

Logos:

We designed our logos keeping our company name and product in mind. We incorporated light and dark blue colors to mirror water, which is what our brand is focused around. The logo to the left is what is displayed on all of our products. The visual of the trident through “Pure” will identify with customers that it is our company being represented. The logo to the right is what we use on all of our official documents. Both of our logos are easy to recognize which ensures that our customers will keep our brand in mind.



Color Palette: Using Google Docs

Our color palette keeps our product in mind. We used shades of blue in our logos and on all of our documents to resemble water.

Light Blue 2



Dark Blue 3



Fonts:

There are two fonts that we use to brand for our company. On the logo to the left, we use Times New Roman and on the font to the right, we use Sorts Mill Goudy. These fonts look sophisticated and are clear and easy to read.



Poseidon Pure

1786 State Street, Merrick, New York, 11566

poseidonpure@veinternational.org

516-992-1315

Company Description:

Poseidon Pure is an innovative, friendly, and efficient company attempting to distribute water filters worldwide. We aim to educate our consumers of the benefits of filtered water and how Poseidon Pure products are the solution to contaminated drinking water. Polluted drinking water is a grave obstacle opposing third world countries and is even in your own backyard. As clean water becomes harder to obtain, an alternative needs to be reached. Poseidon Pure seeks to solve this problem by providing cheap and easy-to-use filters. We make use of our world's natural resources to discover, develop, and deliver innovative water purifying products worldwide. Every drop counts for those in need of clean water.



Business Card:

Front



Back





POSEIDON PURE

Product Catalog

2017-2018

This page and the following page are an excerpt of our product catalog



Pure© Straw- \$29.99

As Poseidon Pure's signature product, the Pure Straw filters any water, anywhere. Bring this on-the-go filtration system on your greatest adventures, or even on your most casual endeavors.

- BPA Free
- Made in USA
- Removes/Filters: Chlorine, Copper, Mercury, Lead, Asbestos, Benzene, Atrazine, and Lindane.



Pure© Water Bottle- \$45.99

A portable water bottle that uses a 2 stage filtration system.

- BPA Free
- Made in USA
- Removes/Filters: Chlorine, Copper, Mercury, Lead, Asbestos, Benzene, Atrazine, and Lindane.



Pure© Field Filter- \$199.99

Ideal for any athletic team or group outdoor activity. This product filters water to hydrate athletes with the purest water for ultimate performance.

- BPA Free
- Made in USA
- Removes/Filters: Chlorine, Copper, Mercury, Lead, Asbestos, Benzene, Atrazine, and Lindane.



Pure© Youth Water Bottle- \$24.99

The perfect water bottle, with the same filtration system as the Pure Water Bottle, to keep your child healthy and safe.

- BPA Free
- Made in USA
- Removes/Filters: Chlorine, Copper, Mercury, Lead, Asbestos, Benzene, Atrazine, and Lindane.

Sample Check:



Poseidon Pure
1786 State Street
Merrick, NY 11566

Date: _____

Pay to the order of _____ \$

_____ Dollars

VEC Bank
122 Amsterdam Ave,
New York, NY 10023

Memo _____

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