



Pristine Water Systems Australia

Branding, Marketing and Design

Brand Identity Guidelines



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Section One: The Core Foundations

Core Brand Foundations



Pristine Water Systems Australia (PWSA)

The Franchise

Pristine Water Systems Australia (PWSA) represents the franchisor, the organisation that licenses the Pristine Water Systems brand and supports its network of franchisees across Australia. PWSA's mission is to ensure Australians have access to clean and safe tank water through a network of trusted and reliable franchisees. This is achieved by providing exceptional support, training, and innovative water management solutions. Internal documents may use the reference of PWSA, however all external documents must be written in full ie: Pristine Water Systems Australia.

Pristine Water Systems (PWS)

The Service

Pristine Water Systems (PWS) refers to the service delivered by our individual franchisees directly to clients. Franchisees utilise PWSA's proven methods and technologies to provide water tank cleaning, filtration, and treatment solutions, guaranteeing clean and healthy water for Australian homes and businesses. The PWS name signifies the local expertise and commitment the franchisees bring to delivering this vital service in communities throughout Australia. Internal documents may use the reference of PWS, however all external documents must be written in full ie: Pristine Water Systems.



PWSA Mission and Vision

Building Saleable Assets For Aspiring Intrapreneurs

Pristine Water Systems Australia (PWSA) empowers aspiring intrapreneurs to achieve their business goals, make a positive community impact, and build a saleable asset for the future, all within our established operational framework.

PWSA envisions a network of thriving franchisees leading successful Pristine Water Systems businesses. We provide a foundation for success with over 50 years of combined experience, ongoing training, innovative water management solutions, and the support of a collaborative network. This framework empowers franchisees to innovate within the guidelines, fostering an environment where creativity and initiative are encouraged. The franchise is dedicated to helping franchisees build a business they can be proud of, while delivering a vital service that ensures Australians have access to clean, healthy water.

PWSA envisions becoming the undisputed leader in clean and safe tank water solutions across Australia. The continued success of its franchisees, who operate within the established framework, is paramount in achieving this goal. PWSA fosters a collaborative environment where franchisees can share best practices, learn from each other, and explore innovative service delivery methods that strengthen the brand.



PWS Mission and Vision

Undisputed Leader in Clean and Safe Tank Water Solutions

Pristine Water Systems prioritises the well-being of Australians by providing comprehensive water tank cleaning, filtration, and treatment solutions. Their mission is to ensure every household enjoys the benefits of clean, healthy tank water.

Pristine Water Systems envisions a future where every Australian household enjoys the peace of mind that comes with clean, healthy tank water. They aim to be the leading provider of water tank solutions, recognized for their expertise, innovative technology, and unwavering commitment to client satisfaction. By partnering with Pristine Water Systems, homeowners can be confident their families are drinking the cleanest, healthiest water possible.

Pristine Water Systems ensures your water tank remains a reliable source of fresh water, bringing peace of mind to every home.



Logo Design

Core Brand Signature



Clean and Simple

A clean white background maximises logo visibility, maintains legibility, and presents a fresh, modern aesthetic – the preferred choice for most scenarios.



Maintain Clarity

To ensure the logo remains clear and uncluttered, a designated exclusion zone surrounds it. This empty space prevents other visual elements from crowding the logo, allowing it to breathe and maximising its impact.



Dark Backgrounds

While our logo is primarily designed for use on a white background, we understand that specific situations may necessitate its use on darker backgrounds. In these circumstances, a slight variation of the logo is acceptable, as shown.



Unacceptable Logo Design

Clearly Defined Logo Limitations

The logo is the cornerstone of Pristine Waters' brand identity. To ensure consistent and recognisable brand presentation, strict adherence to the logo's design is essential. This includes:

- **Maintain Colour Accuracy:** Do not change the logo to pure black.
- **Preserve Proportions:** Never stretch or distort the logo.
- **Ensure Clarity:** Always use high-resolution versions of the logo.
- **Respect the Original Design:** Do not alter the logo in any way. The water ripples are an integral design element and must not be removed. Additionally, avoid drop shadows or outline effects.





Logo Sizing

Best Practices for Logo Sizing

Ensuring the logo is displayed consistently and effectively across various mediums is crucial for maintaining brand recognition. This below outlines essential guidelines for logo sizing in both digital and print applications.

- **Maximum Sizing:** For optimal presentation, the Pristine logo shouldn't exceed 1000px in digital use or 264mm in print. This ensures clarity and prevents distortion that could affect brand recognition.
- **Minimum Sizing:** To preserve the logo's impact and legibility across various applications, a minimum size is recommended. In digital use, the logo shouldn't be smaller than 300 pixels, and for print, the minimum size is 79 millimeters. This ensures clear reproduction and prevents the logo from becoming too small and losing its effectiveness.
- **Proportion and Space Allocation:** While the logo is a central element, it's important to maintain a balanced composition. As a general rule, the logo should occupy no more than 20% of the available space, whether digital or print. This ensures proper emphasis without overwhelming other content. However, in situations where the minimum or maximum size limitations (300px digital, 79mm print; 1000px digital, 264mm print) would be exceeded by adhering to the 20% rule, prioritize those size restrictions. This ensures the logo's legibility and maintains brand recognition even in scenarios with limited space.



Logo Placements

Best Practices for Logo Positioning

Ensuring the logo is positioned consistently across all branded materials strengthens brand recognition and creates a sense of professionalism. Here's a quick guide to Pristine Water Systems' recommended logo placements:

- **Top Left for Documents:** For a clean and organised look, the Pristine Water Systems logo should be placed prominently in the top left corner of documents like letters, proposals, and brochures. This allows space at the bottom of the document for vital contact information.
- **Top Left for Marketing Materials:** Consistency is key. Similar to documents, the logo should also occupy the top left corner of marketing materials such as flyers, posters, and social media graphics. This allows space at the bottom of the document for vital contact information.
- **Middle Bottom for Certificates:** For a more formal presentation on certificates and awards, the Pristine Water Systems logo can be centered at the bottom middle of the document. In this placement, avoid placing any information below the logo.





Logo Exception

Favicon Square Logo Alteration



Favicon Specific Logo

There is one exception to the standard logo usage rules: the Favicon Square logo alteration. This logo was specifically designed for situations requiring a very small, square representation, typically used as a favicon (website icon) displayed in browser tabs. Applying the standard logo at such a reduced size would result in a loss of detail and clarity. The Favicon Square logo should be used exclusively for favicon purposes (generally around 16x16 pixels).



Maintain Clarity

To ensure the logo remains clear and uncluttered, a designated exclusion zone surrounds it. This empty space prevents other visual elements from crowding the logo, allowing it to breathe and maximising its impact.



Footer Design

Enhancing the Brand



Minimalist Design

The primary footer serves a functional purpose, providing essential information while maintaining a clean and uncluttered layout. It's positioned at the absolute bottom of the document, occupying a minimum and maximum space 1/8th of the page.



Secondary Designs

In instances where the primary footer, when positioned at the document's bottom, occupies less than 1/8th of the page, secondary footer designs offer additional options. These designs often mirror the document's colour scheme, with darker options commonly used on the front page and lighter variations on the back. This approach ensures all brand colours are represented while maintaining a clean aesthetic.



Footer Placement

Best Practices for Footer Placement

Pristine Water Systems prioritizes clear communication and a professional image in all its documents. To achieve this, a minimalist footer design complements the brand identity.

- **Placement:** Footers should be positioned at the absolute bottom of the document for a clean and uncluttered layout.
- **Size:** Footers should occupy 1/8th of the vertical page space, minimizing visual impact while providing necessary information. Where the primary footer occupies less than this, utilise the secondary footer designs.
- **Colour Scheme:** A white background is the primary choice for footers, maintaining consistency with the document's overall clean aesthetic. Text within the footer should be displayed in white colour only and must be clearly legible according to the Colour Accessibility Guidelines.
- **Content:** Footers should include only essential information, such as: Copyright notice (e.g., © 2024 Pristine Water Systems), Company website address (optional) and Page number (optional for multi-page documents) and always positioned on the left hand side. Phone numbers and vital contact information should **never** be included in this section.



Section Two: Brand Aesthetic

Clean, Clear and Fresh



Brand Aesthetic

Clean, Clear and Fresh

Pristine Water Systems Australia (PWSA) cultivates a brand aesthetic that reflects the purity and freshness of the clean water it delivers. Here's how this is achieved:

- **Focus on Clarity and Brightness:** Prioritise high-resolution images that are bright, airy, crisp, and free of clutter. Showcase crystal-clear water, sparkling tanks, and happy families enjoying clean water. Ensure even the images themselves maintain a sense of openness and avoid busy compositions. Avoid black kitchen features.
- **Natural Light:** Utilise photographs bathed in natural light whenever possible. This reinforces the feeling of purity and freshness associated with clean water.
- **Authenticity:** Use authentic imagery featuring real PWSA franchisees and happy clients. This fosters a sense of connection and trust with the audience. Images should depict real people in natural settings, avoiding overly staged or overly artificial-looking compositions.
- **Fresh and Uplifting:** The overall brand aesthetic should evoke a feeling of freshness, rejuvenation, and confidence associated with clean, healthy water. This includes deliberately leaving areas of designs blank and clear.
- **Approachable and Trustworthy:** Maintain a sense of approachability and trustworthiness through clear communication and genuine imagery.



Primary Colours

Brand Building Blocks

22B1E7
Process Cyan

FFFFFF
White

38548D
YInMn Blue

2B9ED4
Celestial Blue

191746
Russian Violet



Primary Colours Accessibility

Balancing Core Brand Identity with Usability

Process Cyan

- Do not use as a font
- Do not use as a background
- Reserved for graphics, accents and in logo use only

White

- Main page background
- Can be used as a font on darker sections but only in minimal circumstances and predominately for headings

YInMn Blue

- Can be used as a font on white background in any size
- Do not use as a font on dark backgrounds
- Can be used as a background with White font in minimal amounts. Best used for Headings and not block amounts of text.

Celestial Blue

- Can be used as a font on white background if text size is over 24 points
- Can be used as a background only in instances where White font is sized over 24 px

Russian Violet

- Can be used as a font on white background in any size
- Do not use as a font on dark background
- Can be used as a background with White font in any size, however be mindful not to overuse.



Secondary Colours

Enhancing Brand Expression

DF9726
Harvest Gold

98CB81
Pistachio

BCBCBC
Silver

EBF6F8
Azure

CEEEED
Mint Green



Secondary Colours Accessibility

Balancing Impact with Core Brand Identity

Harvest Gold	Pistachio	Silver	Azure	Mint Green
<ul style="list-style-type: none">• Best used for Call to Action Buttons to encourage users to click• Do not use with white font. Only black font is acceptable.• Do not use as a font colour on a white background	<ul style="list-style-type: none">• Best used as hover link or alternative Call to Action colour• Do not use with white font. Only black font is acceptable.• Do not use as a font colour	<ul style="list-style-type: none">• Best used as a highlight colour for graphics borders and minimal elements such as lines or dot points.• Do not use as a font colour• Do not use with white or black font over the top	<ul style="list-style-type: none">• Best used as a background colour to highlight blocks of texts and make them stand out from a white background• Do not use as a font colour• The Primary Colour YInMn Blue can be used as a font colour only where text size is greater than 18	<ul style="list-style-type: none">• Best used as a background colour to highlight blocks of texts and make them stand out from a white background• Do not use as a font colour• The Primary Colour YInMn Blue can be used as a font colour only where text size is greater than 18



PWSA Brand Imagery

Real Franchisees, Real Business

Pristine Water Systems Australia (PWSA) goes beyond a brand – it's a collaborative network dedicated to delivering clean water to homes across Australia. PWSA's brand imagery reflects this collaborative spirit by showcasing the people who drive their success – the franchisees.

- **Franchisees in Action:** Feature images of franchisees in their branded vehicles, proudly serving communities. These visuals personalise the PWSA experience and establish a local connection with potential clients.
- **Teamwork and Camaraderie:** Capture the energy and collaboration of the entire PWSA network, united in their dedication to clean water solutions. This highlights the strength and expertise behind the brand.
- **Happy clients:** Importantly, showcase franchisees working alongside satisfied clients. This reinforces the positive impact PWSA makes on people's lives.
- **Focus on Benefits:** The visuals should paint a clear picture: by joining PWSA, you're not just building a business; you're becoming part of a collaborative network that makes a tangible difference. It's a chance to be part of something larger, impactful, and something that allows you to build lasting relationships within your community.



PWSA Brand Imagery

Real Franchisees, Real Business





PWS Brand Imagery

Positive Emotions of Clean and Healthy Tap Water

Pristine Water Systems (PWS) brand imagery should focus on conveying the positive emotions associated with clean, healthy water readily available from your taps. All images should be bright and light in overall colouring.

- **Happy People Enjoying Clean Water:** Prioritise images showcasing satisfied clients utilising their home water for everyday activities. This could include scenes of families filling glasses from the kitchen tap, preparing meals, or simply refreshing themselves with a cool drink.
- **Focus on Benefits:** The visuals should emphasize the positive outcomes achieved through a PWS water tank solution. This reinforces the connection between PWS and improved health and well-being.
- **Local Marketing Materials:** For local marketing materials, photographs featuring the franchisee alongside their branded vehicle are permissible. These visuals personalise the PWS experience and establish a local connection with potential clients.
- **Responsible Use of Before Footage:** While acceptable for limited use, consider incorporating brief "before" footage showcasing the potential problems or unhealthy conditions inside water tanks. This can be used to highlight the need for a solution but should be utilised sparingly. PWS imagery should emphasize the positive transformation achieved through their services.



PWS Brand Imagery

Positive Emotions of Clean and Healthy Tap Water





Vehicle Specific Design Elements

Additional Design Elements Limited to Vehicle Usage

Pristine Water Systems' brand identity extends beyond static graphics. To ensure clear and impactful brand representation on the unique shape of vehicles, the company incorporates three additional design elements specifically for vehicle wraps. These elements leverage the distinct size and form of vehicles to maximize brand visibility and recognition on the road.





Vehicle Specific Design Placement

Best Practices for Vehicle Design Placement





Uniform Specific Design

Maintaining Brand Consistency Through Uniforms

Pristine Water Systems Australia takes pride in its professional brand image, and uniforms are a key element. To ensure a consistent and professional presentation across all franchises, uniforms are purchased through a designated supplier. This guarantees quality and fit and, most importantly, maintains the exact colour palette for all uniform components, especially shirts.

The uniform designs are clean and simple, reflecting the professionalism and reliability of the Pristine Water Systems brand. This fosters a sense of trust and unity among both team members and clients.

Please note: The designs included in this guide are the currently approved versions. Uniform designs may evolve slightly over time, pending available supply, with all updates subject to Pristine Water Systems approval and communicated to the franchise network.



Uniform Specific Design Examples

Fresh, Modern and Clean Design





Additional Product Examples

Strategic Brand Visibility

Pristine Water Systems Australia is committed to continuous innovation and brand growth. To further solidify brand recognition in the community, PWSA will occasionally introduce new product designs for franchisee use. These additional products, such as water bottles, branded merchandise, or even banner flags, will strategically elevate brand visibility during on-site visits and community engagement. This commitment to brand expansion ensures Pristine Water Systems stays top-of-mind with existing and potential clients. This page serves as a reference point for any additional product designs, with an example included to demonstrate how these products seamlessly integrate within the established brand guidelines.





Section Three: Brand Voice

Approachable and Solution-Orientated



Brand Voice

Approachable and Solution-Orientated

PWSA & PWS cultivates a friendly and approachable brand voice, brimming with confidence and knowledge.

- **Friendly and Approachable:** The brand voice is concise language that's easily understood by everyone, regardless of technical background. Imagine a helpful neighbor offering friendly guidance to ensure clean, healthy water.
- **Confident Expertise:** While friendly, brand voice exudes confidence in knowledge and expertise. For years, PWS has provided water tank solutions for Australians, understanding the complexities of maintaining a safe and reliable water supply.
- **Inclusive of All Conditions:** All communications acknowledge the diverse weather patterns and wildlife across Australia. The messaging avoids focusing solely on Queensland conditions and instead reflects the varied needs of all regions. This might include discussing scorching summer days in the outback, the challenges of maintaining water quality during tropical downpours, or the importance of keeping water supply safe from curious possums or thirsty birds.
- **Solution-Oriented:** PWSA & PWS doesn't just highlight problems; the focus is on solutions. The overall voice is optimistic and empowering, offering clear guidance and practical advice to help Australians achieve peace of mind with the quality of the water in their water tanks.



Franchisee Message

Invest in Your Future, Build a Saleable Asset: Own a Pristine Water Systems Franchise

Take control of your future and build a valuable, saleable asset with your very own Pristine Water Systems franchise. Thrive within the established operational framework, ensuring consistent service delivery while achieving your business goals. Make a positive impact in your community by providing clean and safe water solutions to your neighbours. Pristine Water Systems Australia equips you for success with ongoing support, comprehensive training, and innovative technology. The scalable business model fosters a healthy work-life balance, allowing you to cultivate a rewarding career with long-term value.

Client Message

How Safe Is Your Tank Water? Peace of Mind in Every Drop

Pristine Water Systems ensures your family enjoys clean, healthy water straight from your tap. Our experts provide comprehensive tank cleaning, filtration, and treatment solutions, so you can trust your water is safe and healthy. Drink with confidence. Choose Pristine Water Systems.



PWSA Competitive Advantage

What Makes a PWS Franchise Opportunity Unique

- **Empowered to Succeed:** PWSA fosters a thriving franchise network by providing ongoing support, training, and resources. This commitment empowers franchisees to excel in every aspect of their business. From comprehensive onboarding programs to continuous in-field coaching, PWSA ensures franchisees possess the knowledge and skills to confidently navigate the water tank industry. Additionally, PWSA offers access to cutting-edge technology and marketing resources, equipping franchisees to effectively reach their target audience and build a successful Pristine Water Systems business.
- **Rewarding Career Path:** Owning a Pristine Water Systems franchise unlocks the freedom and flexibility of business ownership. Franchisees become their own boss, charting their course towards success. This autonomy allows them to set their own schedules and manage their workloads, fostering a work-life balance that aligns with their personal goals. The entrepreneurial spirit is highly valued at PWSA, and franchisees are encouraged to take ownership of their territories, building a local business that reflects their unique strengths and vision.
- **Positive Work-Life Balance:** PWSA recognizes the importance of achieving a healthy work-life balance. The business model is designed to be scalable and efficient, allowing franchisees to build a successful operation without sacrificing personal time. PWSA's ongoing support system minimizes administrative burdens and streamlines operations, freeing up valuable time for franchisees to focus on strategic growth and quality client service.



PWS Competitive Advantage

Why Clients Should Choose Pristine Water Systems

- **Unparalleled Expertise:** Pristine Water Systems leverages the combined knowledge and experience of a nationwide network of water tank specialists. This ensures you benefit from the collective wisdom of numerous businesses across Australia, each with a deep understanding of regional water challenges and solutions.
- **Proven Track Record:** Pristine Water Systems boasts a proven track record of success in guaranteeing the safety and quality of water tanks throughout Australia. Their franchisees possess extensive experience handling various water tank types and potential issues, guaranteeing a customized solution for your specific needs.
- **Comprehensive Services:** Pristine Water Systems offers a complete suite of water tank safety check services, including: Visual Inspection, Water Quality Testing, Cleaning and Maintenance and Filtration System Recommendations.
- **Nationwide Network:** With a network of franchisees strategically located across Australia, Pristine Water Systems offers convenient and reliable service regardless of your location. You can be confident that a qualified technician is readily available to address your water tank needs.
- **Exceptional client Service:** Pristine Water Systems is committed to providing exceptional client service. Their friendly and knowledgeable team is prepared to answer all your questions and address any concerns you may have. They prioritize clear communication to ensure you understand the entire process and feel comfortable with the solutions they propose.



H1 Header Typography

Acceptable Use for Header Typography

Sizing

While the heading typography guide specifies a base size of 35 points for H1 headings on an A4 document, this can be adjusted proportionally for different document sizes. The goal is to maintain a consistent hierarchy and readability regardless of the final format. For larger documents, the font size may increase slightly to maintain its prominence, while for smaller documents, it may be reduced proportionally to ensure it fits comfortably within the layout.

Colour

Acceptable colours for H1 headings include Black, YInMn Blue, Celestial Blue, and Russian Violet from the primary colour guide. On dark backgrounds, White is used to ensure optimal contrast and readability.

Aa

Helvetica 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	00	01	02	03
04	05	06	07	08	09



H2 Subheading Typography

Acceptable Use for Subheading Typography

Sizing

Subheading typography, designated as H2, follows a size 10 points smaller than the main heading (H1) for clear hierarchy. However, to ensure readability alongside body text, the minimum size for H2 subheadings is set at 20 points. This ensures a visually distinct subheading while maintaining a comfortable reading experience.

Colour

Acceptable colours for H2 headings mirror those of H1 headings: Black, YInMn Blue and Russian Violet from the primary colour guide. Celestial Blue can also be used, but only for H2 subheadings with a font size exceeding 24 points. This ensures sufficient colour contrast and readability at larger sizes.

Aa

Raleway

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	00	01	02	03
04	05	06	07	08	09



H3 Subheading Typography

Acceptable Use for Secondary Subheading Typography

Sizing

H3 subheadings utilise a font size 10 points smaller than H2 subheadings. However, to maintain readability alongside body text, the minimum size for H3 headings is set at 18 points. If document constraints prevent both the 10-point size difference and the 18-point minimum, it's acceptable to omit the H3 heading altogether. This ensures clear hierarchy and avoids compromising readability.

Colour

For optimal readability, it is recommended to restrict H3 subheading colours to black and the core palette colours of YInMn Blue and Russian Violet. The smaller font size of H3 headings can create readability challenges with other colours.

Aa

Raleway

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	00	01	02	03
04	05	06	07	08	09



Body Typography

Acceptable Use for Body Typography

Sizing

For body text in A4 documents, a size of 14 points is recommended. However, the need for flexibility in larger marketing materials like posters may be required. In these instances, increasing the body text size for readability is encouraged. When enlarging body text size, maintain a clear hierarchy by adjusting heading sizes proportionally. H3 heading 10 points larger than the body text size, an H2 heading 20 points larger, and an H1 heading 30 points larger. This ensures a consistent visual hierarchy regardless of the final document format.

Colour

Body text should be black for optimal readability and to maintain a clean aesthetic. White text may be used sparingly on dark backgrounds to ensure contrast, but prioritise black for a clear visual experience.

Aa

Arial

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	00	01	02	03
04	05	06	07	08	09



Secondary Typography

When Primary Typography is Unavailable

Pristine Water Systems' brand identity relies on the consistent use of its core typefaces. However, we understand that technical limitations in certain software programs may occasionally prevent the use of these primary fonts. In these rare instances, we recommend the following substitutions to maintain a visual style that closely aligns with the brand identity:

- **Helvetica Headings:** Substitute with **bolded Aptos**. This maintains a similar weight and structure, ensuring headlines remain visually distinct and impactful.
- **Raleway Subheadings:** Substitute with Calibri. Calibri is a clean and professional sans-serif font with a similar x-height (the height of lowercase letters) to Raleway, promoting readability at smaller sizes often used for subheadings.
- **Arial Paragraph Text:** Substitute with Tahoma. Tahoma offers a similar letterform and readability to Arial, ensuring a consistent and comfortable reading experience for body text.

It's important to emphasize that these substitutions are intended for limited, unavoidable situations. We strongly encourage all users to prioritise the primary typefaces whenever possible. This ensures optimal brand consistency and reinforces the visual identity of Pristine Water Systems across all platforms and materials.



Formatting Best Practices

Best Practices for Typography Useage

This section outlines key principles for using typography consistently and effectively across all materials:

- **Headings:** Use proper capitalization, with only the first letter of each word capitalized (excluding prepositions and conjunctions). Avoid using all caps for headings as it can appear harsh and reduce readability.
- **Formal Documents:** Align headings to the left for a clean and professional look in formal documents like reports and proposals.
- **Marketing Materials & Certificates:** Center alignment for headings is acceptable in marketing materials and certificates to create a more visually dynamic presentation.

PWSA internal documents utilize a specific heading hierarchy:

- **H1: Company Name:** This identifies the target audience. Use "PWSA" for documents intended for Franchisees and "PWS" for client-facing materials.
- **H2: Department Reference:** This specifies the department issuing the document, such as "Marketing Department" or "Water Filtration."
- **H3: Document Reference:** This denotes the specific document title, for example, "Branding Guidelines" or "What You Need to Know."



Formatting Example

Best Practices for Formatting Typography

H1 Header: Helvitca Bold

H2 Header: Raleway

H3 Header: Raleway

Body: Arial

Company (PWSA or PWS)

Department

Document Reference

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam nec fermentum ex. Sed vel nulla sit amet eros condimentum facilisis ac eget ex. Integer non libero sed nulla facilisis cursus. Nullam vehicula lectus eget arcu interdum, eget facilisis mi hendrerit. Sed sit amet urna nec dui tincidunt malesuada a eget libero. In at dapibus dui. Aenean varius felis in tellus malesuada, eget congue risus vehicula. Integer vel odio quis neque faucibus pharetra ut sed justo. Integer vel odio quis neque faucibus pharetra ut sed justo.



Formatting Example

Best Practices for Formatting Typography

H1 Header: Helvitca Bold

Do You Know What's In Your Water Tank?

H2 Header: Raleway

By James Smith

Body: Arial

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam nec fermentum ex. Sed vel nulla sit amet eros condimentum facilisis ac eget ex. Integer non libero sed nulla facilisis cursus. Nullam vehicula lectus eget arcu interdum, eget facilisis mi hendrerit. Sed sit amet urna nec dui tincidunt malesuada a eget libero. In at dapibus dui. Aenean varius felis in tellus malesuada, eget congue risus vehicula. Integer vel odio quis neque faucibus pharetra ut sed justo. Integer vel odio quis neque faucibus pharetra ut sed justo.



Unacceptable Formatting Example

Clearly Defined Formatting Limitations

**Incorrect Size Hierachy
and Sizing**

Inaccessible Colours

**Over Capitalisation and
Inconsistent Alignments**

**Overuse of White Text
on Dark Background**

Department

Document Reference

HEADING

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam nec fermentum ex. Sed vel nulla sit amet eros condimentum facilisis ac eget ex. Integer non libero sed nulla facilisis cursus. Nullam vehicula lectus eget arcu interdum, eget facilisis mi hendrerit. Sed sit amet urna nec dui tincidunt malesuada a eget libero. In at dapibus dui. Aenean varius felis in tellus malesuada, eget congue risus vehicula. Integer vel odio quis neque faucibus pharetra ut sed justo.



Email Signature Formatting

Maintaining Brand Consistency Through Email Signatures

Pristine Water Systems Australia (PWSA) recognises the power of a consistent brand identity in all communications. For valued franchisees, a professional email signature is an extension of that identity. By utilising the designated email signature template, franchisees ensure a clear, consistent message that reinforces brand recognition with every email sent. This template provides essential contact information and fosters trust with recipients. Franchisees must utilise the standard signature to maintain a unified and professional brand image across all communications.



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