

paper  
water  
bottle™

# general brand guidelines

## natural

Paper Water Bottle™ is unpretentious, real, honest, virtuous and present. We make things that utilize natural materials, in a way that is naturally smooth and unencumbered to our processes and methodologies, and we act in a natural manner that is a true extension of who we are as individuals and as a group of people.

## advocacy

Paper Water Bottle™ is a powerful, articulate advocate for the well being and eco-health of our planet and for the ensuing quality of life for its inhabitants through the conscientious and innovative utilization of all sustainable resources and the means employed to create and distribute.

## committal

Paper Water Bottle™ will utilize its full, integrated resources towards the successful completion of all opportunities undertaken in order to realize the full potential of the specific objectives and goals of our clients, partners, and colleagues. We never stop learning and never become satisfied with the status quo. To us, commitment isn't a transaction or chance encounter. It's about the long-haul. It's a constant opportunity to make things better. It's a responsibility to all people to touch their lives and help improve it.

## experiential

Paper Water Bottle™ embraces the positive and resourceful energy, emotional passion and inner spirit and wisdom it takes to really make every engagement a truly memorable, pleasant and fruitful experience for our clients, colleagues and partners - enough for everyone to want to come back and to refer us to others. We want everyone to get what they envisioned and beyond... to exceed their expectations.

## quality

Paper Water Bottle™ embraces the constant laser-sharp attention, process integration and subject matter knowledge it takes to deliver products and packages that possess impeccable aesthetics and superior functionality. At Paper Water Bottle™, quality permeates further than just the produced objects to include the depth inherent in client relationships to make them great along with our employees, partners and associates.

## logo GUIDELINES



## logo usage

The Paper Water Bottle™ logo may be used in these styles:

- **Full Color Render with paper texture background and white text.**
- **Solid color with reversed white text**
- **Color text and border with white background**
- **White text and border with transparency through to black or corporate green background.**

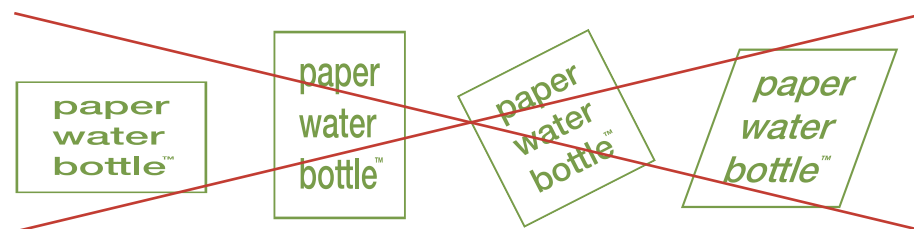
The ™ mark must be included per placement and sizing in provided logo.

The logo must not be distorted, skewed or altered from its original state.

Logo files can be obtained by sending a request to [sales@paperwaterbottle.com](mailto:sales@paperwaterbottle.com).

***Use of logo is subject to Paper Water Bottle™ corporate review and approval.***

# logo GUIDELINES



Reversed Logos  
Minimum 0.5" (13mm) or 40px tall



Positive Logos  
Minimum 0.375" (10mm) or 30 px tall

## logo margin

Aside from the Paper Water Bottle™ **tagline** or **web address**, all other elements must maintain a proper margin around all sides of the logo.

Use the distance between the box edge and the first “p” to define the minimum margin.

## logo proportion

A square aspect ratio should be maintained. Do not squish, stretch, rotate or skew the logo.

## logo sizing

Reversed logos with white type should be a minimum of 0.5" (13mm) or 40 pixels tall.

Positive logo with dark type should be a minimum of 0.375" (10mm) or 30 pixels tall.



## tagline USAGE



We will help save our planet.™



We will help save our planet.™



We will help save our planet.™



Logo + Tagline  
Minimum 1" (25mm) or 72px tall

## primary tagline

**We will help save our planet.™**

The primary tagline may be used alone or in combination with the Paper Water Bottle™ logo. For use with logo, use provided art file at least 1" (25mm) tall.

If the tagline is to be set by itself, the font should be of the Helvetica Neue family. If the tagline is set within other content, it may adopt the default font style, but should have some method of distinction (i.e. bold, italic, color).

## other taglines

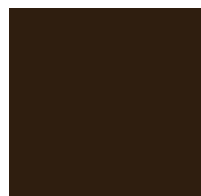
Other Paper Water Bottle™ trademarked taglines include:

**A Refreshing Alternative™**

All taglines should include ™.

***Use of logo and/or tagline is subject to Paper Water Bottle™ corporate review and approval.***

## color USAGE



PMS 7533  
36C 52M 65Y 85K  
#4A3C31



PMS 466  
5C 17M 42Y 14K  
#C7B37F



PMS 576  
52C 6M 79Y 25K  
#69923A

### primary colors

The Paper Water Bottle™ primary colors are brown, tan and green. Ranges of browns and greens within the same hue may also be used within marketing. Brown may be used in place of black text, but black text is also permitted.



#82B4AA



#EA572F



#A22C16

### secondary colors

Other colors may be used to support the brand message. Although not a definitive list, these secondary colors should complement the brand and be somewhat desaturated.

80 BILLION  
PLASTIC BOTTLES  
PRODUCED YEARLY



80 PERCENT  
PLASTIC BOTTLES  
END UP IN LANDFILLS



800 YEARS  
FOR PLASTIC BOTTLES  
TO BIODEGRADE



Helvetica Neue Thin

*Helvetica Neue Thin Italic*

Helvetica Neue Light

*Helvetica Neue Light Italic*

Helvetica Neue Regular

*Helvetica Neue Italic*

Helvetica Neue Medium

*Helvetica Neue Medium Italic*

Helvetica Neue Bold

*Helvetica Neue Bold Italic*

## fonts

The Paper Water Bottle™ corporate font family is Helvetica Neue. Helvetica Neue Condensed (not shown) may also be selectively used.

## font styles

Font styles used in marketing content include, but are not limited to:

- all lowercase
- ALL UPPERCASE



## photograph STYLES



## representation

Photography should represent the Paper Water Bottle™

Brand Attributes: natural and sustainable material sources, a healthy planet, high quality of life, and positive outlook.

Images should be highly professional and of superior quality. Grains should be tight. Colors should be natural and represent a clean and healthy Earth.

Compositions should not be overly complicated. Areas of photos where text and the Paper Water Bottle™ logo are overlaid must be extremely quiet in texture and provide sufficient contrast.

***All marketing materials for Paper Water Bottle products are subject to Paper Water Bottle™ corporate review and approval.***



paper  
water  
bottle™

# co-branding guidelines

## co-brand LOGO

**Sample Company**

member **paper bottle water™** family

**Sample  
Company**

member **paper bottle water™** family

**Sample  
Company**

member  
**paper bottle water™**  
family

**Sample Company** | member **paper bottle water™** family



member  
**paper bottle water™**  
family

## co-brand logo & tagline

Co-brand Paper Water Bottle™ logos should include “member **paper water bottle™** family” tagline below or adjacent to the parent brand logo.

Requirements for “member **paper water bottle™** family” tagline within a co-brand logo:

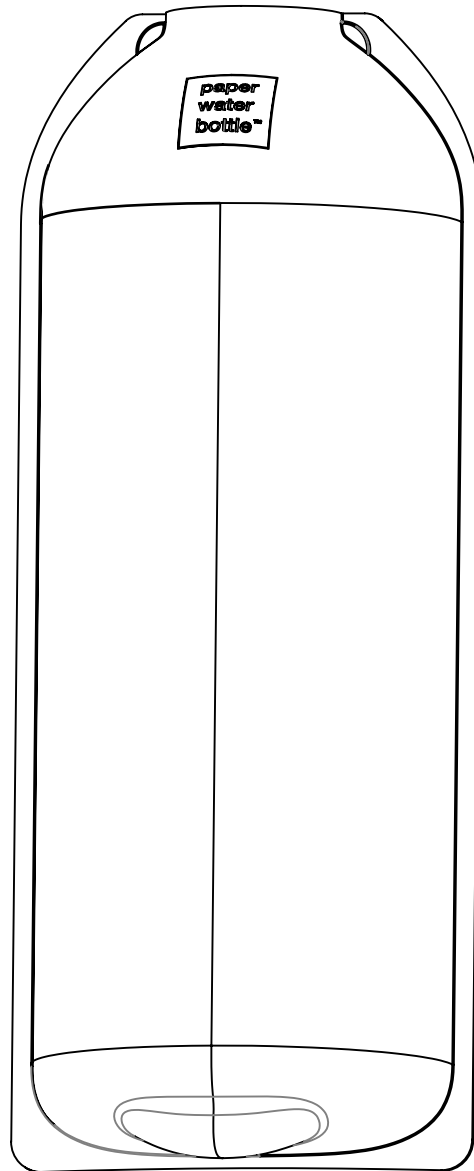
- **paper water bottle** in bold
- at least 20% the size of the primary brand logo
- at least 6pt or .0625” (1.6mm) letter height
- ™ can be reduced and lowered slightly to be suitable with lowercase letters

Permitted adaptations for “member **paper water bottle™** family” tagline within a co-brand logo:

- font — should be simple and easily readable
- color — should not misrepresent Paper Water Bottle™ brand attributes
- placement — may be below or to the right of licensee name/logo

***All co-brand logos are subject to Paper Water Bottle™ corporate review and approval.***

## container BRANDING



### embossed logo

The Paper Water Bottle™ logo is embossed on the container neck and shall not be altered or covered.

### container label

One or two labels may be applied to the container. The front label must include **either**:

- a version of the co-brand logo with “member **paper water bottle™** family” tagline per requirements on page 10 of this brand guide,

**OR**

- a simplified text version of the co-brand to include the licensee name and “member **paper water bottle™** family” tagline, per requirements on page 10 of this brand guide, separated by a pipe.

Example:

**Sample Company** | member **paper water bottle™** family

***All container labels are subject to Paper Water Bottle™ corporate review and approval.***

## corporate name

The corporate name **Paper Water Bottle™**, when used in text content should:

- include the ™ mark
- be set in bold or a heavier font than surrounding text
- use a neutral color or a Paper Water Bottle™ primary brand color

Paper Water Bottle™ is a proper noun. It should not be prefixed with the word “the” when used as a noun in a sentence.

Although the style of the designed brand name is lowercase in the Paper Water Bottle™ logo and member **paper water bottle™** family tagline, when used in regular text content, Paper Water Bottle™ should use initial capitalization: Paper Water Bottle™.

## marketing content

Standard marketing content may be available from Paper Water Bottle™.

- do not use the phrase “environmentally friendly”
- use the word “sustainable”

**California Sales:** California law prohibits the sale of plastic packaging and plastic products that are labeled with the terms ‘biodegradable,’ ‘degradable,’ or ‘decomposable,’ or any form of those terms, or that imply in any way that the item will break down, biodegrade or decompose in a landfill or other environment. These restrictions apply to all sales in or into the State of California, including such sales over the Internet. See [calrecycle.ca.gov](http://calrecycle.ca.gov) for full details.

***All co-branded marketing materials are subject to Paper Water Bottle™ corporate review and approval.***



## ENSO claim guidelines

The ECO 1 GREEN barrier is an ENSO enhanced product. ENSO Plastics registered trademarks, logos, and appropriate performance claims are authorized for your use under the following guidelines.

### ENSO Logo and Trademark Usage

The ENSO Plastics mark and logotype are trademarked items. Permission is granted to use the ENSO logo on ECO 1 GREEN products and marketing materials.



- The logo is not copyright free and only the “official” logo supplied by ENSO or Paper Water Bottle is to be used.
- There are full color and single-color high-resolution versions available.
- The single-color version may be reproduced in any color you prefer.
- Any scaling must retain the original proportions of the logo.
- Other than the variations listed, the logo may not be modified in any way without prior approval from ENSO Plastics.
- Additional text may not be added in such a way that it appears to be part of the logo itself.
- The ENSO logo must always appear with the common law mark (TM).

### Approved Claims

Environmental claims for products are governed in the United States by the Federal Trade Commission (FTC) Environmental Marketing Guidelines (“Green Guides”). The Guidelines recommend Marketers qualify general claims with specific environmental benefits. ENSO has commissioned 3rd party testing performed by accredited labs to validate ENSO’s claims and qualifiers. Based on that testing, the ECO 1 GREEN barrier approved claim and qualification are:

Claim: Landfill Biodegradable

Qualifier: ASTM D5526 shows up to 30.3% biodegradation in 391 days.

Approved claims for the ECO 1 GREEN barrier must include use of the ENSO logo and/or trademarks.

ENSO logo files can be obtained by sending a request to [sales@paperwaterbottle.com](mailto:sales@paperwaterbottle.com).

## agreement

I have read and agree to the Paper Water Bottle Brand Guide terms and conditions regarding usage of Paper Water Bottle and ENSO logos, trademarks, marketing materials, and associated product claims. I also understand that country, federal, state and local laws may vary and that it is ultimately my responsibility to determine the local laws that may apply to my specific product lines and to validate that any claims made on those products comply with those laws. In any instance, I will not make claims that extend beyond those identified within this Agreement as they relate to the performance of ENSO-based ECO 1 GREEN products.

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Signature

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Date

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Printed Name

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Title

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Company

**Please return a signed copy to: [controller@paperwaterbottle.com](mailto:controller@paperwaterbottle.com)**

signature  
PAGE

paper  
water  
bottle™

9020 Beech Grove Road  
Burlington, KY 41005 USA

**859-534-PURE**

**[www.PaperWaterBottle.com](http://www.PaperWaterBottle.com)**