

THE BRAND

Tilt Angle & Minimum Clear Space

WATERis**LIFE**.com 0.85° Tilt



Variations

WATERis**LIFE**.com

Logo on White

WATERis**LIFE**.com

Logo Grayscale on White

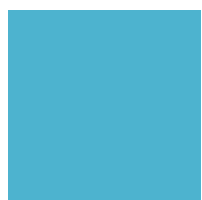
WATERis**LIFE**.com

Logo on Black

WATERis**LIFE**.com

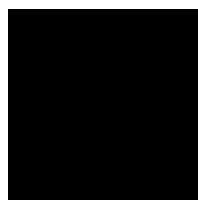
Logo Grayscale on Black

COLOR PALETTE



Blue

Pantone 7459 C
Pantone 7459 U
C=57 M=0 Y=6 K=13*
R=79 G=179 B=207
Hex #4FB3CF



Black

Pantone Process Black C
Pantone Process Black U
C=60 M=60 Y=60 K=100*
R=0 G=0 B=0
Hex #000000

TYPOGRAPHY

Aa

Akzidenz Grotesk Bold

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 0 1 2 3 4 5 6 7 8 9

*For the most common and cost-effective form of output, use the four color process (CMYK) formula settings.