



BRAND GUIDELINES

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Objective

To establish a comprehensive and intuitive guide defining the essential brand characteristics and stylistic principles of UltraWater for all brand communications enabling us to consistently deliver a cohesive and impactful brand experience. This guide aims to cultivate a distinct and recognizable brand identity, evoking brand-appropriate emotions, fostering trust and enhancing our market presence.

TARGET AUDIENCE

Historically, UltraWater targets higher income consumers who are spending their time, effort and money investing in products and alternative health care services that protect and enhance their health and wellness, but endeavors to capitalize on the emerging market of 35+ consumers of the same values.



BRAND STRATEGY OVERVIEW

Our mission statement:

Transforming water to enhance your life.

Our vision statement:

To be the most trusted, preferred brand in the United States for affordable, cutting-edge water ionization and filtration technology.



RGB

Electric

Blue

BRAND POSITION

Brand Statement

Transforming Water and Enhancing Lives:

Our technology cleans water, then alters the pH, lowers Oxidation Reduction Potential, and increases H₂ (molecular hydrogen), resulting in the cleanest, healthiest water.

Brand Theme

Ultra Clean. Ultra Healthy. UltraWater.

Consumers have peace of mind transforming their questionable tap water to be 1) ultra clean and 2) demonstrate measurable health-enhancing properties. UltraWater provides both advantages.

BRAND POSITION



Brand
Story

Your journey to optimal health begins with the transformative power of clean, alkaline water. We're challenging the status-quo by offering the most advanced, convenient, smart-water products that are independently tested and backed by science. Sharing your passion for holistic wellness; we're revitalizing lives and inspiring a healthier world with every glass.

Brand
Pillars

We change water

Our water changes lives

“Wow!” Experience

Marketecture

UltraWater is clean: it is independently tested against 249 contaminants.

Health is the 1st freedom. Lack of it limits your life.

We make the experience easy for you all the way through.

Solutions

3,000+ peer reviewed research papers show benefits of hydrogen water in 200+ disease models.

Our products help you live healthier.

Not just ‘problem solving’, customers feel taken care of.

Better Health = More Vitality

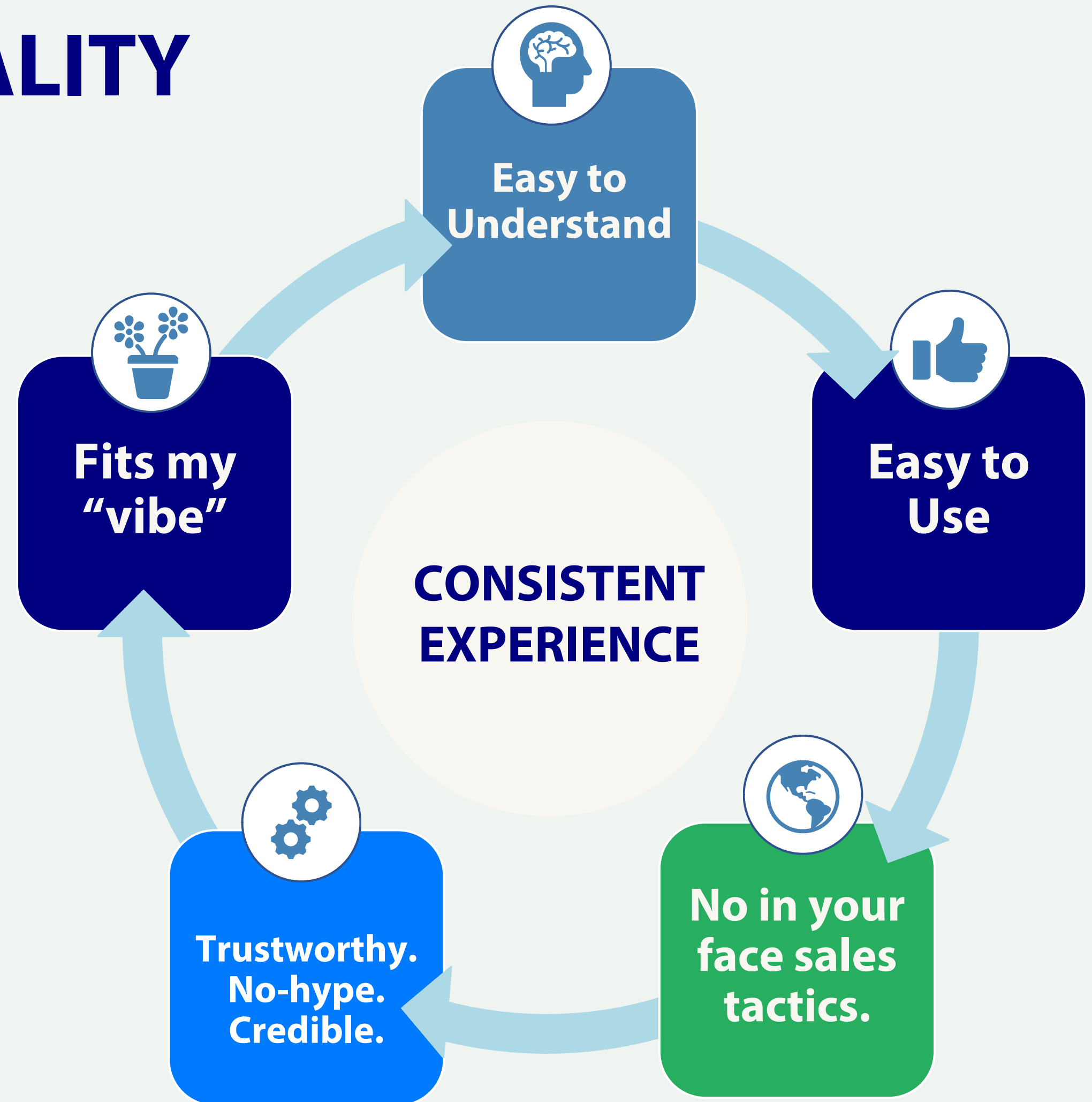
Customers feel like they matter to us.

UltraWater Filtration and H₂ Series Technology

Products that deliver reliable, universal value

Easy systems > accessible contact = caring service.

BRAND PERSONALITY AND IDENTITY



MOOD BOARD

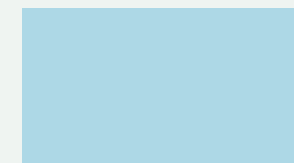
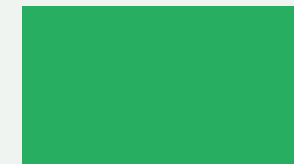
IMAGERY SHOULD EVOKE EMOTION; A PICTURE IS WORTH 1,000 WORDS

Imagery Guidelines

- **Human / Lifestyle Images**
Create connection & tell a story.
- **Clean, Clear, Simple.**
Supports Marketecture.
- **Convey Healthy Lifestyle**
Supports the Brand Theme –
Clean,
Healthy Water.
- **Showcase UltraWater Products**
Reinforces UltraWater Solutions

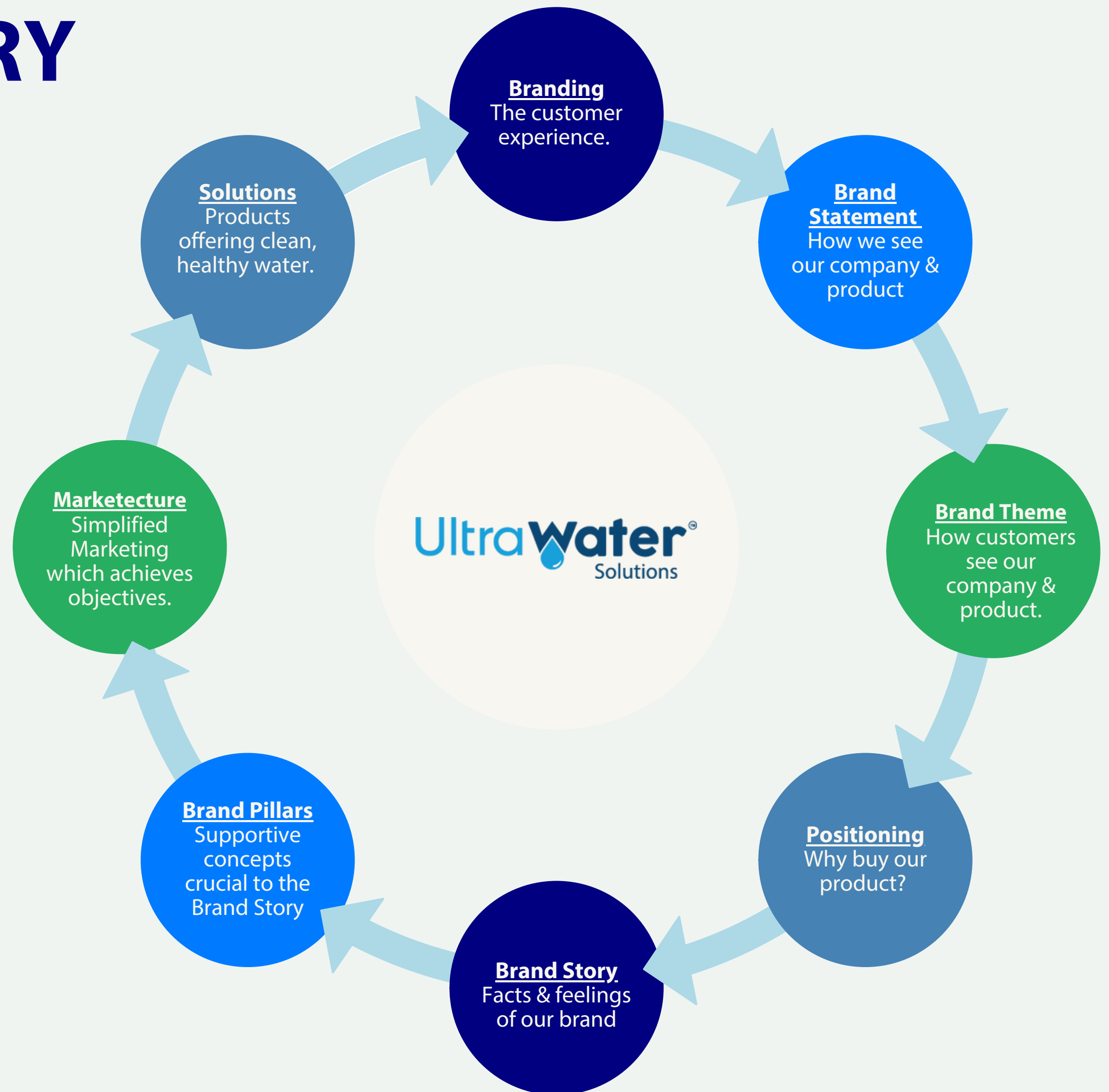


UltraWater
Solutions



BRAND SUMMARY

We provide the cleanest, healthiest water available inside of a welcoming, enjoyable and supportive experience. The branding components work together to communicate our theme and tell our story. The consistent application of our brand characteristics creates a compelling and emotional message and experience that moves a customer to purchase and rave about UltraWater.



Brand Identity and Voice

BRAND PERSONALITY

01.

Authentic
Genuine, honest, and transparent
02.

Energetic
High-energy, vibrant, and full of life
03.

Empathetic
Caring, understanding, and deeply connected
04.

Reliable
Dependable, consistent, and trustworthy
05.

Electric Blue
#007FFF

Vibrant Emerald
#28AE60

Easy
Dependable, consistent, and trustworthy

RGB

BRAND VOICE

01.

Authoritative
Knowledgeable, expert, and confident

02.

Trustworthy
Dependable, honest, and credible

03.

Friendly
Approachable, warm, and personable

04.

Inspirational
Motivating, aspirational, and uplifting

RGB

#28AE60

Messaging Pillars

PRIMARY MESSAGE

- The easiest way to the cleanest, best tasting, & healthiest water
- Transform Your Water, Transform Your Life
- Industry Leading Performance
- Peak Ionization Efficiency, Less is More, Extend The Life of Your Investment
- Clinically Proven to Transform Your Health

SECONDARY MESSAGES

- Filters up to 99.99% of all Contaminants
- 3000 Scientific Studies
- EPA Certified Lab Tested
- Benefits 200+ Health Conditions

Copy Guidelines

LANGUAGE STYLE

- Use relaxed and simple language.
- Care and consideration given to use of sophisticated words; prefer casual terms.
- Use inclusive language and avoid jargon.
- ARI score of 5 or below.
- Use terminology our customers use.

SENTENCE STRUCTURE

- Keep sentences short and punchy.
- Use active voice.
- Be direct and to the point.

CORE BRAND VALUES REFLECTED IN COLOR

01. Integrity & Ethics

- Trustworthiness
- Transparency
- Accountability

02. Customer-Centric Values

- Customer First
- Excellence in Service
- Responsiveness

03. Innovation & Growth

- Continuous Improvement
- Forward-Thinking
- Creativity

04. Quality & Excellence

- Attention to Detail
- Reliability
- Consistency

05. Sustainability & Responsibility

- Environmental Stewardship
- Giving Back
- Social Responsibility

06. Collaboration & Teamwork

- Respect
- Open Communication
- Partnership

07. Passion & Purpose

- Making an Impact
- Inspiring Others
- Commitment

08. Leadership & Ambition

- Visionary Thinking
- Determination
- Excellence

Our Signature Color



Classic Navy Blue (#000080)

This color should be strategically used as a dominant visual element across all platforms to build strong brand recognition.

OUR COMPLETE COLOR PALETTE

RGB

Primary Color 1

Classic Navy Blue

#000080

Primary Color 2

Warm Off-White

#f8f6f0

Accent Color 1

Pale Aqua

#ADD8E6

Accent Color 2

Steel Blue

#4682B4

Call To Action Color 1 (Primary)

Electric Blue

#007BFF

Call To Action Color 2 (Secondary)

Vibrant Emerald

#28AE60

GENERAL COLOR USAGE PRINCIPLES

01. **Prioritize Classic Navy Blue**
02. **Maintain Harmony**
03. **Strategic Contrast**
04. **Consistency is Paramount**
05. **Embrace Whitespace**

Typography

Typography plays a vital role in expressing the personality of our brand. It ensures consistency, clarity, and a cohesive visual identity across all platforms and materials.

PRIMARY TYPEFACE

Myriad Pro

We use Myriad Pro as our primary typeface. Clean, modern, and highly legible, Myriad reflects our values of clarity, approachability, and innovation.

Weights Used:	Regular, Semibold, and Bold
Styles:	Roman and Italic
Use Cases:	- Headlines: Myriad Pro Bold - Subheadings: Myriad Pro Semibold - Body Text: Myriad Pro Regular - Captions & Footnotes: <i>Myriad Pro Regular Italic</i>
Why Myriad?	Myriad reflects UltraWater’s focus on innovation, customer-first thinking, and excellence. Its clean, approachable form supports our mission to deliver trusted, forward-thinking water technology.
Web & Digital Use	When Myriad Pro is unavailable for web use, we recommend substituting with Helvetica Neue or Arial , as they offer similar legibility and aesthetics.

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m
n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9 0
! @ # \$ % ^ & * () _ + [] ' { } < > |

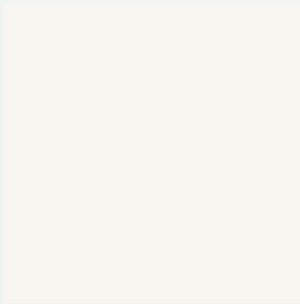
Platform-Specific Color Usage Guidelines

SOCIAL MEDIA VIDEOS

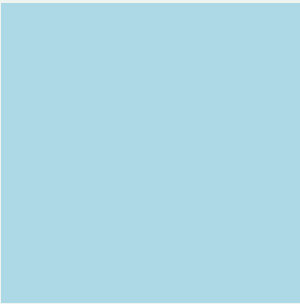
Backgrounds



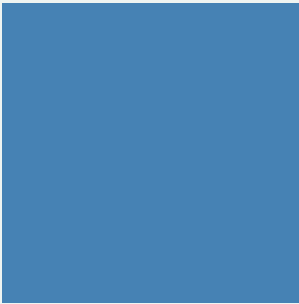
Primary
Classic Navy
Blue



Secondary
Warm Off-
White



Subtle Accents
Pale Aqua



Steel Blue
(subtle overlays/animations)

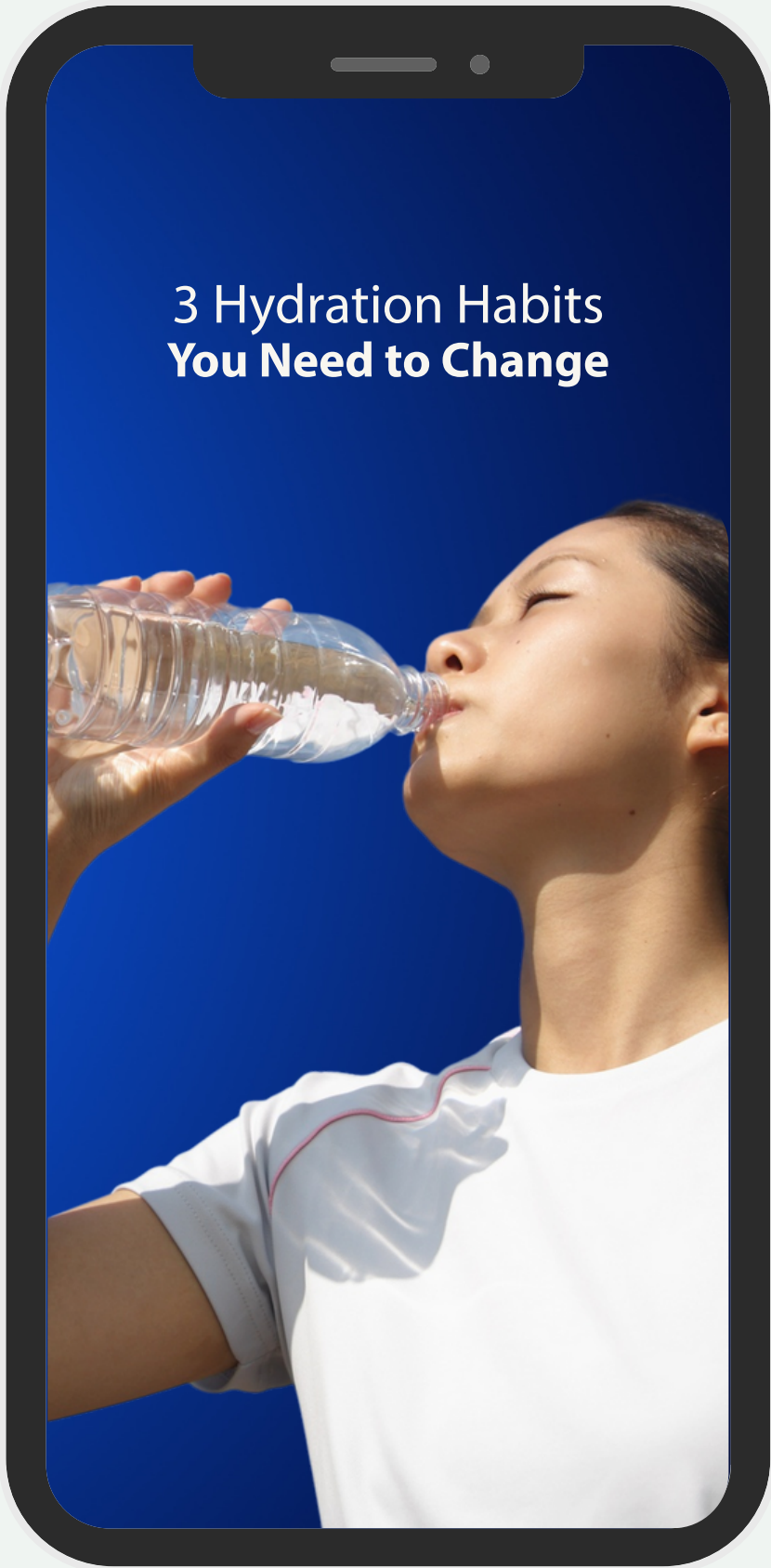
Text

Primary: Warm Off-White on Navy Blue

The quick brown fox jumps over the lazy dog.

Secondary: Classic Navy Blue on Warm Off-White; Steel Blue for highlights

The quick brown fox jumps over the lazy dog.



SOCIAL MEDIA VIDEOS

Graphics & Animations

Logo: Classic Navy Blue and Warm Off-White



Key Statistics/CTAs: Electric Blue



Health/Wellbeing: Vibrant Emerald (sparingly)
Supporting Elements: Pale Aqua and Steel Blue

Avoid

Overly bright backgrounds, excessive accent colors, low contrast text.

SOCIAL MEDIA IMAGES

Backgrounds

Primary:
Classic Navy Blue

Secondary:
Warm Off-White

Accent Panels: Pale Aqua

Steel Blue

Text

High contrast (Warm Off-White on Navy Blue, vice versa); Steel Blue for secondary text.

Product Visuals

Complementary backgrounds (Navy Blue or Warm Off-White); subtle Pale Aqua overlays.

Infographics & Data Visuals

Dominant: Classic Navy Blue; Differentiating: Steel Blue and Pale Aqua
Significant Data: Electric Blue (sparingly).

Avoid

Cluttered designs, low-resolution images, difficult-to-read text.



EMAIL GRAPHICS

Header & Footer	Header: Classic Navy Blue banner, Warm Off-White logo. Footer: Navy Blue with Warm Off-White text/links, or Warm Off-White with Navy Blue text.
Body Background	Warm Off-White
Section Dividers & Highlights	Pale Aqua or Steel Blue lines/bands; light Navy Blue tint on Warm Off-White
Call to Action Buttons	Primary: Electric Blue (Warm Off-White text). Secondary: Vibrant Emerald (clear contrast text).
Text	Primary: Dark font (Classic Navy Blue or dark gray) on Warm Off-White. Secondary: Steel Blue.
Avoid	Large graphics, busy backgrounds, too many text colors.



HEADER

LOREM IPSUM DOLOR SIT AMET

Ex quidem nesciunt in molestiae magni nam praesentium veniam et aspernatur corrupti? Sed molestiae autem in omnis internos vel tempore saepe sit internos dolores.

4.5 Billion Years of Hydration: Our Shared Water Story

Did you know, each time you take a sip of water, you are drinking from a 4.5 billion-year-old resource that dates back to the formation of the Solar System? That's right, the water you're enjoying today is a relic of our planet's very beginnings.

The water cycle has been continuously recycling this precious resource for billions of years, connecting us to the Earth's ancient history. This highlights just how vital it is to protect and conserve our water sources. Earth Day reminds us: the water of our planet is the water in our bodies. By honoring Earth's resources, we honor our own physical well-being and its natural healing power.

[READ MORE](#)





Tax Time Savings

Get More for Your Refund April 4th-9th

Tax Time Savings Event: 4/4 - 4/9

- 15% off water ionizers
- Free stainless steel water bottle
- Free premium warranty
- Free shipping, No sales tax

Upcoming:

 **Easter SALE: 4/17-4/22** 



Email
info@alkaviva.com

Website
<https://alkaviva.com/>

WEBSITE UI/UX

Primary Navigation

Background: Warm Off-White.

Text: Use Classic Navy Blue for primary navigation links. Consider using Electric Blue as a hover or active state color to indicate user interaction.

Body Background

Warm Off-White

Headings & Subheadings

Primary: Classic Navy Blue.
Secondary: Steel Blue.

Text

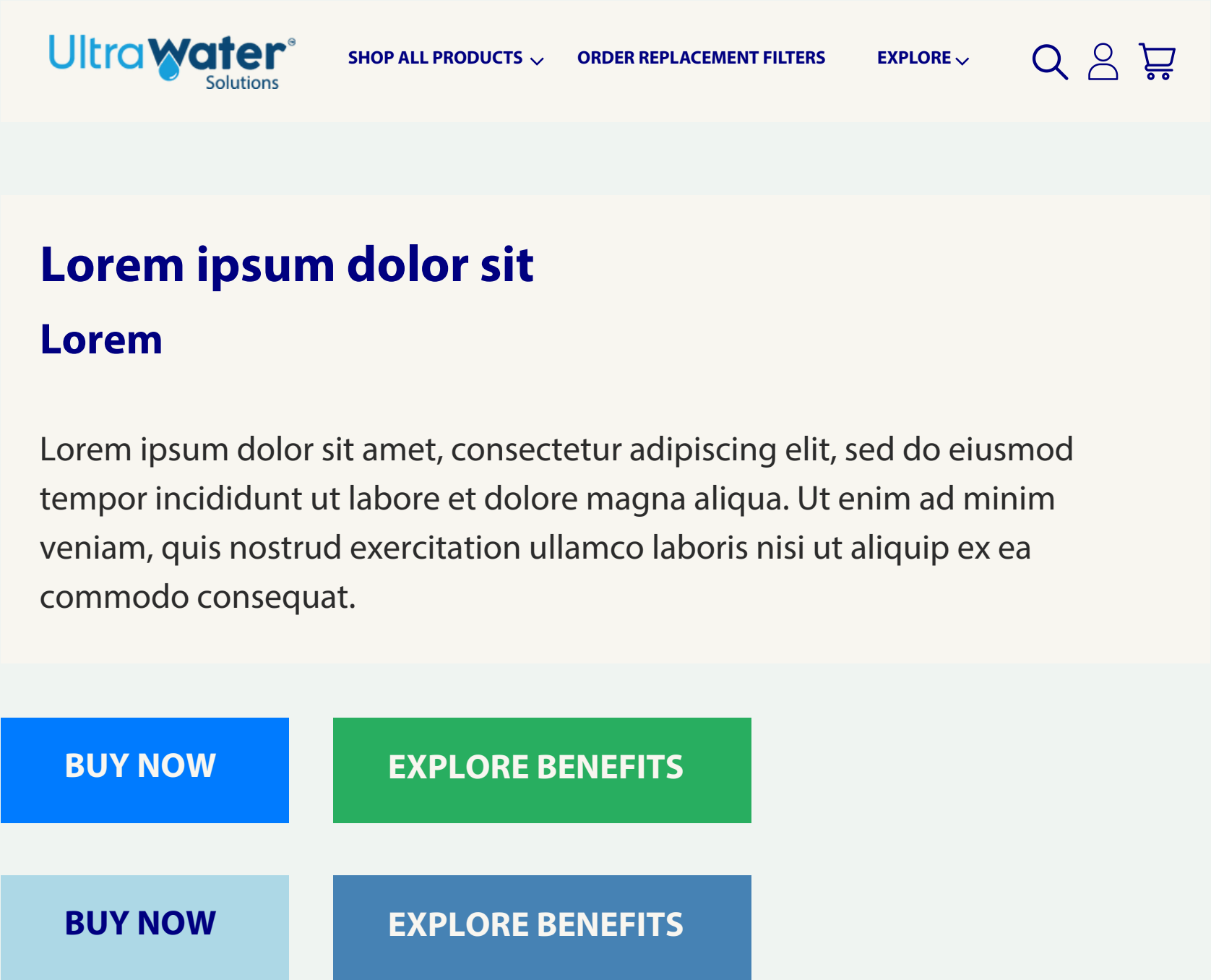
Dark font (Classic Navy Blue or dark gray).

Buttons & Interactive Elements

Primary CTAs: Electric Blue.

Secondary CTAs: Vibrant Emerald.

Subtle Interactive Elements: Pale Aqua or lighter tints of Steel Blue for hover effects, progress bars, or other subtle UI elements.



WEBSITE UI/UX

Accents & Dividers

Use thin lines or subtle background variations in **Pale Aqua** or **Steel Blue** to separate content sections and add visual interest.

Consider a subtle **Classic Navy Blue** border or line to visually separate the white navigation from the content.

Footer

Can be **Classic Navy Blue** with **Warm Off-White** text and links, or a **Warm Off-White** background with **Navy Blue** text.

Avoid

Confusing color schemes, low contrast, overuse of bright colors, inconsistent usage.

Ensure sufficient contrast between the **Classic Navy Blue** navigation text and the **Warm Off-White** background.

Lorem ipsum dolor sit

Lorem

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BUY NOW



Lorem Ipsum	Lorem Ipsum	Lorem Ipsum
Lorem	Lorem	Lorem
Lorem	Lorem	Lorem
Lorem	Lorem	Lorem

YOUTUBE VIDEOS

Thumbnail	Dominant Background: Classic Navy Blue.
	Text Overlays: Large Warm Off-White; Electric Blue/Vibrant Emerald (sparingly).
	Visual Elements: Logo prominent; Pale Aqua/Steel Blue (subtle).
Video Elements	Follow Social Media Video guidelines.
Channel Branding	Banner: Classic Navy Blue, Warm Off-White logo; Profile Picture: Logo in brand colors.



SOCIAL MEDIA PROFILES

Profile Pictures/Avatars	Logo in Classic Navy Blue and Warm Off-White. Text Overlays: Large Warm Off-White; Electric Blue/Vibrant Emerald (sparingly). Visual Elements: Logo prominent; Pale Aqua/Steel Blue (subtle).
Cover Photos/Banners	Dominant: Classic Navy Blue. Imagery: Product in elegant settings (Pale Aqua/Steel Blue overlays). Text & Taglines: Warm Off-White; Electric Blue (sparingly for CTAs/URLs).
Overall Theme	Cohesive with the established color palette.



GRADIENT USAGE

**Approved
Combinations**

Subtle Backgrounds: Light to core Classic Navy Blue.

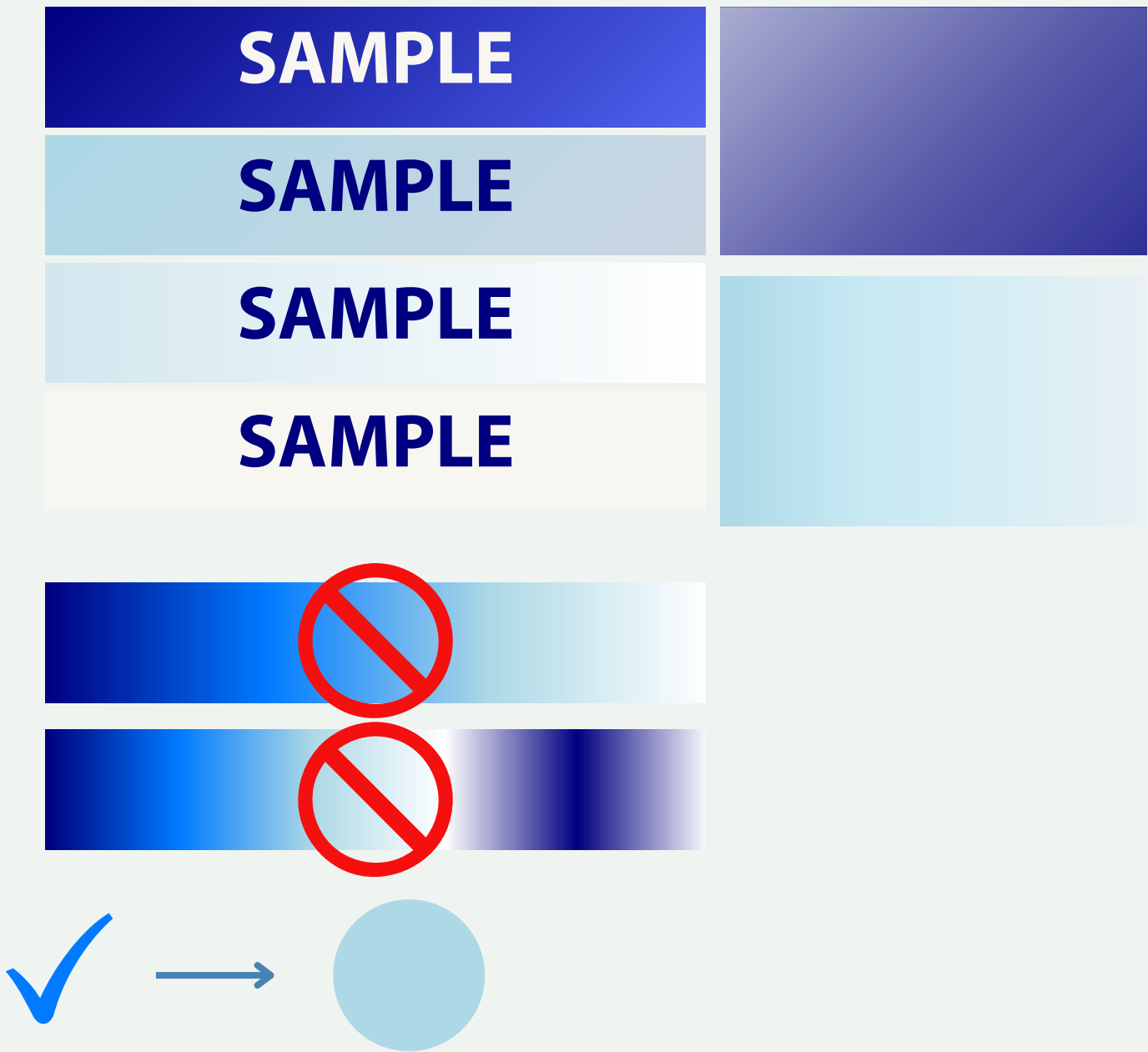
Highlight Elements: Pale Aqua to lighter Pale Aqua.

Avoid

Contrasting color gradients (unless tested), overly saturated/multi-colored gradients, gradients on text.

Implementation

Subtlety, linear/gentle radial, purposeful, consistent style.



HOW TO USE DIFFERENT SHADES OF THE RECOMMENDED COLORS

Classic Navy Blue	Lighter tints (subtle backgrounds/dividers/less prominent text); Darker shades (strong emphasis/high contrast).	Lorem ipsum dolor sit amet consectetur
Warm Off-White	Slight variations (subtle background textures/content block differentiation).	Lorem ipsum dolor sit amet consectetur
Pale Aqua	Lighter tints (subtle backgrounds/water effects); Slightly darker shades (more noticeable accents).	Lorem ipsum dolor sit amet consectetur
Steel Blue	Lighter tints (less prominent interactive elements/details); Darker shades (secondary headings/information).	Lorem ipsum dolor sit amet consectetur
Electric Blue	Primarily designated hex; Lighter tints (very sparingly for highlights); Avoid darker shades.	Lorem ipsum dolor sit amet consectetur
Vibrant Emerald	Primarily designated hex; Lighter tints (sparingly for health cues); Avoid darker shades.	Lorem ipsum dolor sit amet consectetur
Implementation	Purposeful variation, maintain legibility, consistency, avoid overuse of variations, testing.	