DAYO

EVERYDAY WATER / A DISTINCTIVE POINT OF VIEW

The brand playbook.

Folded-ribbon identity · Six-flavor platform
Typography · Color · Packaging · Messaging



VERSION 1.0 / NOVEMBER 8, 2026
CREATIVE DIRECTION + PROPOSED PRODUCTION STANDARDS
Concept renders. Final artwork, formula and review pending.

CONTENTS

The DAYO system

01 / The brand in one page 3

02 / Positioning & audience 4

03 / Name, voice & character 5

04 / Logo system 6

05 / Typography 7

06 / Core color system 8

07 / Six flavors. One family. 9

08 / The ribbon signature 10

09 / Packaging architecture 11

10 / Front & back copy 12

11 / Messaging platform 13

12 / Claim discipline 14

13 / Photography & motion 15

14 / Retail & digital applications 16

15 / System tests & production 17

16 / Handoff & source register 18

DAYO / 01

The brand in one page

Everyday water. A distinctive ingredient. A world worth choosing.

> **DAYO is an everyday electrolyte water with goBHB® ketones, expressed through joyful color and a disciplined, premium package.**

Decision	Standard
Selected identity	Folded-ribbon upper graphics, white lower panel, horizontal lowercase wordmark, horizontal flavors. This is the selected #5 route.
Product starting point	Still, ready-to-drink water with electrolytes and goBHB® ketones. Proposed 500 mL resealable aluminum bottle; feasibility unvalidated.
Consumer-facing hierarchy	DAYO → Electrolyte Water → with goBHB® ketones → flavor.
Brand character	Bright, assured, curious, sociable. Premium through craft, not exclusivity.
Working tagline	Your day. Your water. Proposed creative line, pending clearance.
Non-negotiables	No supplement clutter, molecule diagrams, lightning bolts, droplets, invented nutrition numbers, or unverified benefits.

What this playbook is

A usable creative specification for the selected direction. It turns the concept into a consistent system; it does not certify manufacturing, labeling compliance, trademark availability, consumer performance, or a finished vector logo.

Version 1.0 · November 8, 2026 · U.S.-oriented launch assumption. International adaptation requires local review.

DAYO / 02

Positioning & audience

Make the water choice desirable before explaining the ingredient.

Positioning statement

For adults who want an everyday water that feels as considered as the rest of their choices, DAYO brings water, electrolytes, and goBHB® ketones into a colorful, straightforward beverage—not a supplement ritual.

The job to do

Win an ordinary cooler decision: look appealing, explain the category immediately, give the shopper a reason to be curious, and earn another purchase through the actual drinking experience.

Audience / moment	Creative implication
Everyday chooser: work, errands, commute	Make the package approachable and resealable; avoid athlete-only language.
Design-aware discoverer: social, retail, creator feeds	Use a consistent graphic signature and a legible name at small scale.
Ingredient-curious shopper	Name goBHB® ketones clearly. Offer an explanation behind the front, not a claim-heavy lecture.

Three pillars

Everyday first. A beverage people can picture in their day.
Curiosity, clearly. Water and electrolytes establish the category; goBHB® ketones differentiate.
Joy with discipline. Expressive ribbons above, clear information below.

> These audiences and occasions are strategic hypotheses—not findings from completed market research.

DAYO / 03

Name, voice & character

DAY-oh. Easy to say. Never clinical.

Name usage

Write **DAYO** in prose and business materials; use the custom lowercase **dayo** artwork for the logo. Pronounce “DAY-oh.” Do not alternate with Day-O, DA/YO, or stacked D/A/Y/O in this identity. DAYO remains pending trademark clearance.

Voice principle	Use	Avoid
Warm, not childish	“Meet your next water.”	Baby talk, cartoon nutrition promises.
Confident, not inflated	“Electrolyte water with goBHB® ketones.”	“The world’s most advanced hydration.”
Curious, not cryptic	“What’s goBHB®? Start here.”	“Unlock your cellular potential.”
Premium, not precious	Short sentences; concrete nouns.	Luxury jargon, exclusivity theater.
Social, not performative	“Which flavor are you picking?”	Manufactured slang or forced virality.

Writing rhythm

Lead with the thing: water, flavor, bottle, ingredient. Keep headlines short. Explain one new idea at a time. Let design carry the energy instead of adding exclamation marks.

Personality boundary

DAYO can be playful about choices, color, and daily life. Do not joke about illness, body weight, food guilt, or mental-health outcomes. Never imply that buying DAYO makes someone healthier or more accomplished.

DAYO / 04

Logo system

One horizontal custom wordmark. No competing symbol.



Visual reference cropped from the selected render; not a transparent or vector master.

Master construction brief

A heavy, friendly, rounded geometric lowercase wordmark with generous counters, optically balanced spacing, and a controlled y terminal. Preserve the approved render's character. Do not substitute a stock font, add a swash, italicize independently, or reconstruct it from four typed letters.

Version	Application
Primary: Ink on white	Bottle lower panel, documents, retail and digital light backgrounds.
Reverse: white on Ink	Dark applications after the vector master is finalized.
One-color: black or white	Production-limited uses only; preserve counters and proportions.
Not part of this system	Giant standalone d, stacked DA/YO, vertical DAYO, mascots and monograms.

Spacing & minimums — proposed

Let **x** equal the wordmark's lowercase o height. Keep **0.5x** clear space on every side. Start at **24 mm wide in print / 100 px wide on screen**; these are design targets, not measured readability guarantees. Verify the final vector at actual reproduction size.

> Production gate: commission one optically corrected vector master and approve it once. Every SKU uses that same artwork—not separately generated logos.

DAYO / 05

Typography

A small type toolkit. A clear hierarchy.

Make room for DAYO.

Manrope ExtraBold 800 · campaign headlines, not the logo

Primary: Manrope

Use **800** for campaign headlines, **700** for product/category headings, and **600** for flavor names and short labels. Rounded geometry supports the wordmark without imitating it.

Water, electrolytes, and goBHB® ketones.
Clear words. Room to breathe.

DM Sans Regular 400 / Medium 500 · explanatory copy

Role	Proposed setting
Campaign headline	Manrope 800 · 40–64 px digital / 28–42 pt editorial · line-height 1.05–1.15.
Section/category heading	Manrope 700 · 18–28 px digital / 14–20 pt editorial.
Body and back-label narrative	DM Sans 400/500 · 16–18 px digital; start at 9–10 pt for package narrative, subject to dieline and review.
Flavor / utility	Manrope 600/700; uppercase for flavor. Do not shrink a long name independently.
Fallback	Arial, sans-serif. Never treat fallback rendering as approved packaging art.

Manrope and DM Sans distributions include SIL Open Font License 1.1 terms. Keep their notices with redistributed font files. Package type-size targets do not replace applicable labeling requirements. Sources: [1], [2].

DAYO / 06

Core color system

The graphics change flavor. The foundation stays constant.

DAYO Ink	Panel White	Canvas Cream	Utility Gray
#251B35	#FFFFFF	#F5F3EE	#625B6D

Color roles

Ink is the stable wordmark and supporting-copy color. **Panel White** anchors the package and protects readability. **Canvas Cream** belongs to backgrounds and editorial applications, not a mandatory warm tint in every label. **Utility Gray** is for secondary document and digital text.

Proportion

Start the bottle with approximately **55% expressive upper graphic / 45% white lower field**, measured on the printable body, excluding the cap. Scale is a layout target to be adapted to the actual bottle and dieline.

> All HEX/RGB values in this playbook are proposed digital design standards—not sampled, certified matches to generated images. Set CMYK separations, spot inks, white underprint, and finish with the packaging supplier after proofing.

Contrast rules

Use dark Ink on the white information panel. Do not place small text across ribbon boundaries, dark-on-dark facets, or reflections. In digital use, measure contrast in the implemented interface; in print, check physical proofs under retail lighting. No contrast compliance is certified here.

Do not

Allow white balance or supplier changes to create a different “white” panel by SKU. Use gold foil to imply premium. Add unrelated neon accents. Treat a screen match as a printed color approval.

DAYO / 07

Six flavors. One family.

Proposed digital palette / screen masters

Original

Cobalt
#2454D8

Ice Cyan
#91DDF0

Navy
#172957

Flavor text: Cobalt. Unflavored hero concept; still subject to formula confirmation.

Lemon

Emerald
#16703F

Citron
#DBED54

Forest
#17442F

Flavor text: Forest. Citrus clarity; green/yellow ribbon expression.

White Peach

Tangerine
#D95A27

Lilac
#CAB5EB

Plum
#532547

Flavor text: Plum. Warm/cool pairing; keep distinct from Watermelon Lime.

Watermelon Lime

Watermelon
#E7487B

Fresh Lime
#B6DC48

Raspberry
#8A234B

Flavor text: Raspberry. Bright pink/green; no implied juice content.

Blackberry Lemonade

Blackberry
#65418F

Lemon Yellow
#F0D86A

Deep Plum
#38213F

Flavor text: Deep Plum. Dark purple/yellow; “Lemonade” naming is provisional pending formula review.

Blueberry Lemon

Indigo
#334CAD

Lemon Yellow
#F0D86A

Icy Lavender
#C8CCF2

Flavor text: Indigo. Blue-dominant, not purple-dominant, to separate from Blackberry.

Use all three colors as a controlled facet set, not an equal-stripe recipe. RGB values are directly defined by the HEX codes; this palette is a proposed standard rather than a measured render extraction.

DAYO / 08

The ribbon signature

Broad folds. Clear rhythm. No decorative noise.



Approved creative direction: Original, Lemon, White Peach. Render is a visual reference.

Construction principles

Use **three principal ribbon movements** across the visible front. Build depth from a light face, main face, and dark fold—not texture, glossy gradients, or literal paper. Use the same fold grammar and comparable scale across every SKU.

Crop with intention

Allow broad ribbons to continue around the shoulder and sides. Keep the boundary above the white panel crisp and horizontal. The graphic must never drip into the wordmark or supporting copy.

Use	Avoid
Large interlocking angular facets	Tiny kaleidoscope detail, arbitrary tile mosaics.
Flavor colors within the same grammar	One SKU with waves and another with circles.
White-space contrast beneath the pattern	Copy over busy facets or diagonal color edges.
One recognizable pattern system	Additional icons, giant letters, monograms or badges.

DAYO / 09

Packaging architecture

One template, six controlled substitutions.



Information hierarchy diagram only. Typed “dayo” is a placeholder; use the vector master in production.

Layer	Rule
Wordmark	Same master, width, baseline, ink and clear space on all SKUs. It is the dominant element of the white panel.
Category	ELECTROLYTE WATER; horizontal and clearly subordinate to brand.
Ingredient	with goBHB® ketones; one line where feasible, never condensed by stretching.
Flavor	Horizontal uppercase, shared size and weight. Design the template for BLACKBERRY LEMONADE, the longest current name.
Volume	16.9 FL OZ (500 mL) in concepts; verify actual fill and required formatting before final print.

Starting type ratios, relative to wordmark visible letter height: category 0.18–0.22; ingredient 0.15–0.18; flavor 0.17–0.20. These are proposed artwork guidelines, not dimensions recovered from the renders. Actual dieline, curved-face visibility, supplier tolerances, and required copy govern final implementation.

DAYO / 10

Front & back copy

The front sells the category. The back earns the explanation.

Front copy — exact creative template

dayo

ELECTROLYTE WATER

with goBHB® ketones

WHITE PEACH

16.9 FL OZ (500 mL)

Swap only the flavor name. Retain the ® attached to goBHB in this concept; obtain the ingredient owner's actual usage guide and permission. Confirm descriptive identity and flavor presentation with the final formula and review team.

Back-label paragraph — proposed

> "Meet DAYO: still water with electrolytes and goBHB® ketones. We keep the front simple and the details here, so you can get to know what's in your bottle. Pick your flavor. Make it part of your day."

Use only after ingredient presence and formula accuracy are confirmed. This paragraph does not replace the ingredient statement, nutrition information, manufacturer details, or other required content.

What belongs behind the front

Ingredient explanation; substantiated amounts; nutrition information; ingredient list; manufacturer/distributor information; storage and handling; lot/date coding; barcode; recycling guidance based on actual materials; relevant consumer contact. No placeholder values should reach press.

"Cellular Hydration" decision

Do not use it as the launch descriptor or tagline. It is less immediately understandable than Electrolyte Water and may imply a benefit. Keep it in the evidence-and-review queue, not approved packaging copy.

DAYO / 11

Messaging platform

Water first. Ingredient second. No borrowed promises.

Proposed master tagline

Your day.
Your water.

A statement of daily relevance—not superior hydration or health outcomes. Tagline clearance is still required.

Layer	Message
One-line product introduction	DAYO is electrolyte water with goBHB® ketones.
Short brand story	DAYO brings a colorful point of view to everyday water. Water and electrolytes make the category clear. goBHB® ketones give people something new to discover.
Discovery headline	Meet your next water.
Range headline	Six flavors. One DAYO.
Ingredient doorway	What's goBHB®? Start here.
Creator sentence	"This is DAYO—electrolyte water with goBHB® ketones. I'm trying Watermelon Lime."
Retail / sales description	A proposed six-SKU, 500 mL resealable aluminum-bottle electrolyte-water range with goBHB® ketones and a consistent folded-ribbon identity.

Do not make the ingredient do all the branding

DAYO is the name people ask for. Electrolyte Water is what they buy. goBHB® ketones is the distinguishing ingredient, not a replacement for a coherent beverage proposition.

DAYO / 12

Claim discipline

Ingredient presence is not proof of a finished-product benefit.

Status	Examples	Action
Formula-dependent descriptive copy	Electrolyte water; with goBHB® ketones; still; flavor names; 500 mL.	Confirm accuracy, ingredient rights, product identity and final label requirements.
Hold: needs evidence + review	Energy, focus, recovery, sustained fuel, superior hydration, Cellular Hydration.	Do not use until final formula, relevant evidence and review support exact wording.
Hold: nutrition/absence statements	Zero sugar, zero calories, caffeine-free, no artificial sweeteners, keto-friendly.	No assumptions. Validate formula, analysis, definitions and jurisdiction.
Not part of brand copy	Disease treatment/prevention, anti-inflammatory promises, weight-loss guarantees, FDA-approved implication.	Exclude from creative; escalate any proposed use for specialized review.

Source and product boundaries

The supplier's website contains ingredient marketing claims. This playbook does **not** adopt those claims as evidence for DAYO. The investment documents are not the basis of the chosen name or a substitute for finished-product substantiation.

FDA distinguishes conventional-food structure/function claims from dietary-supplement claims. Do not transplant a supplement disclaimer or supplier claim set onto a beverage. Final product classification, ingredients, claims and full label require qualified review. [3]

Creator discipline

Use truthful personal experience only. No scripted energy, focus, health or recovery testimony. Paid relationships and advertising obligations need a separate campaign review. A creator's enthusiastic delivery does not make an unsupported claim acceptable.

> No trademark clearance, regulatory approval, health benefit, nutrition profile, sustainability certification, or manufacturing readiness is asserted in this playbook.

DAYO / 13

Photography & motion

A desirable drink. Not a supplement still life.



Product photography

Show a complete bottle with a straight, readable front. Use crisp, soft-edged light, true whites, realistic satin surfaces, and grounded shadows. Keep aluminum opaque; never show colored liquid through this format. Match scale across comparisons.

Lifestyle art direction

Show ordinary adult moments: desk, bag, lunch, commute, picnic, creative workspace. Let the bottle be recognizable without filling every frame. Avoid sweat-soaked athletic proof, medical props, before/after bodies, and staged supplement routines.

Motion language

One broad ribbon fold reveals the bottle, then settles into a clean hold. Give the wordmark, category, ingredient and flavor time to read. Do not animate a physiological mechanism or imply that ribbons represent cells or molecules.

Asset checks

Verify spelling and color at delivery size, not only zoomed in. Generated concept images can alter letters, copy or geometry between frames. They are not editable print masters or proof of a working closure.

DAYO / 14

Retail & digital applications

One recognizable block, whether on shelf or on screen.



Shelf concept—not actual retail placement, a planogram agreement, or a measured shopper test.

Touchpoint	Execution rule
Cooler shelf	Group the family together. Keep Original → Lemon → White Peach → Watermelon Lime → Blackberry Lemonade → Blueberry Lemon as the working range order; validate with real retail constraints.
Four-/six-pack carrier	White structure with one broad ribbon area, large DAYO, clear count/size and flavor list. Prototype structure; no unsupported recycling claims.
Product listing thumbnail	Single complete bottle, neutral background, front squared to camera. Use actual product title outside the image for flavor clarity.
Product detail page	Brand → category → ingredient presence → flavor/size → verified product information. Never hide basic formula details behind lifestyle copy.
Social / creator	Use full-color upper graphics with generous white typography zones. No new standalone d or unapproved tagline.
Merchandise	Use the vector wordmark plus one restrained ribbon crop. Do not let clothing become a different logo system.

DAYO / 15

System tests & production

Earn consistency beyond the render.

Creative quality checks

Check all six SKUs together at native image size, a small thumbnail, and in a realistic shelf composition. Match logo scale, panel boundary, flavor baseline, cap and bottle geometry. Never claim that an image review measures timed consumer recognition.

Human research

Use unfamiliar participants, a defined exposure, independent assignments and exported raw responses. Test brand recognition separately from flavor recognition. Current project has no collected human recognition results; the earlier test tool is a pilot instrument, not research evidence.

Before production	Required output
Brand owner	Clear name and tagline; approve logo master, message hierarchy and actual claims.
Designer / typographer	Vector logo, dieline artwork, shared styles, exact placement grid, barcode quiet zones and final copy.
Ingredient / formula team	Confirm ingredient usage, amounts, flavor descriptors, sensory performance and stability.
Bottle / filling supplier	Validate internal lining compatibility, closure, filling conditions, leak/transport behavior and capacity.
Printer / converter	Color-managed proof, separations, white underprint, finish, tolerances, artwork preflight and physical samples.
Review team	Full label and communication review for intended market, product classification, claims, rights and final facts.

Final release checklist

One logo master; all six names correct; goBHB® ketones correct; ingredient-to-flavor spacing; longest-name fit; verified fill volume; actual nutrition/ingredients; no claim drift; approved color proof; physical drinking and transport tests; signed final artwork.

DAYO / 16

Handoff & source register

What is decided. What is proposed. What is still missing.

Status	Items
Selected in this conversation	DAYO working name; #5 folded-ribbon identity; white lower panel; horizontal wordmark and flavors; six flavor concepts; with goBHB® ketones wording.
Proposed by this playbook	Tagline and copy bank; Manrope/DM Sans pairing; exact digital HEX palette; clear-space rules; minimum sizes; layout ratios; application standards.
Still to produce or validate	Final vector logo; legally cleared marks; actual bottle/dieline; color proofs/CMYK or spot recipes; formula and nutrition; ingredient rights; full reviewed label; production-ready packaging files; real shopper evidence.

Source register

1. Manrope / Google Fonts repository. Font file and accompanying SIL OFL 1.1 notice retrieved November 8, 2026.
2. DM Sans / Google Fonts repository. Font file and accompanying SIL OFL 1.1 notice retrieved November 8, 2026.
3. FDA: Structure/Function Claims. Conventional-food versus supplement distinction; reviewed November 8, 2026.
4. Ketone Labs supplier website. Context only; supplier benefit claims are not adopted or verified for DAYO.

Creative sources

Selected core render, extension render, and shelf visualization from this conversation. All are concept images. The name and current identity were developed independently of the uploaded investment papers, per the user's direction.

> **Design confidence without false certainty.**
> Use this playbook to align creative work now. Use approved artwork, evidence, proofs and signed reviews to release product later.