



Brand Guidelines

Version 1_March_2025

01 Logotype

- 1.1 Brand
- 1.2 Variations
- 1.3 Safety zone
- 1.4 Backgrounds
- 1.5 Don't do this



Brand Logotype

Official logotype

fresh WIPES™

fresh WIPES™

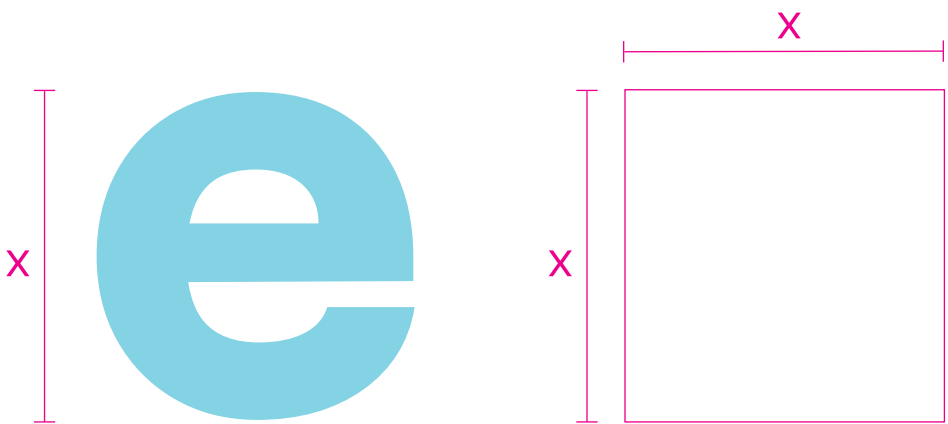
Brand Logotype

Variations on coloured
backgrounds



Brand Logotype

Safety zone



Brand Logotype

Background



Brand Logotype

Applications



Do not change the logo’s colour



Do not change the composition of the elements of the logo



Do not alter the structure of the logo



Do not change the font of the logo



Do not incline the logo



Do not apply any effects to the logo

02 Monogram

2.1 Official monogram

2.2 Safety zone

2.3 Versions



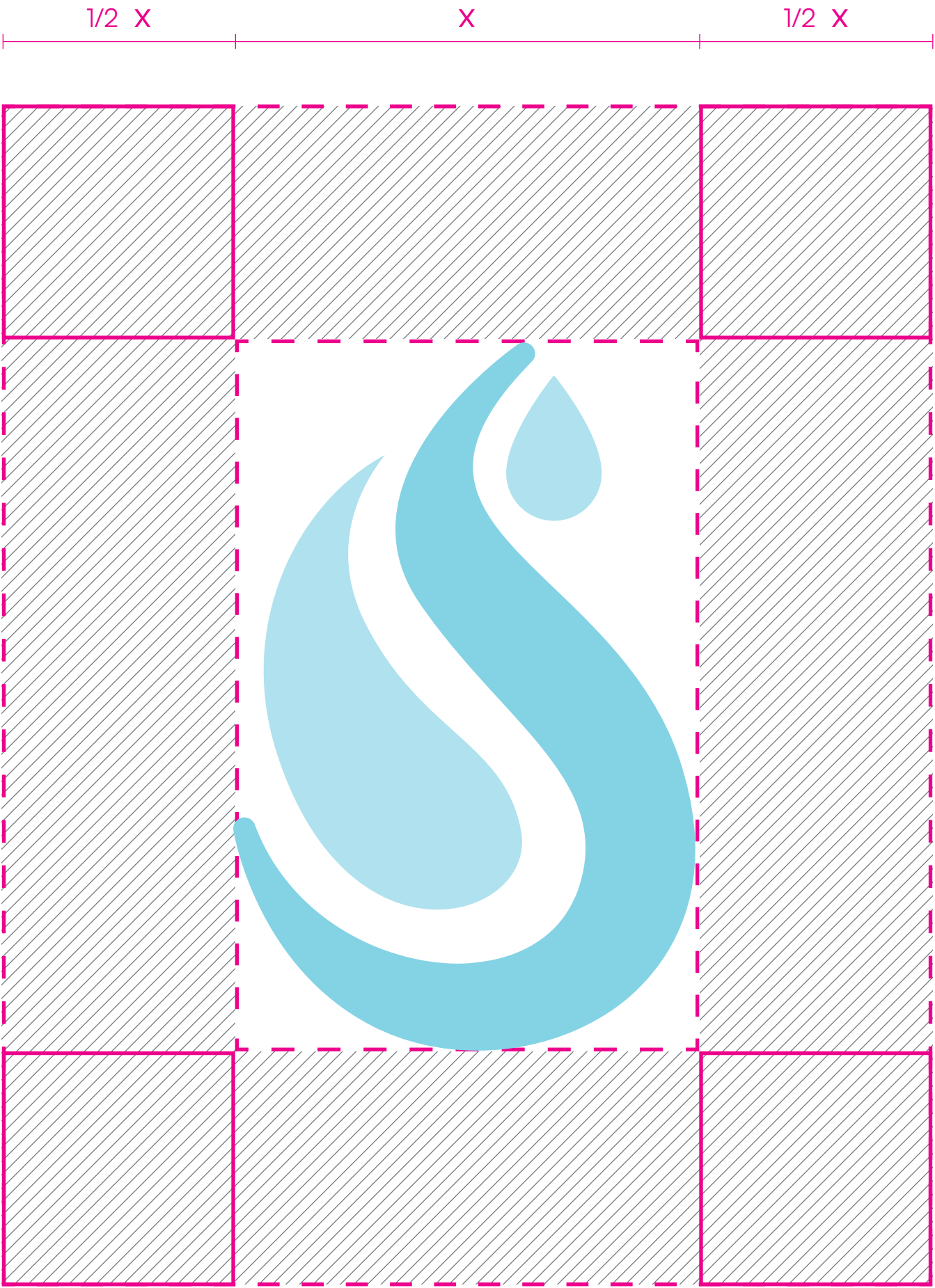
Brand Monogram

Official monogram



Brand Monogram

Safety zone



Product Monogram

Versions

Monogram Master
& Coconut



Monogram Ocean Fresh



Monogram Grapefruit



Monogram Fresh Linen



Monogram Unscented



03 Colours

3.1 Primary
3.2 Secondary



Product Colours - Primary

Master / Coconut

Grapefruit

Ocean Fresh

Fresh Linen

Light Floral

Unscented

Pantone 2975 C	Pantone 1555 C	Pantone 344 C	Pantone 7534 C	Pantone 510 C	Pantone 5595 C
C 45 M 0 Y 9 K 0	C 0 M 33 Y 43 K 0	C 38 M 0 Y 38 K 0	C 18 M 16 Y 25 K 0	C 7 M 33 Y 12 K 0	C 30 M 12 Y 25 K 0
R 132 G 211 B 229	R 255 G 185 B 143	R 158 G 216 B 179	R 208 G 203 B 188	R 231 G 181 B 192	R 176 G 197 B 188
HEX #84D3E5	HEX #FFB98F	HEX #9ED8B3	HEX #DOCBBC	HEX #E7B5C0	HEX #B0C5BC

Product Colours - Secondary

Master / Coconut

Grapefruit

Ocean Fresh

Fresh Linen

Light Floral

Unscented

Pantone 307 C	Pantone 1595 C	Pantone 341 C	Pantone 4625 C	Pantone 226 C	Pantone 431 C
C 100 M 50 Y 9 K 0	C 10 M 75 Y 100 K 1	C 99 M 27 Y 80 K 16	C 42 M 72 Y 80 K 63	C 11 M 100 Y 16 K 0	C 64 M 44 Y 42 K 8
R 0 G 105 B 166	R 219 G 96 B 21	R 0 G 120 B 83	R 73 G 38 B 26	R 209 G 15 B 123	R 85 G 99 B 108
HEX #0069A6	HEX #DB6015	HEX #787D81	HEX #49261A	HEX #D10F7B	HEX #55636C

Unscented is a single colour pack

04 Typography

4.1 Primary

4.2 Secondary



Primary Font

Font “Satoshi Variable”

fontshare.com/fonts/satoshi

Satoshi Variable - Black

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Usage: Most common - headers

Satoshi Variable - Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Usage: Use to differentiate reading levels

Secondary Font

Font “Satoshi Variable”

fontshare.com/fonts/satoshi

Satoshi Variable - Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Usage: Use to differentiate reading levels for important words / large blocks of copy where Black is innapropriate

Satoshi Variable - Bold italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Usage: Use to differentiate reading levels for important words

05 Examples

5.1 Packaging



Packaging

Correct as of March 25.

