ARKAY ZERO PROOF

Brand / Visuals

Identity, product presentation and visual guardrails.



OPERATING PRINCIPLE

Use the master for truth. Use this book for speed.

A short visual system for creative, design, social, retail and agency teams.

FIXED

Protect recognition

- Original approved logo artwork
- Seven exact digital HEX colors
- Merriweather Bold 700 for website headings
- Current product identity + approved wording

RECOMMENDED

Keep it disciplined

- White for product clarity
- Near black for structure
- Gold for emphasis
- Greys for interface rhythm

FLEXIBLE

Adapt the expression

- Editorial layout + responsive spacing
- Campaign scene, occasion + recipe context
- Image crop + placement inside approved layouts
- Channel-specific creative treatment

IDENTITY ESSENTIALS

Logo, type + digital color

Use approved artwork. Never redraw the name or build a substitute mark.



LOGO

Clear space: ¼ of full logo height
Provisional digital minimum: 160 px horizontal / 80 px solid mark
No stretching, typed substitutes, cropping or low-contrast placement.

WEBSITE TYPE SYSTEM

Merriweather Bold 700

H1 40 px • H2 35 • H3 30 • H4 25 • H5 20 • H6 16
Hero exception: 60 px desktop / 50 px tablet
Body: native system stack at 16 px
Button text: 15 px / square corners



Brand Gold | Dark Gold | Text Grey | Near Black | Light Grey | Lighter Grey | White

Product colors remain product-specific. Gold should organize emphasis, not dominate every element.

PHOTOGRAPHY DIRECTION

Product first. Occasion second. Claims never implied by styling.

Current pack artwork and truthful product color always take priority over aesthetics.



PRODUCT	Use exact approved bottle or can artwork. Preserve product and label color. Current RTD format: 355 ml cans, in packs of 12.
LIFESTYLE	Adult, natural, inclusive and credible. Show a real occasion and an achievable serve. People belong in the occasion, not in a claim.
DO NOT	Generate substitute labels, recolor products, infer endorsements, or use styling that implies unsupported health or performance claims.

CHANNEL + MARKET EXPRESSION

One identity. Different expressions.

Keep the recognizable core intact while adapting commercial details by channel and market.

ECOMMERCE

Clarity first

- Clean bottle + can photography
- Exact product name + format
- Strong contrast + useful buying information
- Conversion may flex inside brand guardrails

SOCIAL + FILM

Show the serve

- Keep bottles and cans identifiable
- Let setting, pace + occasion change by platform
- Protect label, category context + product facts
- Use creators without implying unsupported claims

RETAIL + TRADE

Teach the category

- Spirit-style navigation
- Precise descriptors
- Achievable serves
- Shelf, menu + staff education should feel like one system

GLOBAL CORE Logo artwork • master digital colors • tone principles • photography logic • product truth

MARKET LAYER Legal descriptor + language • units + currency • approved local claims • price, tax, shipping, returns + support

RELEASE IN ONE MINUTE

Quick reference

The fastest check before creative or production goes live.

DO

Use the system

- Use approved logo files
- Use exact digital HEX values
- Show exact current bottle + can art
- Adapt scene, crop + layout
- Keep adult occasion credible

DO NOT

Avoid shortcuts

- Redraw or stretch the logo
- Create a second decorative palette
- Generate substitute labels
- Hide product truth in styling
- Use guilt, recovery or medical cues

SEPARATE APPROVAL

Escalate first

- New logo variants or partner lockups
- Print inks, foil + substrates
- Claims, certifications + commercial offers
- Exceptions to digital type hierarchy
- Endorsements or permanent affiliations