



**Hydration to Others**



**Branding Guide**

## Table of Contents

Company Overview	1
Logo	2
Color Palette and Fonts	3
Public Image	4
Brochure	5
Flyer	6

---

## Company Description

At Hydration to Others, also known as H to O, we create high quality reusable water bottles that are both durable and aesthetically pleasing. With every purchase, we give 10% of all profits to help fund the development of water purification centers in third world countries. Less than 1% of the world's water is drinkable and H to O has set out to change this statistic.





- Our Logo is designed to be chic and versatile.
- With a simple logo, we will be effective and easily recognized.
- Our logo represents us through our mission statement as we strive to *hydrate* those in *other* countries.



R: 30  
G: 17  
B: 206

R: 40  
G: 74  
B: 161

R: 30  
G: 17  
B: 206

Logo Color  
R: 14  
G: 118  
B: 188

R: 244  
G: 246  
B: 248

- Blippo Light SF – A unique font that still remains casual and readable to our customers.
  - Ex. We live in the United States of America.
- *FG Saga- friendly, casual font that works with the welcoming feel of Hydration to others.*
  - *Ex. we live in the united states of America.*

## Letter Head



## Name Tag



## Hydration to Others

3000 East Gap Creek Rd, Greer, SC 29651

E: [hto@hydrationtoothers.sc@veinternational.org](mailto:hto@hydrationtoothers.sc@veinternational.org)

P: (864) 355-5795

Change *your* bottle. Change *their* life.  
<http://www.hydrationtoothers.com>



# Outside

Only 1% of the world's water is drinkable. Here at Hydration to Others, we believe that it's our responsibility to change that statistic...

**Hto**

We contribute 10% of all profits to supply purification centers in countries that don't have clean water. That way, not only are we providing an efficient product but also making an impact that will hydrate others for generations to come.

**"We never know the worth of water till the well is dry."**  
- Thomas Fuller

**Address**  
3000 East Gap Creek Rd  
Greer, SC 29651  
P: (864)355-5795

**Email**  
htohydrationtoothers.sc@vcinternational.org

**Website**  
www.hydrationtoothers.com

**Hto**  
Change your bottle.  
Change their life.



# Inside

**South America**  
Due to the powerful and devastating hurricanes in the Atlantic, many countries have been suffering with an unclean water supply. Not only are some of the lakes drying up but their reservoirs are deteriorating as well. To jump start South America and their need of clean water, we have decided to focus on getting clean water back to these countries.  
(Item shown is our Peru bottle)




- Dominican Republic
- Haiti
- Honduras
- Peru
- Uruguay

**Africa**  
Twenty percent of children under the age of 5 die from diseases they obtain from the unclean water they use. These include: Amoebic Dysentery, Cholera and Hepatitis A. To prevent these current epidemics from happening, Hydration to Others has created bottles with cultural art from the following countries in Africa.  
(Item shown is our Ethiopia bottle)

- Ethiopia
- Kenya
- Rwanda
- Tanzania
- Uganda

**Asia**  
Asia is home to approximately 4.4 billion people. 1 billion of these people will suffer from clean water shortages. Asia's water crisis is the epitome to why Hydration to Others was brought to life. In our Asia line, we have five bottles that display art from five countries in Asia.  
(Item shown is our Afghanistan bottle)

- Afghanistan
- Bangladesh
- Cambodia
- India
- Philippines





High Quality Water Bottles that  
Serve a Greater Purpose

**Hto** 

Change your bottle. Change their life.

**Booth #64**

Tel: (864)-355-5795  
Email: [htoohydrationtoothers.sc@veinternational.org](mailto:htoohydrationtoothers.sc@veinternational.org)  
Address: 3000 East Gap Creek Rd, Greer, SC 29651