



Forest Spring Water

Brand Book

Quality natural water from a forest spring — bottled fresh every day,
so it reaches you fresh.

Version 0.1 (draft) · September 10, 2026

Vision & positioning

Vision in one sentence

To bring customers water as fresh as if they'd just scooped it up themselves — bottled the day it leaves for their home.

Why it's hard to find elsewhere

Most bottled water is bottled in large batches and sits in a warehouse for weeks or months. We bottle only as much each day as actually goes out to customers that day — so the water is never “old.”

Positioning

Natural, unfiltered water from a forest spring, for households and businesses who want to know exactly where their water comes from and how fresh it is.

Core values



Freshness as a rule

We bottle daily, no long storage — the bottle leaves the day it's filled.



Natural origin, no interference

Water from a forest spring, with no treatment beyond what the law requires.



Transparency

The bottling date is always visible on the label — not just a best-before date.

Who our customer is

Households who care where their water comes from

Families who choose based on where the water actually comes from, not just the price on the shelf.

Offices and businesses with a drinking-water program

Companies that want regular delivery of fresh water instead of anonymous wholesale packs.

Restaurants and cafés

Venues that want to offer guests a local alternative with a clear origin.

Tone of voice

„The calm, matter-of-fact voice of someone from the spring — not a bottled-water salesperson.“

Yes – this is how it sounds

- “Bottled this morning, straight from the spring.”
- “This is the bottling date — you know exactly how fresh your water is.”

No – not like this

- “The purest water in the world!”
- “The only real natural water!”

Rule	In practice
A date instead of a promise	Instead of general claims, we state the actual bottling date.
Facts before emotion	No exaggerated adjectives — the fact of daily freshness speaks for itself.

Logo

No logo file was attached — add one to brand_data / --logo.

Construction: Recommendation for a designer: a simple symbol suggesting a trickle or a drop of water, next to it the wordmark “Forest Spring Water” in a dark neutral color.

Clearspace: Clear space at least the height of the symbol on all sides of the logo.

Minimum size: Minimum width on screen: 100 px. Minimum width in print: 25 mm.

Don't:

- Don't change the logo's colors outside the approved palette.
- Don't add shadows, gradients, or 3D effects.
- Don't distort the aspect ratio of the symbol or the wordmark.

Color palette

PRIMARY



Spring Green

#1E5945



Spring Blue

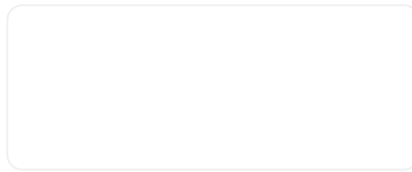
#1F6F8B

SECONDARY / NEUTRAL



Bark

#3A342C



White

#FFFFFF

Spring Green is the primary color — logo, buttons, headings, and page tinting (the color of the forest around the spring). Spring Blue is the color of the water itself — used deliberately only for the drop icon (on the cover and next to the values), so it stays distinctive and doesn't blend into the green. Bark is for body copy where pure black would feel too harsh. Draft for confirmation — fine-tune the exact shades once the real logo exists.

Typography

HEADINGS

Fresh every day, straight from the spring

BODY TEXT

We bottle only as much as goes out to customers that day. The bottling date is always on the label.

Font: Inter. Inter is freely available, stays legible even at small sizes, and works equally well on a label as on a website or invoice.

Visual style

Shapes & surfaces

Gently rounded shapes, flat colors, no artificial highlights or gradients — the same clarity as the water itself.

Photography / imagery

Natural light, forest and spring in the background, no stylized advertising production.

Iconography

Thin lines of a consistent weight throughout the material.

Packaging & product range

The packaging reflects the same principle as the product itself — simplicity and freshness, not packaging for its own sake.

Returnable glass bottle

The standard package for households and businesses alike — a returnable system cuts both waste and cost for regular delivery.

Bottling date on the label

Every bottle carries a visible date showing when it was bottled — not just a best-before date.

Bulk packaging for businesses

Larger containers with regular delivery for offices and restaurants.

What's forbidden

We avoid health claims that would need to be scientifically substantiated (e.g. “cures,” “detoxifies”) and direct comparisons with named competing brands — both a legal and a credibility risk.

Visual don'ts

- No stock photos of other brands' bottles.
- No aggressive clearance-sale graphics (ALL CAPS, flashing elements).

Verbal / text don'ts

- No health promises without evidence (“cures,” “detoxifies”).
- No comparisons naming specific competing brands.

Where the brand shows up

Business card

White background, logo centered, contact info in Bark beneath it.

Email signature

Logo on the left, name in bold, title in Spring Green, contact info below.

Social media avatar

The standalone symbol on Morning Mist, cropped to a circle.

Open questions

This is a living document — update it as the brand evolves.

- The exact color shades are a draft for confirmation — fine-tune them once the real logo exists.
- The logo doesn't exist yet — the Logo section contains only recommendations for a designer.
- A dark-mode / alternative logo version hasn't been addressed yet.