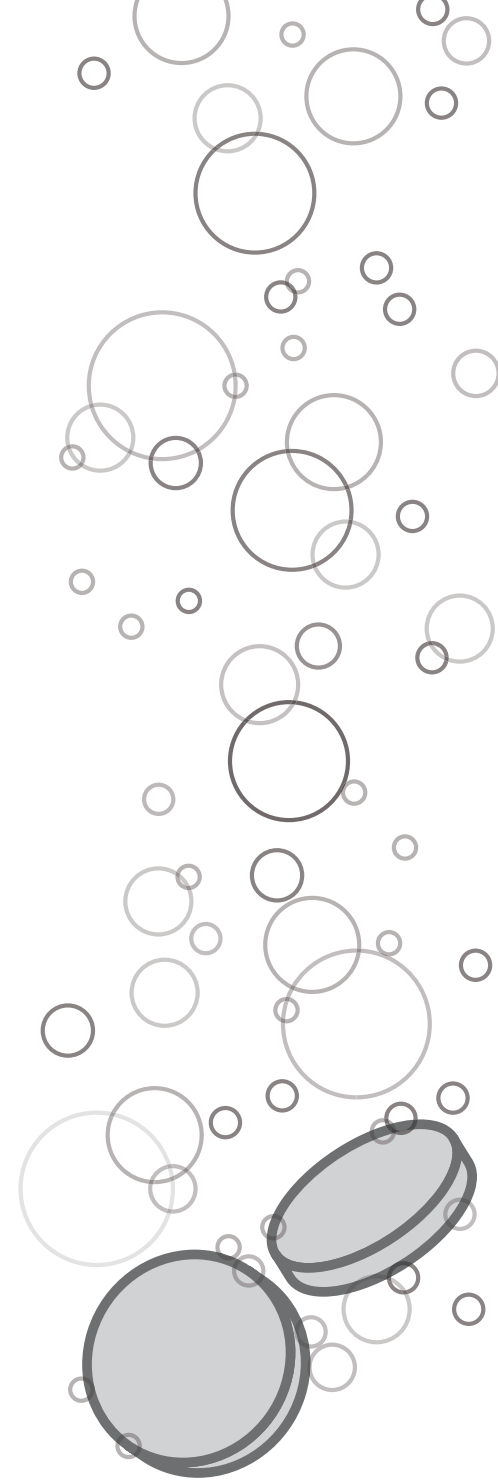# splizz

WELCOME TO THE SPLIZZ BRAND

These guidelines have been created to help you understand our identity and how it should be used. From using the right logo in the right color, to using the right font and typeface, this guide will help you know what to do and what not to do.

By using and applying them correctly, you can help make sure that all our communications are consistent, clear and easily recognizable (and that they live and breathe pain relief).

1.0
THE SPLIZZ IDENTITY

MISSION

Becoming the trusted brand for fast, effective and safe multi-symptom pain relief

We get you. We get pain. We've developed Splizz to offer multi-symptom pain relief without the compromises that come with other OTC pain medications. So, when you're hurting, Splizz is your help against hurt.

Providing resources and information to help you live a pain free life

We are dedicated to ensuring you enjoy the best quality of life. Pain can restrict you from participating in certain activities. We will provide tips, tools and guidance from experts to help you avoid pain and live well.

Be transparent in everything we do and give back

We will be candid and at the cutting edge of social activism. Pain, in every form, sucks, period. When you choose Splizz, you'll help to inspire and implement solutions to the pains of life in all facets: physical, emotional, psychological and even financial. Together, we can remove pain from the world one issue at a time.

SPLIZZ EXISTS TO PROVIDE OPTIMAL
HELP AGAINST HURT

Pain hurts. Sometimes it seems like it won't go away. Then if you run out to the drug store to find something for your multiple pain symptoms, you are bombarded at the aisle with tons of options and various active ingredients. How do you know which one is right for you? How do you make the right choice?

We make choosing the right pain medication easy. When we developed Splizz we considered all of the benefits anyone would seek in a multi-symptom pain reliever, delivery speed, effectiveness and safety, and packaged them up into one simple brand.

Splizz is designed to deliver the fastest, most effective multi-symptom pain relief. Its pleasant, citrus taste is easy to drink and gentle on your stomach. The fizzing action means it starts to work while it's in the glass – when you see it fizzing, you know it's working.

Splizz is backed by science, formulated to be fast-acting and ready to splash in a glass to fizz like nobody's business — to get you back to you!
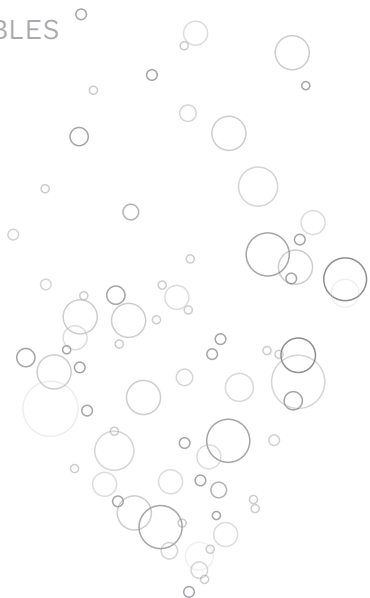
2.0

SPLIZZ CORE ELEMENTS

MASTER LOGO

splizz
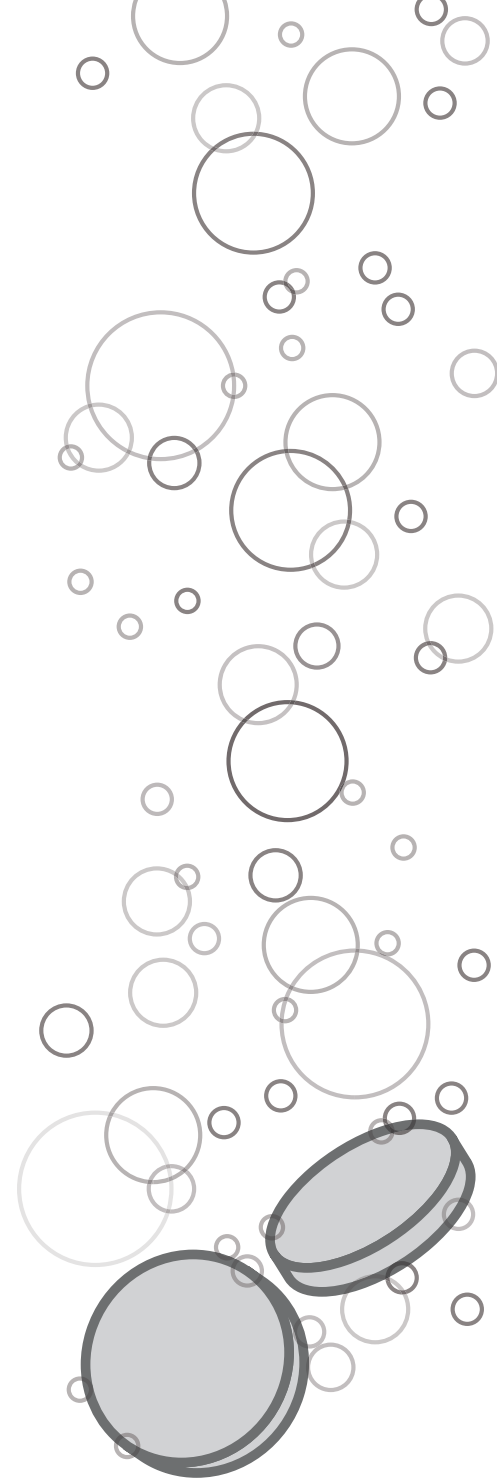
TAGLINE

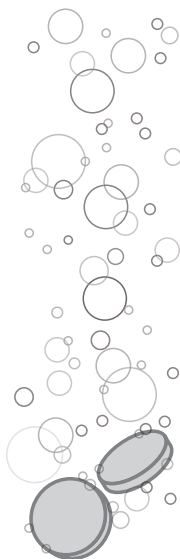*Help against hurt.*

LOGO WITH TAGLINE LOCK-UP
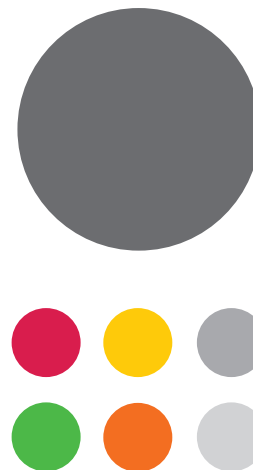
splizz

Help against hurt.

FIZZ BUBBLES

TABLETS AND FIZZ BUBBLES

COLOR PALETTE

OMNES FONT

Omnes Bold

Omnes Semibold

Omnes Medium

Omnes Regular

Omnes Light

Omnes Italics in all weights

Our logo is unique to us and has been specially designed to express our core values.

It can be used in isolation (1), with our tagline (2) or in conjunction with either our tablets and fizz (3).

1 Logo
2 Logo with tagline lock-up
3 Logo with tablets and fizz lock-up

1

2

Help against hurt.

3

1 SPACING

To make sure our logo retains its impact, we keep it prominent and clearly visible by placing it within a clear space area.

The clear space area defines the minimum area of clear space around the logo. It must always be kept free of any type or graphic elements.

The clear space area is equivalent to the height of the "p" in our logo as indicated opposite.

2 MINIMUM SIZE

Our logo is fully scalable and has no maximum size but it does have a minimum size which is .5 inches edge-to-edge horizontally for all applications.

3 LOGO WITH TAGLINE LOCK-UP

There is both a logo with tagline lock-up and a small usage logo with a tagline lock-up (4). The logo with tagline lock-up is used for larger size application and the small usage version is used for reproduction at a smaller size.

1

SPACING

2   .5 inch

MINIMUM SIZE

3

LOGO WITH TAGLINE LOCK-UP

4

SMALL USAGE LOGO WITH TAGLINE LOCK-UP

There is both a primary and secondary color palette, these are shown opposite.

The dominant brand color is our gray and should always be the one to use in the first instance.

Only the Splizz gray can be used in decreasing tint values from 40%K to 10%K.

The secondary palette acts as accent colors or flavor colors. These can be used carefully in various applications.

PRINTING GUIDANCE
When reproducing Splizz Gray, it's very important that the paper or material being printed on to is taken into consideration.

Printing on a 'coated' stock or material (which is less absorbent) will result in a brighter, more vivid color than printing on an 'uncoated' stock or material (which is more absorbent) – this is due to the differing porousness of the surfaces.

With this in mind, a different value of gray has been specified for coated and uncoated stocks, so as to achieve a more consistent color across different materials.

PRIMARY COLOR PALETTE

SPLIZZ GRAY
70%K

40%K   20%K   10%K

LITHO
Pantone Coated Cool Gray9
CMYK (C)   C0 M0 Y0 K70
Pantone Uncoated Cool Gray9
CMYK (U)   C0 M0 Y0 K70

DIGITAL PRINT
CMYK (C)   C0 M0 Y0 K70
CMYK (U)   C0 M0 Y0 K70

DIGITAL
RGB   R90 G91 B94
HEX   5A5B5E

IMPORTANT:
While Pantone Cool Gray9 is the primary Splizz value, Pantone Cool Gray11 should be used for reproduction on uncoated or porous substrates. Digital CMYK values should be used for digital printing. This is to ensure a more consistent color across different materials.

SECONDARY COLOR PALETTE REFLECT CITRUS FLAVORS

Red Grapefruit

LITHO
Pantone 1935C
CMYK (C)   C10 M100 Y65 K0
Pantone 206U
CMYK (U)   C10 M90 Y50 K0

DIGITAL PRINT
CMYK (C)   C10 M100 Y65 K0
CMYK (U)   C10 M90 Y50 K0

DIGITAL
RGB   R206 G0 B61
HEX   CE003D

Lemon

LITHO
Pantone 116C
CMYK (C)   C0 M20 Y100 K0
Pantone 115U
CMYK (U)   C0 M20 Y90 K0

DIGITAL PRINT
CMYK (C)   C0 M20 Y100 K0
CMYK (U)   C0 M20 Y90 K0

DIGITAL
RGB   R255 G194 B12
HEX   FFC20C

Lime

LITHO
Pantone 361C
CMYK (C)   C70 M0 Y100 K0
Pantone 368U
CMYK (U)   C65 M0 Y100 K0

DIGITAL PRINT
CMYK (C)   C70 M0 Y100 K0
CMYK (U)   C65 M0 Y100 K0

DIGITAL
RGB   R68 G174 B56
HEX   44AE38

Orange

LITHO
Pantone 1505C
CMYK (C)   C0 M70 Y100 K0
Pantone Orange 021U
CMYK (U)   C0 M70 Y90 K0

DIGITAL PRINT
CMYK (C)   C0 M70 Y100 K0
CMYK (U)   C0 M70 Y90 K0

DIGITAL
RGB   R237 G89 B27
HEX   ED591B

NEVER alter the logo elements.

NEVER distort the logo

NEVER use unapproved colors

1 EXSPLIZZIT TALK LOGO

To make sure our logo retains its impact, we keep it prominent and clearly visible by placing it within a clear space area. It must always be kept free of any type or graphic elements. It must always include the tagline.

The logo is always displayed with the original Splizz logo in center while the other letterforms sourround it in the Splizz red color. This allows for the unique spelling to be easily understood.

2 EXSPLIZZIT TALK BLOG

Our exsplizzit talk blog is a sharing and ever evolving life centered platform. It will contain relevant topics presented in conversational, yet factual, authentic, "authoritative" and helpful ways.

Its aim is to highlight the aspects of our lives that contribute to pain and as well as provide guidelines for living life to the fullest with as little pain as possible.
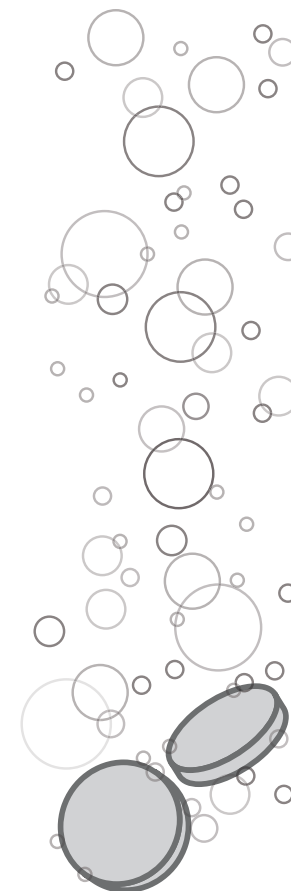
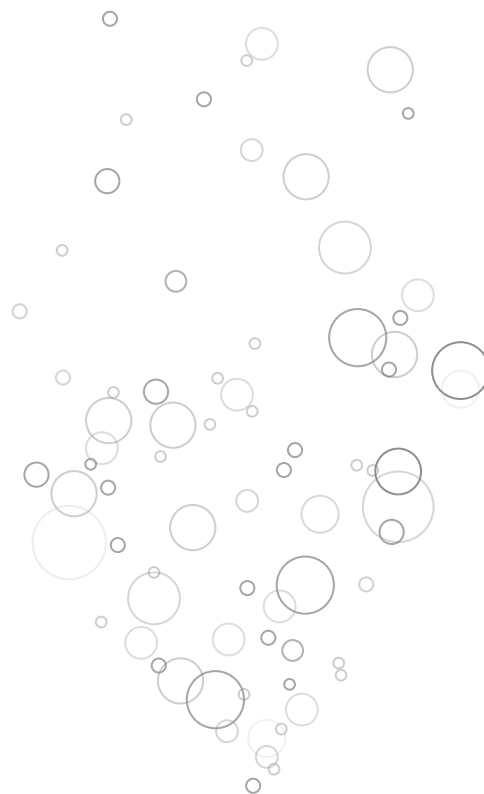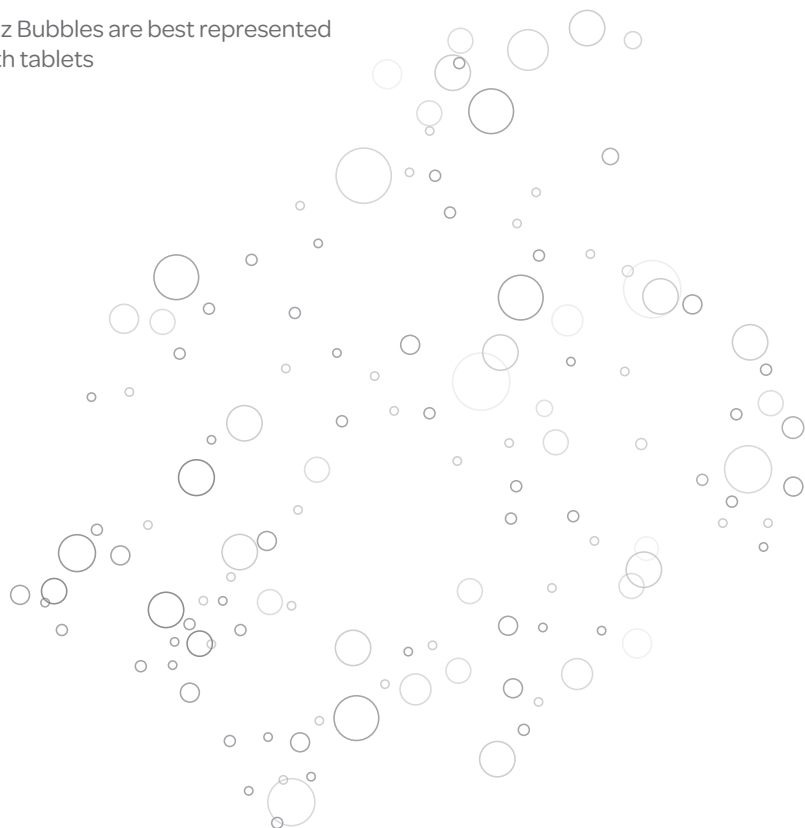**1**

2
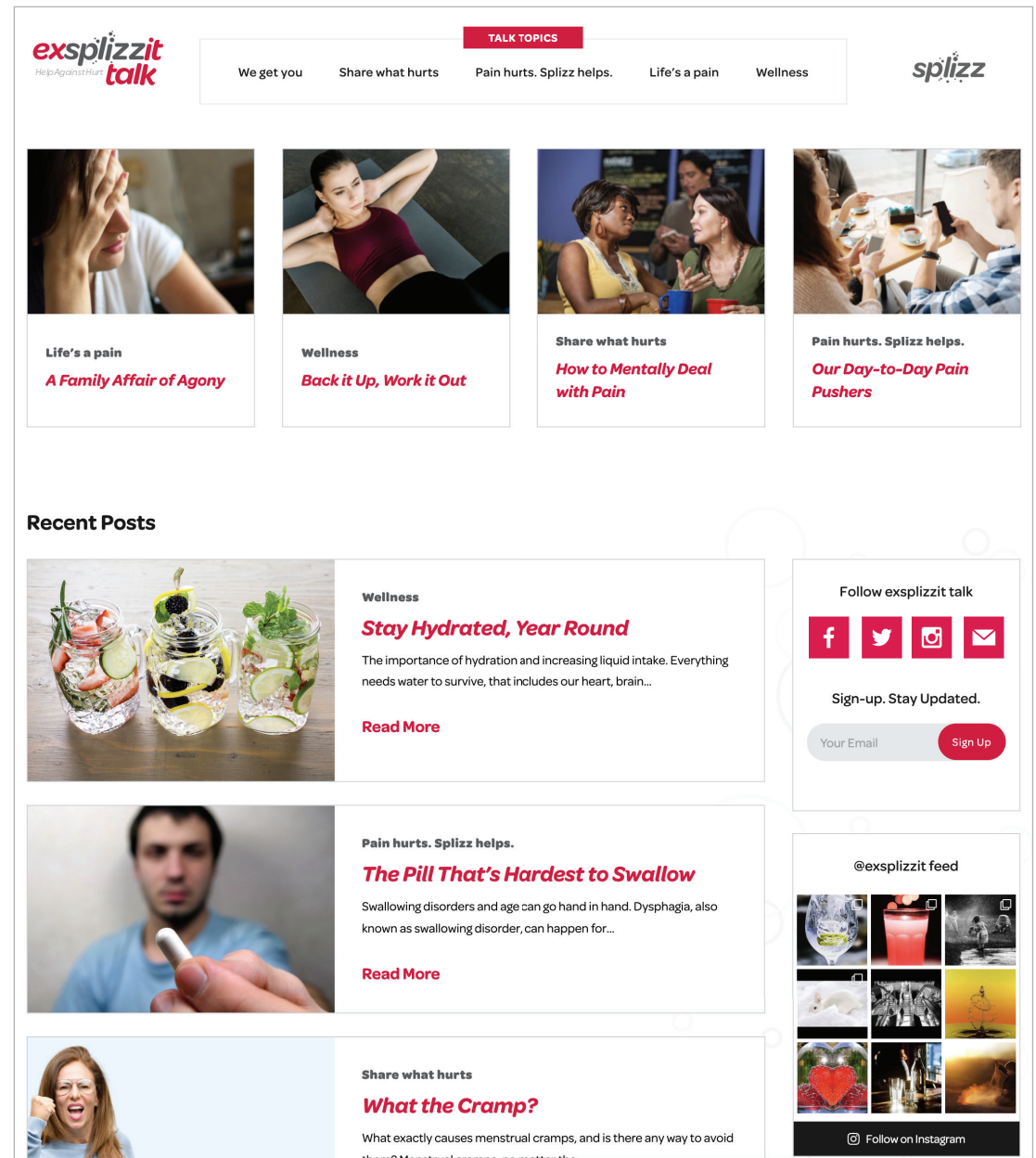
Our Fizz Bubbles are shown opposite.

USAGE:
Fizz Bubbles may be arranged in any way to fit specific applications. Always use outline bubbles with the same weight and various tones.

Fizz Bubbles are best represented with tablets

These icons represent various types of consumer pain.

USAGE:
Use these icons for web, sales or marketing collateral to show the versatility or our product. The pain indicator should always be represented in the red grapefruit color.

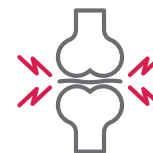|			
Female Headache/Stress	Male Headache/Stress	Toothache	Earache
Sinusitis	Neck Pain	Chest Pain	Body Ache
Stomach Ache	Back Pain 1	Back Pain 2	Arthritis
Wrist pain	Menstrual Cramps	Knee/Joint Pain	Hangover

Our font is called Omnes and is used for all applications. It is specially designed to portray our brand and expresses simplicity and style while conveying clarity and legibility.

It comes in many weights for greater flexibility. It is to be used exclusively and no other typeface should be used unless permission has been sought by the brand guardians.

Type can be set in Splizz gray, black, secondary colors or white.

Omnes Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Omnes SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Omnes Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Omnes Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Omnes Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
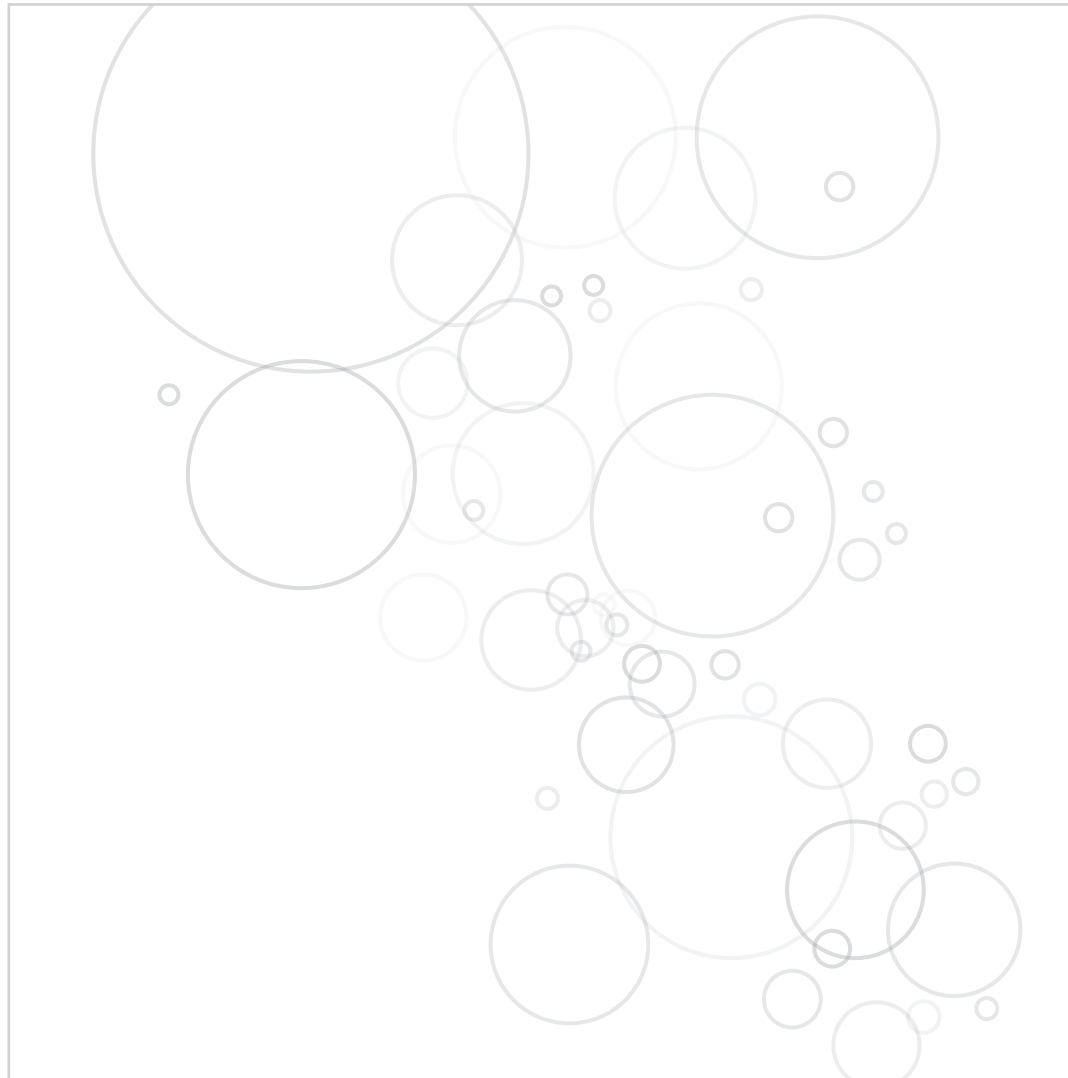
Omnes ExtraLight

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

USAGE
Use our Fizz Bubbles backgrounds
to add texture to simple layouts
or text only elements.

USAGE
Use our Fizz Bubbles backgrounds
to add texture to simple layouts
or text only elements.

3.0
SPLIZZ PACKAGING

EXTRA STRENGTH

splizz

Fast Pain Reliever

Acetaminophen,
Aspirin **(NSAID)** &
Caffeine

Pain Reliever | Pain Reliever Aid

Orange

20 Effervescent Tablets

EXTRA STRENGTH

splizz

Fast Pain Reliever

Acetaminophen,
Aspirin **(NSAID)** &
Caffeine

Pain Reliever | Pain Reliever Aid

Orange

12 Effervescent Tablets

EXTRA STRENGTH

splizz

Fast Pain Reliever

Acetaminophen,
Aspirin **(NSAID)** &
Caffeine

Pain Reliever | Pain Reliever Aid

Orange

2 Effervescent Tablets

EXTRA STRENGTH

splizz

Fast Pain Reliever

Acetaminophen,
Aspirin **(NSAID)** &
Caffeine

Pain Reliever | Pain Reliever Aid

Red Grapefruit

20 Effervescent Tablets

EXTRA STRENGTH

splizz

Fast Pain Reliever

Acetaminophen,
Aspirin **(NSAID)** &
Caffeine

Pain Reliever | Pain Reliever Aid

Orange

20 Effervescent Tablets

EXTRA STRENGTH

splizz

Fast Pain Reliever

Acetaminophen,
Aspirin **(NSAID)** &
Caffeine

Pain Reliever | Pain Reliever Aid

Lemon

20 Effervescent Tablets

EXTRA STRENGTH

splizz

Fast Pain Reliever

Acetaminophen,
Aspirin **(NSAID)** &
Caffeine

Pain Reliever | Pain Reliever Aid

Lime

20 Effervescent Tablets

EXTRA STRENGTH

splizz

Fast Pain Reliever
Acetaminophen,
Aspirin (NSAID) &
Caffeine
Pain Reliever | Pain Reliever Aid
Red Grapefruit
2 Effervescent Tablets

EXTRA STRENGTH

splizz

Fast Pain Reliever
Acetaminophen,
Aspirin (NSAID) &
Caffeine
Pain Reliever | Pain Reliever Aid
Orange
2 Effervescent Tablets

EXTRA STRENGTH

splizz

Fast Pain Reliever
Acetaminophen,
Aspirin (NSAID) &
Caffeine
Pain Reliever | Pain Reliever Aid
Lemon
2 Effervescent Tablets

EXTRA STRENGTH

splizz

Fast Pain Reliever
Acetaminophen,
Aspirin (NSAID) &
Caffeine
Pain Reliever | Pain Reliever Aid
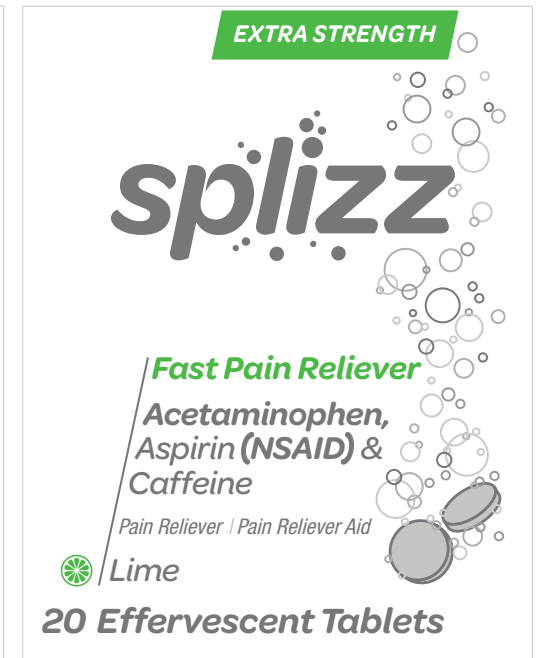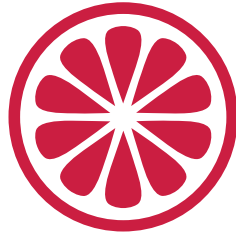Lime
2 Effervescent Tablets
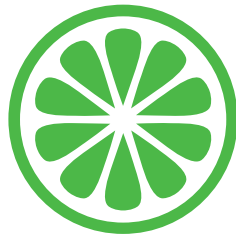
USAGE
Use our Citrus flavor icon to add color and interest to certain design executions.

Red Grapefruit

Lemon

Lime

Orange

For shipping 3-4 packages

For shipping 1-2 packages

MARGA LABS, LLC.

info@margalabs.com

4.0
CONTACT