



KILDE

NATURE'S OTHER SOURCE · NATURENS ANDRE KILDE

Brand Guide — the single source of truth for the KILDE identity

KILDE INSTITUTIONAL PLATFORM V3.5 · JULY 2026 · PUBLIC

WHY KILDE EXISTS

KILDE is Norway's coconut-water brand: 100% coconut water in a resealable carton — nothing added, nothing taken away — designed with Nordic restraint and priced for the everyday.

Purpose
Give Scandinavia an honest, natural alternative to the sugared and the artificial — a second source of everyday refreshment.

Promise
Pure coconut water, resealable, honestly labelled, at a price that belongs in the weekly basket.

Mission
Build the reference coconut-water brand in the Nordics through evidence, design and disciplined distribution.

Vision
«Naturens andre kilde» — the natural second choice beside water in every Nordic fridge.

Positioning
Premium Scandinavian design at a fair grocery price — between commodity imports and overpriced wellness brands.

Audience
The Everyday Upgrader: health-aware adults 25–45 in Norway's cities who train, sauna and read labels — plus their families.

Personality
Calm, clear, Nordic, quietly confident. Never loud, never miraculous, never tropical-cliché.

Commercial role
The brand carries the margin story: recognisable packaging and honest claims justify the price ladder from DTC to grocery.

THE SOURCE, TWICE OVER

«Kilde» is Norwegian for *source* — the spring where clean water leaves the mountain.

The coconut is nature's other source: a sealed reservoir of water, filtered by the palm, opened by hand. KILDE joins the two — the Nordic idea of purity and the tropical origin of the liquid — without pretending to be either a Norwegian spring or a beach brand.

«**Naturens andre kilde**» (Nature's other source) is the brand idea. It positions coconut water not against tap water but beside it: tap water is good; nature made another source.

Why we avoid exaggerated wellness language: the category is full of miracle claims. KILDE's credibility — with consumers, buyers and regulators — rests on saying only what the label and the laboratory can support. Restraint is the premium.



FROM THE SOURCE — CARTON IN STILL FJORD WATER

THE MARK: A DROP OVER A SPRING



PRIMARY LOCKUP — DROP + SPRING LINE OVER THE WORDMARK



LIGHT APPLICATION — DROP BLUE ON WHITE / SNOW

RULES

Versions	Stacked (primary) and horizontal lockups; the drop symbol may stand alone only at small sizes (favicon, cap, social avatar).
Minimum size	Wordmark 22 mm print / 84 px screen; drop symbol alone 6 mm / 24 px.
Safe space	Clear space equal to the height of the drop on all sides; nothing enters it.
Backgrounds	Deep Fjord, White or Snow. Photography only behind the white logo with a darkening scrim.
Prohibited	No stretching, rotation, outlines, drop shadows, gradients, recolouring, pattern fills or placement over busy imagery.
Assets	Approved SVG/PNG exports are distributed from the data room with this guide; no redrawn versions.

FOUR COLOURS. ONE SYSTEM.



COLOUR	HEX	RGB	CMYK	PANTONE	ROLE
Deep Fjord	#152435	21 · 36 · 53	C60 M32 Y0 K79	5395 C	Authority colour — navy grounds, headers, footers, text on light
Drop Blue	#4E7FA6	78 · 127 · 166	C53 M23 Y0 K35	5405 C	Action colour — buttons, links, kickers, chart primary
Glacier Blue	#8AAEC6	138 · 174 · 198	C30 M12 Y0 K22	5425 C	Recognition colour — the cap, the drop, accents on navy
Snow	#EDF2F6	237 · 242 · 246	C4 M2 Y0 K4	656 C	Page background — cold paper white
White	#FFFFFF	255 · 255 · 255	C0 M0 Y0 K0	—	Carton ground and card surfaces
Primary text	#22272D	34 · 39 · 45	C24 M13 Y0 K82	Black 6 C	Body text on light
Secondary text	#65717D	101 · 113 · 125	C19 M10 Y0 K51	431 C	Captions, metadata, secondary labels

Pantone values are recommendations pending a physical print drawdown — confirm with the carton printer before production. Colour is used sparingly: navy and white carry the identity; Glacier Blue appears where recognition is earned (the cap, the drop, one accent per layout).

PACKAGING ACCENT LAYER — THE SOURCE OF LIFE PALETTE

COLOUR	HEX	PANTONE (REC.)	ROLE ON PACK
Coconut Ivory	#F2EEE4	≈ 9224 C	The carton field — the base colour of every pack face
Source Blue	#073B5E	≈ 3025 C	On-pack brand colour — wordmark and primary copy
Living Aqua	#63C5DA	≈ 3105 C	The water’s energy — source line and ripple accents
Graphite	#34434A	≈ 432 C	Functional copy — nutrition, legal, batch

Two layers, one brand: the Source of Life palette colours the carton; the institutional palette above colours the website, PDFs and Excel. Both layers appear identically on the website Brand Guide. The glacier-blue cap is specified against the institutional Glacier Blue (#8AAEC6 family), confirmed at drawdown.

STATUS COLOURS (DOCUMENTS & EXCEL)

Pale green = passed checks / verified · Pale blue = verified quotation · Yellow = pending assumption · Pale red = failed check / not approved · Pale grey = calculated output. These appear only in tables, registers and the financial model — never in brand-facing layouts.

TWO TYPEFACES, THREE VOICES

ARCHIVO — DISPLAY VOICE

Condensed, 800–900 weight, uppercase. Headlines, section titles, KPI numbers on covers. Tracking +1% at display sizes.

Nunito Sans — text voice

300–700. Body copy, ledes, descriptions. 9–10.5 pt print, 15–17 px web, line-height 1.5–1.6.

NUNITO — LABEL VOICE

Uppercase labels, kickers, table headers, metadata. 7–11 pt, letter-spacing .08–.24 em.

FALLBACK STACK

Web fallback	system-ui, 'Helvetica Neue', Arial, sans-serif
Microsoft Office	Arial Narrow Bold for display; Calibri for body and labels
Excel	Calibri throughout — weights and colour carry the hierarchy, never decorative fonts
Packaging faces	The wordmark is fixed logo artwork and is never re-typeset; on-pack descriptor and facts lines use IBM Plex Mono 500. Platform documents use Archivo + Nunito Sans/Nunito only

HIERARCHY

H1 / cover	Archivo 900 condensed · 34–52 pt · uppercase
H2 / section	Archivo 900 condensed · 20–23 pt · uppercase
H3 / subsection	Archivo 800 · 11–13 pt · uppercase
Body	Nunito Sans 400 · 9–10.5 pt
Caption / meta	Nunito 600–700 · 7–8 pt · uppercase, tracked
Numbers & tables	Nunito 600–800, tabular alignment; zeros as dashes; negatives in parentheses; NOK / kNOK / NOKm units stated in the header, consistent decimal precision per column

COLD LIGHT. REAL WATER. NO BEACHES.



AFTER SAUNA



AFTER TRAINING



NORDIC DAILY LIFE

ALWAYS

Natural Nordic light, cool palette. Real people in real environments — kitchens, saunas, training rooms, harbours. Product-forward composition: the carton is present, legible and never retouched into another product. Honest condensation, honest hands.

NEVER

No artificial wellness clichés, no palm-beach stereotypes, no over-retouching, no fake luxury staging, no stock smiles at the camera. If a frame could sell any tropical drink, it is not a KILDE frame.



THE POUR — MORNING RITUAL



THE BREAKFAST TABLE — 1 L FORMAT

THE SOURCE OF LIFE — APPROVED DIRECTION



330 ML AND 1 L — IDENTICAL SYSTEM, CORRECT RELATIVE SCALE

One continuous source line flows from beneath the cap into a coconut cross-section whose ripple spreads across a tactile topographic field. Source → coconut → ripple → body.

Carton architecture	Logo top third · descriptor and quantity beneath · water-contour visual field below · coconut section at base
Formats	330 ml on-the-go · 1 L family/table — identical artwork, correct relative dimensions
Side panels	Left: source story + ingredient statement. Right: nutrition, certifications, recycling
Back panel	Brand story · legal copy · importer details · barcode zone · batch/date
Flavour differentiation	One accent-colour change on the source line; architecture never changes
Legal safe zones	Nutrition panel, barcode and mandatory text zones are locked; brand elements never enter them

Cap status — controlled statement. The recommended launch direction uses a glacier-blue cap as a shelf-recognition asset. Final colour, material, MOQ, cost, food-contact compliance, recyclability and lead time remain subject to written supplier confirmation. The approved fallback is a white cap with controlled blue shoulder treatment.

Claim-status rule: only claims marked approved in the claims register (packaging system document, section 6) may appear on final artwork.

ONE IDENTITY, EVERY SURFACE

DIGITAL SYSTEM

Headers	Deep Fjord grounds, Archivo condensed uppercase, Glacier kickers
Buttons	Navy primary / outlined ghost; uppercase Nunito labels; 44 px minimum touch target
Cards & tables	White surfaces, 1 px #D8E2EA lines, uppercase table headers on navy or Snow
Charts	Drop Blue primary series, Glacier secondary, navy axis text; no 3D, no gradients
Forms	Snow inputs, visible labels, honest success/error states
Mobile	Single column below 760 px, zero horizontal overflow, sticky contact actions
Data-room cards	Designed cover thumbnail, purpose sentence, full metadata line, preview + download
Accessibility	WCAG AA contrast, focus-visible outlines, reduced-motion respected, alt text on every image

FINANCIAL-DOCUMENT SYSTEM

Excel	Cover + dashboard first; logo, sheet number/title, purpose, scenario, units and version on every presentation sheet; gridlines and headings hidden; defined print areas; Calibri
Input conventions	Blue font = editable input · black = formula · green = internal link · red = external link · yellow fill = pending · pale blue = verified quotation · grey = calculated · green/red fill = passed/failed checks
Financial Summary & Snapshot	Same page furniture as this guide: kicker, condensed title, rule, footer with version
Brochure & presentations	Navy covers, editorial pages, evidence tags (verified / estimate / pending) on every table
Supplier documents	Same header system; controlled cap statement quoted verbatim; no unapproved claims
Version stamp	KILDE Institutional Platform v3.5 · July 2026 on every published file; controlled filenames KILDE_<Document>_v3.5_2026-07

CALM, HONEST, SCANDINAVIAN

KILDE SOUNDS

Calm — short sentences, no exclamation marks. **Honest** — estimates labelled as estimates; pending is written as pending. **Clear** — one idea per sentence, numbers with units. **Scandinavian** — restrained, concrete, lightly warm. **Commercially intelligent** — speaks margin, velocity and evidence to trade and investors. **Premium but not arrogant** — confidence through precision, not superlatives.

«*Tap water is good. But nature made another source.*» — the campaign register: generous to the alternative, confident in the product.

NEVER SAY

«Miracle» · «World's healthiest water» · «Perfect hydration» · «Guaranteed wellness» · «Detox» · unsupported superiority claims («better than water») · aggressive investor language («guaranteed returns», «can't lose») · any health claim not formally approved in the claims register.

Governance. This Brand Guide is the design source of truth. The integrated Excel model is the financial source of truth; the packaging system document is the product-presentation source of truth; the source register is the evidence source of truth. Where documents disagree, those sources prevail and the conflicting document is corrected.

KILDE Institutional Platform v3.5 · July 2026 · Brand Guide · Public · Supersedes all earlier brand documents and internal packaging rules.