ARKAY ZERO PROOF

Operations

Governance, product truth, approvals, localization and release control.



OPERATING PRINCIPLE

One source of product and brand truth.

The master is the reference. These books are operating shortcuts, not competing sources of truth.

SOURCE

What is known

- Approved identity
- Current bottle + can product records
- RTD: 355 ml cans, in packs of 12
- Current pack artwork + market facts
- Retained evidence

STRATEGY

What is recommended

- Positioning + creative systems
- Channel guidance
- Retain the approved phrase: “Without alcohol or intoxication”
- Leadership-approved recommendations

RELEASE

What may be published

- Market-specific, versioned + approved combination of product truth
- Commercial state
- Claims + rights
- Channel execution

APPROVAL MODEL

Brand: positioning + identity • Quality / regulatory: formula, label + claims • Commercial: price, terms + trade promises • Digital: website + regional content • Brand: photography + campaign rights • Named release owner: publication

EVIDENCE CONTROL

Claims need an evidence owner.

Advertising or appearing on a network does not constitute endorsement.

CLAIM FAMILY	MINIMUM CONTROL
Alcohol / nutrition / allergens	Approved SKU + market label and supporting product documentation
Technology + patent	Current technical description + patent documentation; preserve Patent Pending status
Awards / market leadership	Original award / study, date, category, methodology + permission
Medical / safety / certification	Appropriate substantiation + specialist approval
Environmental / plant-based	Product-specific materials + claim evidence
Affiliation / media	Signed partnership / rights or verifiable publication context

Do not imply unapproved affiliation, partnership, distribution or endorsement.

CONTROLLED ASSET LIBRARY

One structure. One version standard.

Final source files live in the system, not in screenshots or local desktop copies.

FOLDER	WHAT BELONGS THERE	RELEASE RULE
01 / IDENTITY	Logo masters, approved colors + type rules	No local redrawing or improvised variants
02 / PRODUCT TRUTH	SKU, market, formula, label text, care, logistics + evidence	Every published fact resolves to a version + owner
03 / PACK ART	Dielines, separated artwork, proof + sign-off	Final ink specs live here, not website screenshots
04 / IMAGES + FILM	Original captures, retouches, rights, crops + exports	Exact product + market version; no generated label substitutes
05 / CHANNEL KITS	Web, trade, staff training, recipes, POS + campaigns	Only approved source data; expiry / review date
06 / ARCHIVE	Superseded art, old claims + withdrawn offers	Marked obsolete + excluded from routine production search

VERSION STANDARD **ARKAY_[Market]_[SKU-or-Topic]_[AssetType]_[Language]_vXX_[YYYYMMDD]**

MARKET CONTROL

Localize the commercial truth, not the core identity.

Versioning and approval should travel with every market asset.

Global core - do not localize

- Logo artwork
- Master color values
- Tone principles
- Photography logic
- Source-file discipline

Market layer - localize with approval

- Product descriptor + label language
- Nutrition basis + approved claims
- Units + currency
- Price, tax, shipping + returns
- Customer contact + market-pack imagery

RELEASE RECORD • Owner | Source version | Approvers | Effective date | Review date | Rights expiry | Supersedes | Distribution list

OPEN GATES + PUBLICATION CHECK

Resolve known source conflicts before external rollout.

A release is only as strong as the current source behind it.

OPEN CONFLICT	REQUIRED DECISION
Opening life: website four weeks vs photographed label twelve weeks	Quality approves one current market-specific instruction
Mixed 24-bottle language vs 24 per flavor	Commercial owner publishes one approved terms sheet
12-bottle boxes vs 6-bottle increments	Operations confirms sale unit, ship unit + mixed-case rules
U.S. DTC price vs wholesale suggested retail price	Define channel, currency, tax treatment, term + effective date
General nutrition vs photographed serving basis	Approve exact serving size, units + label version for each market
Broader international domain portfolio not fully governed	Maintain complete registry of priority domains, owners, redirects, forms + portals

GATE	RELEASE STANDARD
Identity	Original logo, exact digital values + approved web typography
Product	Correct name, format, image, ingredients, care + claims
Commercial	Approved market price, currency, stock + delivery state
Experience	Readable layouts, contrast, working forms, checkout + destinations
Rights	Documented asset, partner, music + talent permissions
Accountability	Named owner, signed approval + next review date

RELEASE STANDARD

Operations quick reference

The simplest operating rule: publish only what is current, owned, evidenced and approved.

FIXED

Non-negotiable

- Current product truth + label version
- Approved claims + evidence
- Named accountable owner
- Rights + market commercial state

RECOMMENDED

Control the system

- Controlled asset library
- Version naming + release record
- Localization QA
- Cross-functional publication checklist

FLEXIBLE

Adapt after approval

- Channel-specific execution
- Market language + commercial conditions
- Review cadence + expiry date
- Distribution list after approval