

TOPO CHICO

**DESIGN SYSTEM**

TOPO CHICO

**FOUNDATIONS**

TOPO CHICO

# Background

Color F2E7D1

Page background and light elements on a dark background / Fields for data entry / Main Body text / Heading and Sub-heading on dark background

100%

70%

40%

WHITE FFFFFFFF

TOPO CHICO

# Dark Color Block to Background Transition

Color F2E7D1

Color blocks and dark elements on light background / Heading and Sub-heading text on background color

100%

70%

40%

WHITE FFFFFFFF

40%

70%

100%



TOPO CHICO

# Primary Color

Color F2E7D1

Color blocks and highlight elements

100%

70%

40%

WHITE FFFFFFFF

40%

70%

100%

TOPO CHICO

# Primary to Dark Color Transition

Color F2E7D1

Primary color blocks with dark elements / Main Heading Text / Social media icons

100%

70%

40%

WHITE FFFFFFFF

40%

70%

100%

# Dark Color Block to Primary Transition

Color F2E7D1

Dark color blocks with light elements / Alternate Heading text / Sub-heading text / Body text

100%

70%

40%

WHITE FFFFFFFF

40%

70%

100%

# Highlight Color to Background Color Transition

Color EE2B36

Heading, Sub-heading, Body text, and elements on background color

100%

WHITE FFFFFFFF

40%

70%

100%

# Highlight Color to Primary Color Transition

Color EE2B36

Heading, Sub-heading, Body text, and elements on primary color

100%

WHITE FFFFFFFF

40%

70%

100%

# Secondary Color Block to Primary Color Transition

Color 0676A5

Secondary color blocks with primary color text and elements

100%

70%

40%

WHITE FFFFFFFF

40%

70%

100%

# Secondary Color Block to Background Color Transition

Color 0676A5

Heading text and elements on background color

100%

70%

40%

WHITE FFFFFFFF

40%

70%

100%

# Secondary Color Block to Background Color Transition

Color 6B8C3D

Secondary color blocks with primary color text and elements

100%

70%

40%

WHITE FFFFFFFF

40%

70%

100%



# Secondary Color Block to Background Color Transition

Color F0834

Secondary color blocks with primary color text and elements

100%

70%

40%

WHITE FFFFFFFF

40%

70%

100%

# Typography

Desktop

Heading type and example usage

**MOTTER CORPUS STD**

Headings - 56 pt / uppercase / 5% letter spacing / 60 line height  
spacing between words 30pt

**MOTTER CORPUS STD**

Menu Cards - 46 pt / uppercase / 5% letter spacing / 58 line height

**MOTTER CORPUS STD**

Footer - 48 pt / uppercase / 5% letter spacing / 62 line height

**MOTTER CORPUS STD**

Highlight Body - 20 pt / uppercase / 3% letter spacing / 25 line height

**SPARKLING  
COLD BREW**

**ORDER  
ONLINE**

**LIKE COOL STUFF?**

**MAGNESIUM**

# Typography

Desktop

Main Sub-title type and example usage

## CABIN

Sub-titles - Bold / 25 pt / uppercase / 28 line height

## CABIN

Sub-titles - Bold / 25 pt / sentence case / 28 line height

## CABIN

Menu Card Sub-titles - Bold / 22 pt / uppercase / 28 line height

## CABIN

Footer Sub-titles - Semi-Bold / 20 pt / sentence case / 25 line height  
5% letter spacing

## CABIN

Search Button - Bold / 20 pt / uppercase / 5% letter spacing

ZERO CALORIES. ZERO SUGAR.  
ZERO FILLERS. ZERO REGRETS.

Sparkling mineral water complete with a natural touch of  
citrus flavor for those seeking a healthy alternative.

FOR YOUR HEALTH

Exclusive discounts, coupons, events, and more! Unsubscribe anytime.

LOAD MORE RESULTS

# Typography

Desktop

Alternate sub-title type and example usage

OSWALD

Footer Sub-titles - Light / 32 pt / uppercase / 3% letter spacing

OSWALD

Footer Address - Regular / 15 pt / uppercase / center-aligned  
3% letter spacing / 24 line height

OSWALD

Footer Copyright - Regular / 10 pt / title case / center-aligned  
5% letter spacing / 14 line height

OSWALD

Search Results Titles, Recipe Titles - Bold / 24 pt / uppercase  
left-aligned / 5% letter spacing / 24 line height

OSWALD

Search Results Address, Recipe Details - Regular / 18 pt / title case  
left-aligned / 26 line height / 4% letter spacing

SIGN UP NOW, GET 10% OFF YOUR ORDER.

TOPO CHICO MINERAL WATER  
888-456-4357  
5800 GRANITE PARKWAY, STE 900  
PLANO, TX 75024

© 2021 Topo Chico

WHOLE FOODS

6350 W 3rd St  
Los Angeles, CA 90036

TOPO CHICO

# Typography

Desktop

Body type and example usage

## CABIN

Body text - Semi-bold / 20 pt / sentence case / left-aligned  
3% letter spacing / 25 line height

This legend speaks of the virtues of the water that since 1895 has given its name to one of the most important drinks in all of Mexico: Topo Chico Mineral Water.



# Logos

Desktop

Logo details and example

## Vintage Logo

Main Logo / Brand Heritage



## Modern Logo

Alternate Logo / Modern Brand Connection



## Aztec Princess Logo

Alternate Logo / Heritage Brand



## Vintage Bottle Logo

Alternate Logo / Heritage Brand



## Logotype

Brand Heritage





# Icons

Desktop

website icons and example usage

## Social Media Icons

48x48 px / 21 px space between / center aligned on footer



## Geo Icons

22x32 px / left-aligned on search results / random on map



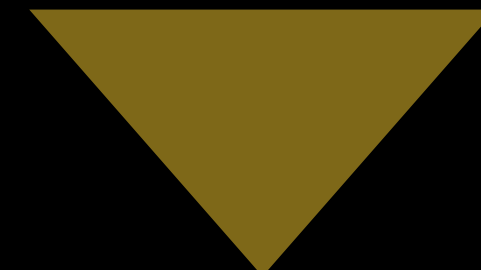
## Thick Rule

408x22 px / centered-aligned / divide sub-titles and images



## Down Arrow

175x100 px / centered-aligned / color: FDD131 / 50% fill





# Photographs

Desktop

Photographic images must comply with brand guidelines / see examples

## Hero / Healthy

Primary colors on bottle close up  
Fresh basil leaves complement and add natural element



## Hero / Refreshing

Topo Chico on Ice  
Heritage Bottle Logo 125 years  
Primary colors on bottles  
Secondary colors reflect through ice



## Body / Heritage Branding

Topo Chico van with Heritage Branding and primary colors  
Secondary colors on mural support character of brand  
Smiling and relaxed human enjoying the colorful juxtaposition



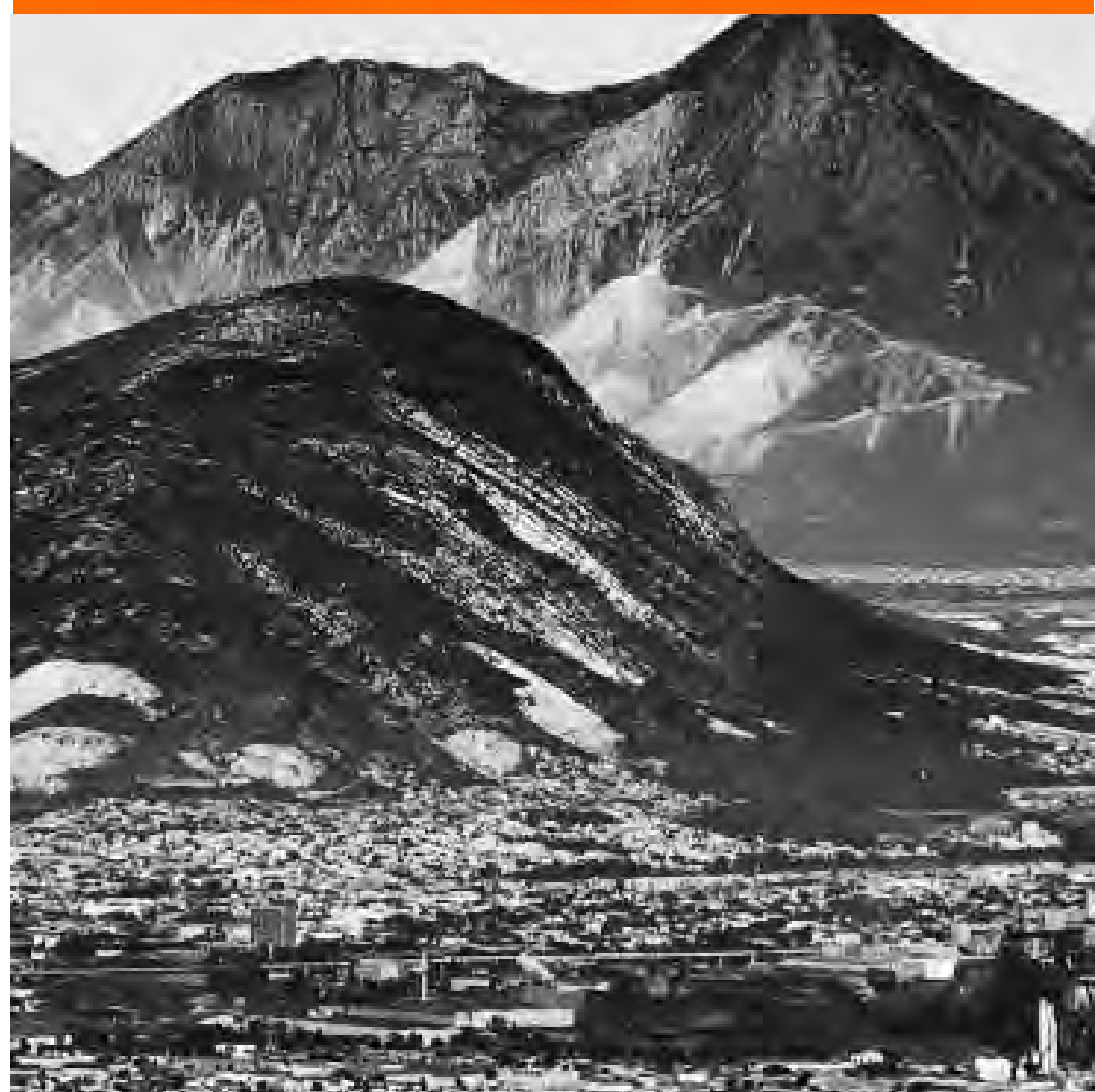
## Body / Heritage Bottle

Heritage bottle primary colors  
Bold secondary color background



## Body / Vintage Landscape

Heritage brand location  
Black and white photography





# Illustrations

Desktop

Illustrations style must comply with brand guidelines / see examples

## Hero / Aztec Princess

Heritage brand illustration  
Primary and secondary bold colors  
The legend of Topo Chico



## Body / Heritage Branding

Snow topped heritage logotype primary colors  
Topo Chico Heritage Bottle primary colors  
Secondary colors background  
BRRR!



## Body / Heritage Promo

Heritage advertisement with logotype  
Secondary color and black - only 2 colors



## Body / Vintage Landscape

Heritage brand location  
Black and white illustration





TOPO CHICO

**COMPONENTS**

# Topo Chico®



## NUTRITION

FOR YOUR HEALTH

## FLAVORS

TRY THEM ALL!

## THE LEGEND

## RECIPES

## ORDER ONLINE

## STORE

WHERE TO BUY

## LOCATOR



# Navigation

Desktop

Navigation elements - Illustrated, colorful section headers that add character to the Brand.

## Logotype

Black with white highlights



## Aztec Bottle Cap

Bottle Cap illustration  
Black and white illustration of Aztec Princess  
Will always return to home page



## Nutrition

Heading / 46 pt / uppercase / center-aligned / 5% letter spacing  
Sub-title / Bold / 22 pt / uppercase / center-aligned  
Primary and Secondary colors  
Bold graphic shape to engage



## Flavors

Heading / 46 pt / uppercase / center-aligned / 5% letter spacing  
Sub-title / Bold / 22 pt / uppercase / center-aligned  
Primary colors with dark grey  
Bold graphic shape to engage



## The Legend

Heading / 46 pt / uppercase / center-aligned / 5% letter spacing  
56 line height  
Primary and Secondary colors with dark grey  
Bold graphic shape to engage



## Recipes

Heading / 46 pt / uppercase / center-aligned / 5% letter spacing  
Primary and Secondary colors with dark grey border  
Bold graphic shape to engage



## Order Online

Heading / 46 pt / uppercase / center-aligned / 5% letter spacing  
56 line height  
Primary colors with dark grey border  
Bold graphic shape to engage  
\*Page has not been designed for unexpected target audience



## Store Locator

Heading / 46 pt / uppercase / center-aligned / 5% letter spacing  
56 line height with sub-title between words  
Sub-title / Bold / 22 pt / uppercase / center-aligned  
Primary and Secondary colors with dark grey text  
Bold graphic shape to engage





# Navigation

Desktop

Navigation elements - color change on hover to guide navigation

## Logotype

No changes



## Aztec Bottle Cap

Heading / color FDD131 / 50% fill  
Rectangle Overlay / color 0676A5 / 83% fill



## Nutrition

Heading / color FDD131  
Rectangle Overlay / color 0676A5 / 83% fill



## Flavors

Heading / color FDD131  
Sub-title / color F2E7D1  
Rectangle Overlay / color 0676A5 / 83% fill



## The Legend

Heading / color FDD131  
Rectangle Overlay / color 0676A5 / 83% fill



## Recipes

Heading / color FDD131  
Rectangle Overlay / color 0676A5 / 83% fill



## Order Online

Heading / color FDD131  
Rectangle Overlay / color 231F20 / 100% fill  
(page was not included for this user flow)



## Store Locator

Heading / color FDD131  
Rectangle Overlay / color 0676A5 / 83% fill





# Navigation

Desktop

Navigation elements - directional cues

## Logotype

No changes



## Aztec Bottle Cap

Heading / color FDD131 / 50% fill  
Rectangle Overlay / color 0676A5 / 83% fill



## Nutrition

Arrow / color FDD131 / 50% fill  
Rectangle Overlay / color 0676A5 / 83% fill



## Flavors

Arrow / color FDD131 / 50% fill  
Rectangle Overlay / color 0676A5 / 83% fill



## The Legend

Arrow / color FDD131 / 50% fill  
Rectangle Overlay / color 0676A5 / 83% fill



## Recipes

Arrow / color FDD131 / 50% fill  
Rectangle Overlay / color 0676A5 / 83% fill



## Store Locator

Arrow / color FDD131 / 50% fill  
Rectangle Overlay / color 0676A5 / 83% fill



# Text Field / Buttons

Desktop

Text field and Button examples

## Email Sign-Up

Headline / Body / Sub-Title / Text Field

548x60 / Center-aligned

Rounded rectangular corners / 5

Type in email address and enter / arrow will appear in text field

### LIKE COOL STUFF?

Exclusive discounts, coupons, events, and more! All filler, No Spam, Unsubscribe anytime.

SIGN UP NOW, GET 10% OFF YOUR ORDER.

## Search / Store Locator

Zip Code, Distance Text Fields / 404 x 51 / Left-aligned / Rounded corners / 5

Results List / Geo Icons / Left Aligned

Load More Results Button / 262x51 / Center-aligned / Rounded corners / 5

### SEARCH

ZIP CODE

DISTANCE

RESULTS



#### WHOLE FOODS

6350 W 3rd St  
Los Angeles, CA 90036



#### SPROUTS FARMERS MARKET

1302 S La Brea Blvd  
Los Angeles, CA 90019



#### TARGET

1833A LaCienega Blvd  
Los Angeles, CA 90035

LOAD MORE RESULTS



# Color Blocks

Desktop

Bold color blocks contain body text and supporting images

## Color Block

Rectangle: 854 x 456 / 100% Hue / 2 pt dark grey stroke  
Placement: 20 px from website background color  
Horizontal spacing: 30 px  
Vertical spacing: 35 px

Heading: Yellow / 56 pt / uppercase / left aligned  
Placement: 30 px down from top

Body: Cream / 20 pt / left-aligned / sentence case  
5% letter spacing / 25 line height  
Placement: 35 pt / below heading / between paragraphs

Photo placement: 20 px both sides and bottom  
--Picture of bottle with primary colors  
Background secondary colors showcasing healthy food

## HYDRATION

If you're looking for ways to improve your hydration and get additional nutrients from your water intake, mineral water might be the choice for you!

Sugary drinks can lead to inflammation and health issues, and too much caffeine can affect your sleeping.

Thanks to its natural mineral composition, Topo Chico can be used for quenching thirst, assisting in the digestive process, and it's a great hangover remedy.

Quality water is self-care!





TOPO CHICO  
**MODULES**





◆ **STORE** ◆

WHERE TO BUY

◆ **LOCATOR** ◆



# Header

Desktop

Header details and example

# Logo

Inner Circle 415x422 px / interchangeable with approved images  
center-aligned



# Section Card / Navigation

Rectangle 444x272 px / interchange with other approved cards



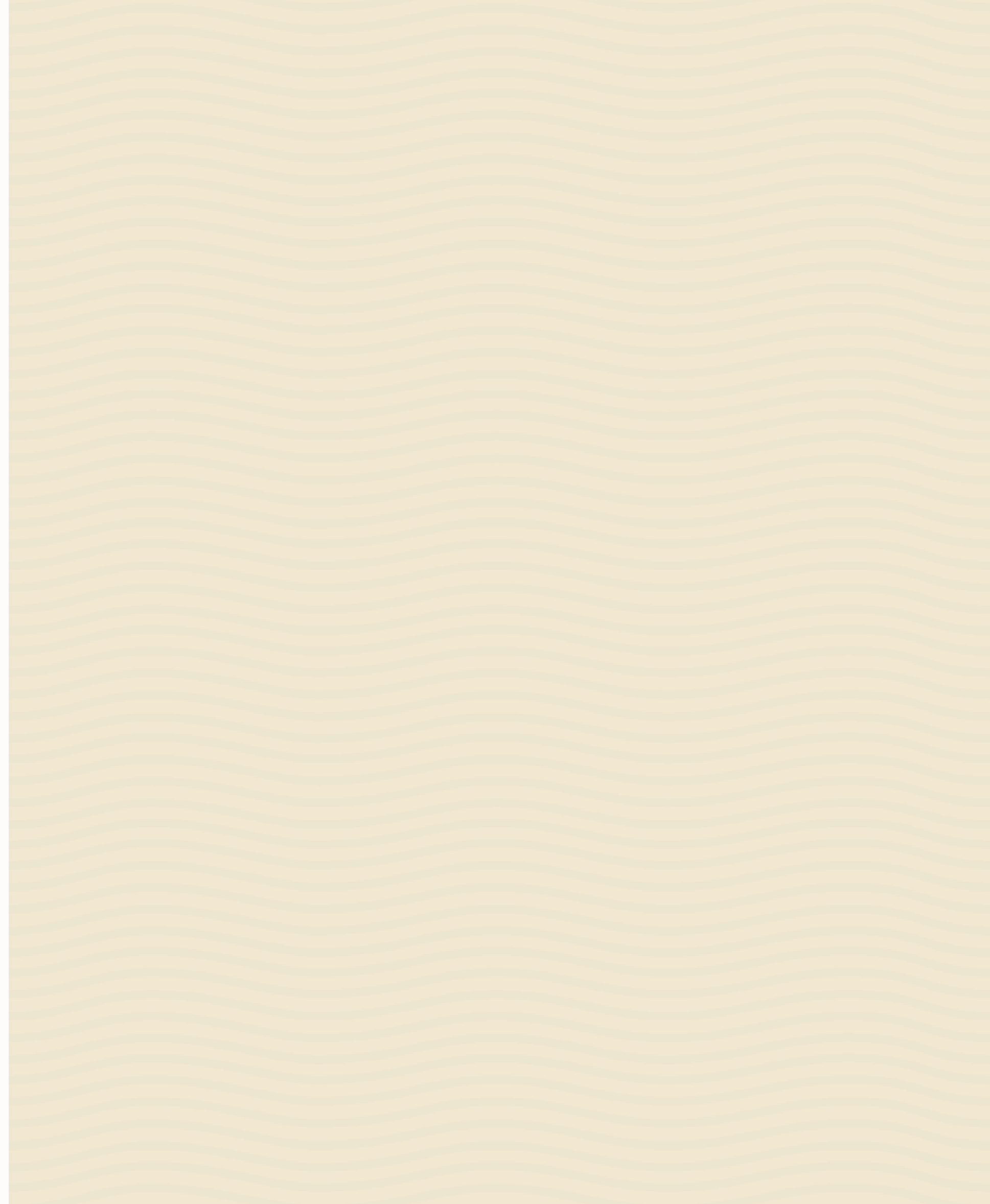
# Hero Image

Rectangle 720x895 px / Interchange with other approved images  
Left aligned / Rounded corner on bottom right only / 20



# Pattern

Rectangle 760x914 px / Wavy Lines / Cream background  
Right aligned / full bleed





# LIKE COOL STUFF?

Exclusive discounts, coupons, events, and more! All filler, No Spam, Unsubscribe anytime.

SIGN UP NOW, GET 10% OFF YOUR ORDER.



TOPO CHICO MINERAL WATER  
888-456-4357  
5800 GRANITE PARKWAY, STE 900  
PLANO, TX 75024

© 2021 Topo Chico

# Footer

Desktop

Footer details and example

## Email Sign-Up

Headline / Body / Sub-Title / Text Field

Rounded Corners top only / 20

1440 x 262 / Center-aligned

Heading 30px from top / Text field 20 px from bottom

**LIKE COOL STUFF?**

Exclusive discounts, coupons, events, and more! All filler, No Spam, Unsubscribe anytime.

SIGN UP NOW, GET 10% OFF YOUR ORDER.

## Footer

Social Media Icons

Contact / Address / Copyright

1440 x 242 / Center-aligned

Icons 30px from top / Copyright 25 px from bottom



TOPO CHICO MINERAL WATER  
888-456-4357  
5800 GRANITE PARKWAY, STE 900  
PLANO, TX 75024

© 2021 Topo Chico

TOPO CHICO  
**PAGES**





# Topo Chico®



SPARKLING MINERAL WATER

Est. 1895

Cerro del Topo Chico

MEXICO

## NUTRITION

FOR YOUR HEALTH

## FLAVORS

TRY THEM ALL!

## THE LEGEND

## RECIPES

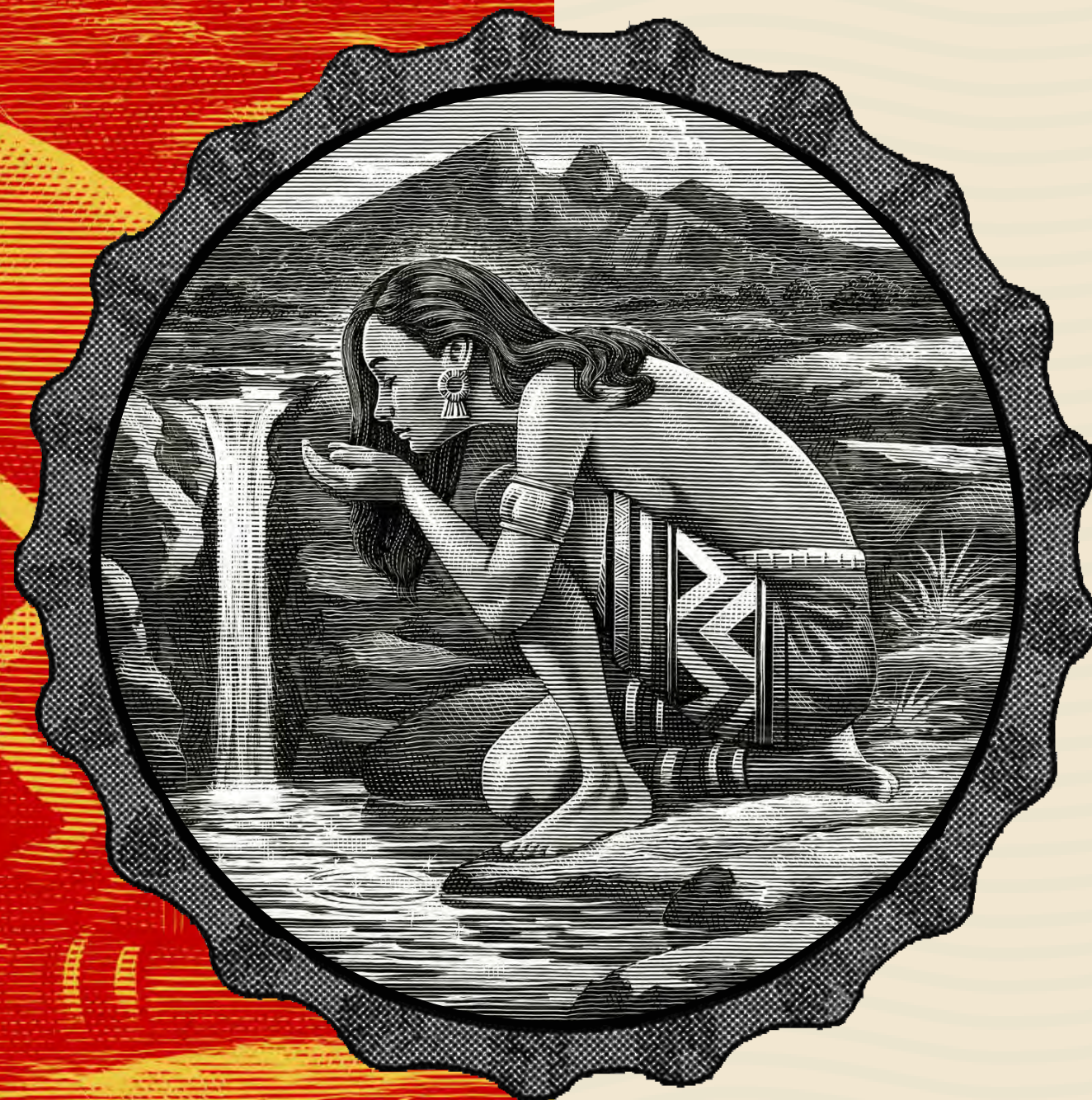
## ORDER ONLINE

## STORE

WHERE TO BUY

## LOCATOR



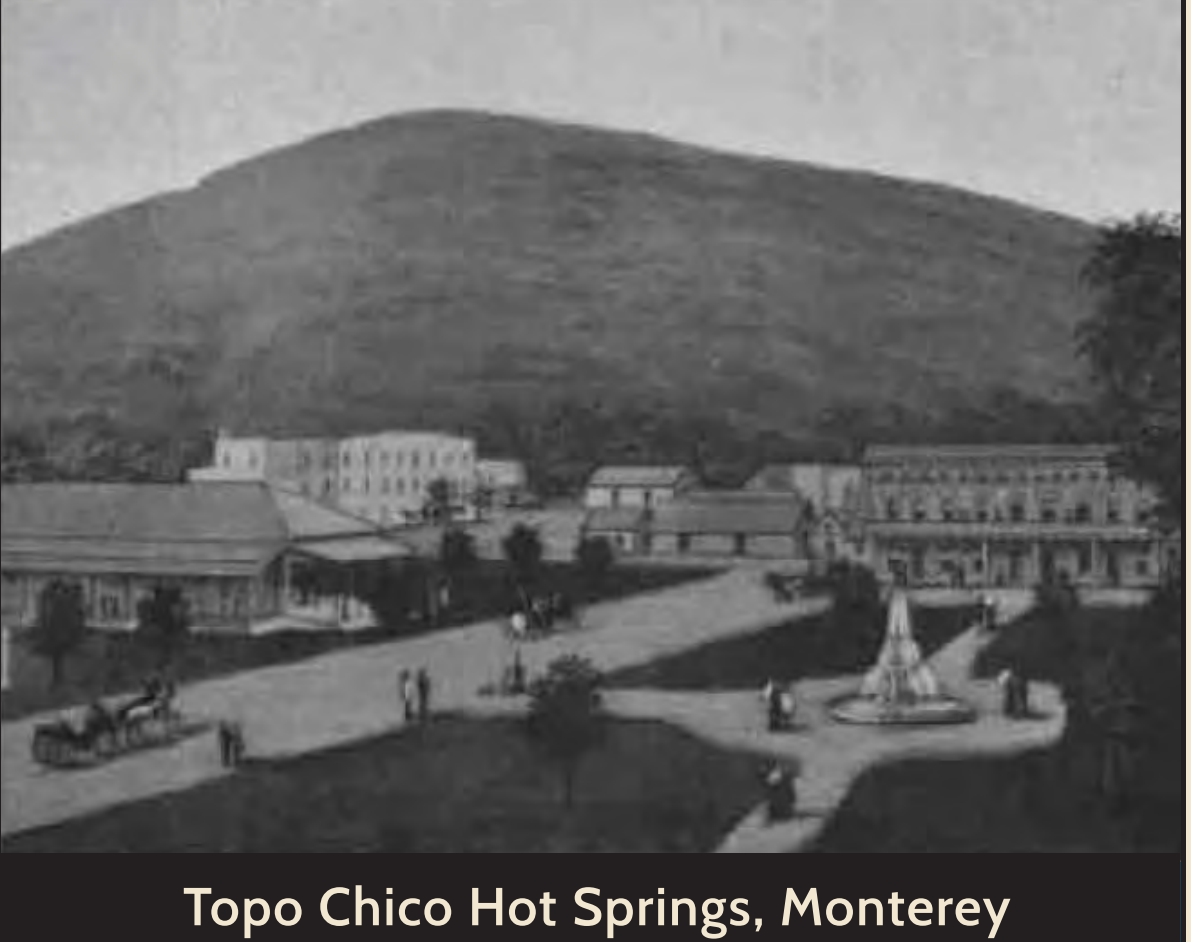


# THE LEGEND

## LOCATION

Sourced from the springs at Cerro del Topo Chico near Monterrey, Mexico. Since 1895, Topo Chico has been drawn from these "enchanted" underground springs, flowing from an inactive volcano shaped like a mole. The name Topo Chico (little mole) comes from the Cerro del Topo Chico mountain. The limestone quarries of northern Mexico provide the waters' mineral properties.

Unfortunately, if you were hoping to make the pilgrimage to Cerro del Silla to bathe in the mysterious Topo Chico waters like an Aztec princess, you're out of luck. Topo Chico restricts access to the springs to ensure the continued integrity of the unique blend of minerals and purity of the waters.



Topo Chico Hot Springs, Monterrey

## THE AZTEC PRINCESS

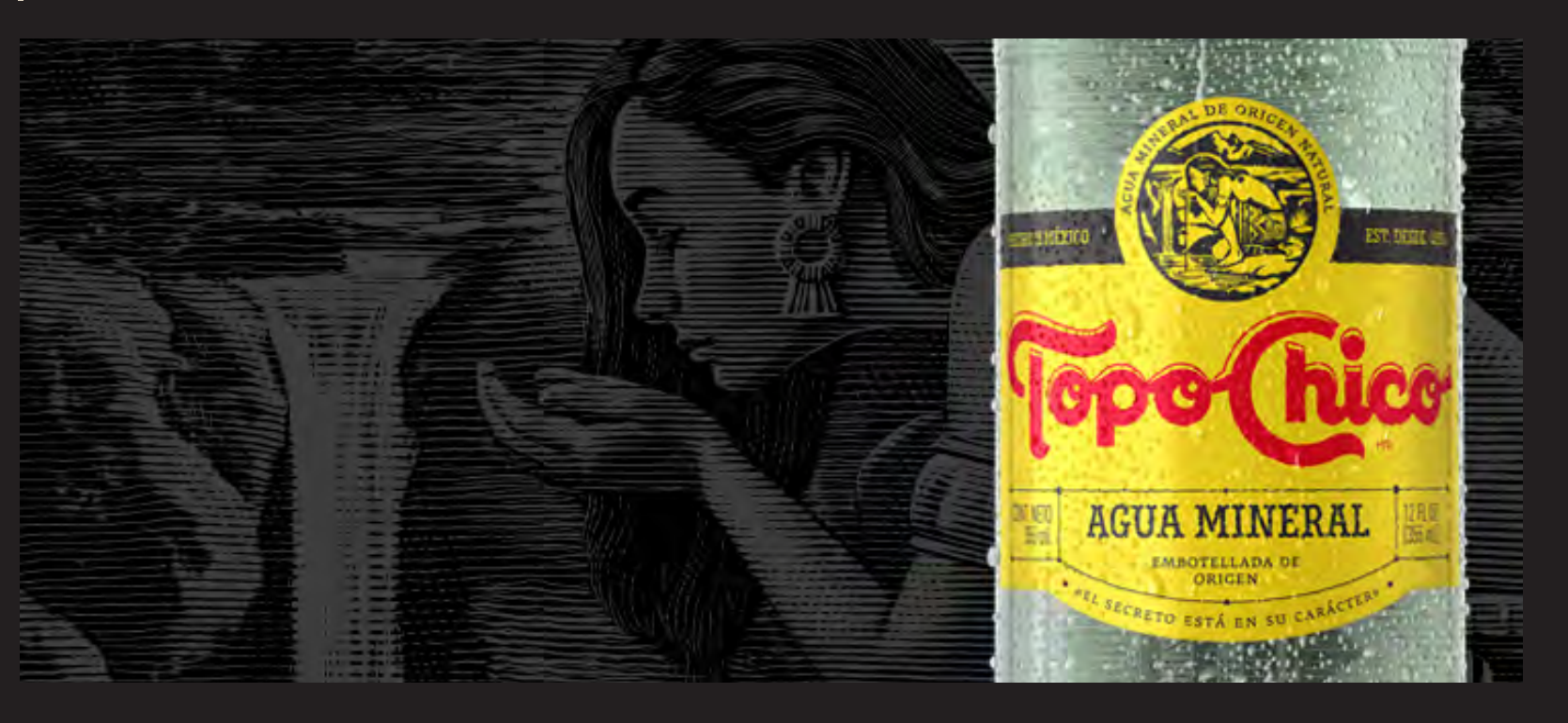
This legend speaks of the virtues of the water that since 1895 has given its name to one of the most important drinks in all of Mexico: Topo Chico Mineral Water.

There was a beautiful Aztec princess who suffered a terrible and mysterious illness. A disease so strange that no doctors of her father, Moctezuma I Ilhuicamina, successor in 1440 of the King Itzcoatl, had been able to cure. When doctors couldn't find a cure, a priest suggested the healing waters of a mystical spring in Northern Mexico.

Desperate, the King turned to the older priests in the kingdom to find a cure for his beautiful daughter. They told him that according to the timeless stories of travelers, in a far away northern land, there were strange and hidden waters which flowed at high temperatures. Waters in which one only needed to bathe in or drink from to regain vigor, joy, strength, and refreshment.

Encouraged by this news, Moctezuma ordered an immediate expedition to take his daughter to this amazing place. After traveling long and rugged roads, the Princess and her expedition reached a fertile valley flanked by mountains. To the east, they saw a mountain with the form of woman's face (now Cerro de la Silla) and a mole-shaped hill, from whose slopes flowed the prodigal waters.

After spending some time there, taking baths and drinking from the water, the daughter of Moctezuma, his priests, and chiefs returned to the Anahuac lands optimistic, strong, happy, and refreshed. The news about the Princess's recovery spread throughout the kingdom and has passed from generation to generation up until modern times.



## TEMPTED?

ENCHANTED SPRING WATER. REFRESHMENT, VIGOR & JOY.

**STORE**

WHERE TO BUY

**LOCATOR**

**NUTRITION**

FOR YOUR HEALTH

## LIKE COOL STUFF?

Exclusive discounts, coupons, events, and more! All filler, No Spam, Unsubscribe anytime.

SIGN UP NOW, GET 10% OFF YOUR ORDER.



TOPO CHICO MINERAL WATER  
888-456-4357  
5800 GRANITE PARKWAY, STE 900  
PLANO, TX 75024





## NUTRITION

FOR YOUR HEALTH

## HYDRATION

If you're looking for ways to improve your hydration and get additional nutrients from your water intake, mineral water might be the choice for you!

Sugary drinks can lead to inflammation and health issues, and too much caffeine can affect your sleeping.

Thanks to its natural mineral composition, Topo Chico can be used for quenching thirst, assisting in the digestive process, and it's a great hangover remedy.

Quality water is self-care!



## MINERALS

The minerals in Topo Chico help give the water its distinctive and unique taste. Mineral water can help with health concerns, including bone health, digestion, blood pressure, heart health, and muscle function.

While these minerals can support your body in the follow ways when consumed in appropriate amounts, Topo Chico does not contain sufficient mineral content on its own to meet those levels. See FDA nutrition guidelines for more information.

**CALCIUM** an important nutrient and a major component of bones and teeth

**CHLORIDE** in association with sodium, helps to maintain water balance in the body.

**MAGNESIUM** an important nutrient and contributes to electrolyte balance.

**POTASSIUM** an important nutrient to help support healthy blood pressure.

**SODIUM** an important nutrient to help support water balance in the body.

**SULFATE** is produced in the body and it can also be obtained through the diet. Sulfate is involved in different physiological processes, including on the elimination of exogenous compounds.

## ZERO

ZERO CALORIES. ZERO SUGAR. ZERO FILLERS. ZERO REGRETS.

### Nutrition Facts

<b>Serving Size</b>	<b>1 Bottle</b>
<b>Amount Per Serving</b>	
<b>Calories</b>	<b>0</b>
	<b>% Daily Value</b>
<b>Total Fat</b> 0g	<b>0%</b>
<b>Sodium</b> 15mg	<b>1%</b>
<b>Total Carbohydrate</b> 0g	<b>0%</b>
<b>Protein</b> 0g	
<hr/>	
Calcium 40mg	4%
<hr/>	
Not a significant source of saturated fat, <i>trans</i> fat, cholesterol, dietary fiber, total sugars, added sugars, vitamin D, iron and potassium.	

**INGREDIENTS:** MINERAL WATER, CARBON DIOXIDE.



## READY?

TRUST US. BELIEVE THE HYPE. OUR BUBBLES ARE AMAZING.

**ORDER  
ONLINE**

**FLAVORS**

TRY THEM ALL!

## TRY ONE ON US!

Exclusive discounts, coupons, events, and more! All filler, No Spam, Unsubscribe anytime.

SIGN UP NOW, GET ONE FREE TOPO CHICO!



TOPO CHICO MINERAL WATER  
888-456-4357  
5800 GRANITE PARKWAY, STE 900  
PLANO, TX 75024

© 2021 Topo Chico





# WHERE TO BUY TOPO CHICO

**SEARCH**

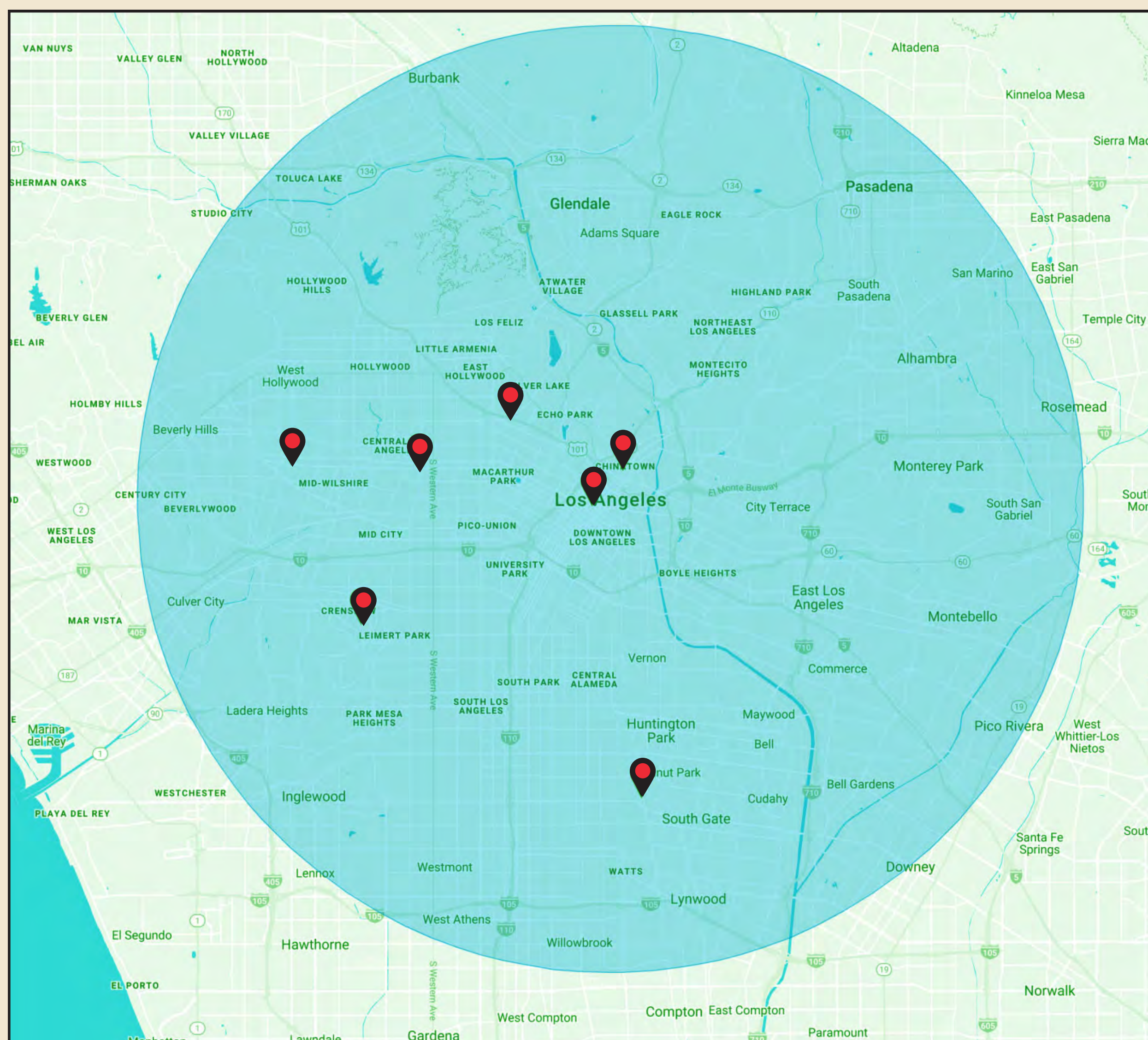
ZIP CODE

DISTANCE

RESULTS

- WHOLE FOODS**  
6350 W 3rd St  
Los Angeles, CA 90036
- SPROUTS FARMERS MARKET**  
1302 S La Brea Blvd  
Los Angeles, CA 90019
- TARGET**  
1833A LaCienega Blvd  
Los Angeles, CA 90035

[LOAD MORE RESULTS](#)



**FLAVORS?**

4 FLAVORS TO CHOOSE FROM.  
LEVEL UP W/ A TOPO RECIPE.

**RECIPES**

**FLAVORS**

TRY THEM ALL!

## LIKE COOL STUFF?

Exclusive discounts, coupons, events, and more! All filler, No Spam, Unsubscribe anytime.

SIGN UP NOW, GET 10% OFF YOUR ORDER.



TOPO CHICO MINERAL WATER  
888-456-4357  
5800 GRANITE PARKWAY, STE 900  
PLANO, TX 75024

© 2021 Topo Chico





## ORIGINAL

Topo Chico is a zero calorie carbonated beverage. The natural mineral composition is great for quenching thirst.

---

## GRAPEFRUIT

Hint of unique, natural grapefruit flavor, without calories. The perfect drink for any occasion.

---

## TANGERINE

Sparkling mineral water complete with a natural touch of citrus flavor for those seeking a healthy alternative.

---

## TWIST OF LIME

Refreshing and versatile, it satisfies your thirst or serves as the perfect mixer. With a twist of natural lime flavor.

---



## READY?

TRUST US. BELIEVE THE HYPE. OUR BUBBLES ARE AMAZING.

---

✦ **STORE** ✦

WHERE TO BUY

✦ **LOCATOR** ✦

---

**RECIPES**

---



---



---

## TRY ONE ON US!

Exclusive discounts, coupons, events, and more! All filler, No Spam, Unsubscribe anytime.

SIGN UP NOW, GET ONE FREE TOPO CHICO!



TOPO CHICO MINERAL WATER  
888-456-4357  
5800 GRANITE PARKWAY, STE 900  
PLANO, TX 75024





## RECIPES

### SPARKLING COLD BREW

- ★ **INGREDIENTS**  
4 oz strong cold brew coffee  
½ cup ice  
4 oz Topo Chico  
Mint Leaf

- ★ **INSTRUCTIONS**  
Pour coffee into glass with ice.  
Top with Topo Chico.  
Garnish with a mint leaf and enjoy.



### APPLE CIDER FIZZ

- ★ **INGREDIENTS**  
4 oz apple cider  
1 tsp fresh squeezed lemon juice  
1 tsp apple cider vinegar  
1 Tbsp honey  
4 oz Topo Chico  
Sprig of Rosemary

- ★ **INSTRUCTIONS**  
Mix apple cider, lemon juice, vinegar and honey.  
Pour in glass and top with Topo Chico.  
Garnish with apple slice and rosemary sprig.



### AQUA FRESCA

- ★ **INGREDIENTS**  
1 cup frozen strawberries  
1 cup watermelon, seeded and chopped  
1 Tbsp sugar  
½ cup ice  
12 oz bottle Topo Chico

- ★ **INSTRUCTIONS**  
Combine strawberries, watermelon, sugar, and ice in a blender, blend until smooth.  
Pour into a large goblet.  
Place Topo Chico bottle upside down in goblet.



### TEMPTED?

ENCHANTED SPRING WATER.  
REFRESHMENT, VIGOR & JOY.

### NUTRITION

FOR YOUR HEALTH

### STORE

WHERE TO BUY

### LOCATOR

### LIKE COOL STUFF?

Exclusive discounts, coupons, events, and more! All filler, No Spam, Unsubscribe anytime.

SIGN UP NOW, GET 10% OFF YOUR ORDER.



TOPO CHICO MINERAL WATER  
888-456-4357  
5800 GRANITE PARKWAY, STE 900  
PLANO, TX 75024

© 2021 Topo Chico