

THIRSTER®

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Thirster®  
**Brand Guidelines**

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October 2023

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## Brand Statement

Thirster® is a full line of refreshing beverage choices to satisfy every thirst, committed to taste and quality in ready-to-serve products.

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**Brand Statement defines the products and benefits of the brand. It's generally used on websites, sell sheets, guides and any promotional pieces that showcase several items of that brand.**

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## Brand Voice

Whether it's water, juices or mixes, Thirster® offers refreshing beverages that are pleasing to every palate. To tell that story, the tone is "sell with a smile," to make it appropriate and engaging. Three to four descriptive sentences paint a picture of the dining experience each product creates. The "sell" is a description of product attributes. The "smile" is a slice-of-life statement that lightens the mood of the copy in an attempt to endear the brand or product to the customer.

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## Brand Mark

THIRSTER®

The Thirster® logo is made up of the brand name in bold, round type that resembles liquid droplets.

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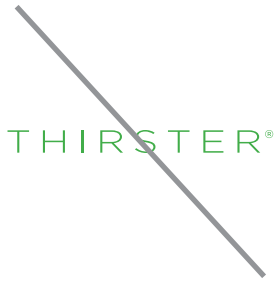
# Protected Space and Minimum Size

Clean, white space and minimal layout elevate the quality perception of Thirster®. In order to maintain the integrity of this high-quality brand across all applications, it is important to abide by the rules that are laid out in these guidelines, starting with the protected space and minimum size. The logo should appear no smaller than .75 inches in size without the tagline and no smaller than 2 inches with the tagline in any application. Always respect the clear space around the logo; it should always measure at least half of the diameter of the logo.



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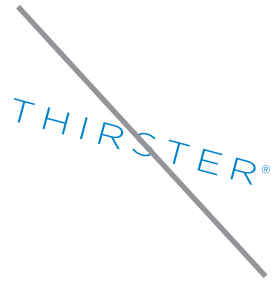
# Incorrect Use of the Brand Mark



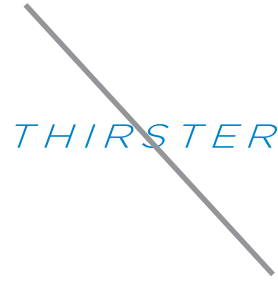
**Do not change the color.**



**Do not add a drop shadow.**



**Do not rotate the logo.**



**Do not skew.**



**Do not scale disproportionately.**



**Do not remove or change the graphics elements.**



**Do not place on top of busy photography or background color.**

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# Primary Color Palette

The primary color palette is Pantone Process Blue. It's representative of its bottled water, which leads its beverage offerings. Blue is the one color that evokes thoughts of water and drinking products of all types.



**Pantone Process Blue**

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C: 100  
M: 10  
Y: 0  
K: 10

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R: 0  
G: 130  
B: 199

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HTML: #0081C7



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# Typography

THIRSTER®

Brand font headline use  
Utopia Std Regular

# HEADLINE HERE

Utopia Std Regular  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

*Utopia Std Italic*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890*

Body copy for all exclusive brands

Aktiv Grotesk Family

## **EVERNAT VERUPTIANT**

moluptatus eatio velles nisitium nonsed  
maionse ctatis sus re elicit fuga. Ut offi-  
ciis mi, sunte suntore pelicaerepe esequo  
enduciendae nihit, vent aut quo omnis aut  
molor as sumquidus, as mi, unt lis dissin  
restruntis expl

Aktiv Grotesk Regular  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

*Aktiv Grotesk Italic*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890*

**Aktiv Grotesk Medium**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

Aktiv Grotesk Light  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

**ANY US FOODS EB BRANDED TEMPLATE/S SHOULD ONLY USE THE FONT: ARIAL.**

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## Photography

Delicious food photography is a very important part of every brand when designing collateral and print ads.

Photographed food on a white background with minimal propping presents Thirster® products in their purest form. Bring the photography to life by shooting from above and arranging it in a fun and playful manner.

Thirster photography is about simple, beautiful details.



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Beverage photography is a very important part of every brand when designing collateral and print ads. It is essential that it looks appealing and fresh. Drink imagery should look like it's being served in a restaurant.

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Always choose the freshest and least-processed imagery in order to reinforce the message of quality. Drinks should be photographed with bright, airy lighting and retouched in order to eliminate shadows and distracting imperfections.

**Images are illustrative of visual styling and are not indicative of product categories.**

