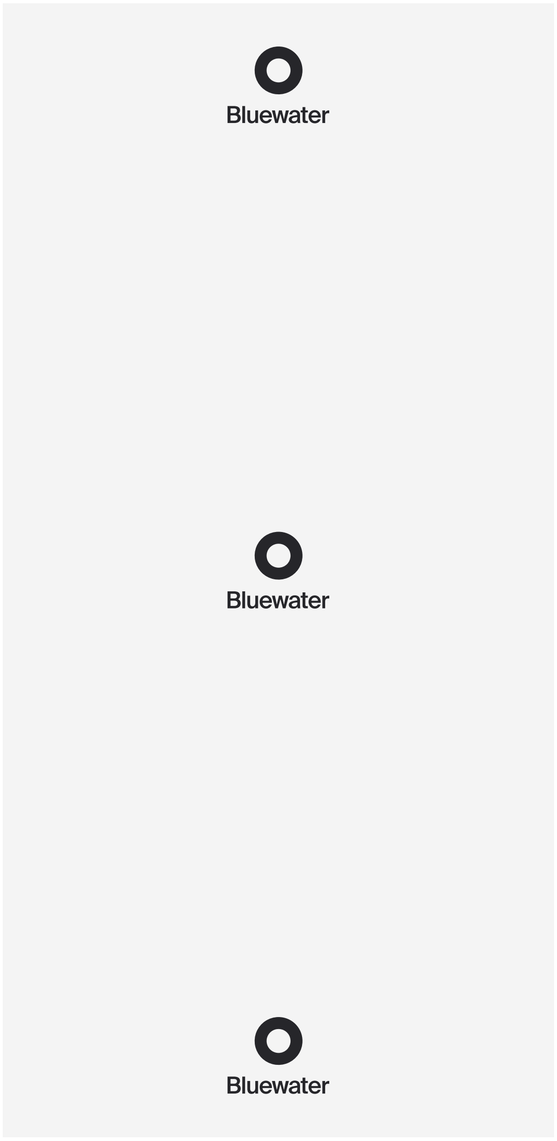
The diagrams show the correct amount of space that should surround the logo. No accompanying text or logos should appear in this area.



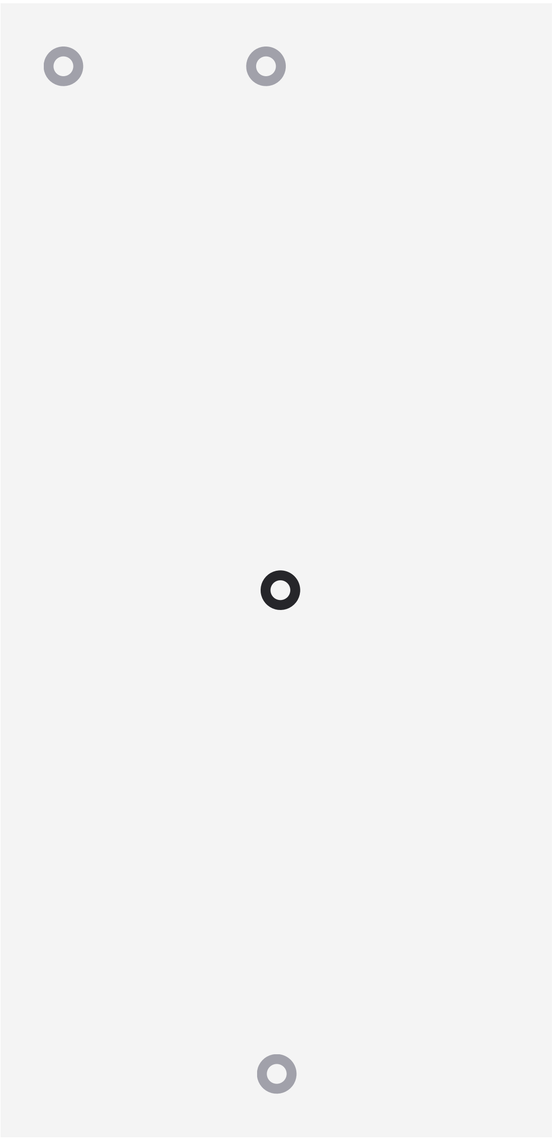
Logo’s
Placement



Left-aligned top or right-aligned at bottom.



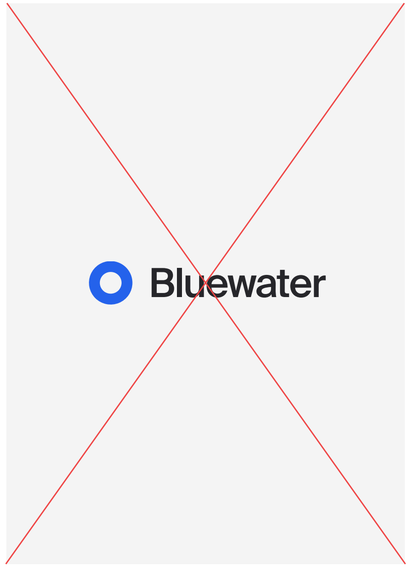
Centered at top, center, or bottom.

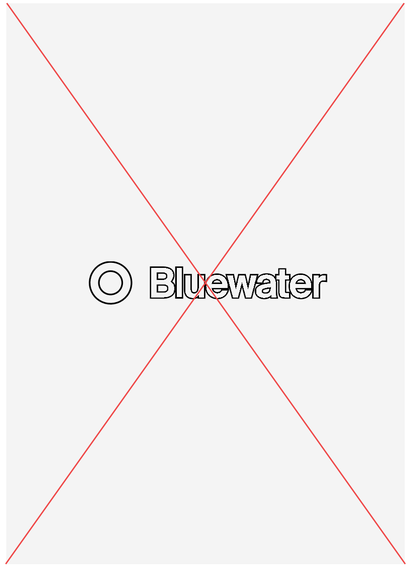


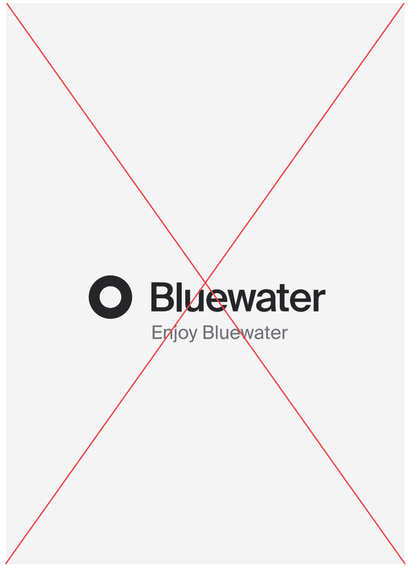
Centered vertically, top, or bottom.

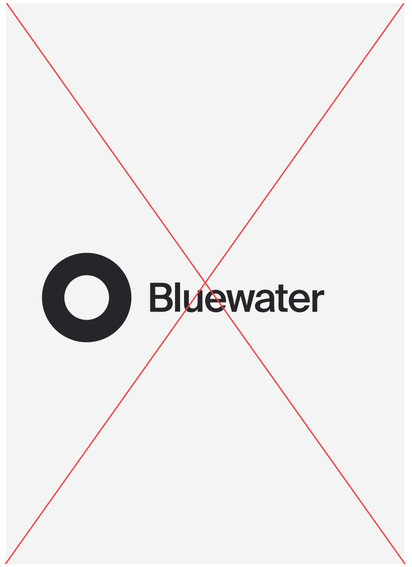
Logo's Violations

- Do not use color combinations that make the logomark illegible
- Do not use different colors for the logotype and the symbol
- Do not disproportionately stretch or warp the logo
- Do not stylize or alter the logo including outlining it, adding a drop shadow or bevel, or any stylistic effect
- Do not scale, reposition or modify the logo in any way
- Do not place the logo over images which make the logomark illegible or use in any color other than white or black when being placed on top of an image



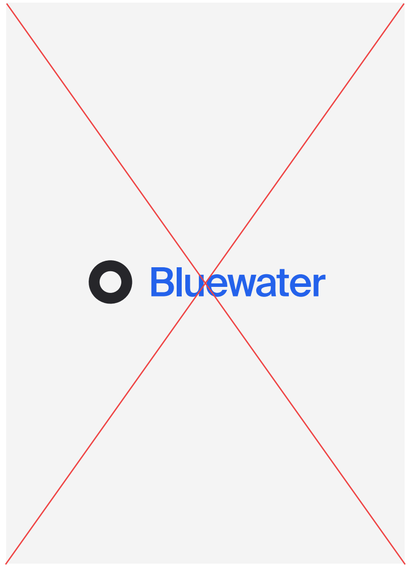


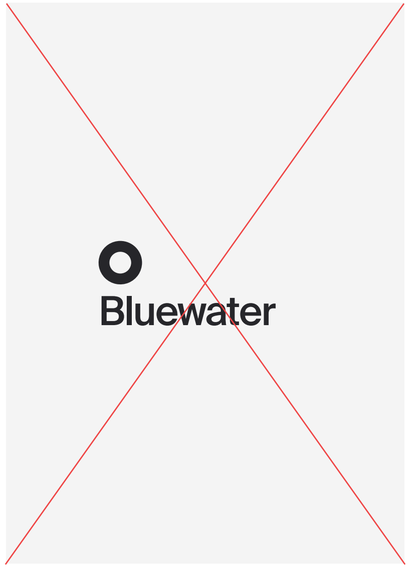


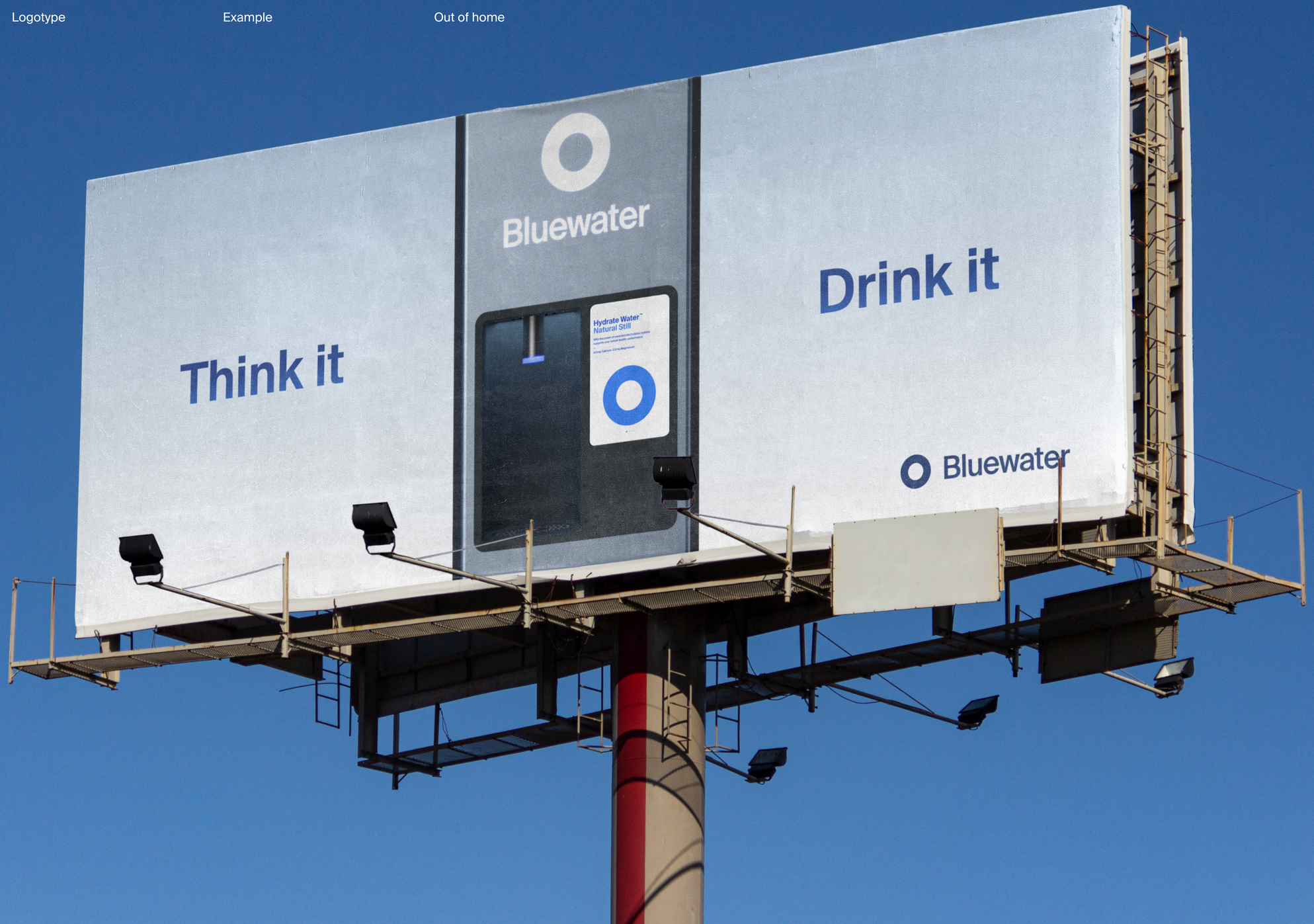




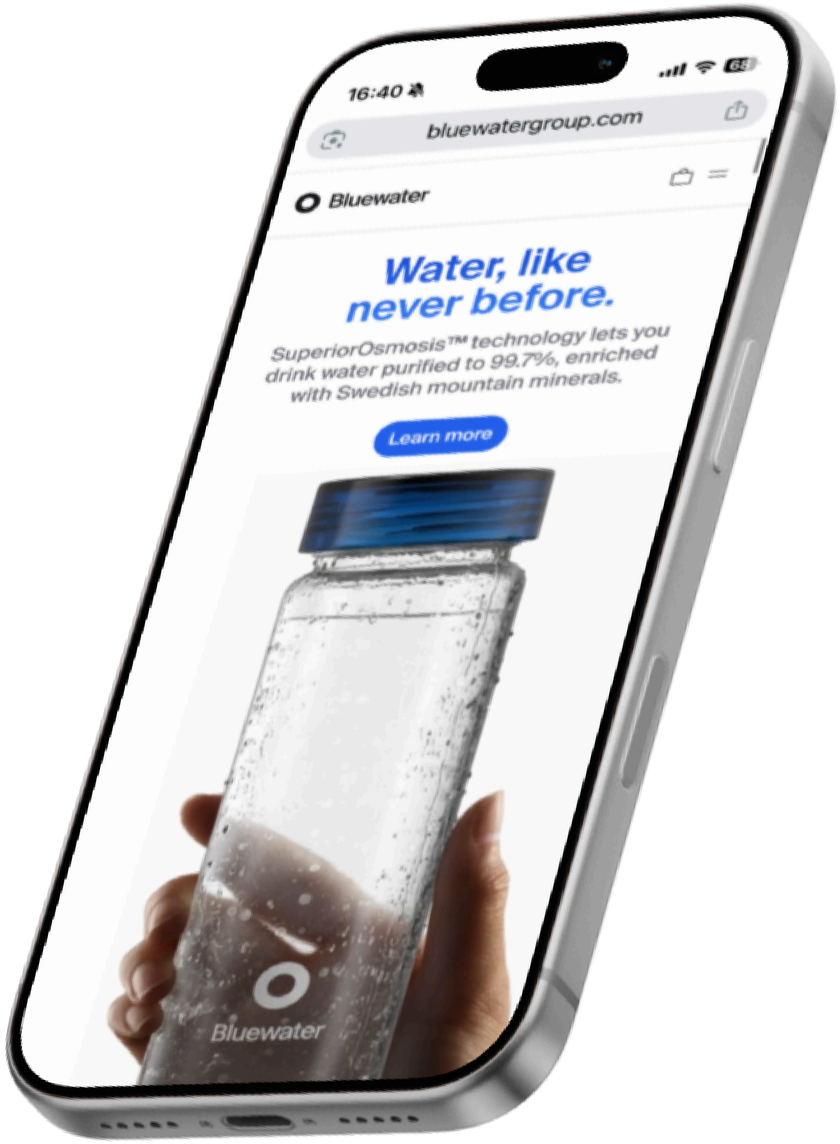







Think it
Bluewater
Hydrate Water™
Natural Still
Drink it
Bluewater


Bluewater


16:40
bluewatergroup.com
Bluewater
Water, like never before.
SuperiorOsmosis™ technology lets you drink water purified to 99.7%, enriched with Swedish mountain minerals.
Learn more
Bluewater


Bluewater
ramp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Bluewater
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+46790762796
rengtbittri@bluewater.com

Typography

Suisse Int’l

BW

Typography
Suisse Int’l

Suisse Int’l is our primary typeface, a Swiss-style neo-grotesque from Swiss Typefaces. Neutral like Helvetica but more refined, it provides clarity and consistency across print and digital.

- Regular / Medium – body copy, captions, eyebrows
- Semi-Bold – headlines and quotation attributions

Suisse Int’l Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Suisse Int’l Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Suisse Int’l Semi bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Typography
Bluescript

Bluescript is used when we're trying to emphasize sustainability into our brand.

Bluescript Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Typography
Size for presentations

For presentations, pair the different fonts.

Text style	Weight	Size (px)	Line height	Letterspacing	Pairing	Color
Title	Semi bold	96	1,1	-2%	Body 1	Gray 800 (#27272A) / White
Headline 1	Semi bold	60	1	-1%	Body 1	Gray 800 (#27272A) / White
BLUESCRIPT HEADLINE 1	Bluescript Bold	55	1,2	-1%	Body 1	Green 500 (#21C45E) / White
Headline 2	Semi bold	48	1	-1%	Body 2	Gray 800 (#27272A) / White
Headline 3	Semi bold	36	0,8	-1%	Body 3	Gray 800 (#27272A) / White
BLUESCRIPT HEADLINE 3	Bluescript Bold	32	1	-1%	Body 3	Gray 800 (#27272A) / White
Body 1	Medium	36	1	-1%		Gray 500 (#71717A) / White
Body 2	Medium	30	1	-1%		Gray 500 (#71717A) / White
Body 3	Medium	24	1,1	0%		Gray 500 (#71717A) / White

Typography
Size for social media

For social media we keep it super simple with three different variations.

Text style	Weight	Size (px)	Line height	Letterspacing	Pairing
Headline 1	Semi bold	80	118%	0%	Body 1 Eyebrow 1
Body 1	Medium	48	125%	0%	
Eyebrow 1	Medium	48	125%	0%	

Typography
Size for brochures

For brochures and printed material, pair the different headlines with the paired body text.

Text style	Weight	Size (pt)	Line height	Letterspacing	Pairing
Headline 1	Semi bold	48	53	0	Body 1 Eyebrow 1
Headline 2	Semi bold	36	41	0	Body 2 Eyebrow 2
Headline 3	Semi bold	22,5	27	0	Body 3 Eyebrow 2
Body 1	Regular	18	21	0	
Body 2	Regular	15	18	0	
Body 3	Regular	12	14,4	0	
Eyebrow 1	Regular	15	18	0	
Eyebrow 2	Regular	12	14,4	0	

Typography
Margins for brochures

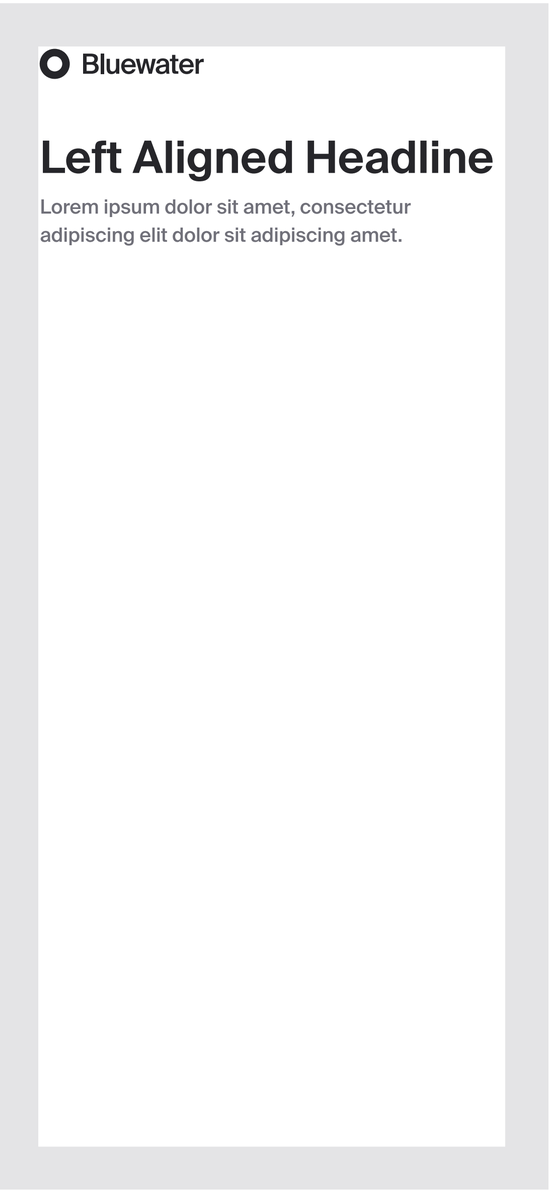
Listed here are the sizes for margins, gutters, and the logotype. If a format is not included on the list, please use the sizes for the format most closely resembles the one that you would like to use.

Format	Margin	Gutter	Logotype height
A5, 148.5 x 210 mm	10/10/10/10 mm	4 mm	7,5 mm
A4, 210 x 297 mm	15/15/15/15 mm	5 mm	10 mm
A3, 297 x 420 mm	20/20/20/20 mm	7 mm	15 mm
50 x 70 cm	35/35/35/35 mm	12 mm	30 mm
70 x 100 cm	50/50/50/50 mm	16 mm	40 mm

Typography
Treatment

Use typography to guide attention and build hierarchy. Headlines are left-aligned, subheadlines add clarity, and body text maintains readability. Follow the styles demonstrated here.

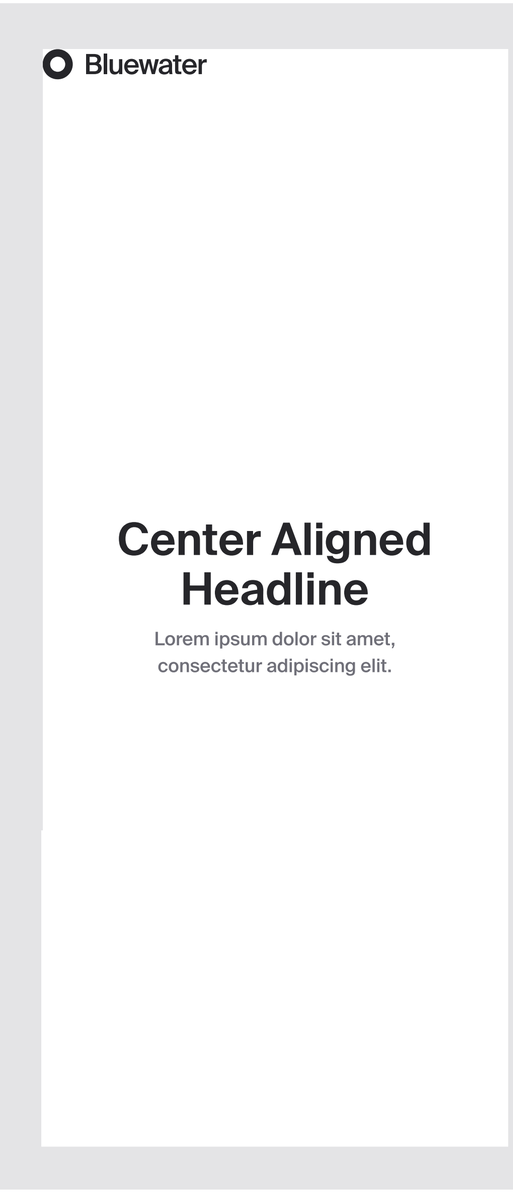




Typography
Treatment

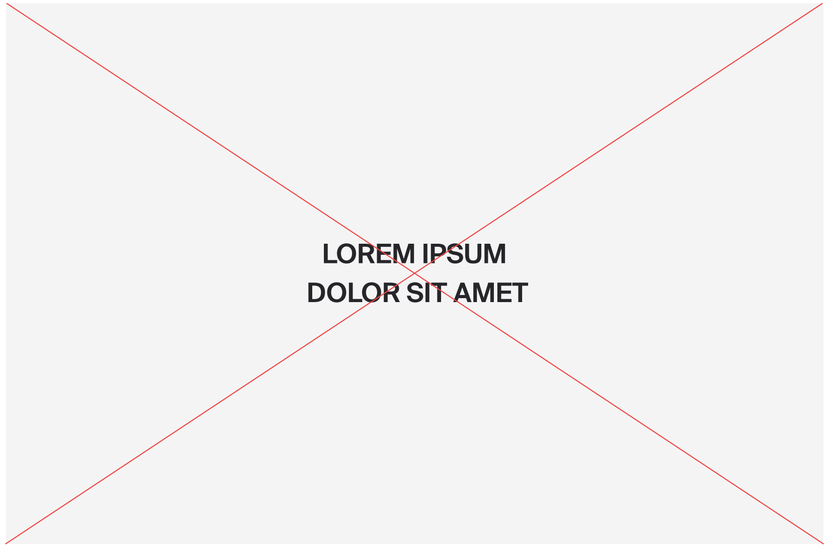
Center-aligned typography creates balance and focus. Use for moments where clarity and emphasis are needed, following the hierarchy demonstrated here.

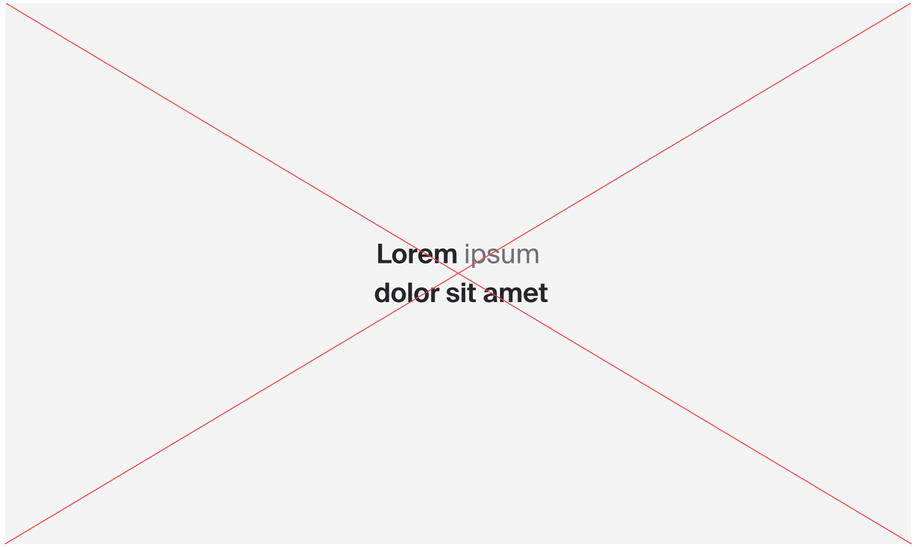


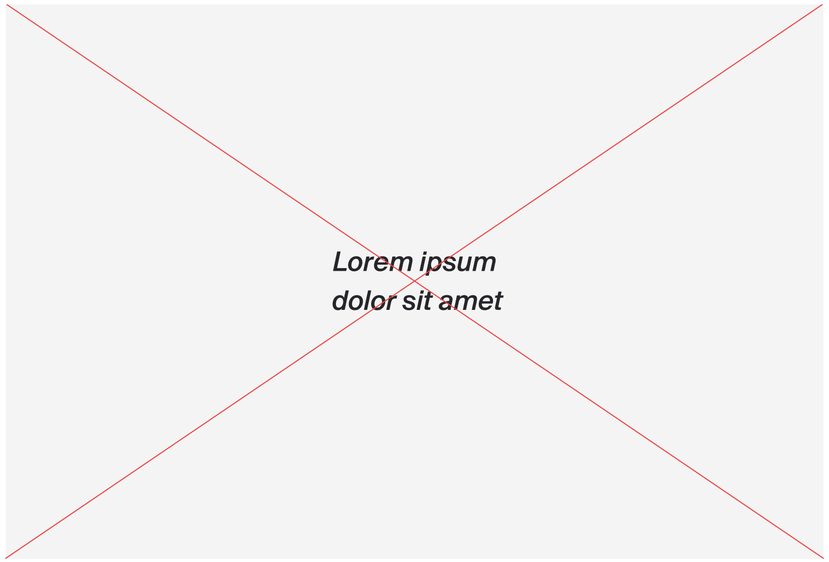


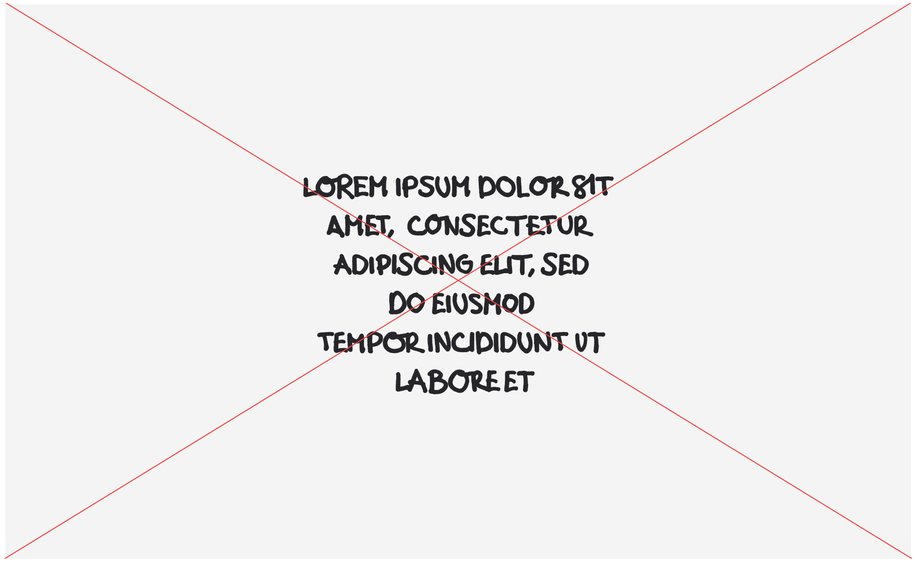
Typography
Violations

1. Don’t write in all caps unless need for rotating on a sticker
2. Never highlight a word with a different font e.g. (Semi-bold and medium)
3. Never write in italic
4. Don’t write long sustainability headlines in bluescript

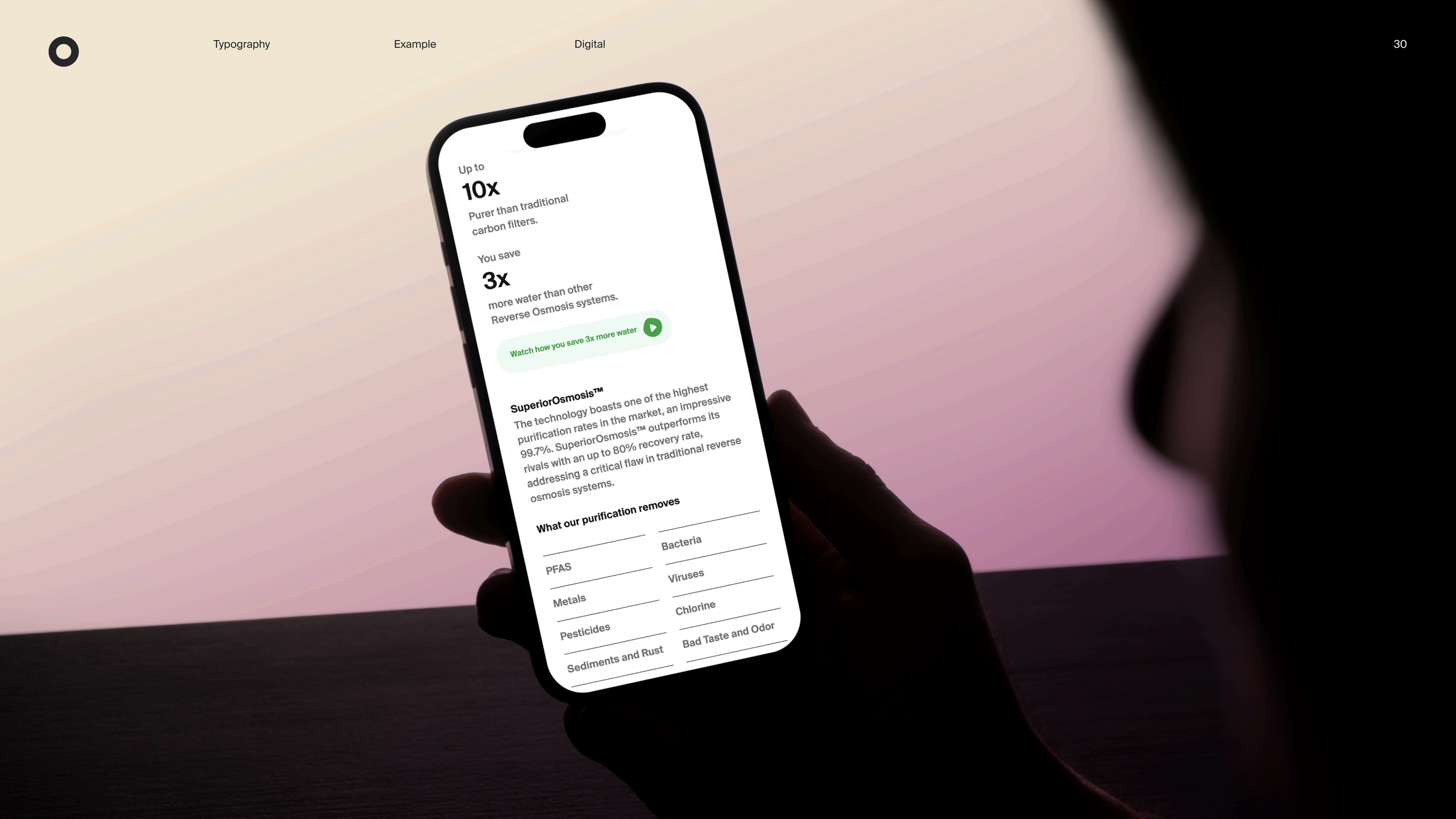









Menu
Coffee
Water
Light
Light body, clean, with bright, fruity acidity.
TDS: 70 ppm
Medium
Balanced body and a subtle sweetness.
TDS: 125 ppm
Bold
Full-bodied and sweet.
TDS: 270 ppm
Bluewater


Up to
10x
Purer than traditional carbon filters.
You save
3x
more water than other Reverse Osmosis systems.
Watch how you save 3x more water
SuperiorOsmosis™
The technology boasts one of the highest purification rates in the market, an impressive 99.7%. SuperiorOsmosis™ outperforms its rivals with an up to 80% recovery rate, addressing a critical flaw in traditional reverse osmosis systems.
What our purification removes
PFAS
Bacteria
Metals
Viruses
Pesticides
Chlorine
Sediments and Rust
Bad Taste and Odor

Advanced Osmosis.

Up to
99.7%
Purification rate. One of the highest in the market.

Up to
10x
Purer than traditional carbon filters.

2x
More water saved compared to other RO systems.

3.4L
World leading clean water flow rate, up to 3.4 L/minute.

Advanced Osmosis

8x-purification syste

Sedi-Carbon filter
Removes dirt, rust, and chlorine while protecting the system and improving taste.

Carbon filter
Adsorbs chemicals, odors, and VOCs for cleaner, fresher water.

Advanced osmosis
Strips up to 99% of dissolved solids, metals, and PFAS for ultra-pure water.

Coconut Carbon
Polishes any remaining taste or odor for a smooth, crisp finish.

UV Light
Purifies water at the dispense point for safe, fresh water at every sip.

r Station

People

Day

Water like never before.

SuperiorOsmosis™ technology lets you drink water purified to 99.7%, enriched with Swedish minerals.



Colors

Colors
Primary

Our primary color palette is dark gray and white. Black and white are preferred for most scenarios and sufficiently communicates our brand value that Bluewater is an empty vessel that adapts to its content.

White

RGB: 255, 255, 255

Hex: #FFFFFF

Dark Gray (Gray 800)

RGB: 39, 39, 42

Hex: #27272A

Colors
Secondary

Bluewater has no singular brand color. Our secondary color palette is diverse and utilizes a flat hierarchy.

- Rose 500 is emphasizing health, good and bad.
- Green 500 is emphasizing waste and planet friendly.
- Blue 600 is emphasizing water purification, water.

Rose 500
RGB: 244, 63, 94
Hex: #F43F5E

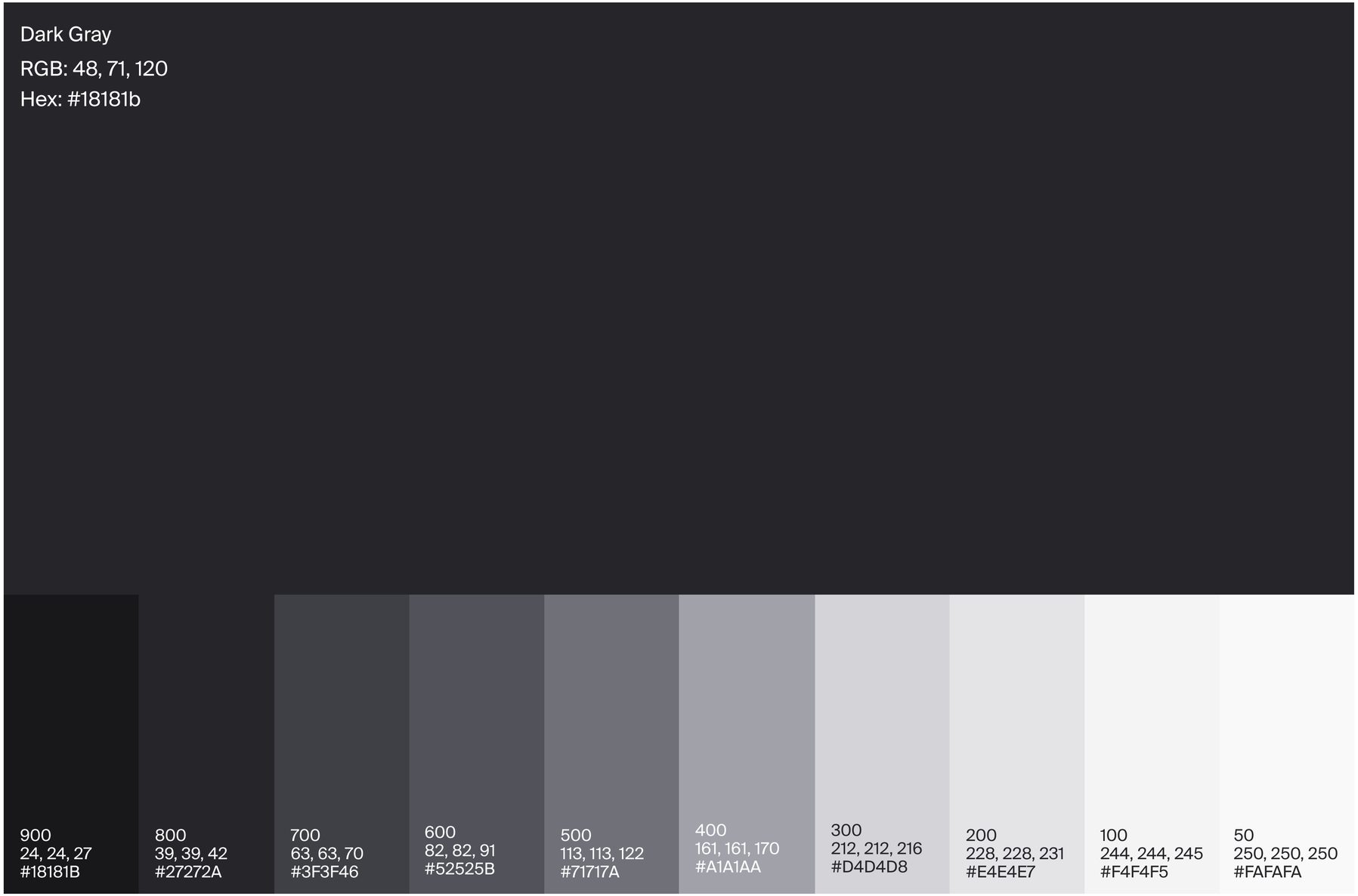
Green 500
RGB: 33, 196, 94
Hex: #21C45E

Blue 600
RGB: 37, 99, 235
Hex: #2563EB

Colors
Gray shades

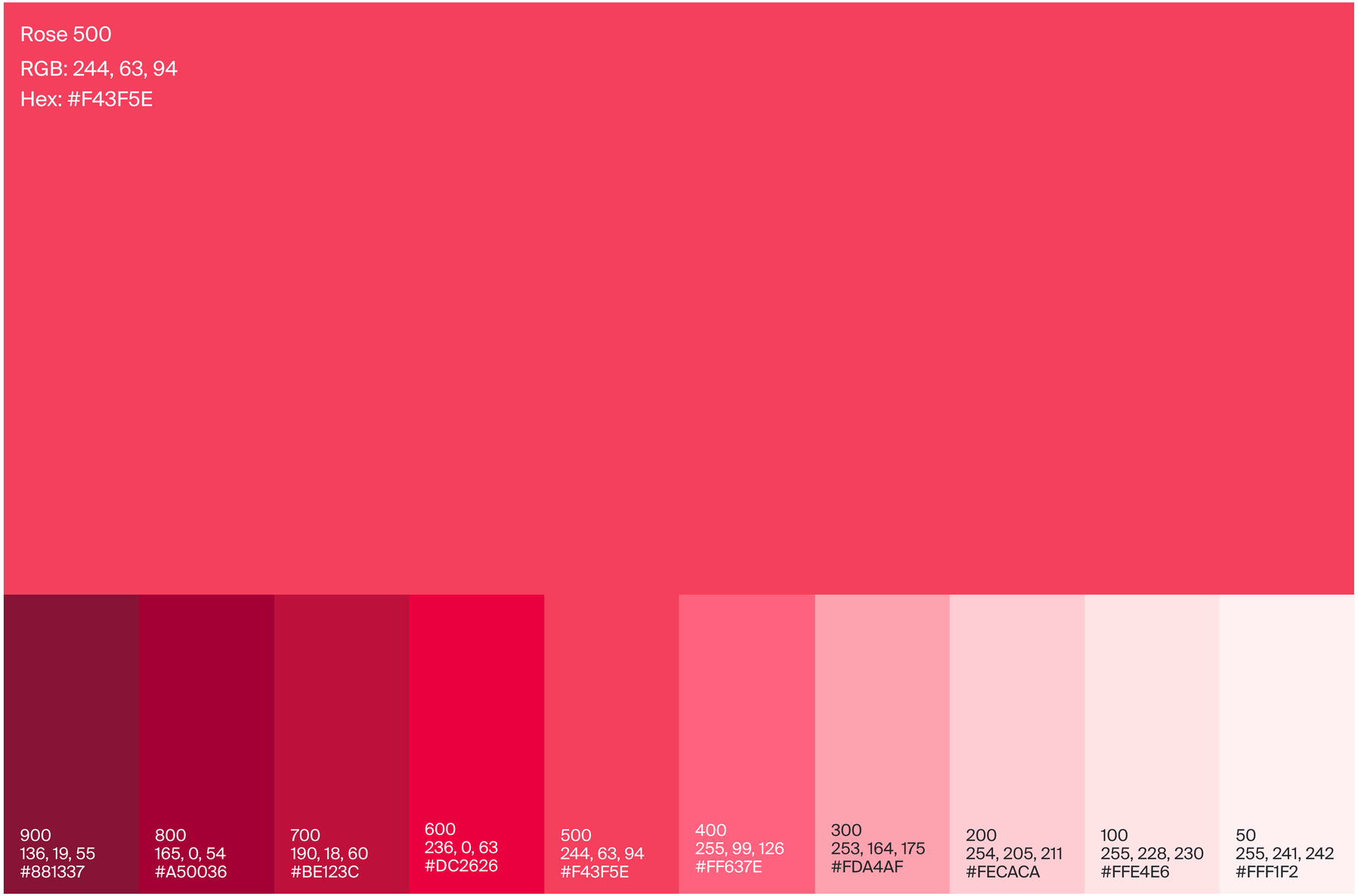
Primary white, gray, and black to be used for text, backgrounds — almost everything is white, gray and black.

Gray 800 and white is for headlines and subheadlines. While gray 500 and white is primarily used for body copy.



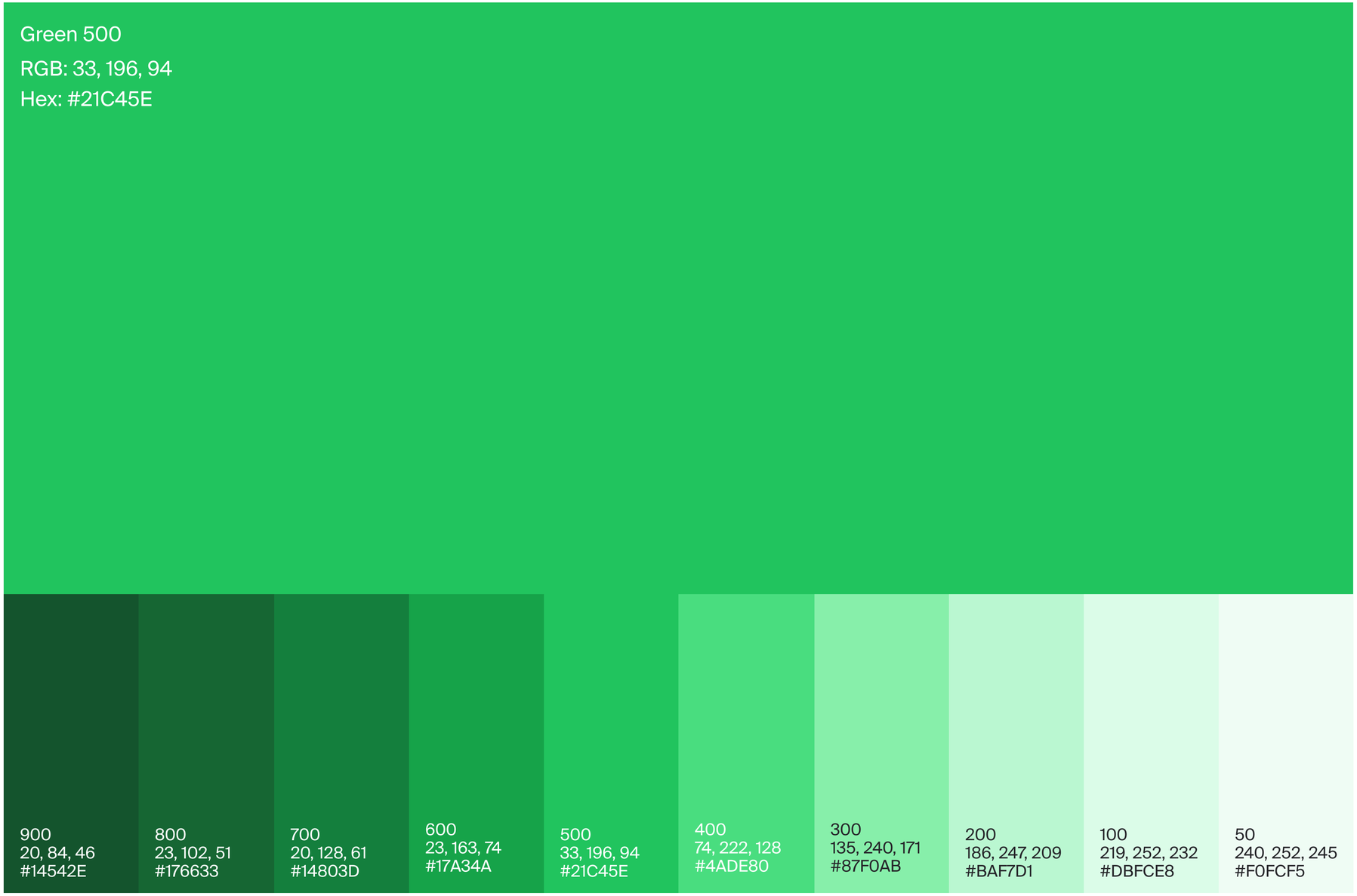
Colors
Rose shades

Rosé represents health and the color of our beverages. It adds vibrancy and vitality when highlighting product and lifestyle moments.



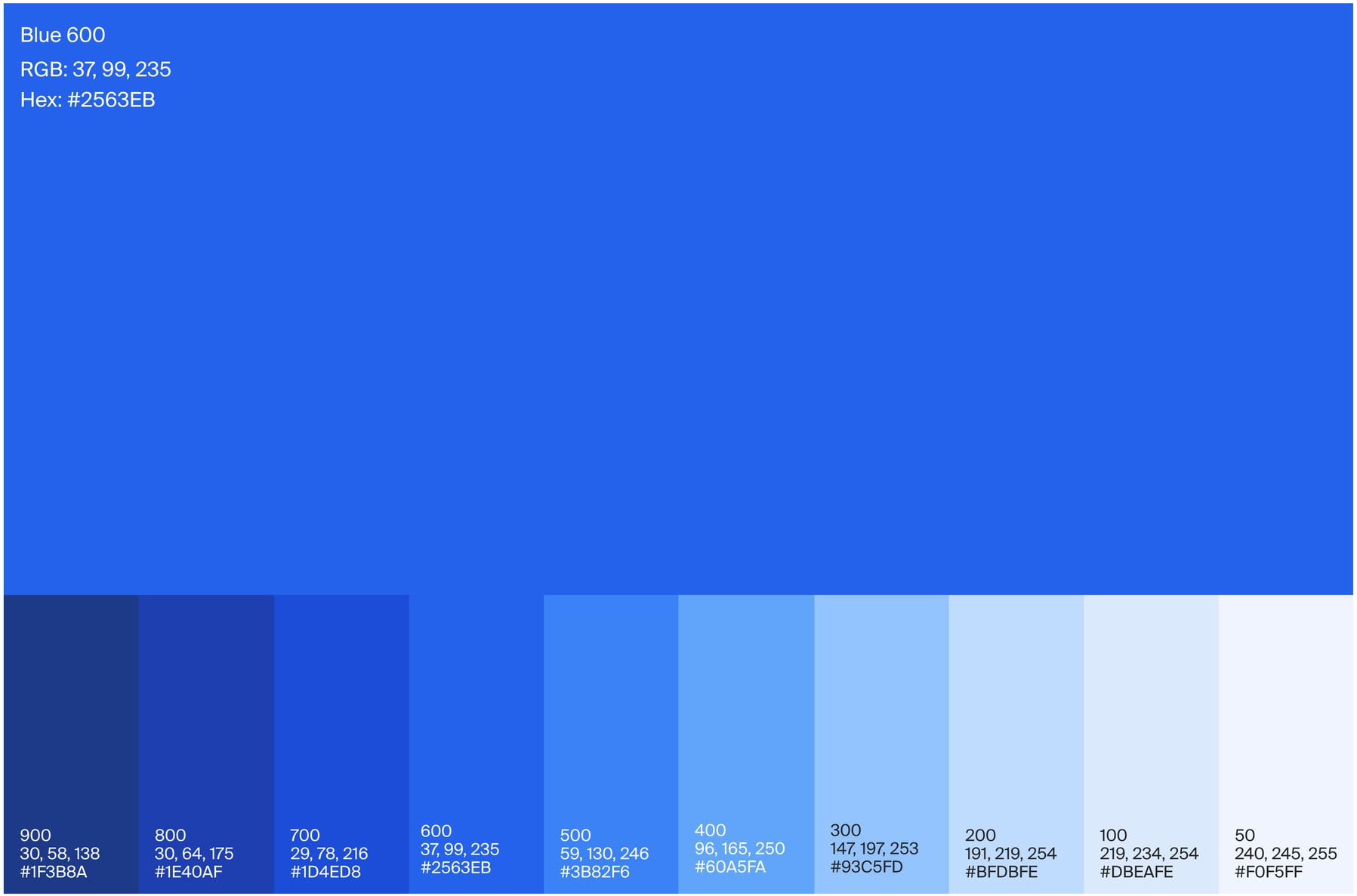
Colors
Green shades

Green embodies our focus on sustainability and the natural taste of our beverages. It is used to express freshness, responsibility, and a strong link to nature.



Colors
Blue shades

Blue communicates trust, technology, and water. Beyond brand expression, it defines primary actions in our digital system — from buttons to links — ensuring clarity and consistency.



Colors
Natural flavour

The blue beverage gradient is meant for the natural flavour of Bluewater.

Linear-gradient
(180deg, #BFDBFE 0%,
#FFFFFF 100%);

Used for backgrounds and panels

Aa

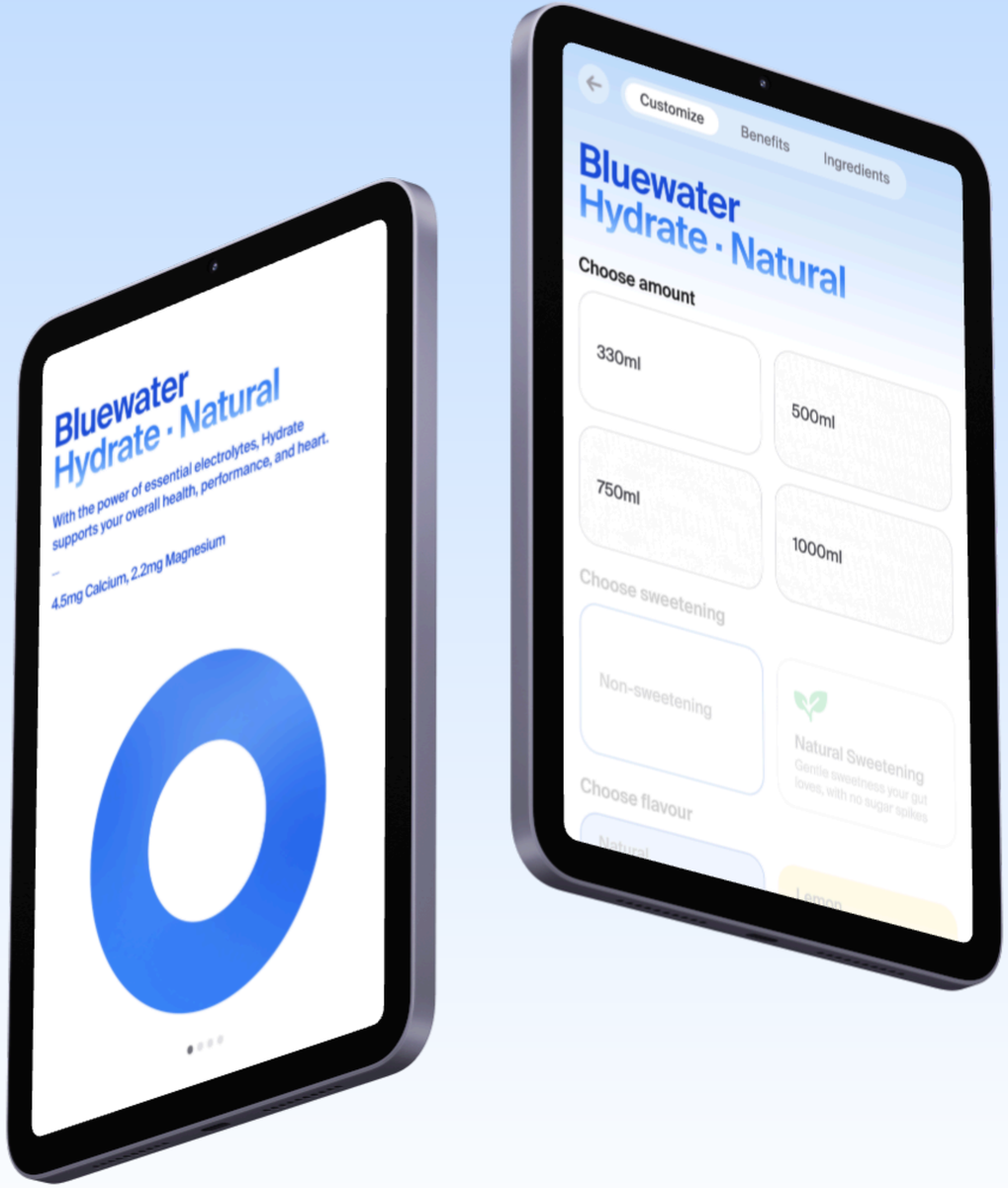
Linear-gradient(180deg, #3B82F6
42.45%, #93C5FD 100%);

Text gradient used for flavours

Aa

Blue 700

Used for text and icons


Bluewater
Hydrate · Natural
With the power of essential electrolytes, Hydrate supports your overall health, performance, and heart.
—
4.5mg Calcium, 2.2mg Magnesium
Customize
Benefits
Ingredients
Bluewater
Hydrate · Natural
Choose amount
330ml
500ml
750ml
1000ml
Choose sweetening
Non-sweetening
Natural Sweetening
Choose flavour

Colors
Lemon flavour

The yellow beverage gradient is meant for the lemon flavour of Bluewater.

Linear-gradient
(180deg, #FFFAC2 0%,
#FFFFFF 100%);

Used for backgrounds and panels

Aa

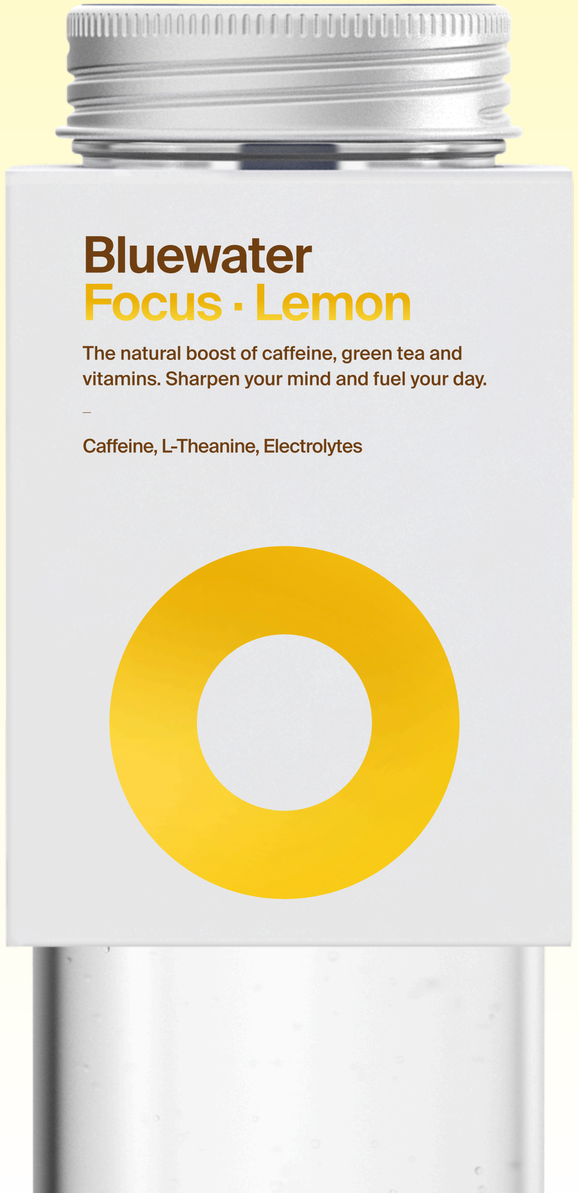
Linear-gradient(180deg, #EBB208
42%, #FCE047 100%);

Text gradient used for flavours

Aa

Yellow 900

Used for text and icons


Bluewater
Focus · Lemon
The natural boost of caffeine, green tea and vitamins. Sharpen your mind and fuel your day.
Caffeine, L-Theanine, Electrolytes

Colors
Strawberry flavour

The rose beverage gradient is meant for the strawberry flavour of Bluewater.

Linear-gradient (180deg, #FECDD3 0%, #FFFFFF 100%);

Used for backgrounds and panels

Aa

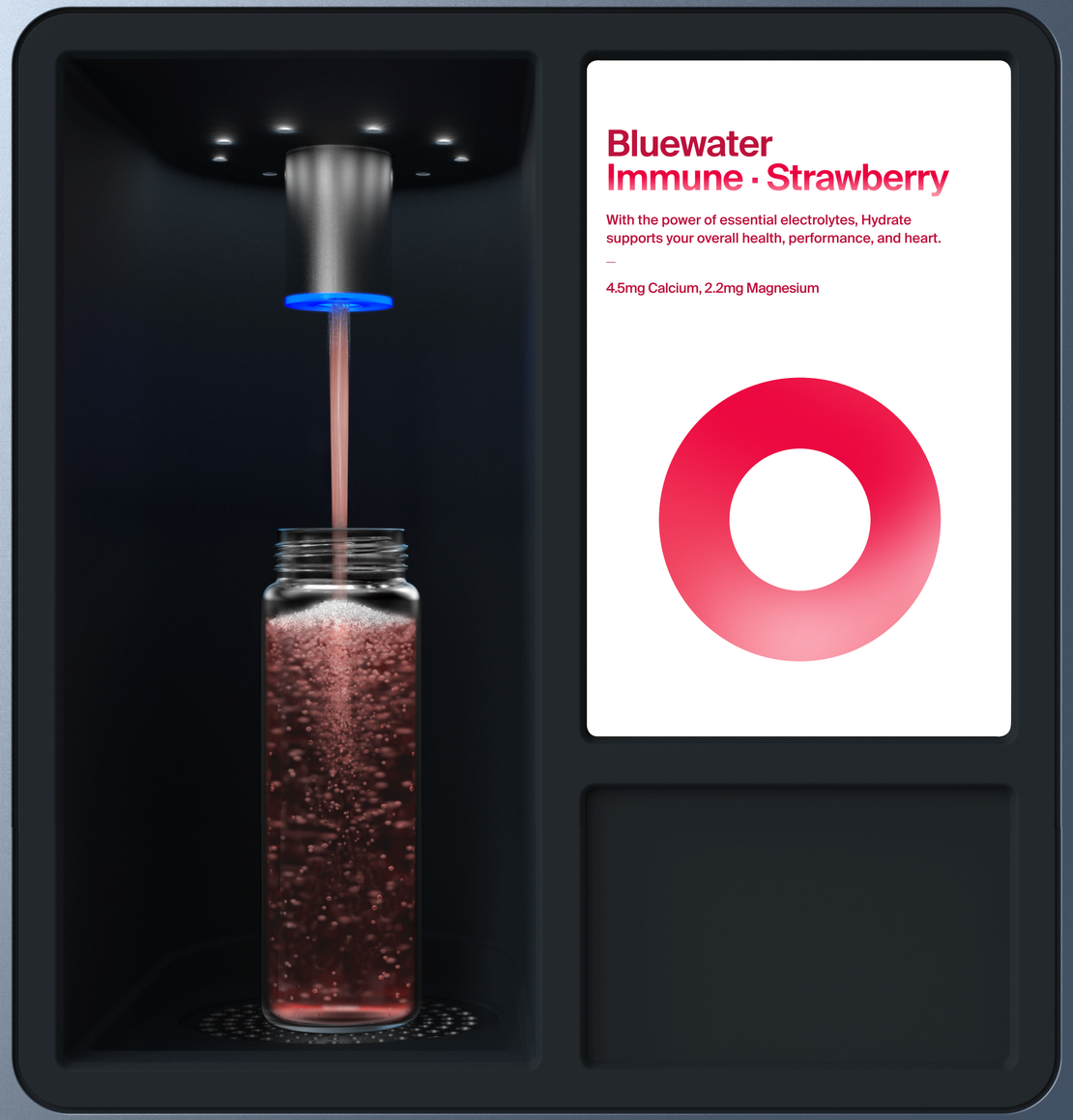
Linear-gradient (180deg, #EC003F 42%, #FDA4AF 100%);

Text gradient used for flavours

Aa

Rose 800

Used for text and icons


Bluewater
Immune · Strawberry
With the power of essential electrolytes, Hydrate supports your overall health, performance, and heart.
—
4.5mg Calcium, 2.2mg Magnesium

Colors
Blackberry flavour

The violet beverage gradient is meant for the blackberry flavour of Bluewater.

Linear-gradient
(180deg, #C4B5FD 0%,
#FFFFFF 100%);

Used for backgrounds and panels

Aa

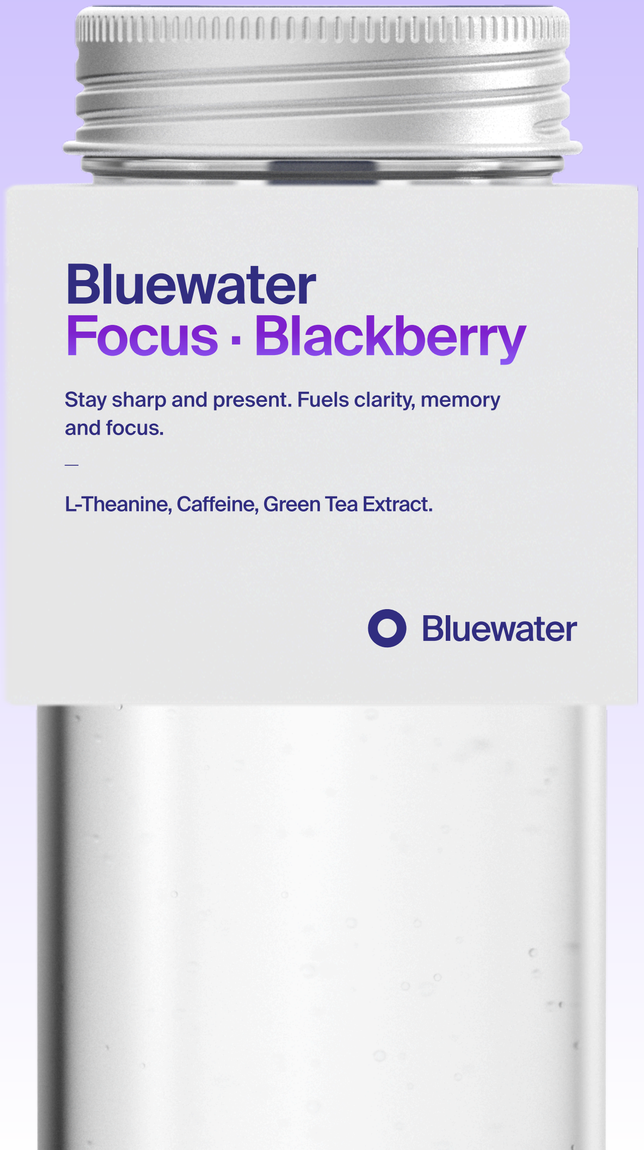
Linear-gradient(180deg, #7E22CE 42%, #C4B5FD 100%);

Text gradient used for flavours

Aa

Violet 900

Used for text and icons


Bluewater
Focus · Blackberry
Stay sharp and present. Fuels clarity, memory and focus.
—
L-Theanine, Caffeine, Green Tea Extract.
Bluewater

Colors
Orange flavour

The amber beverage gradient is meant for the orange flavour of Bluewater.

Linear-gradient
(180deg, #FFD6AB 0%,
#FFFFFF 100%);

Used for backgrounds and panels

Aa

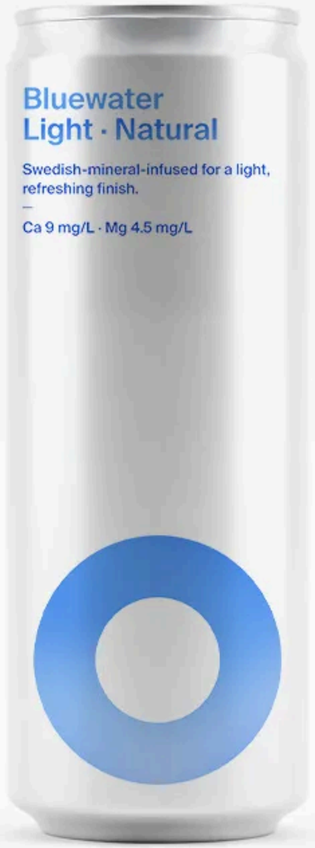
Linear-gradient(180deg, #EB590D
42%, #FA913D 100%);

Text gradient used for flavours

Aa

Orange 600

Used for text and icons


Bluewater
Light · Natural
Swedish-mineral-infused for a light, refreshing finish.
—
Ca 9 mg/L · Mg 4.5 mg/L

Colors
Coffee water

The amber beverage gradient is meant for the coffee water of Bluewater.

Background
(180deg, #FFD6AB 0%,
#FFFFFF 100%);

Used for backgrounds and panels

Aa

Orange 500 #FA7317

Text gradient used for flavours

Aa

Orange 900 #7D2E12

Used for text and icons

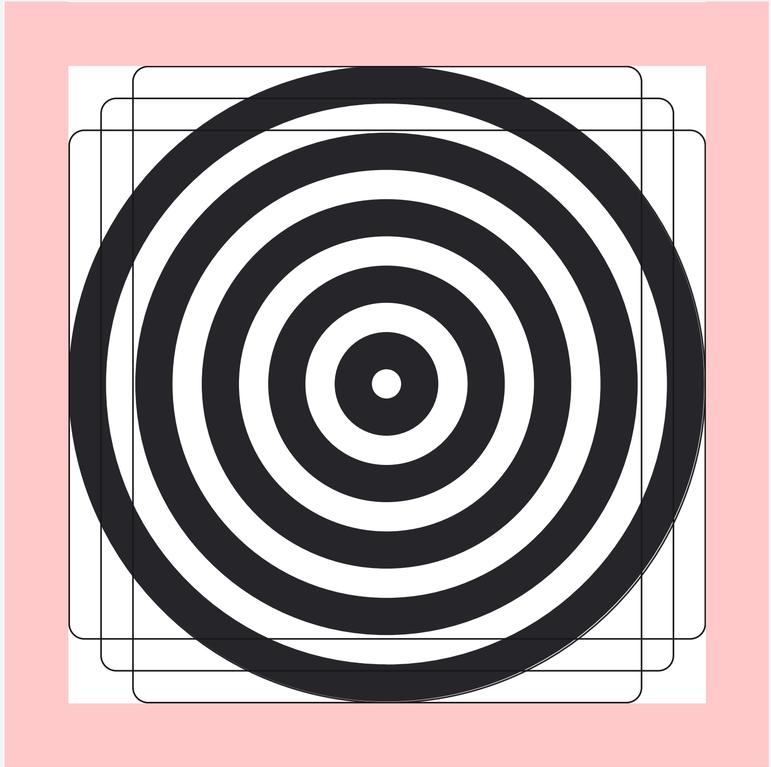

Bluewater
Coffee Water
Purified water with added Swedish minerals.
Made specifically for exceptional coffee.
1.5 2.0 2.5 3.0 3.5 4.0 4.5 mL/L

Graphic elements

Graphic elements
Flat icons

Technical rules from the icon family:

- Use a 48 x 48px canvas
- Use a 1.5px centered stroke
- Use rounded end caps
- Use contiguous strokes unless broken segments are helpful for comprehension
- Use straight segments, perfect arcs, and 15° angle increments where possible
- Adjust curves when necessary to maintain the design principles
- Use whole, even number increments for measurements where possible; fold down to 1px and .5px if necessary
- Start with the following shape keylines: 28 x 28px circles, 25 x 25px squares, 28 x 22px landscape rectangles, 22 x 28px portrait rectangles
- Keep a 6px thick trim area



Graphic elements
Flat icons

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Graphic elements
3D icons

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- Adjust curves when necessary to maintain the design principles
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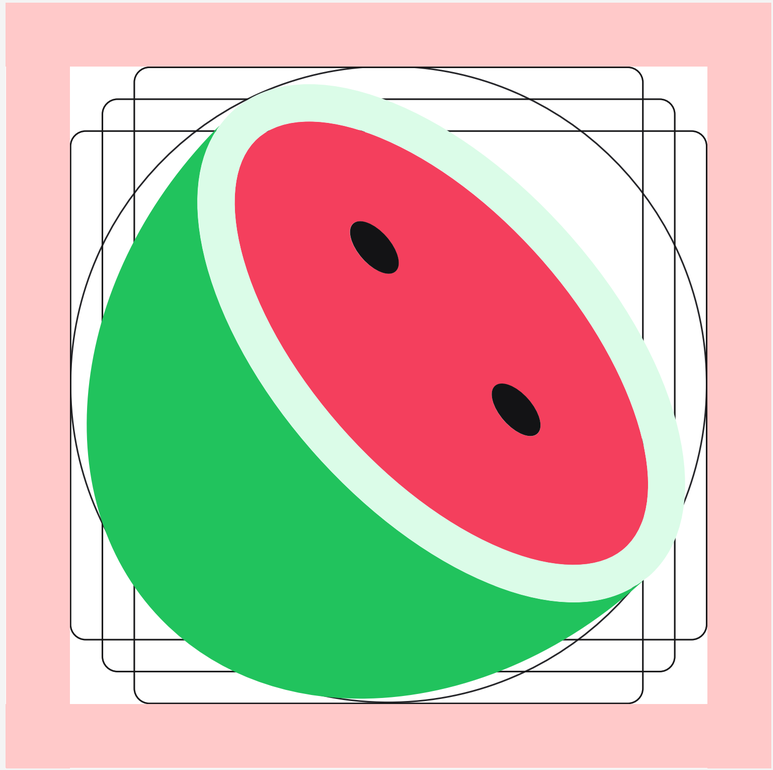
- Keep a 6px thick trim area



Graphic elements
Flat organic icons

Technical rules from the icon family:

- Use a 48 x 48px canvas
- Use a 1.5px centered stroke
- Use rounded end caps
- Use contiguous strokes unless broken segments are helpful for comprehension
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- Adjust curves when necessary to maintain the design principles
- Use whole, even number increments for measurements where possible; fold down to 1px and .5px if necessary
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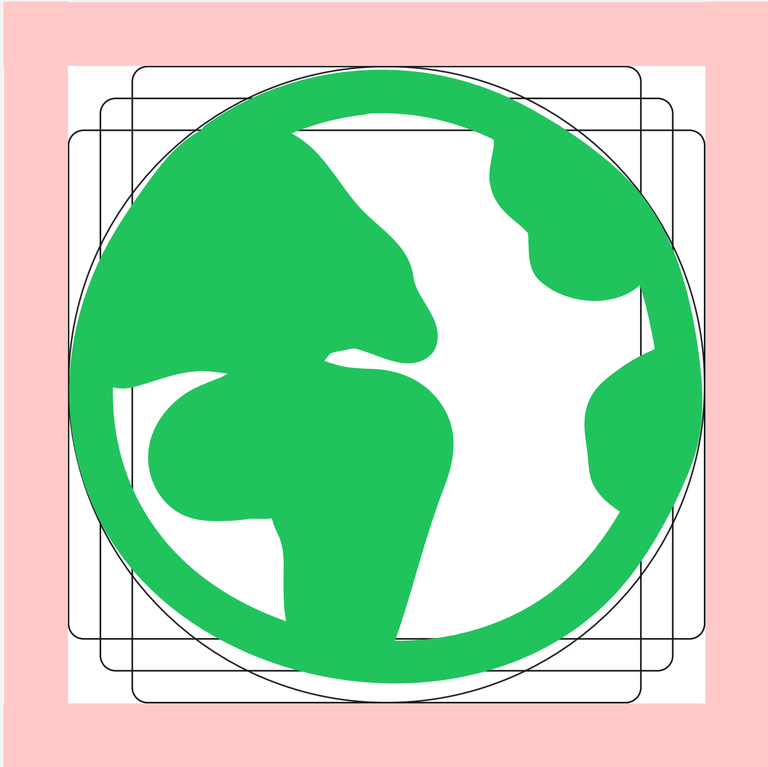
- Keep a 6px thick trim area



Graphic elements
SuperiorOsmosis™ Emblem

The SuperiorOsmosis™ emblem symbolizes our advanced water purification technology.



Imagery

Photo & Film
Color do’s

Use rich, cinematic color tones that enhance mood and storytelling. Favor slightly warm, lifelike palettes with natural skin tones, subtle shadows, and tonal depth. Let contrast guide the eye without overpowering the scene. Lighting should feel intentional, not flat, bringing texture and emotion into the frame.

Colors should support the story, not distract from it. A touch of vibrancy is welcome, especially in highlights or details, but always within a refined, premium range.

This style brings clarity, depth, and a visual signature that feels elevated, human, and memorable.



Use rich, cinematic color tones



Favor natural skin tones and soft contrast



Light intentionally to add depth and emotion



Let color support the story, never overpower

Photo & Film
Color don’ts

Avoid flat, lifeless grading or over-processed looks. Steer clear of overly cool or artificial tones that distort skin color or break the emotional tone of the scene. Oversaturated hues, harsh contrasts, or visual effects that feel trendy rather than timeless will weaken the cinematic quality.

Do not let color become the focus, it should enhance the story, not distract from it. Unbalanced white levels, blown-out highlights, or muddy shadows reduce the premium, intentional feel we aim for in every frame.

Keep it bold, not brash.



Don't use flat, low-contrast color grading



Avoid unnatural al skin tones or artificial color tints



Skip trendy filters or overly stylizeld effects



Watch out for blown highlights and crushed blacks

Photo & Film
Composition do's

Framing should be intentional, dynamic, and aware of the story being told. Use center framing or leading lines to guide the viewer's eye, always in a way that feels natural, never forced. Make space for brand elements like the Bluewater O, bottles, or product silhouettes, and allow negative space when it adds clarity, emotion, or visual elegance.

Balance detail and context: wide shots that establish place, close-ups that reveal texture and function. Keep backgrounds clean and controlled, they should support the subject, not compete with it.

Composition should feel effortless, but never accidental.



Frame with intention and story in mind



Use negative space to elevate the subject



Balance wide context with close-up detail



Place brand elements with clarity and purpose

Photo & Film
Composition don’ts

Avoid cluttered, unbalanced frames where the subject gets lost. Don’t center subjects thoughtlessly, framing should always feel deliberate. Steer clear of awkward crops, distracting backgrounds, or too much visual noise.

Don’t ignore negative space, crowding the frame can make visuals feel cheap or chaotic. Avoid angles or compositions that flatten the image or disconnect it from the story. And never let brand elements feel squeezed in or randomly placed.

Composition should be considered, not careless.



Cluttered frames with no clear focus



Unintentional centering or poor balance



Awkward cropping of people or products



Random placement of brand elements

Photo & Film
Elements do’s

Key brand elements, like the Bluewater O, bottles, machines, faucets, or accessories, should be integrated with clarity and care. Placement should feel natural, never staged or forced. These elements can live quietly in the frame or take center stage, depending on the context, but they should always support the overall story.

Use real environments and natural moments to show products in use or at rest. Capture materials, finishes, and forms with precision. Let textures and reflections elevate the image, not distract from it.

Subtle repetition, layering, or thoughtful positioning can strengthen recognition without relying on heavy branding.



Let brand elements live naturally in the frame



Show products in use within real environments



Highlight material, texture, and form



Support the story without overpowering it

Photo & Film
Elements don’ts

Don’t place brand elements in the frame just for the sake of visibility. Avoid staging bottles, machines, or logos in ways that feel unnatural or overly promotional. If it doesn’t belong in the scene, it shouldn’t be there.

Never let the branding, or product overwhelm the composition. Avoid harsh reflections, distracting angles, or cluttered setups that reduce the premium feel. Overusing brand elements in one frame weakens their impact across the brand.

Bluewater visuals should feel confident, not try-hard.



Avoid overwhelming or unnatural branding



Keep the frame clean and focused. The element should have a reason to be there



Don’t hide or crop product awkwardly



Skip visual noise and styling gimmicks

Photo & Film
Light and shadow do’s

Use natural or daylight-style lighting to create depth, mood, and clarity. Let light fall with purpose, whether highlighting texture, guiding the eye, or shaping the subject. Shadows should feel soft or directional, never harsh or distracting.

Work with contrast to add dimension, not drama. Lighting should elevate the scene without overpowering it. Reflections, glows, and gradients can all add life, when used in balance.

Bluewater imagery should feel illuminated, not lit.



Use natural light to create depth and softness



Let shadows shape the subject and space



Highlight materials with contrast and reflection



Balance light and shadow to guide the eye

Photo & Film
Light and shadow don’ts

Avoid flat, overly even lighting that strips the scene of depth or mood. Don’t overexpose highlights or crush shadows, both extremes reduce the premium feel. Lighting should enhance the subject, not distract from it.

Stay away from artificial lighting that feels too staged, clinical, or cold. Harsh shadows, blown-out reflections, or overly edited glow effects break the natural balance. If the lighting draws more attention than the story, it’s doing too much.



Avoid flat, lifeless lighting



Don’t blow out highlights or crush shadows



Skip harsh or clinical lighting setups



Don’t let lighting steal focus