STYLE GUIDES

SEA®

2026

SEA logo





SEA logo usability

Yes





No









Typography

Great water.
Pure taste.

Basis Grotesque Medium

As fresh water becomes increasingly scarce, we're locally filtering seawater into an endless source of drinking water. 100% solar powered. Anywhere in the world.

Basis Grotesque Medium

still water
sparkling water

Basis Grotesque Medium

DRINK LOCAL.
EVERYWHERE.

Greed Condensed Bold

Colour pallete

Dark Blue	Light Blue	Off-White	Orange
#053848	#3ABEF6	#FBF8F3	#F39D01
2168 C formula guide page 139	298C formula guide page 167	9100 C pastel & neons page 5 C	137C formula guide page 13
546 U formula guide page 142	2985 U formula guide page 171	9100 U pastel & neons page 5 U	1235 U formula guide page 9
100 | 66 | 54 | 52	70 | 7 | 0 | 0	2 | 2 | 6 | 0	0 | 41 | 95 | 0

Text colour accessibility

Contrast ratio 11.9:1

You CAN use small text with this colour combination

Contrast ratio 11.9:1

You CAN use small text with this colour combination

Contrast ratio 5.9:1

AVOID small text with this colour combination

Contrast ratio 5.8:1

AVOID small text with this colour combination

Contrast ratio 2:1

AVOID small text with this colour combination

Contrast ratio 2.1:1

AVOID small text with this colour combination



Imagery


sparkling water
SEA


SEA


SEA
SEA


SEA


SEA
SEA
still water
SEA


SEA
sparkling water



Product family



Product labels











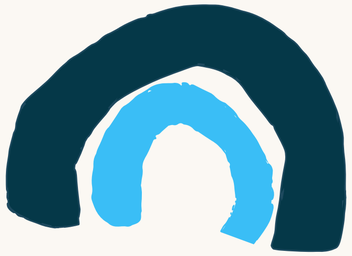


Illustrations

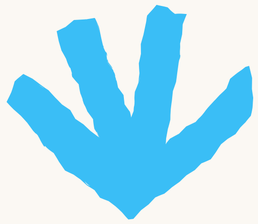




FAQ



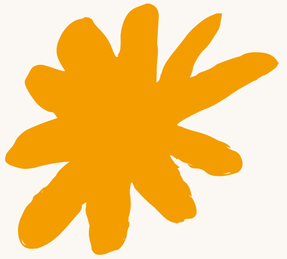
Community



Find us



Impact



Events



Sun



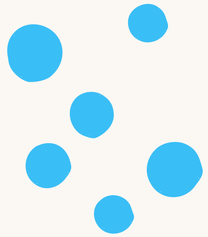
North sea



Reefs



Recycling



Sparkling

SEA Branding in action























SEA®

SEA®

Great water. Pure taste.

As fresh water becomes increasingly scarce, we're locally filtering seawater into an endless source of drinking water. 100% solar powered. Anywhere in the world.

still water
sparkling water

DRINK LOCAL. EVERYWHERE.







