

Brand identity.

CHILTERN WATERHOUSE



Naming

It all started as a joke, of course. As these things often do.

It was clearly a parody of the famous 5 star hotel, Chiltern Firehouse.

The idea was, “we should definitely build a shop on Chiltern Street that’s called Chiltern Waterhouse, and all it does is sell water”.

All kinds of different waters. Like a bizarro Chiltern Firehouse.



Word mark

CHILTERN WATERHOUSE

This typeface was chosen for its clean, pure and modern lines.

It reflects everything I wanted to convey in this identity. Simple sophistication. Like water itself- so “plain”, yet literally vital.

The cleanliness and purity of water. Earnestness. Strength. The minimalist, modern features of the shop’s built environment.

The squared-off edges on some of the letters give it a slight industrial look, reinforcing modernity while lending some character and making it stand out.

This industrial aspect brings to mind water towers, brick structures. Chiltern Street owes its distinctive identity to its brick buildings.

Most importantly, the shape it gives the A represents one of the key elements of the whole identity, as it becomes the logo.



Word mark

CHILTERN WATERHOUSE
CHИГTEPHИ MATEPHOYCE

Building on the water iconography, I used an imaginary line to create a reflection of the word mark on the “water surface”.



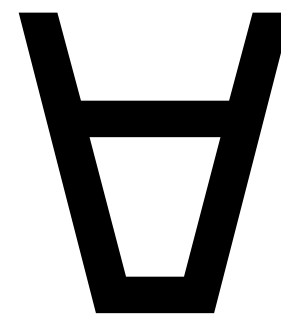
Logo

СНІГЛЕВИ М **A** ТЕВНОУСЕ

I then isolated the A, watching it become a (slightly fuller than half) glass of water. This is our logo.

The fact that it's over the half-way line is very important, as this will inform the copy for the entire project.

Slogans and taglines will be written around the idea of the classic, "half full" optimist concept.



Verbal identity

Tired of running dry?

Sign up to one of our weekly or monthly
“Half Full” subscriptions and never
run out of water again.

Because when you're thirsty-
it's too late.

[Water me](#)

CHILTERN WATERHOUSE



Referencing our logo.



Visual identity



Another stylistic choice that builds on the water idea, is the use of the word mark as a *water mark*.

This will not be the case exclusively, as sometimes the word mark will be used to contrasting effect (to really stand out),

but it is an idea that will feature profusely in all digital and printed assets.



Water mark



Water mark



Logo



Contrasting



Advert



Taglines

Grab life by the bottles.

Life²

We keep your glass half full.

You fill the other half.

