copperwell™

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CREATIVE IDENTITIES FOR
VISIONARY CLIENTS

BRAND VISION

Meet your Bedside Bestie:

Transform your daily hydration with our handcrafted copper water bottles—where timeless health benefits meet contemporary style.

This Guideline is a compilation of Copperwell's voice, tone, and messaging. It'll guide all interactions and experiences with our users, ensuring Copperwell stands out as a leader in health-focused, sustainable hydration solutions.

100% PURE COPPER WATER ONLY BOTTLE

Enhance your Morning self care Ritual
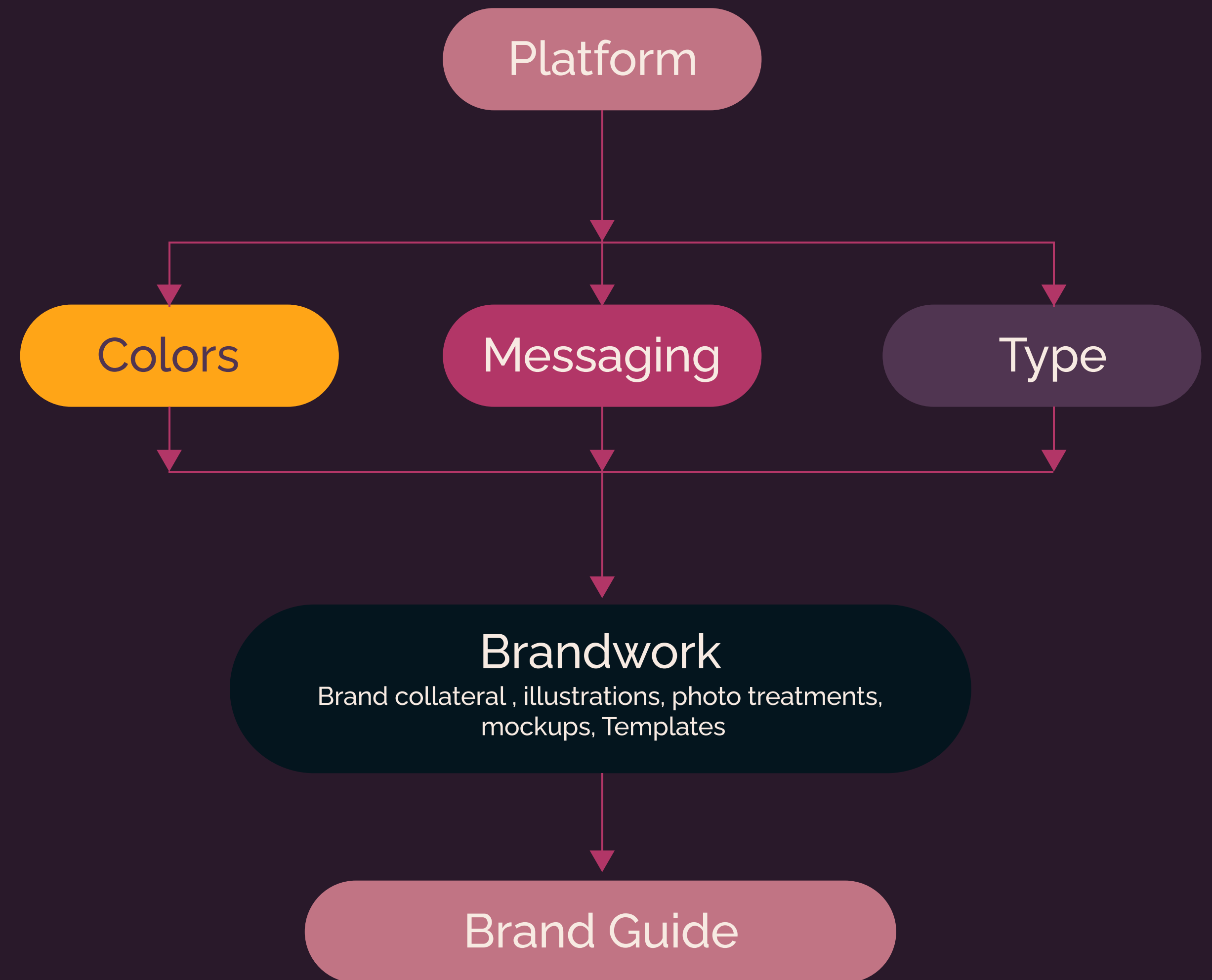
Meet your Bedside Bestie

Tagline

BRAND IDENTITY

What is a Brand Identity?

A brand identity is both a visual and emotional representation of a brand. It is composed of several key elements—such as the logo, color scheme, typography, and messaging—which are integrated through a style guide and various design assets. Every aspect of a well-crafted brand identity is meticulously designed to evoke specific emotions and associations in the minds of customers.
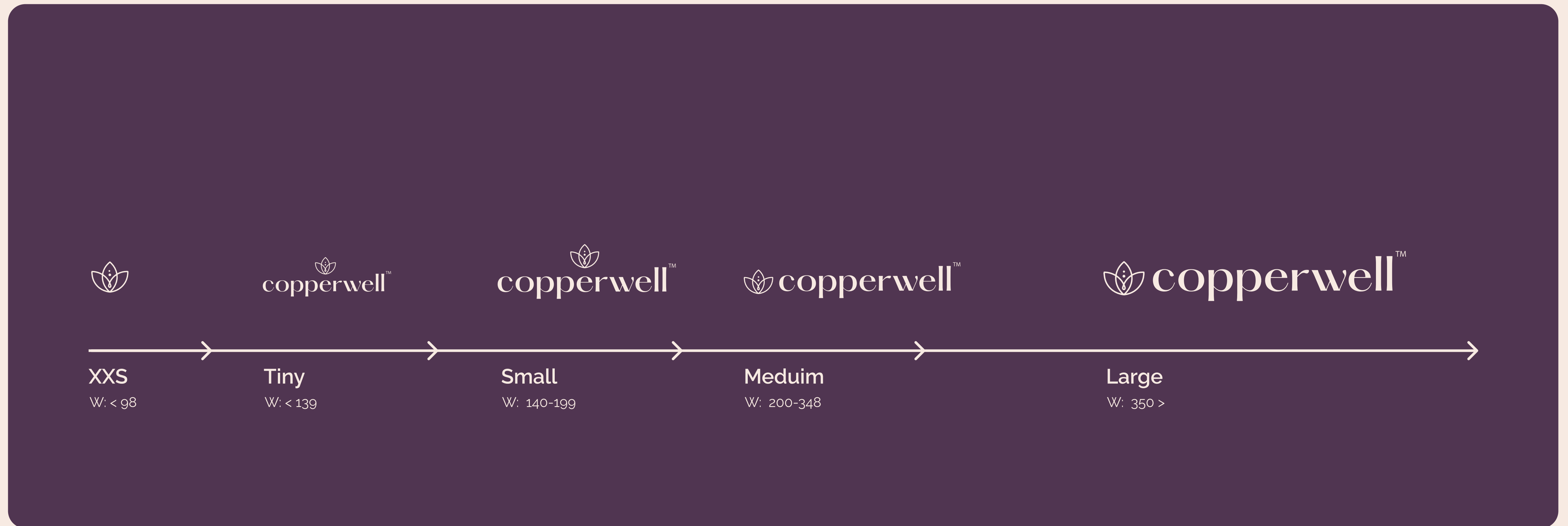
Platform

Colors

Messaging

Type

Brandwork
Brand collateral , illustrations, photo treatments, mockups, Templates

Brand Guide

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The Copperwell logo can sit on white
(#FAF7EF), Blue (#092838),copper
(#CE705B) and their Gradients.

Logo – Variations

XXS
W: < 98

Tiny
W: < 139

Small
W: 140-199

Meduim
W: 200-348

Large
W: 350 >

Clear Space

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Ensure the logo is surrounded by clear space of at least the size of the logo's smallest dimension.

Appearances

Wrong Alignment

Wrong Spacing

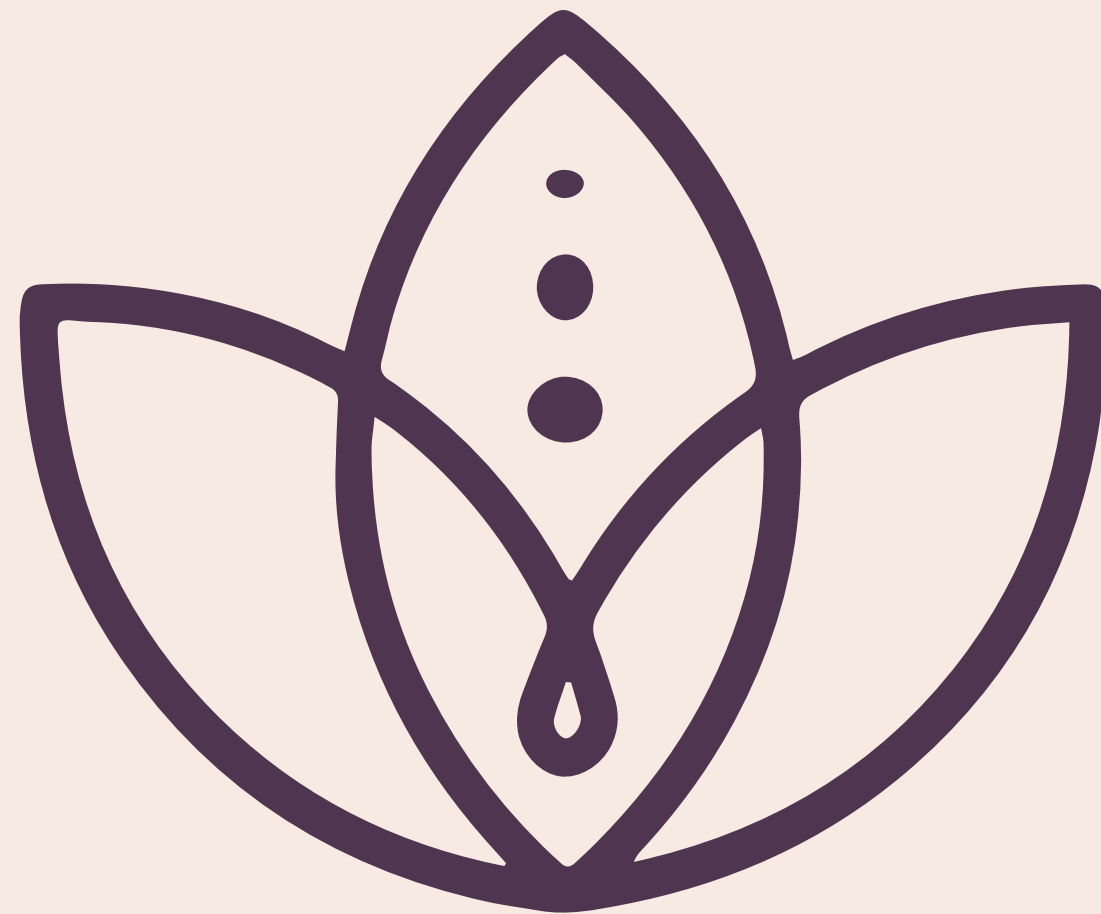

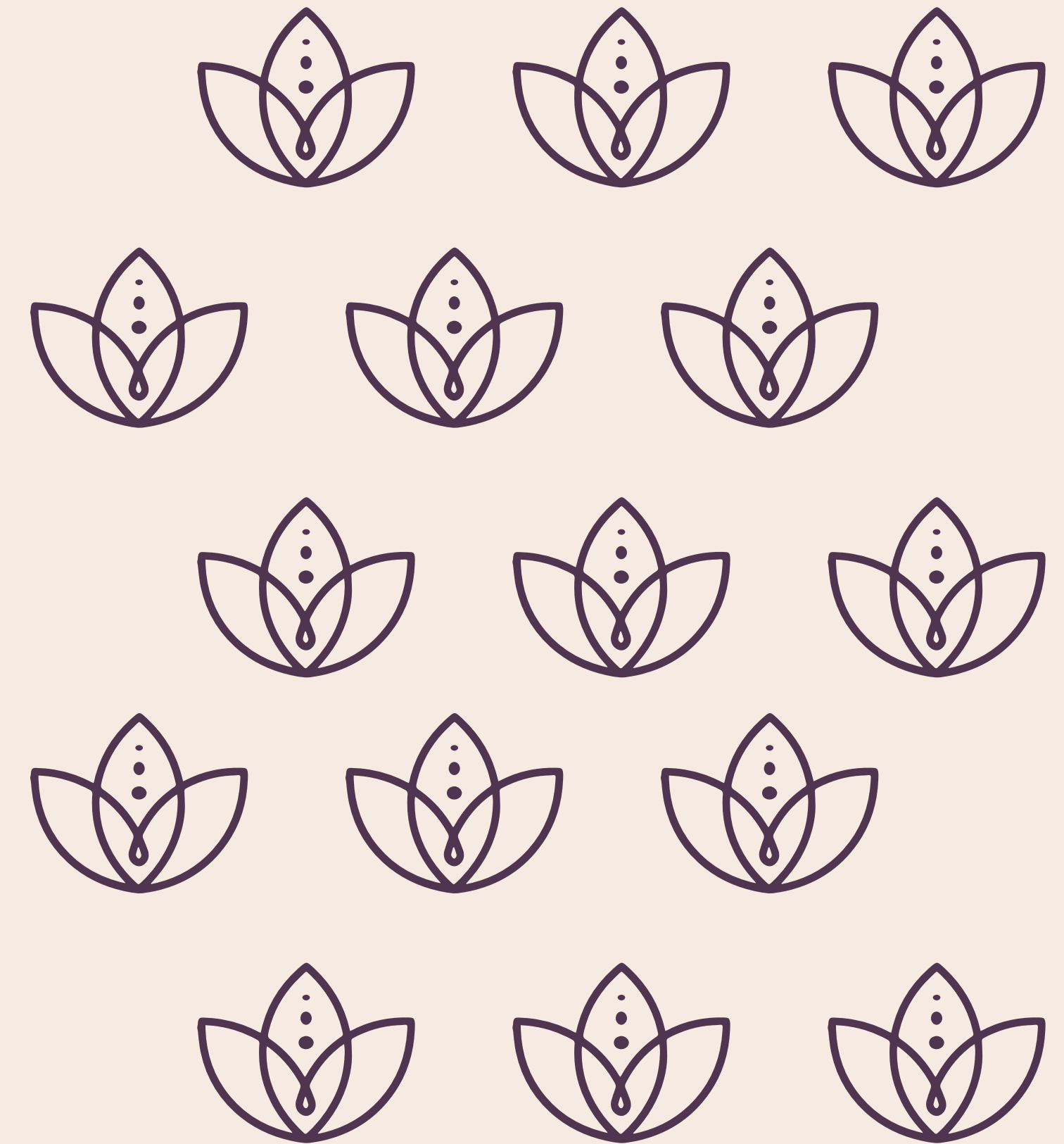Wrong Scale
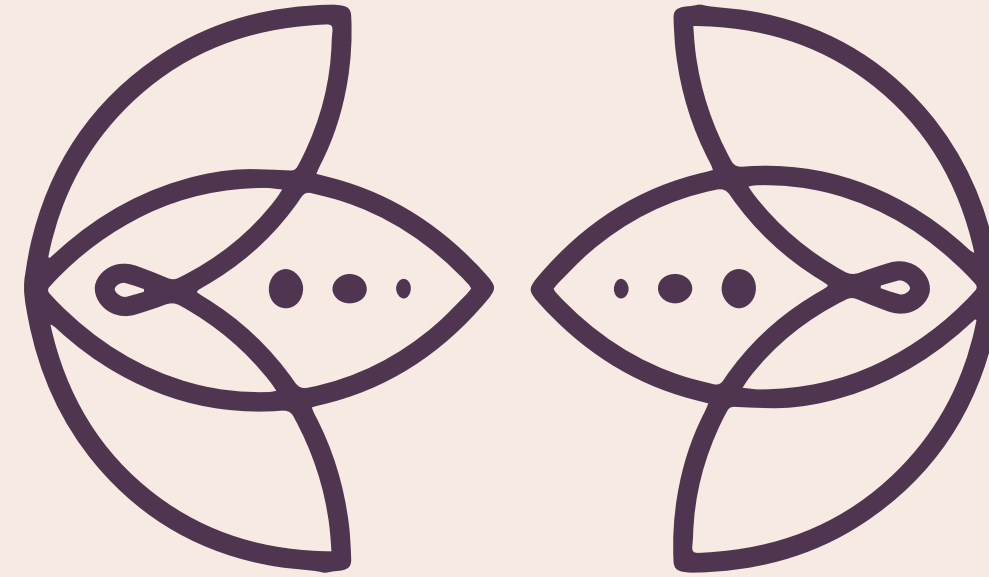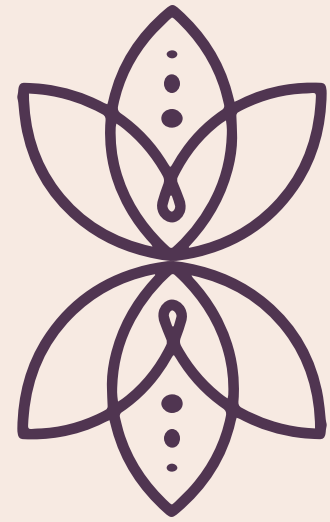
Contrast & visibility

copperwell™ ✅

copperwell™ ❌

copperwell™ ❌

✅ Ensure the logo is always fully visible and contrasted against the background.

❌ Avoid altering the logo colors or shape in any form that detracts from its original design.

Pattern Creation

Inspired by the natural elegance of the lotus flower, the pattern is derived from its petals and can be adapted in various implementations from packaging to website backgrounds, symbolizing purity and rejuvenation.

Storytelling

Share the journey of Copperwell, focusing on our commitment to health, tradition, and environmental responsibility. Each copper bottle tells a story of craftsmanship and wellness.

Brand Values
& Keywords

Conscious

Educative

Empowering

Sustainable

Simple

Caring

Energetic

Uplifting

Social Media

Copperwell's social media presence aims to showcase our commitment to tradition, health, and sustainability through visually striking and emotionally engaging content.

Our visual style is minimalistic and authentic, reflecting the natural beauty and health benefits of our copper water bottles. Every post is carefully composed to ensure that our products are depicted in natural settings, emphasizing their role in a healthy lifestyle.

## Profile picture

The Copperwell logo Symbol with the name should be used in all profile images across platforms to ensure brand consistency and recognizability.

Cover Image

- Use full dimensions to ensure optimal display across all devices.
- Keep text minimal to focus on the visual impact.
- Ensure all design elements are visible on all devices, taking into account platform-specific cropping.
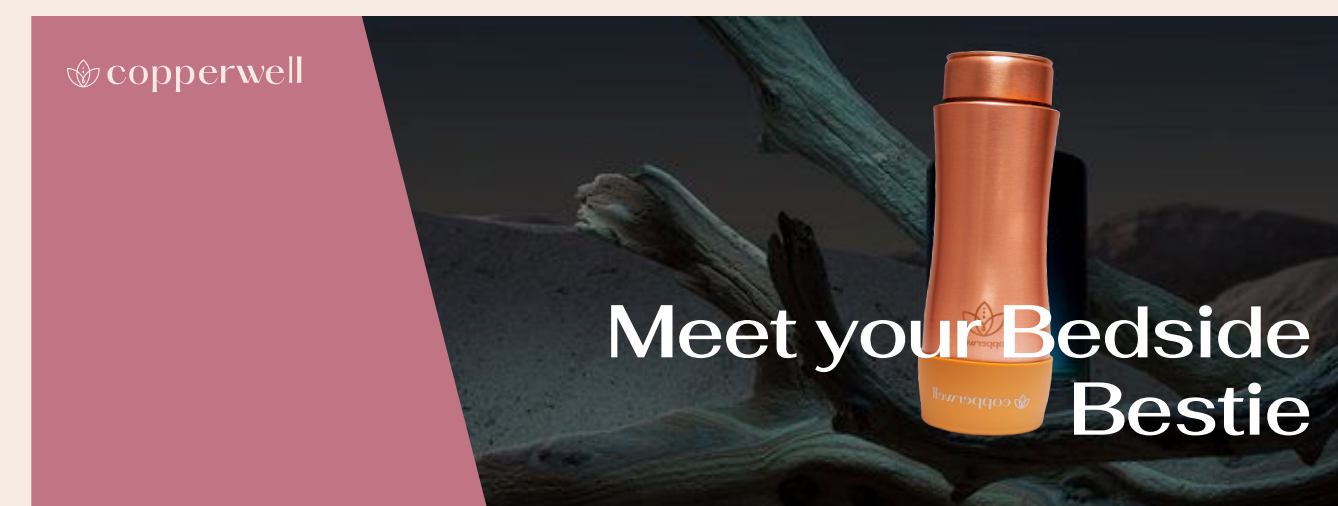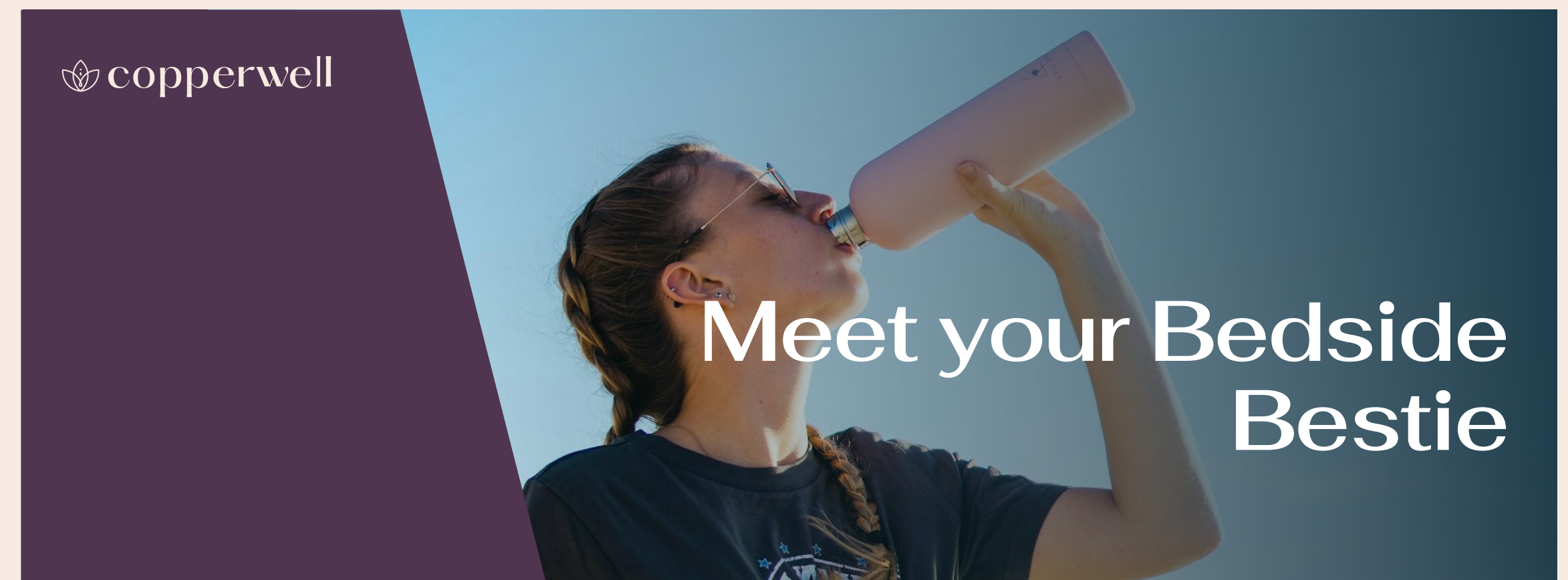
Social Media

Social Media

- Maintain a high-quality and understated look that is both authentic and confident.
- Utilize brand elements such as colors, typography, and layout structures consistently across all posts.
- For video posts, ensure motion branding is used appropriately, adhering to our brand guidelines.

Typography and Colors

- Use only Fahkwang, and Raleway fonts to reflect Copperwell's modern and elegant brand identity.
- Employ a the palette that includes earth tones and highlights the copper color of our products, ensuring it aligns with the visual identit
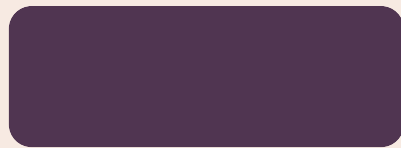
RGB: 255, 165, 23	RGB: 193, 116, 132	RGB: 178, 54, 103	RGB: 80, 53, 81
HEX: #FFA517	HEX: #C17484	HEX: #B23667	HEX: #503551
Tree Poppy	Old Rose	Hibiscus	Voodoo

Antibacterial properties for cleaner water

✿ copperwell™

#DrinkPureLivePure

Why Copperwell? Because you deserve it

before $44

$32,90

JOIN THE MOVEMENT TOWARDS A HEALTHIER PLANET.

Transform your daily water ritual with our 100% pure copper water bottles! Embrace the age-old wisdom of Ayurveda and the modern elegance of our designs.

Sustainability with every sip

Antibacterial properties for cleaner water

✿ copperwell™

Naturally cooler water

before $44

$32,90

JOIN THE MOVEMENT TOWARDS A HEALTHIER PLANET.

Transform your daily water ritual with our 100% pure copper water bottles! Embrace the age-old wisdom of Ayurveda and the modern elegance of our designs.

Sustainability with every sip

Images & Video

- Ensure images are high resolution (preferably 72 dpi).
- Maintain a file size of less than 3 MB per image to ensure quick loading times.
- Use the recommended size of 1920x1080 px for video thumbnails.
- Keep file sizes under 1.5 MB for optimal performance.
- Ensure that no critical brand elements or subtitles are obscured by platform overlays during video playback.

Typography: Fahkwang

Copperwell

Titles

For titles and Display sectiions, we use Fahkwang, which is modern and clean, reflecting the simplicity and purity of our products.

Download Font

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz 0123456789

Light	Fahkwang	Fahkwang
Light Italic	Fahkwang	Fahkwang
Regular	Fahkwang	Fahkwang
Medium	Fahkwang	Fahkwang
Semi Bold	Fahkwang	Fahkwang
Bold	Fahkwang	Fahkwang

Typography: Fahkwang

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz 0123456789

Titles

For titles and Display sectiions, we use Fahkwang, which is modern and clean, reflecting the simplicity and purity of our products.

Download Font

Light	Fahkwang Fahkwang
Light Italic	*Fahkwang Fahkwang*
Regular	Fahkwang Fahkwang
Medium	Fahkwang Fahkwang
Semi Bold	**Fahkwang Fahkwang**
Bold	**Fahkwang Fahkwang**

Typography: Raleway

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz 0123456789

Body text

For paragraphs we use Raleway. which provides excellent readability and a friendly tone.

Download Font

Light	Raleway Raleway
Light Italic	*Raleway Raleway*
Regular	Raleway Raleway
Medium	**Raleway Raleway**
Semi Bold	**Raleway Raleway**
Bold	**Raleway Raleway**

Primary Brand Colors

RGB: 247, 234,226
HEX: #F7EAE2

White Linen

RGB: 193, 116, 132
HEX: #C17484

Old Rose

RGB: 178, 54, 103
HEX: #B23667

Hibiscus

RGB: 80, 53, 81
HEX: #503551

Voodoo

Alternative Brand Colors

RGB: 255, 255,255
HEX: #FFFFFF

White

RGB: 255, 165, 23
HEX: #FFA517

Tree Poppy

RGB: 25, 121, 170
HEX: #1979AA

Deep Sea Green

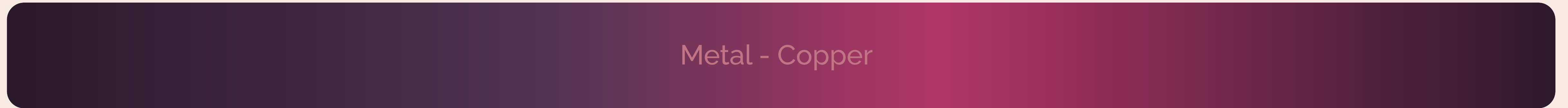RGB: 41, 25, 42
HEX: #29192A

Bleached Cedar

This spectrum conveys the hierarchy of our colour system , The Copper (#CE705B) should alwys be the hero, and other colors are there to complement.
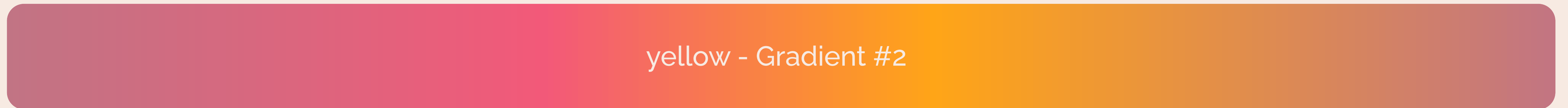
Gradients

Metal - Copper

#29192A #503551 #B23667 #29192A

Metal - Copper

yellow - Gradient #2

#C17484 #F35979 #FFA517 #C17484

Yellow - Gradient #2

Ivory

#EEE0D7 #FFFFFF #EFE4C5 #EEE0D7

Ivory

Colors

Image Guidelines

Images

The images are impactful, expressing understatement with a premium standard, and simultaneously reflect a balance between perfection and authenticity.

Image Guidelines

Casting for Photos & videos

Confident | Diverse | Natural

Use people in diverse and reflects a natural, well-cared appearance. They are knowledgeable, embodying a lifestyle that values both tradition and modernity.

Styling for Photos & videos

Timeless | Elegant | Detailed

The styling of our cast is timeless and tasteful. Their attire underscores their personalities, aligning with the natural and health-focused ethos of our brand. Each outfit is thoughtfully assembled, emphasizing perfection and a strong commitment to sustainable fashion.

Image Guidelines

Places for Photos & videos

Tranquil | Inspiring | Natural

Our locations are chosen for their natural beauty and tranquility, aligning with Copperwell's brand standards of peace and health. These settings are compelling and have a serene quality that draws the viewer in. Despite their striking nature, they always feel warm and welcoming.

Perspectives

Inviting | Dynamic | Thoughtful

The perspectives chosen highlight the elegant design of the copper bottles in the best possible way, presenting them in a desirable and dynamic manner. Each angle not only draws the viewer's attention but also enhances the desire to be part of the Copperwell lifestyle. The perspectives create a natural interplay between the product and its environment.

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