Sound

Always organic, never sweetened.
That's what makes us Sound.
We believe in real flavor from real ingredients. Nothing artificial and no added sugars—because that's what makes for better bubbles.

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*Photography presented in this style guide has not been licensed.

Brand Elements

Logo

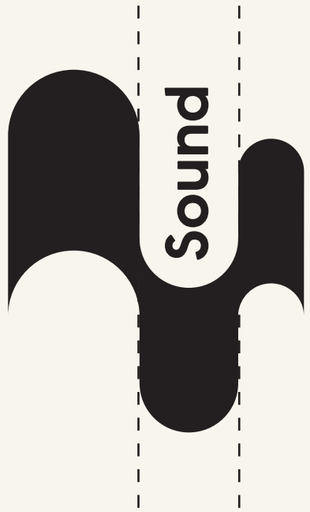
Our wordmark is modern, clean, and friendly. The straightforward typeface reflects the simplicity of our ingredients, while the custom rounded edges give it additional approachability.

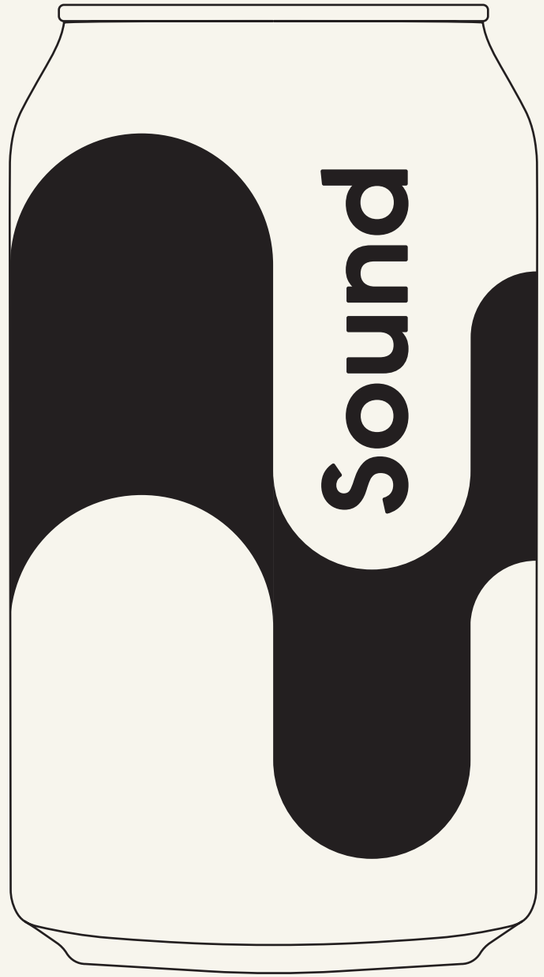
Clear Space
Clear space is the padding around a logo to prevent nearby elements from causing distraction. The clear space around our wordmark is the height of the lowercase 'o'. No other graphic elements should come too close to it.

Sound

Vertical Use Case
The wordmark is set vertically on packaging to maximize its size, resulting in a prominent brand presence.

Placement
The wordmark should be optically centered within the negative space.





Motif

Our brand motif is inspired by the ‘S‘ in Sound. It is a visual representation of a **state of flow**—a sense of fluidity between body and spirit. It is constructed from an organic but consistent grid. It conveys movement and balance, fluidity and fun.

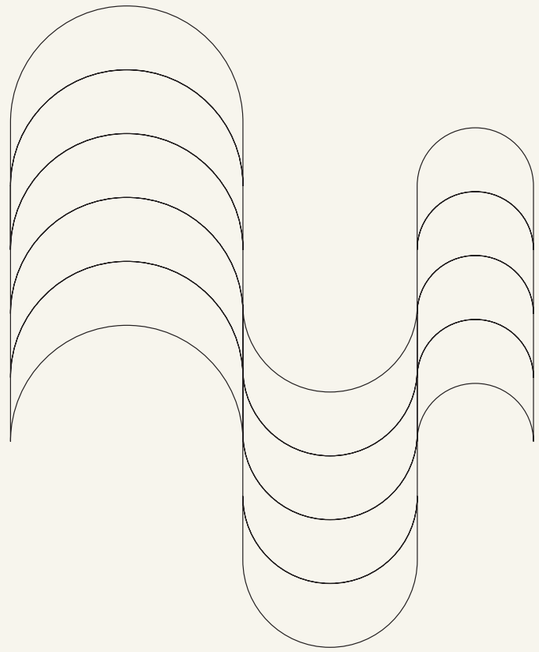
Single Shape

In brand-centric moments, we use the motif as a single solid shape. See pages 9—10 for more information.

Divided Stripes

On packaging, we divide the motif into stripes, and apply a different color to each one to convey flavor notes and ingredients. See page 11 for more information.

Grid



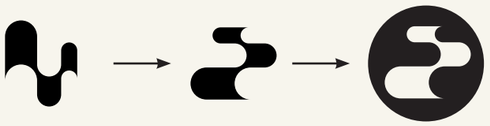
Single Shape

Divided Stripes

Motif

Social Media

The motif should be used on our social media profile pictures. Rotate it by 90 degrees (to allude visually to the 'S' in 'Sound') and center it within the space.

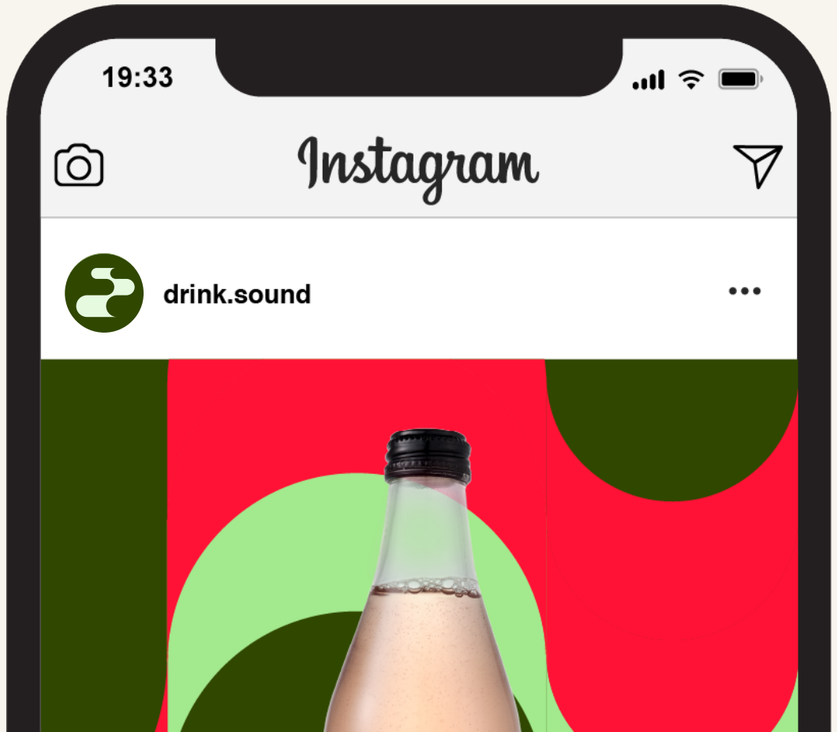


Color

Set the motif in Pastel Green against Dark Green (see page 18 for reference).

Instagram Icon

Example



Motif as Supergraphic
We can use the motif in bold and impactful ways to establish a unique and memorable brand presence.

Motif
Supergraphic

The motif can be combined with photography to create an ownable branded image.

The Rules
— The motif should be set in a color that contrasts against the photo.

— The motif may be used as a container or an overlay for the photo. Ensure that the subject matter of the photo is legible within the shape.

— The motif can live independently from the wordmark on Sound-branded channels, e.g. the Sound Instagram feed.

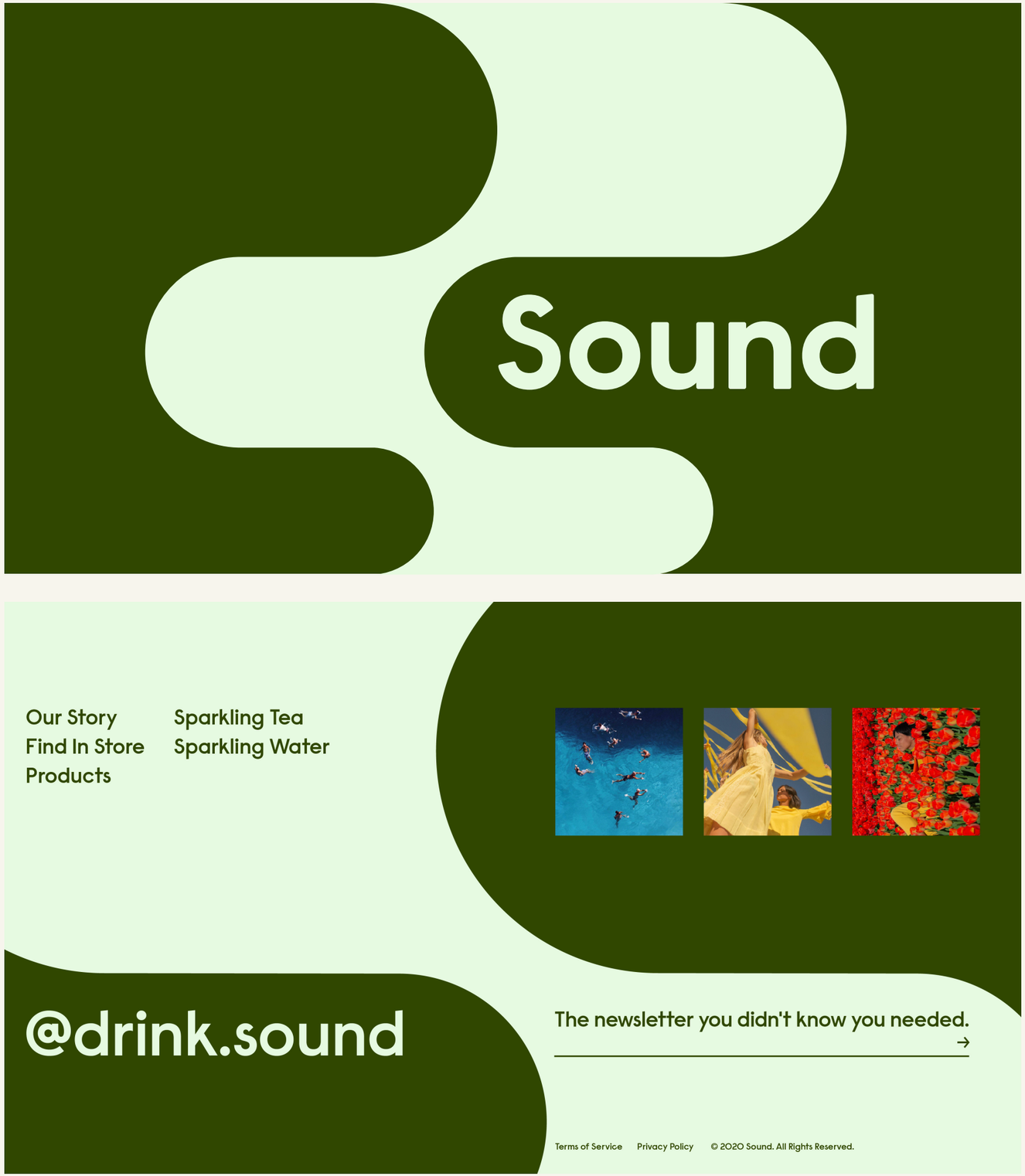
Motif
Supergraphic

When we're telling a brand-forward story about Sound, we use the motif in its simplest form.

The Rules
— The motif should be set in a color that contrasts against the background.

— The motif should bleed off the edge of the canvas to create movement from one page or section to another.

— In instances when we crop in and out of the motif to create variety, ensure that there is still a sense of movement and continuity within the shape.



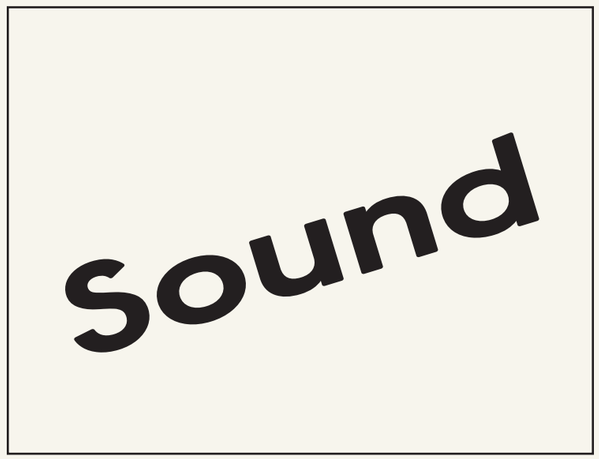
Motif
Supergraphic

When showcasing the product's flavors, divide the motif into stripes and apply a flavor color to each stripe.

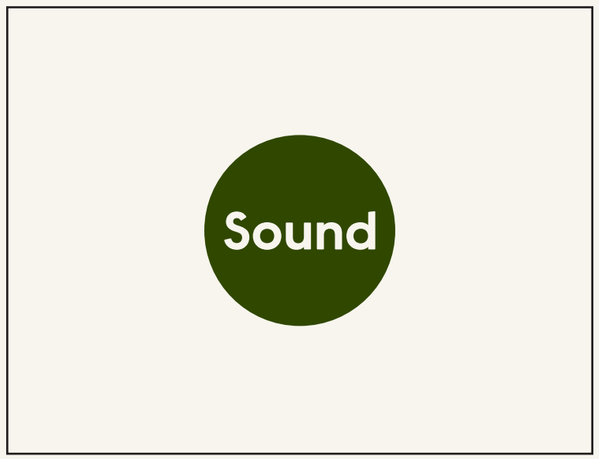
The Rules
— The background should be set in Cream, Dark Green, or Pastel Green (see page 17 for reference).

— When the supergraphic is used as a backdrop for the packaging, match the colors of the stripes to the flavor being represented.

Don’ts

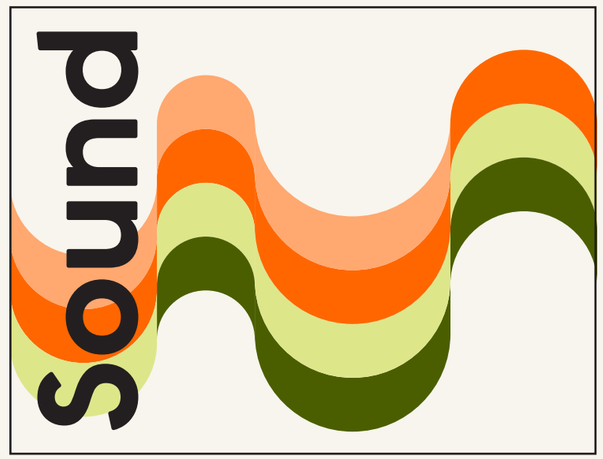


Don’t stretch, rotate or manipulate the logo.

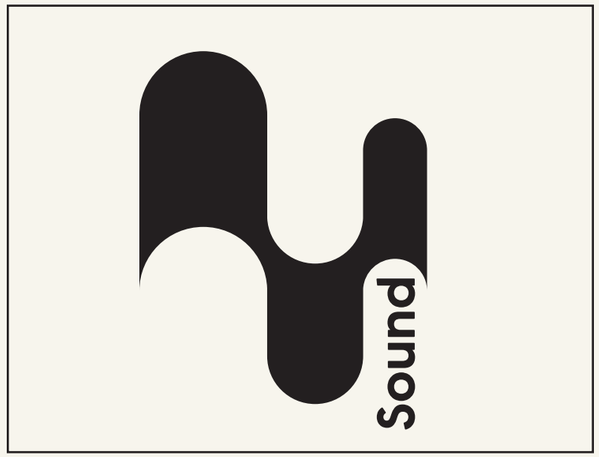


Don’t use the logo for social icons, use the motif.

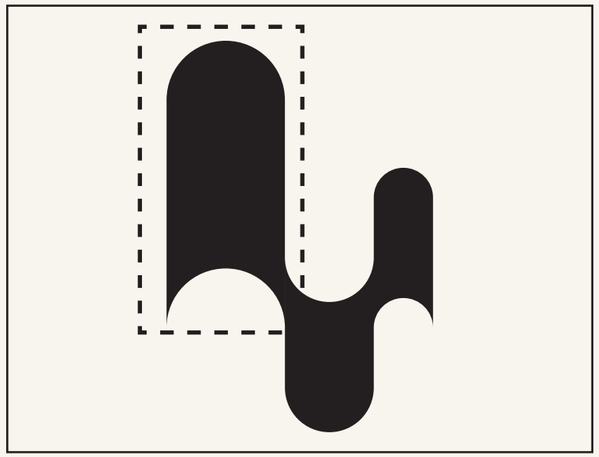
Our logo has been thoughtfully kerned. Don’t re-create it by typing it out.



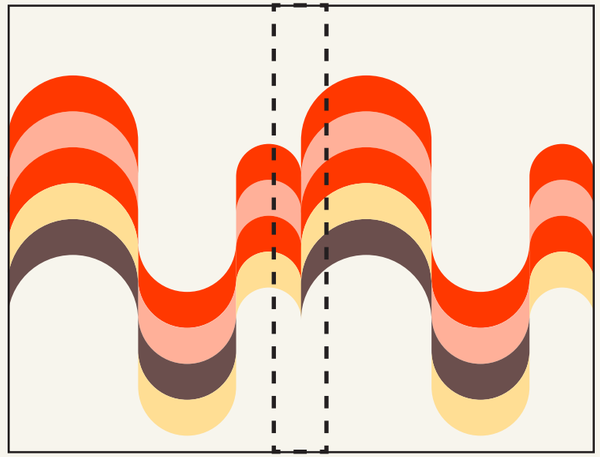
Don’t use the vertical wordmark outside the packaging.



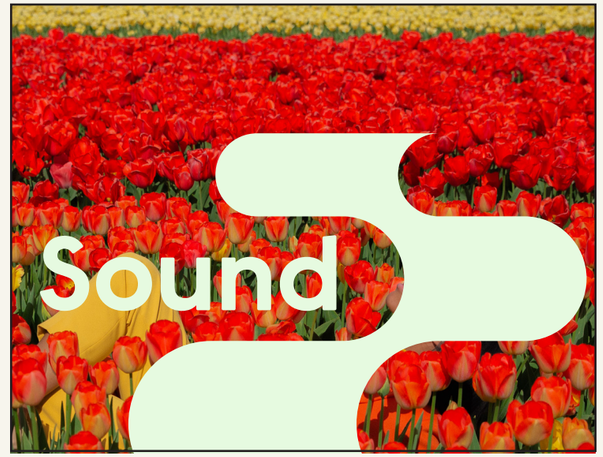
Don’t lock up the logo with the motif in a position that is inconsistent with the packaging.



Don’t change the shape of the motif.



Don’t connect two motifs in a way that interrupts the natural flow of the pattern.



Don’t start or end the motif in the middle of the canvas. It should always go edge-to-edge—from top to bottom or left to right.

Typography
Typeface

Raisonné, released by Colophon Foundry, is our brand typeface. Its letterforms are human and balanced, incorporating playful details while being clean and versatile.

The Rules
— Use the Bold weight in title case for headlines.
— Use the Demibold weight in sentence case for body copy.

Raisonné 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
0123456789?!$&

Raisonné DemiBold
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
0123456789?!$&

Typography
Alternates

Raisonné comes with a multitude of stylistic alternates. Please refer to this page when typesetting. We recommend using the characters that are in black.

CC GG Il JJ MM SS
UU WW

aa cc ee gg ii jj kk ss
tt uu ww yy

11 77 99 00

Typography
Typesetting
Recommendations

This page shows our recommended headline and body copy type sizes and leading combinations.

H1
Raisonné Bold
120 pt type
110 pt leading
-10 pt tracking

First Sip

H2
Raisonné DemiBold
55 pt type
60 pt leading
-10 pt tracking

Simple Ingredients

H3
Raisonné DemiBold
40 pt type
48 pt leading
-10 pt tracking

Organic tea, botanicals and fruit extracts.

Body Copy
Raisonné DemiBold
23 pt type
27 pt leading
-10 pt tracking

We believe in real flavor from real ingredients. Nothing artificial and no added sugars—because that's what makes for better bubbles.

Don‘ts

Don‘t center align type.

Don‘t set Raisonné in upper case.

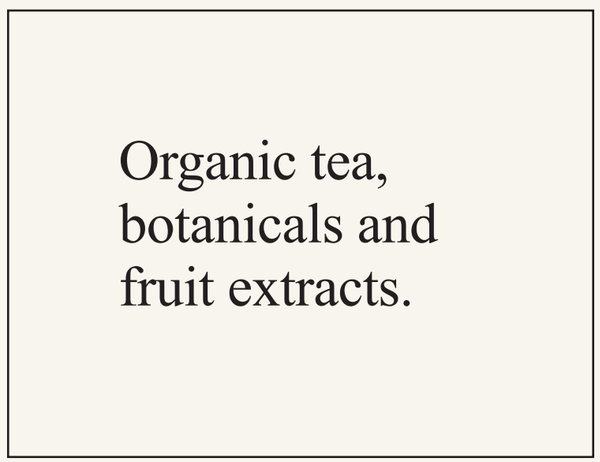
Don‘t justify type.

Don‘t use other weights within the font family aside from Bold and Demibold.

Don‘t open up the leading and tracking excessively.

Don‘t mix different type sizes in one sentence.

Don‘t use the alternates that are not recommended.



Don‘t use other fonts. If Raisonné is not available, use Helvetica.

Typography
Exception

Website Button
We use the bold weight in upper case to achieve best legibility in this instance.

SHOP NOW

Brand Palette

Off-white

R 247
G 245
B 237

C 2
M 2
Y 6
K 0

#f7f5ed

Dark Green

R 48
G 71
B 0

C 72
M 47
Y 100
K 49

#304700

Pastel Green

R 229
G 250
B 225

C 9
M 0
Y 15
K 0

#e5fae0

Flavor Palette
Sparkling Water

Blood Orange

Blood Orange Dark	R 255 G 56 B 0	C 0 M 91 Y 100 K 0	# ff3800
Blood Orange Light	R 255 G 176 B 153	C 0 M 38 Y 34 K 0	# ffb099
Vanilla	R 255 G 222 B 148	C 0 M 12 Y 49 K 0	# ffde94
Black Tea	R 107 G 79 B 77	C 49 M 64 Y 58 K 32	# 6b4f4d

Tangerine

Tangerine Dark	R 255 G 102 B 0	C 0 M 74 Y 100 K 0	# ff6600
Tangerine Light	R 255 G 168 B 112	C 0 M 41 Y 59 K 0	# ffa870
Lemongrass	R 222 G 229 B 138	C 15 M 1 Y 58 K 0	# dee58a
Green Tea	R 74 G 94 B 0	C 68 M 42 Y 100 K 33	# 4a5e00

Blueberry

Blueberry Dark	R 41 G 66 B 133	C 98 M 86 Y 17 K 4	# 294285
Blueberry Light	R 153 G 171 B 247	C 37 M 28 Y 0 K 0	# 99abf7
Cinnamon	R 232 G 189 B 143	C 8 M 27 Y 47 K 0	# e8bd8f
Hibisbus	R 219 G 41 B 71	C 8 M 97 Y 71 K 1	# db2947

Grapefruit

Grapefruit Dark	R 255 G 71 B 79	C 0 M 86 Y 65 K 0	# ff474f
Grapefruit Light	R 255 G 161 B 163	C 0 M 46 Y 23 K 0	# ffa1a3
Lavender	R 204 G 181 B 235	C 19 M 29 Y 0 K 0	# ccb5eb
Ginger Tea	R 224 G 128 B 0	C 10 M 58 Y 100 K 1	# e08000

Flavor Palette
Sparkling Tea

Chamomile

R 250 G 242 B 186
C 3 M 1 Y 33 K 0
faf2ba

Chamomile Dark	R 237 G 173 B 0	C 7 M 33 Y 100 K 0	# edad00
Chamomile Light/Elderflower	R 255 G 242 B 0	C 4 M 0 Y 93 K 0	# fff200
Vanilla Light	R 195 G 156 B 124	C 24 M 38 Y 53 K 1	# c39c7c
Vanilla Dark	R 166 G 89 B 41	C 26 M 71 Y 98 K 16	# a65929

Green Tea

R 222 G 240 B 199
C 13 M 0 Y 27 K 0
def0c7

Green Tea Dark	R 64 G 102 B 0	C 75 M 37 Y 100 K 28	# 406600
Green Tea Light/Mint	R 166 G 235 B 143	C 35 M 0 Y 59 K 0	# a6eb8f
Grapefruit Light	R 255 G 145 B 148	C 0 M 54 Y 29 K 0	# ff9194
Grapefruit Dark	R 255 G 71 B 79	C 0 M 86 Y 65 K 0	# ff474f

Rose Tea

R 255 G 227 B 235
C 0 M 13 Y 1 K 0
ffe3eb

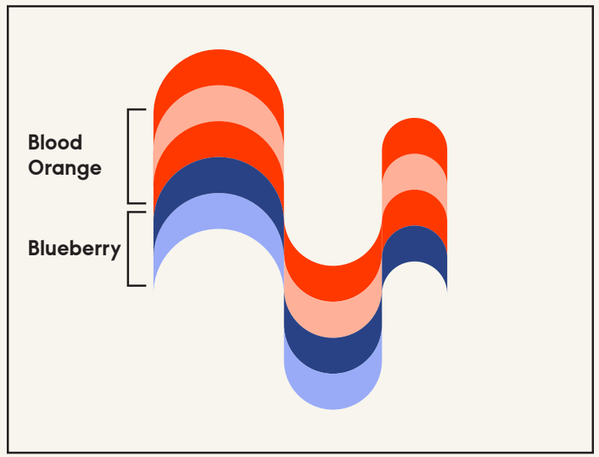
Rose Tea Dark	R 255 G 18 B 54	C 0 M 98 Y 78 K 0	# ff1236
Rose Tea Light	R 255 G 194 B 194	C 0 M 29 Y 13 K 0	# ffc2c2
Lime Light	R 145 G 194 B 102	C 47 M 4 Y 79 K 0	# 91c266
Lime Dark/Cardamom	R 84 G 178 B 0	C 70 M 3 Y 100 K 0	# 54b200

Yerba Mate

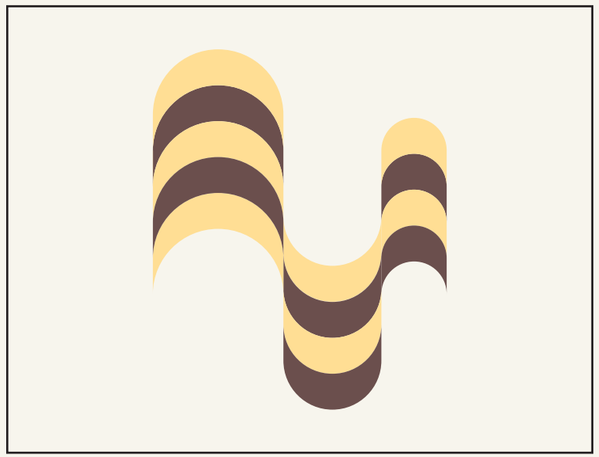
R 255 G 232 B 217
C 0 M 10 Y 12 K 0
ffe8d9

Yerba Mate Dark	R 227 G 0 B 0	C 4 M 100 Y 100 K 1	# e30000
Yerba Mate Light/Hibiscus	R 255 G 201 B 189	C 0 M 25 Y 19 K 0	# ffc9bd
Citrus Light	R 212 G 196 B 66	C 20 M 16 Y 90 K 0	# d4c442
Citrus Dark	R 163 G 168 B 0	C 41 M 22 Y 100 K 1	# a3a800

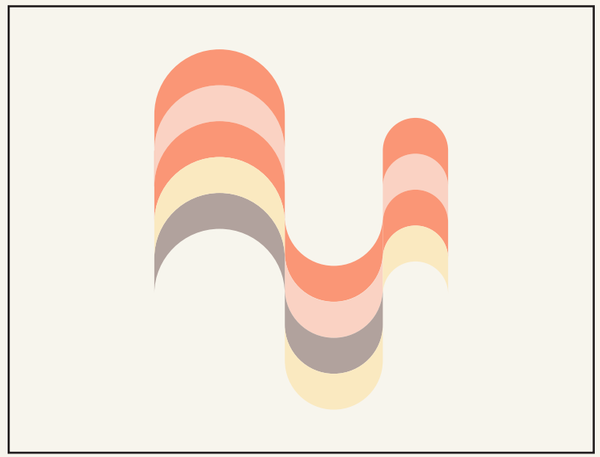
Don‘ts



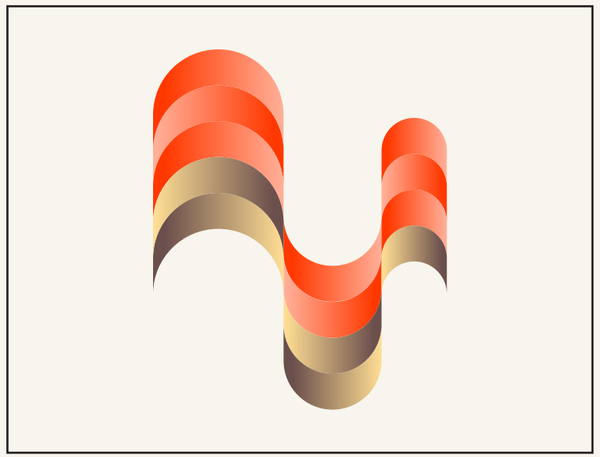
Don‘t mix colors from two different flavor palettes in one single motif.



Don‘t construct a motif out of secondary flavor colors only. Always ensure that the primary flavor color is represented.



Don‘t set the motif in different opacities.



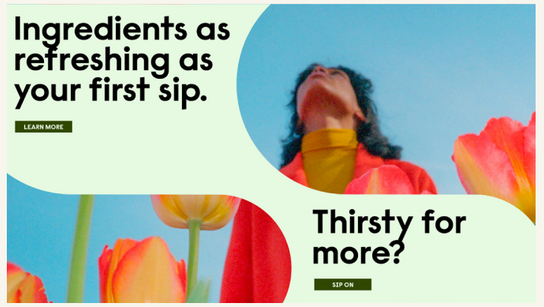
Don‘t apply gradients to the stripes.

Don‘t set the background stripes in different flavor colors than the front packaging .

Organic tea, botanicals and fruit extracts.

Don‘t set type in a color that doesn't have enough contrast from the background.

Don't use colors from the flavor palette for Sound-branded moments. Use the primary brand colors instead.



Don‘t set type in black on the website. Set it in Dark Green or Pastel Green.

Color
Exception

In moments when the expressiveness of the brand needs to be dialed up, e.g. when designing swag, colors from various flavors may be combined for maximum fun and impact.

Packaging Deconstruction
Sparkling Water

This diagram is a breakdown of the components of the sparkling water design. It highlights the recommended information hierarchy and color strategy, and should be referred to when we're translating designs into mechanicals, and when creating new flavor SKUs.

General Rules
— All type should be left aligned.
— Blocks of text should always be centered within the available negative space.

Packaging Deconstruction
Sparkling Tea

This diagram is a breakdown of the components of the sparkling tea design. It highlights the recommended information hierarchy and color strategy, and should be referred to when we're translating designs into mechanicals, and when creating new flavor SKUs.

General Rules
— All type should be left aligned.
— Blocks of text should always be centered within the available negative space.

Packaging Deconstruction
Lineup

This lineup shows how our design system works across all products and showcases our overall color strategy. For sparkling water, we consistently use one base color across all flavors. For sparkling tea, we use a different base color per flavor.

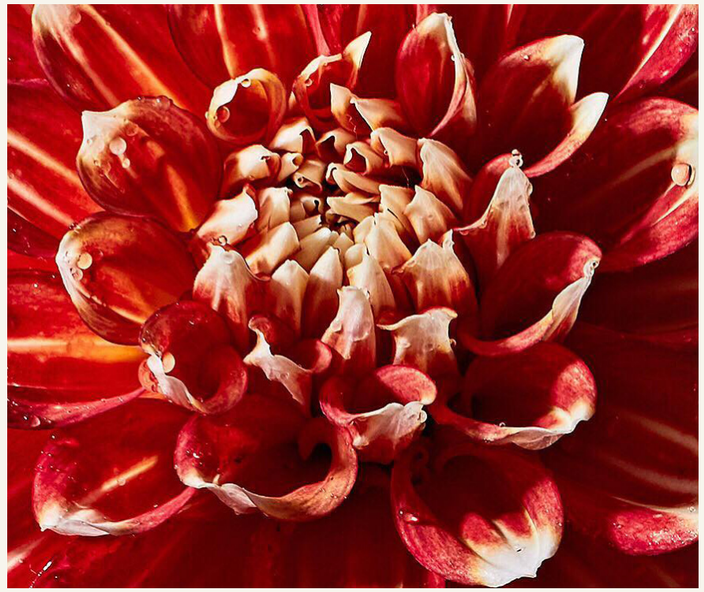
Single Base Color

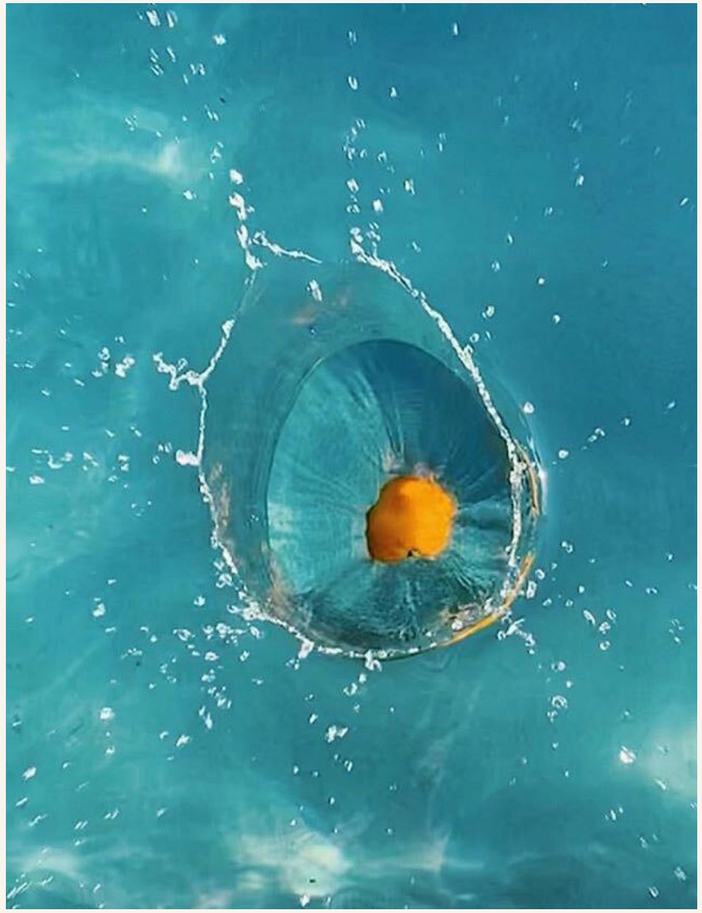
Multiple Base Colors

Photography

Ingredients

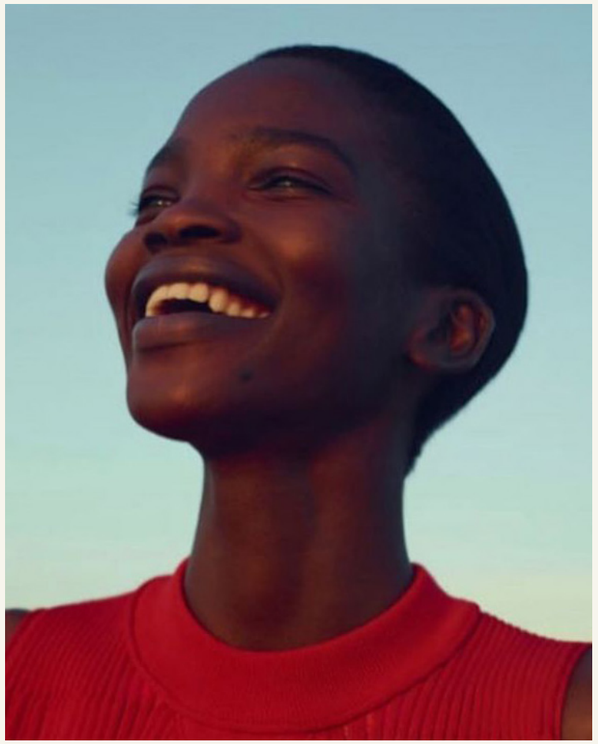
Fruits, botanicals, and herbs should be styled in a manner that highlights freshness, texture, and movement. This could range from dramatic close-ups to expressive shots that showcase flavor and variety.





Lifestyle

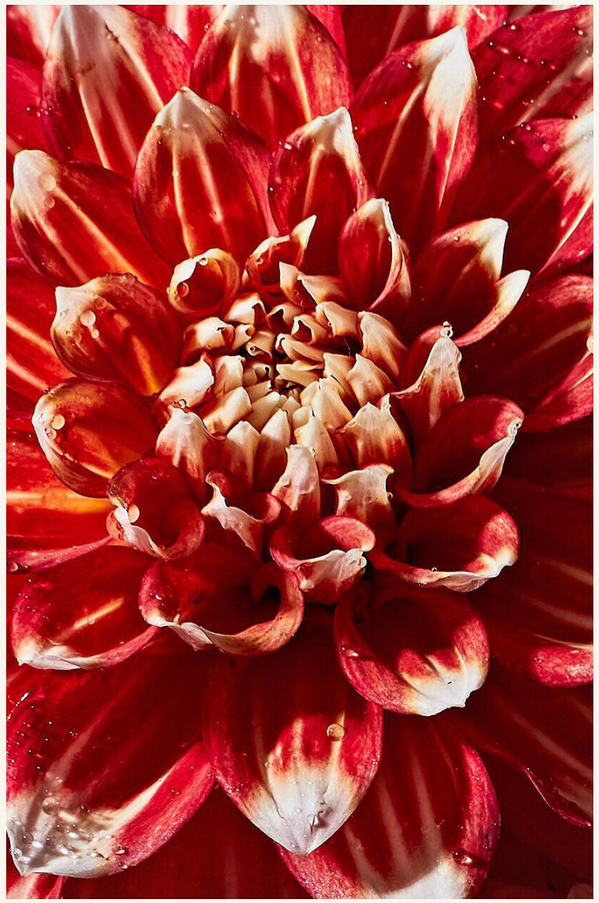
A Sound life is a spirited life. We always depict an uplifting way of seeing the world—whether it's about being immersed in nature, enjoying the first sip of a drink, or simply being yourself and taking in a moment. We love highlighting people who are dynamic, expressive and colorful.

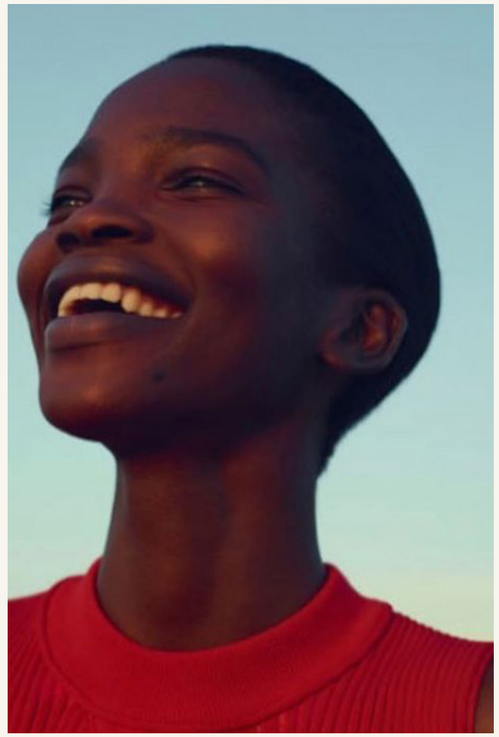


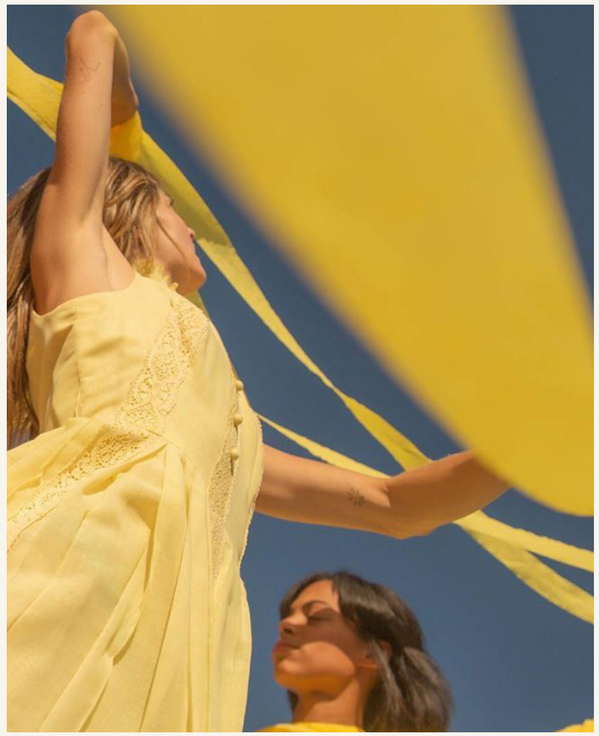
Lifestyle (Continued)

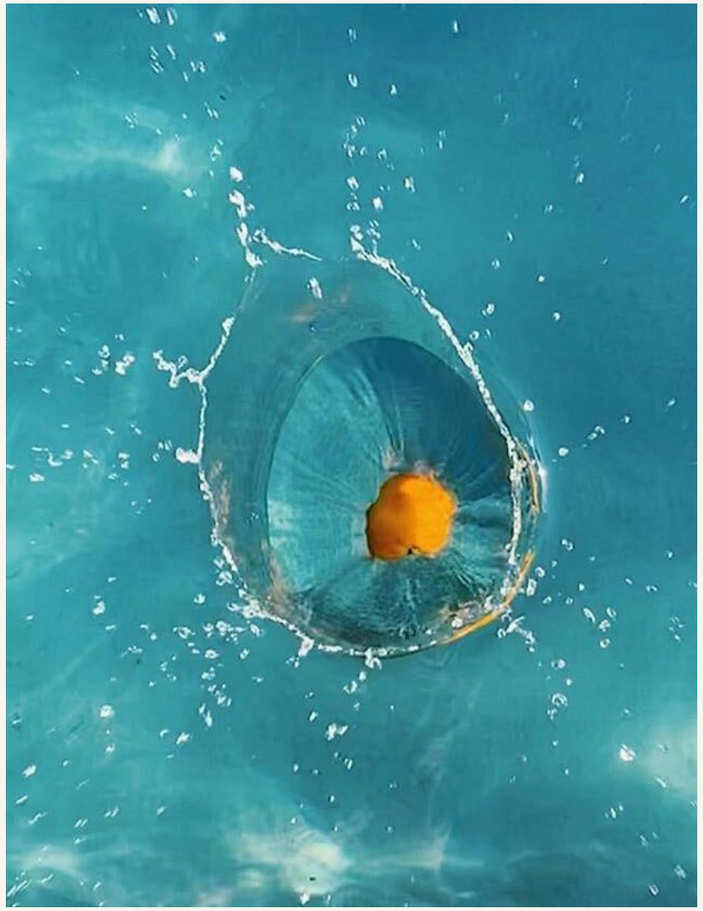
A Sound life is a spirited life. We always depict an uplifting way of seeing the world—whether it's about being immersed in nature, enjoying the first sip of a drink, or simply being yourself and taking in a moment. We love highlighting people who are dynamic, expressive and colorful.

Summary









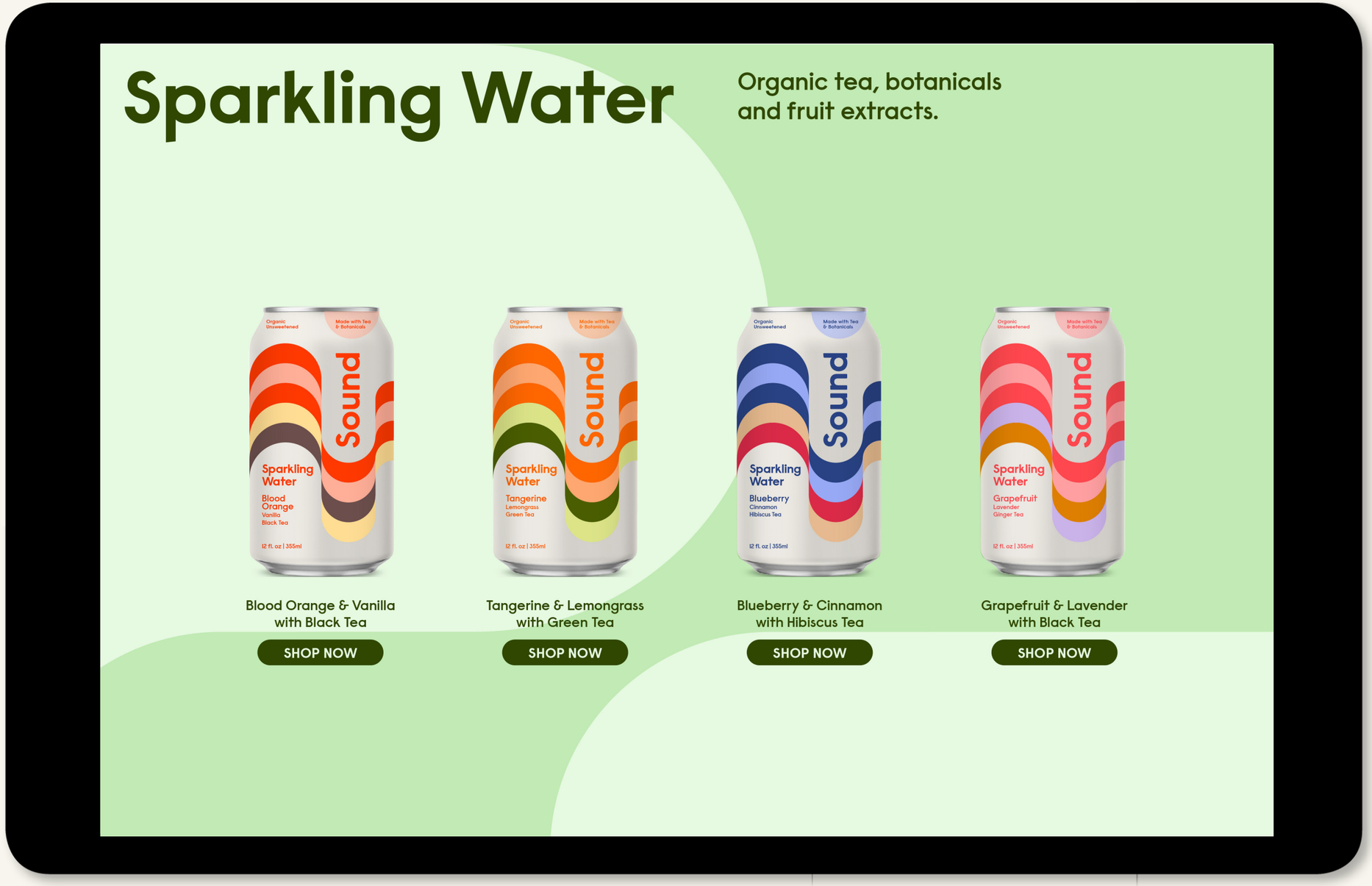
Applications

Packaging
Sparkling Water

Packaging
Sparkling Tea

Packaging
On shelf

Website
Landing


Sparkling Water
Organic tea, botanicals and fruit extracts.
Organic Unsweetened
Made with Tea & Botanicals
Sound
Sparkling Water
Blood Orange
Vanilla
Black Tea
12 fl. oz | 355ml
Blood Orange & Vanilla with Black Tea
SHOP NOW
Sparkling Water
Tangerine
Lemongrass
Green Tea
12 fl. oz | 355ml
Tangerine & Lemongrass with Green Tea
SHOP NOW
Sparkling Water
Blueberry
Cinnamon
Hibiscus Tea
12 fl. oz | 355ml
Blueberry & Cinnamon with Hibiscus Tea
SHOP NOW
Sparkling Water
Grapefruit
Lavender
Ginger Tea
12 fl. oz | 355ml
Grapefruit & Lavender with Black Tea
SHOP NOW

Sparkling Tea
Organic tea, botanicals and fruit extracts.
Sound
Sparkling Chamomile
Vanilla
Elderflower
Organic Unsweetened
Sparkling Green Tea
Mint
Grapefruit
Organic Unsweetened
Sparkling Rose Tea
Lime
Cardamom
Organic Unsweetened
Sparkling Yerba Mate
Citrus
Hibiscus
Organic Unsweetened
Chamomile with Vanilla & Elderflower
SHOP NOW
Green Tea with Grapefruit & Mint
SHOP NOW
Rose Tea with Lime & Cardamom
SHOP NOW
Yerba Mate with Citrus & Hibiscus
SHOP NOW

Website
Lifestyle Section

Website
Footer

Our Story
Find In Store
Products

Sparkling Tea
Sparkling Water

@drink.sound

The newsletter you didn't know you needed.

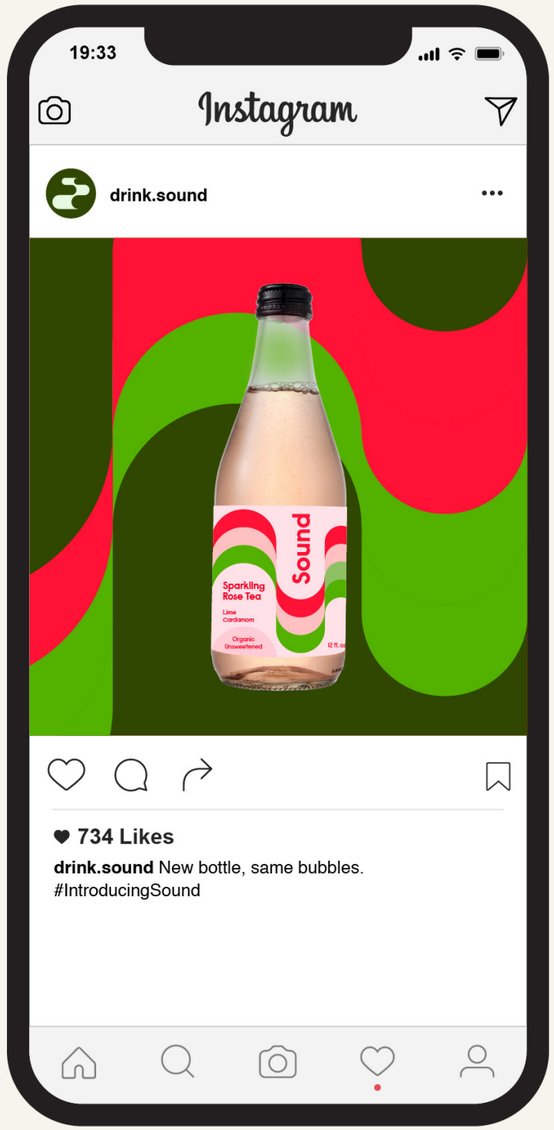
→

Terms of Service Privacy Policy © 2020 Sound. All Rights Reserved.

Pin & Tote Bag

Social

Sound
Sparkling Chamomile
Sparkling Green Tea
Sparkling Rose Tea


19:33
Instagram
drink.sound
Sound
Sparkling Rose Tea
734 Likes
drink.sound New bottle, same bubbles.
#IntroducingSound

Social Copy
Expressive
Optimistic
Playful

drink.sound

♥ 734 Likes

drink.sound The better bubbles you love in a brand new bottle. This is a Yerba Mate with delicate notes of hibiscus and a hint of fresh lemon and lime.

drink.sound

♥ 734 Likes

drink.sound Same better bubbles in a brand new can.

drink.sound

♥ 734 Likes

drink.sound Our bottles got a makeover, but our bubbles are the same. This is a bright and zesty green tea blend of grapefruit and mint with a little kick of caffeine.

Social Copy
Expressive
Optimistic
Playful

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drink.sound Citrus, spice, and all things nice. This grapefruit and lavender sparkling water brings together a delightful blend of floral tastes. Same better bubbles in a brand new can.

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drink.sound Introducing: your office desk's new best friend. Infused with tangerine, lemongrass, and just enough caffeine to get you through the day.

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drink.sound Introducing: our brand new bottle. Still always organic. Still always unsweetened.

Sound
Style Guide 2020

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