

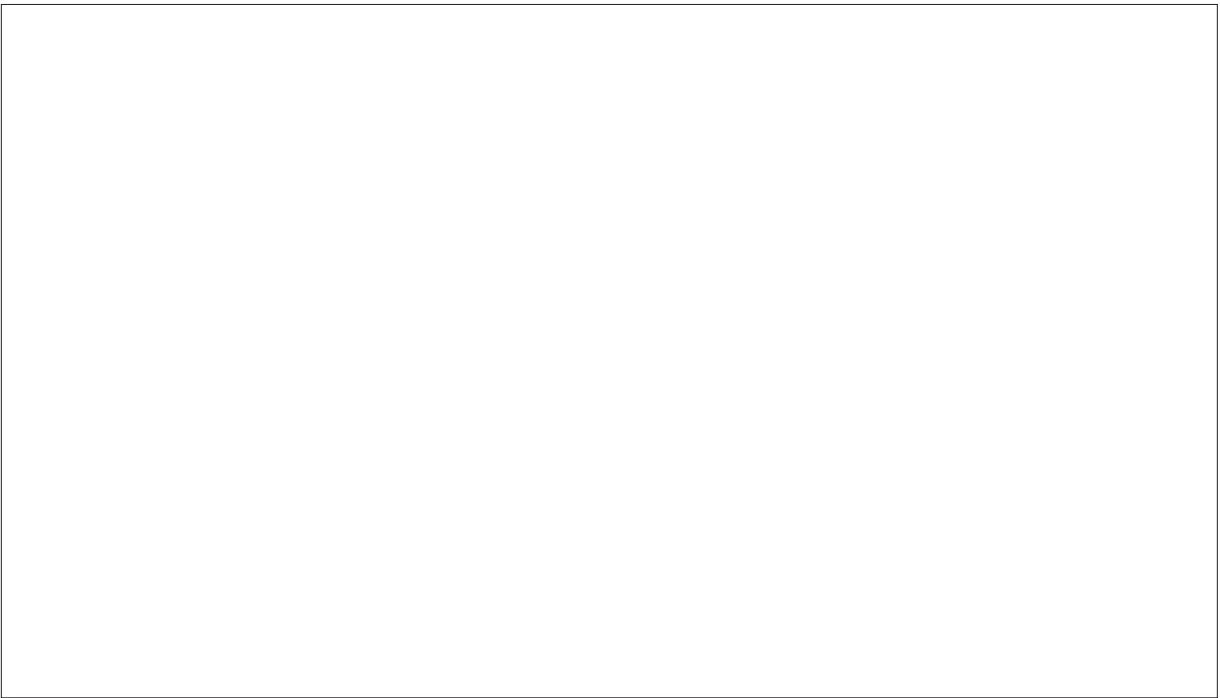


INSPIRING PEOPLE TO FIGHT AGAINST PLASTIC WASTE

Kranavatn is the Icelandic term for tap water.

By presenting it as a specific brand, we demonstrate to tourists that this eco-friendly premium quality drink is readily available straight from the tap.

Colour Palette: Primary



White
RGB: R255 G255 B255
CMYK: C0 M0 Y0 K0



Kranavatn Blue
Pantone: 7700C
RGB: R48 G92 B125
CMYK: C100 M61 Y35 K0



Black
RGB: R0 G0 B0
CMYK: C0 M0 Y0 K100





Akzidenz Grotesk Condensed

a b c d e f g h i j k l m n
o p q r s t u v w x y z

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z

Garamond

a b c d e f g h i j k l m n
o p q r s t u v w x y z

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z



Akzidenz Grotesk Condensed

Garamond

Wherever there's Kranavatn, there's happy hour.
We encourage responsible drinking – not wasting money on
plastic bottles that harm the environment.

Fountain Hanger

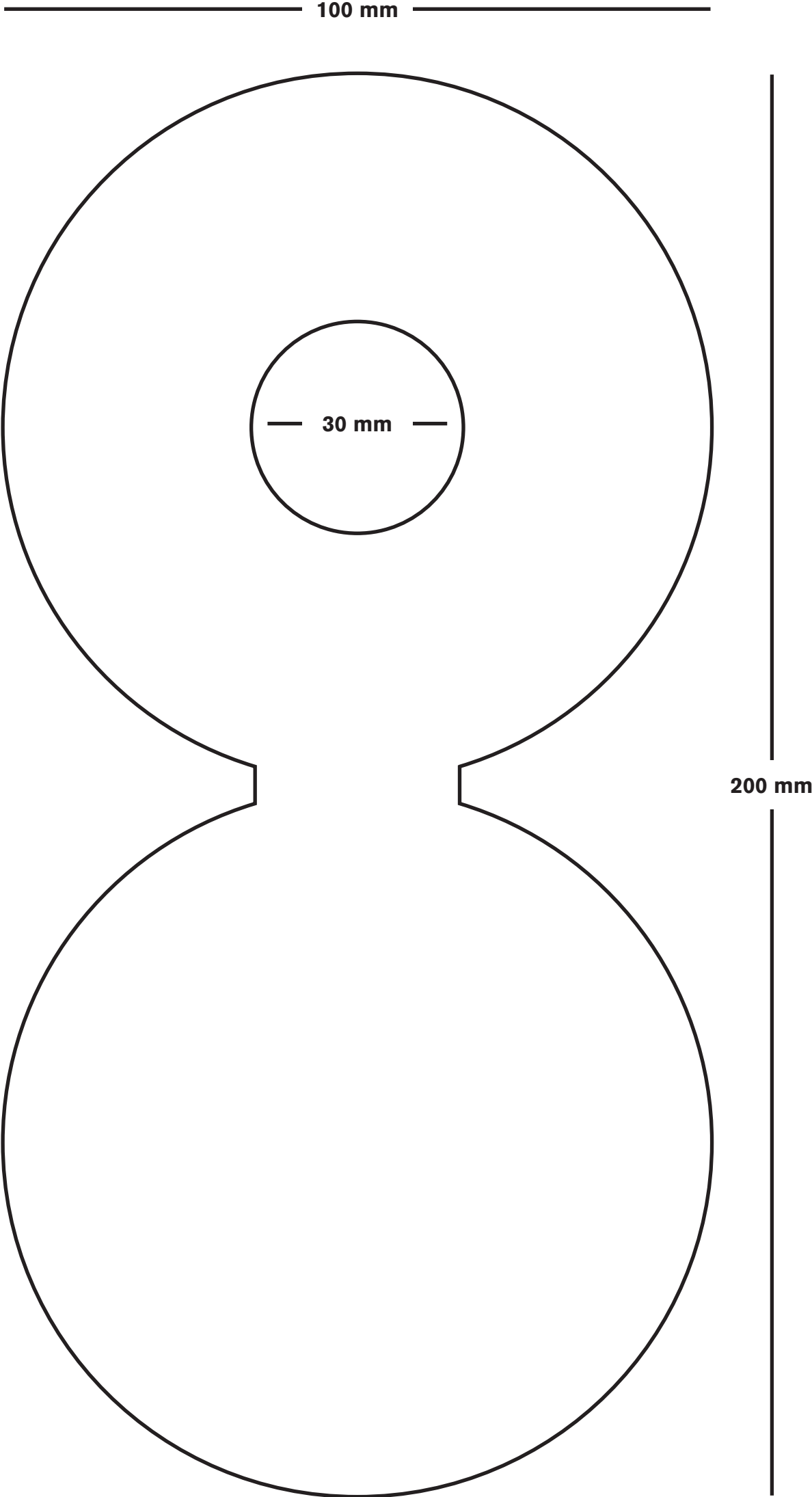




Iceland has some of the purest natural water resources in the world, available at every faucet around the country — for free. Still, a lot of visitors choose to buy bottled water. We don't know why they do it, but we suspect it's just a habit. But it's an expensive habit and not exactly environmentally friendly. We would like to encourage you to refill your water bottle as you travel, or drink straight from the tap. It's time to start drinking responsibly.

#KRANAVATN

Fountain Hanger



To help people drink responsibly, we will distribute multi-use bottles specially labelled with this premium drink straight from the tap.

Kranavatn Bottle



Kranavatn Bottle



Transparent

Kranavatn Blue

We feature Kranavatn in the same way we are used to seeing in beer advertisements, for example with beer coasters, on wine lists or labels of premium quality beverages.



THE HOUSE KRANAVATN

DELICIOUS TAP WATER FROM
OUR VERY OWN KITCHEN SINK.

PRICE: \$ 0.

KRANAVATN GLACIER

EXTRA CHILLED TAP WATER
WITH PREMIUM ICE CUBES.

PRICE: \$ 0.

KRANAVATN GLACIER
EXOTIC MIDNIGHT SUN

"SOUTHERN STYLE" TAP WATER
WITH A SLICE OF LEMON.

PRICE: \$ 0.

INSPIRED BY ICELAND

WELCOME TO ICELAND - DRINKS ARE ON US



PREMIUM WATER DRINK MENU

Usage Examples





Color Palette: Secondary



Green
RGB: R106 G181 B62
CMYK: C79 M0 Y97 K0



Orange:
RGB: R217 G124 B39
CMYK: C0 M62 Y94 K0



Blue
RGB: R79 G143 B197
CMYK: C89 M29 Y0 K0



Purple
RGB: R181 G67 B119
CMYK: C15 M88 Y26 K0

To underline the fact that Icelandic water can always be trusted, we use logos in different colors for different water taps: bathroom, laundry room, garden hose and garage.

Kranavatn Logo Varieties





