



ZOTIKO WATER BRAND BOOK

# PREMIUM ELECTROLYTE WATER

ZOTIKO WATER

BRAND GRAPHIC INDICATORS

PRODUCT & BRAND

ZOTIKØ™



ZOTIKØ™



ZOTIKO WATER



ZOTIKO WATER



**ZOTIKO™**

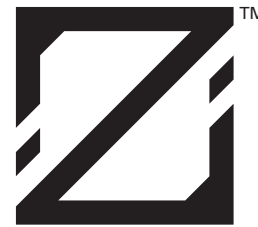
**PREMIUM ELECTROLYTE WATER**

LOGO + TAGLINE LOCK-UP



**ZOTIKOwater.com**

Z-MARK + URL LOCK-UP



**ZOTIKO**

Z-MARK + NAME LOCK-UP

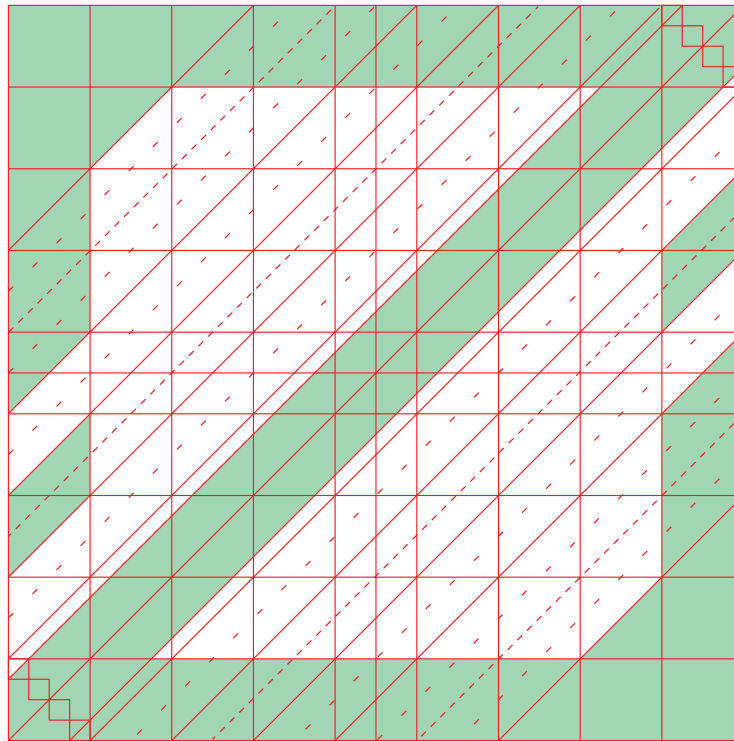




ZOTIKO WATER

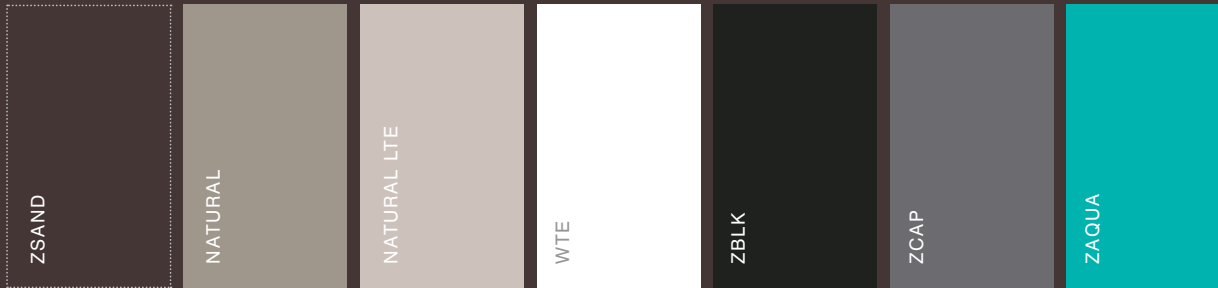
BRANDMARK (ORNAMENTAL)

BRAND IDENTITY STYLE GUIDE



The ZOTIKO logo will act as a ruler for every communication piece we have. Divisible by 9, layouts can be composed using this numerical division. The Logomark may act as a ruler for all visual communications.





## Base Colors

### RGB

R:68 G:54 B:52 **ZSAND** ●  
 R:158 G:149 B:140 **NATURAL** ●  
 R:204 G:196 B:188 **NATURAL LIGHT** ●  
 R:255 G:255 B:255 **WTE** ●  
 R:33 G:35 B:34 **ZBLK** ●  
 R:100 G:100 B:105 **ZCAP** ●  
 R:0 G:188 B:181 **ZAQUA** ●

### PANTONE (MATTE)

● **ZSAND** 439 M  
 ● **NATURAL** 402 M  
 ● **NATURAL LIGHT** Warm Grey 2 M  
 ● **WTE** -  
 ● **ZBLK** 419 M  
 ● **ZCAP** Cool Grey 10 M  
 ● **ZAQUA** 3262 M

### HEX

#453634 **ZSAND** ●  
 #9e958c **NATURAL** ●  
 #ccc4bc **NATURAL LIGHT** ●  
 #ffffff **WTE** ●  
 #212322 **ZBLK** ●  
 #646469 **ZCAP** ●  
 #00bcb5 **ZAQUA** ●

### PANTONE (GLOSS)

● **ZSAND** 439 C  
 ● **NATURAL** 402 C  
 ● **NATURAL LIGHT** Warm Grey 2 C  
 ● **WTE** -  
 ● **ZBLK** 419 C  
 ● **ZCAP** Cool Grey 10 C  
 ● **ZAQUA** 3262 C

### CMYK

C:37 M:51 Y:33 K:73 (438 C) **ZSAND** ●  
 C:9 M:11 Y:13 K:23 (PWG4 C) **NATURAL** ●  
 C:5 M:9 Y:10 K:13 (406) **NATURAL LIGHT** ●  
 C:0 M:0 Y:0 K:0 **WTE** ●  
 C:76 M:68 Y:65 K:74 **ZBLK** ●  
 C:33 M:18 Y:13 K:37 (430 C) **ZCAP** ●  
 C:100 M:0 Y:30 K:2 (320) **ZAQUA** ●

### PANTONE METALLICS

● **ZSAND** 8624 C  
 ● **NATURAL** 8380 C  
 ● **NATURAL LIGHT** 877 C  
 ● **WTE** 8420 C  
 ● **ZBLK** 8603 C  
 ● **ZCAP** 8402 C  
 ● **ZAQUA** 8283 C

C:66 M:75 Y:60 K:75  
R:38 G:24 B:30  
HEX: #26181E



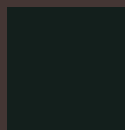
C:88 M:0 Y:40 K:0  
R:0 G:188 B:180  
HEX: #00BCB4

C:59 M:66 Y:63 K:54  
R:69 G:54 B:53  
HEX: #453635



C:40 M:37 Y:43 K:2  
R:159 G:149 B:139  
HEX: #9F958B

C:54 M:78 Y:70 K:79  
R:46 G:0 B:0  
HEX: #2E0000



C:77 M:62 Y:67 K:75  
R:23 G:33 B:31  
HEX: #17211F

C:57 M:84 Y:60 K:72  
R:59 G:0 B:28  
HEX: #3B001C



C:80 M:80 Y:57 K:76  
R:18 G:0 B:31  
HEX: #12001F

C:91 M:46 Y:58 K:30  
R:0 G:89 B:89  
HEX: #005959



C:23 M:100 Y:69 K:14  
R:171 G:0 B:61  
HEX: #AB003D

C:92 M:100 Y:26 K:36  
R:46 G:5 B:87  
HEX: #2E0557



C:10 M:92 Y:99 K:2  
R:214 G:56 B:41  
HEX: #D63829

C:83 M:13 Y:73 K:1  
R:0 G:158 B:112  
HEX: #009E70



C:1 M:99 Y:66 K:0  
R:237 G:23 B:74  
HEX: #FF174A

C:100 M:96 Y:21 K:8  
R:31 G:43 B:122  
HEX: #1F2B7A



C:0 M:43 Y:99 K:0  
R:250 G:161 B:28  
HEX: #FAA11C

C:34 M:0 Y:70 K:0  
R:176 G:214 B:120  
HEX: #B0D678



C:0 M:49 Y:63 K:0  
R:247 G:150 B:102  
HEX: #F79666

C:74 M:0 Y:17 K:0  
R:0 G:191 B:214  
HEX: #00BFD6



C:1 M:17 Y:100 K:0  
R:255 G:207 B:0  
HEX: #FFCF00

C:77 M:0 Y:48 K:0  
R:0 G:190 B:163  
HEX: #00BEA3



C:1 M:44 Y:22 K:0  
R:242 G:163 B:166  
HEX: #F2A3A6

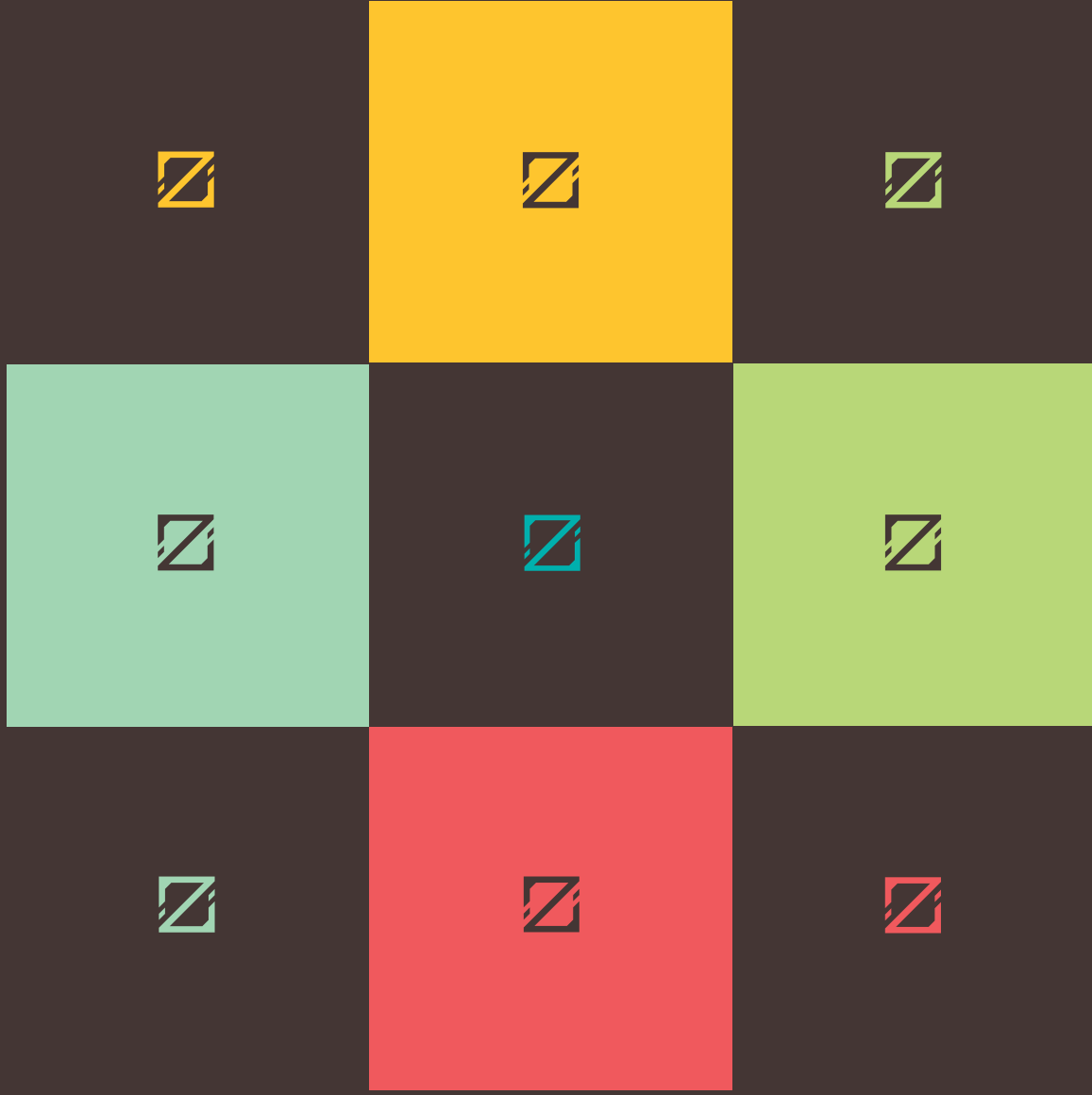
C:81 M:31 Y:6 K:0  
R:0 G:143 B:196  
HEX: #008FC4



C:39 M:0 Y:44 K:0  
R:158 G:212 B:166  
HEX: #9ED4A6

FEMALE

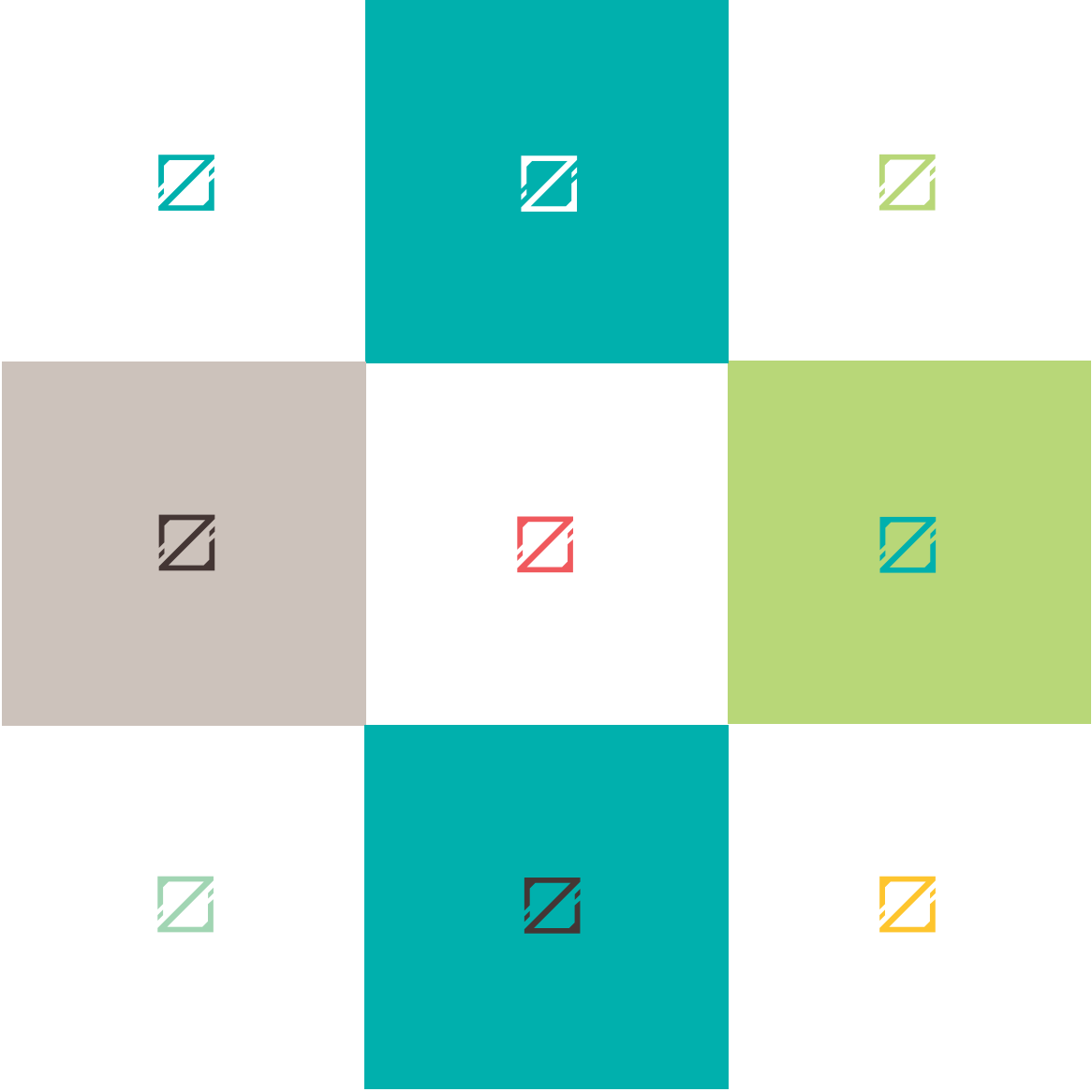
MALE



ZOTIKO WATER

DARK COLOR COMBINATIONS

BRAND IDENTITY STYLE GUIDE



**Elegant Typeface for Larger Type Usage . DIN Light**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 ., !@#\$%^&\*()\_+←→

**Bold Typeface . DIN 1451 Bold (Mittelschrift)**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 ., !@#\$%^&\*()\_+<>

**Slim Typeface for Tight Spaces . DIN 1451 Bold Condensed (Engschrift)**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 ., !@#\$%^&\*()\_+<>



**H2O+ ICONS / LANGUAGE**  
ZOTIKO is greater than water. H2O+



**FLAVOR INDICATORS**  
Icon styles (above) show the modern simplicity  
and graphical language of the ZOTIKO brand.

**PREMIUM  
ELECTROLYTE  
WATER**

**PREMIUM  
ELECTROLYTE  
WATER**

**PREMIUM ELECTROLYTE WATER**

**PRODUCT DESCRIPTION (ABOVE)**  
Typography for usage.



H2O+  
NATURAL ELECTROLYTES  
NATURAL FLAVORS

ZOTIKO

Designed for the new  
refreshing state of water.  
Clean, still and lightly crafted.  
Beautiful as water can be.  
ZOTIKOwater.com

Hydrate Well  
11/11

ZOTIKO

CUCUMBER / MINT

NATURALLY



SWEETENED

CUCUMBER / MINT

PREMIUM  
ELECTROLYTE  
WATER

ZOTIKO

16 FL OZ (474 mL)



**CONTAINS NO JUICE**  
GLUTEN-FREE / FAT-FREE  
NO ARTIFICIAL FLAVORS  
OR PRESERVATIVES

**Nutrition Facts**

Serving Size 16 fl. oz (474 ml)  
Servings Size: 1 Bottle

Amount Per Serving		Calories from Fat 0	
Calories 10			% Daily Value*
<b>Total Fat</b>	0g		0%
<b>Potassium</b>	350mg		10%
<b>Sodium</b>	75mg		3%
<b>Total Carbohydrate</b>	3g		1%
Sugars	3g		0%
<b>Protein</b>	0g		

Calcium 3% • Magnesium 5%  
Not a significant source of Calories from Fat, Dietary Fiber, Vitamin A, C, or Iron.  
\*Percent Daily Values are based on a 2,000 calorie diet.

**INGREDIENTS:** Filtered Water, Cane Sugar, Natural Flavors, Citric Acid, Malic Acid, Potassium Citrate, Calcium Lactate Gluconate, Magnesium Gluconate, Sea Salt, Stevia Reb A 99%.



8 515161005000 9

Made for  
MOS Brands, LLC  
New York, NY 10011  
© MOS Brands, LLC  
Some bottles may feature a recycling symbol.  
Always recycle.



CA/RY  
CT-H-ME-01 5% DEP

PRODUCT DESIGN

CUCUMBER / MINT LABEL FLAT

ZOTIKO WATER





H2O+  
NATURAL ELECTROLYTES  
NATURAL FLAVORS

ZOTIKO

Designed for the new  
refreshing state of water.  
Clean, still and lightly crafted.  
Beautiful as water can be.  
ZOTIKOwater.com

ZOTIKO

CITRUS / GINGER

NATURALLY



SWEETENED



CITRUS / GINGER

PREMIUM  
ELECTROLYTE  
WATER

ZOTIKO

16 FL OZ (474 mL)



**CONTAINS NO JUICE**  
GLUTEN-FREE / FAT-FREE  
NO ARTIFICIAL FLAVORS  
OR PRESERVATIVES

**Nutrition Facts**

Serving Size 16 fl. oz (474 ml)  
Servings Size: 1 Bottle

Amount Per Serving		Calories from Fat 0	
		% Daily Value*	
<b>Calories</b>	10		
<b>Total Fat</b>	0g		0%
<b>Potassium</b>	350mg		10%
<b>Sodium</b>	75mg		3%
<b>Total Carbohydrate</b>	3g		1%
Sugars	3g		0%
<b>Protein</b>	0g		

Calcium 3% • Magnesium 5%

Not a significant source of Calories from Fat, Dietary Fiber, Vitamin A, C, or Iron.

\*Percent Daily Values are based on a 2,000 calorie diet.

**INGREDIENTS:** Filtered Water, Cane Sugar, Natural Flavors, Citric Acid, Malic Acid, Potassium Citrate, Calcium Lactate Gluconate, Magnesium Gluconate, Sea Salt, Stevia Reb A 99%.



8 515161005011 6

Made for  
MOS Brands, LLC  
New York, NY 10011  
© MOS Brands, LLC  
Scan to see  
where your water is going.  
AIMMS SERVICE

CA/RY/  
CT-HI-ME-OR 5% DEP

PRODUCT DESIGN

CITRUS / GINGER LABEL FLAT

ZOTIKO WATER



H2O+  
NATURAL ELECTROLYTES  
NATURAL FLAVORS

ZOTIKO

Designed for the new  
refreshing state of water.  
Clean, still and lightly crafted.  
Beautiful as water can be.

ZOTIKOwater.com

ZOTIKO

DRAGONFRUIT / BERRY

NATURALLY



SWEETENED



DRAGONFRUIT / BERRY

PREMIUM  
ELECTROLYTE  
WATER

ZOTIKO

16 FL OZ (474 mL)



**CONTAINS NO JUICE**  
GLUTEN-FREE / FAT-FREE  
NO ARTIFICIAL FLAVORS  
OR PRESERVATIVES

**Nutrition Facts**

Serving Size 16 fl. oz (474 ml)  
Servings Size: 1 Bottle

Amount Per Serving		Calories from Fat 0	
			% Daily Value*
<b>Calories</b>	10		
<b>Total Fat</b>	0g		0%
<b>Potassium</b>	350mg		10%
<b>Sodium</b>	75mg		3%
<b>Total Carbohydrate</b>	3g		1%
Sugars	3g		0%
<b>Protein</b>	0g		

Calcium 3% • Magnesium 5%

Not a significant source of Calories from Fat, Dietary Fiber, Vitamin A, C, or Iron.

\*Percent Daily Values are based on a 2,000 calorie diet.

**INGREDIENTS:** Filtered Water, Cane Sugar, Natural Flavors, Citric Acid, Malic Acid, Potassium Citrate, Calcium Lactate Gluconate, Magnesium Gluconate, Sea Salt, Stevia Reb A 99%.



8 515161 005021 3

Made for  
MOS Brands, LLC  
New York, NY 10001  
© MOS Brands, LLC  
Some bottles feature opening.  
Always recycle.



CA/CRV  
CT-H/M/E-OR 5¢ DEP

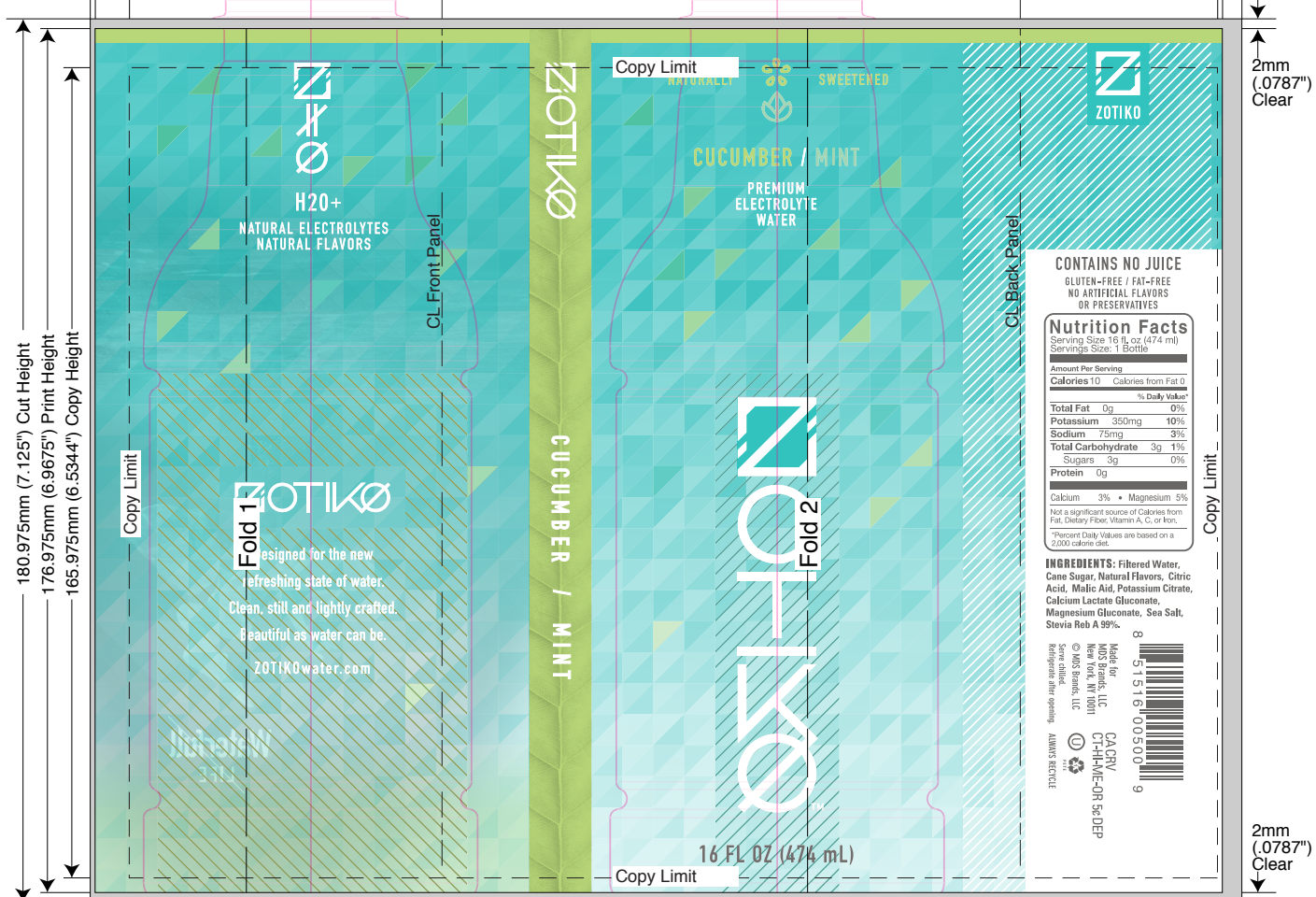
1mm (.0394") Clear

236mm (9.2913") Slit Width

231mm (9.0945") Print Width

223mm (8.7795") Copy Width

4mm (.1575") Clear



180.975mm (7.125") Cut Height

176.975mm (6.9675") Print Height

165.975mm (6.5344") Copy Height

32mm (1.2598") FOLD 1 (25mm from seam lip)

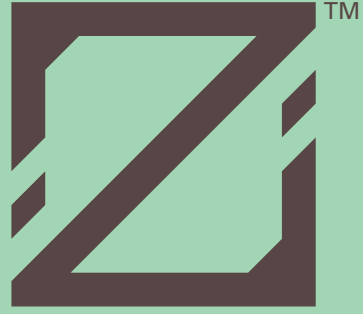
114mm (4.4882") +1mm/-0mm (+.0394"/-0")

114.5mm (4.5078") +/-0.5mm (+/- .0197") LAYFLAT

89.5mm (3.5236") FOLD 2

ZOTIKO WATER LABEL FLAT WITH DIELINE PRODUCT DESIGN

2mm (.0787") Clear



ZOTIKO WATER

LIGHT COLOR COMBINATIONS

BRAND IDENTITY STYLE GUIDE