

# INFUSE

BOTTLE + BALL POD STYLE GUIDE

INSPIRE

INDULGE

INFUSE

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## BRAND CHARACTERISTICS

Inspiring. Indulging. These were the words that drove the development of INFUSE Bottle + Ball Pod. We wanted our bottle to be there when our customers were working hard – **inspiring** them to create change with our unique design and refreshing take on life. We wanted them to **indulge**; to treat themselves and still maintain an active lifestyle. And we wanted them to feel good about it – because **INFUSE** is good - for both body **and** mind.

## LOGO

INFUSE's logo is inspired by the shape and function of the product's ball pod infuser. The pod is unique in its shape. The logo suggests the motion created when the ball pod is first dropped in the liquid, and also when the user is at motion while holding the bottle. The text used is a combination of **Gill Sans Regular** and Gill Sans Thin. The bolded section of the text, as well as the ball pod graphic are always the same colour, and should match the colour of the product.

**INFUSE** 

## LOGO CLEAR SPACE

Whenever INFUSE's logo is used, the clear space guidelines must be respected. No graphical elements should impede the clear space around the logo, which should always be equal value to the height of the bottom thickest part of the infuser graphic in the logo.



# TYPOGRAPHY

Two main fonts are used in INFUSE's branding (in all caps): **Gill Sans Regular** and Gill Sans Light. **Gill Sans Regular** will always match the colour accents in the logo and the colour selection of the product. For headings, any 'o's should also be given the same treatment. Any emphasis placed on words should follow suit.

**Gill Sans Regular 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**

Gill Sans Light 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

# COLOUR STUDY

The colours for INFUSE's brand are interchangeable, as we believe that every consumer is unique and deserves a product to reflect that. Any bolded text, as well as the ball-pod graphic logo are always consistent in colour and will match the chosen accent of the customer's unique bottle and pod infuser. This gives INFUSE an edge; we know our customers are as varied as all the colours in the light spectrum.