

이 cloud

ABOUT US



The Future of Water Filtration

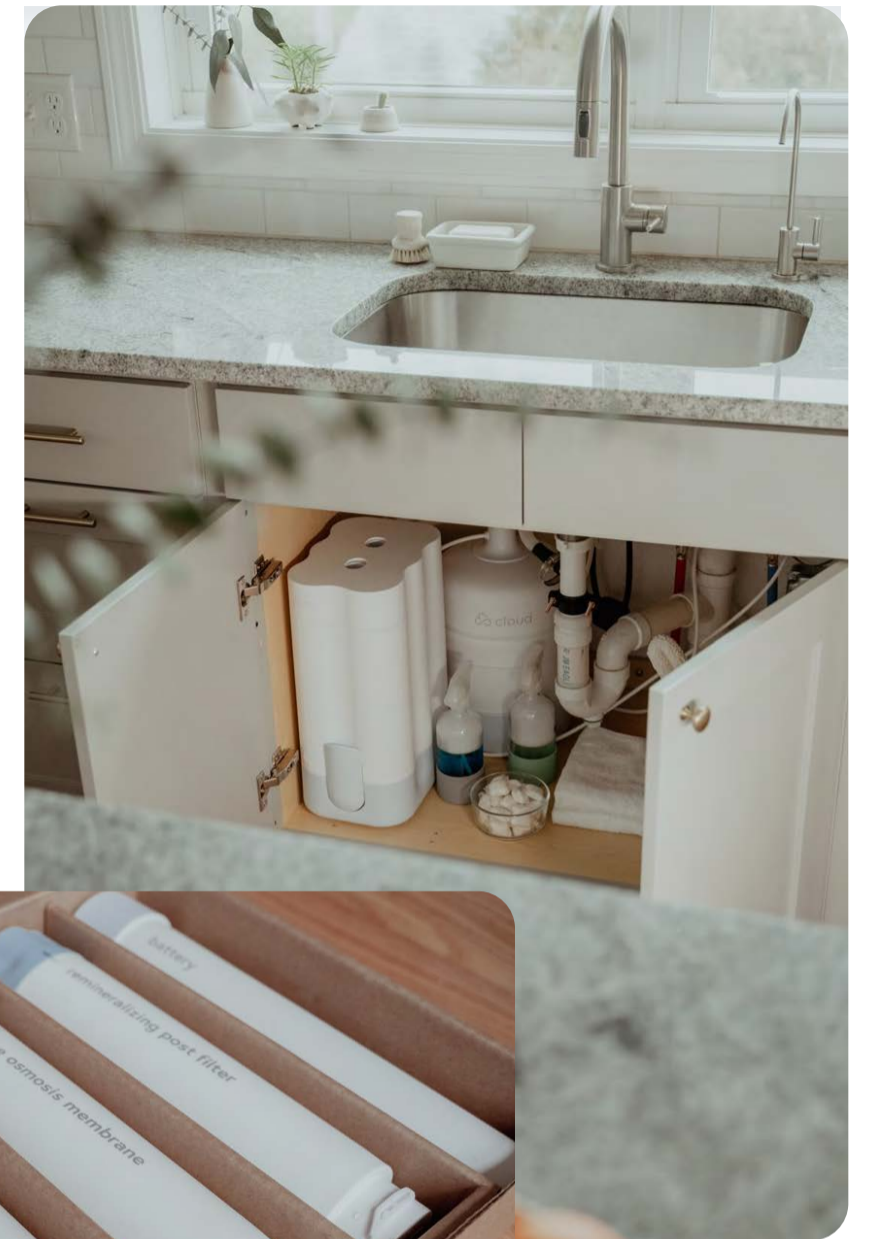
Based in San Diego, CA, Cloud is a water company developing connected filtration technology that allows users to track water quality from their smartphone. Cloud launched to the public in early 2023. Their flagship product, Cloud RO, combines design and technology to deliver the most advanced drinking water experience available.

Brand Name: Cloud

Product Name: Cloud RO

In Business Since: January 2023

Located: San Diego, CA



VISION / MISSION

VISION

Our vision is to deliver pure, healthy, drinking water through technology enabled filtration systems that are easier to use and are connected to the Cloud app.

MISSION

Created lifelong relationships with our customers, and provide peace of mind, that their drinking water is clean, toxin free, and nutrient rich.

BRAND ATTRIBUTES

CLOUD IS

Customer centric
Always connected
Elegant
Design-driven
Easy to use
Beautiful to look at
User friendly
Customized
Sophisticated
Unassuming

CLOUD IS NOT

Unavailable
Detached
Clunky
Out of touch
Hard to use
Ugly
Dated
One size fits all
Naive
Pretentious

CUSTOMER

The Cloud customer is looking for the best filtration systems available on the market. From the athlete who needs Alkaline water on tap to fuel the next marathon, to the mother who fears chemicals from the municipal water system are poisoning her children. Cloud is high end without being pretentious, catering to the eco conscious as well as the water connoisseur. Our digital DNA positions us for a younger generation who seek out and get to know the brands they allow into their homes.

DIFFERENTIATION

Cloud will bring the water filtration industry into the modern era by introducing products that are easy to use, technology enabled, and elegant. The current industry offering consists of bulky, eye-sores, that live in dark corners of the home. Cloud is part of the family. It connects to the Cloud app to report water quality and consumption trends, reassuring customers that the water they are drinking is the best it can be, both today, and every day.

MEET CLOUD RO

Not Just Different, Cloud RO is Better

Installed in the counter space under your sink, Cloud RO delivers perfectly clean, perfectly alkaline water in a compact, user friendly design that is chock-full of sensor-tech. Real-time water quality and consumption data are sent straight to your phone and replacement filters auto-ship when you need them, not on some arbitrary monthly cadence.

FILTRATION TECHNOLOGY:

Multi-stage reverse osmosis filtration with an integrated alkaline post filter.

The post filter adds calcium, magnesium, potassium, sodium and trace minerals. These healthy minerals naturally elevate the pH, leaving the water alkaline.

FILTER REPLACEMENT:

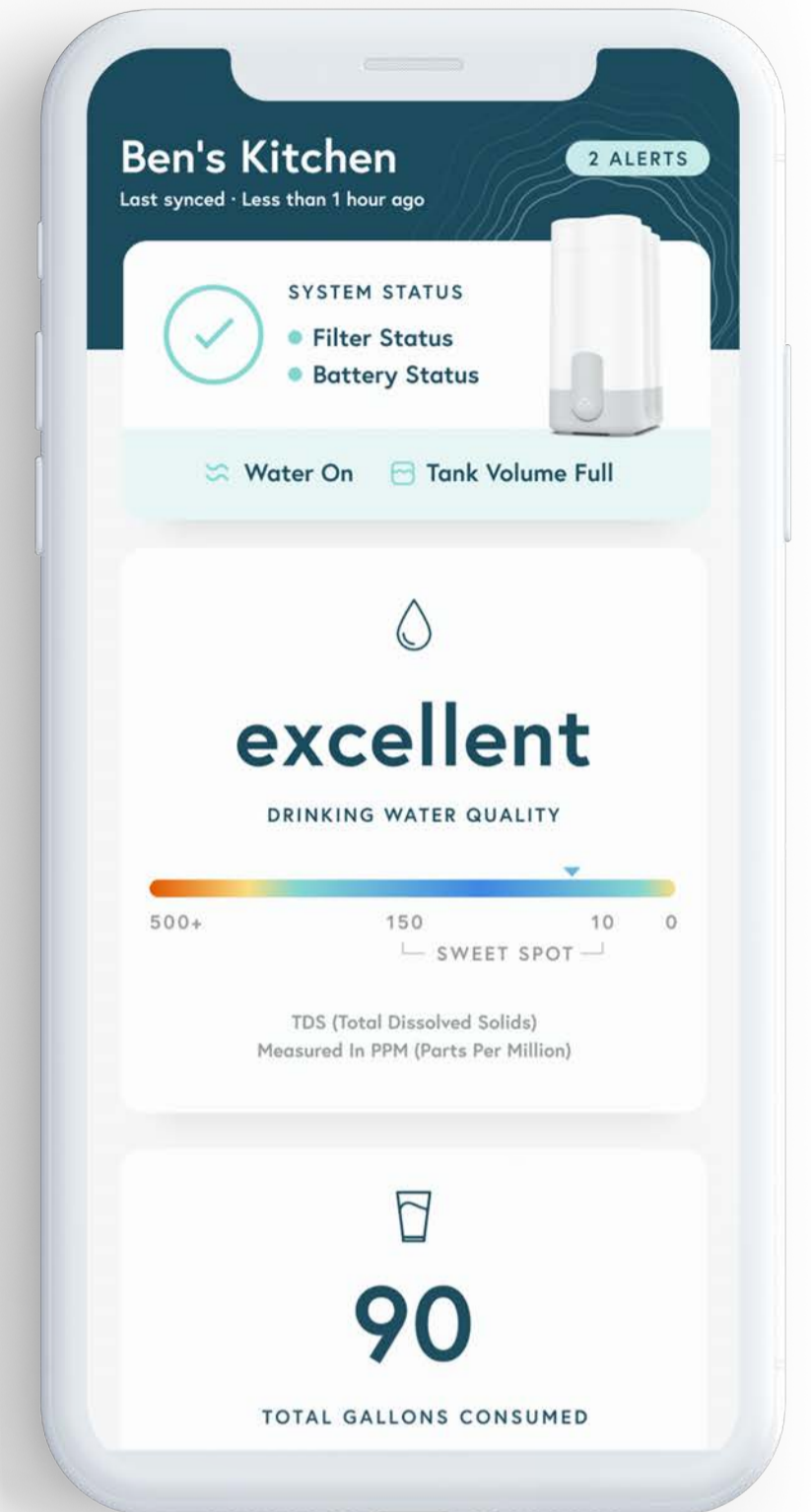
Based on usage. Water quality and gallons filtered determine replacement cadence.

Typical replacement cadence for a family of four ~12-18 months.

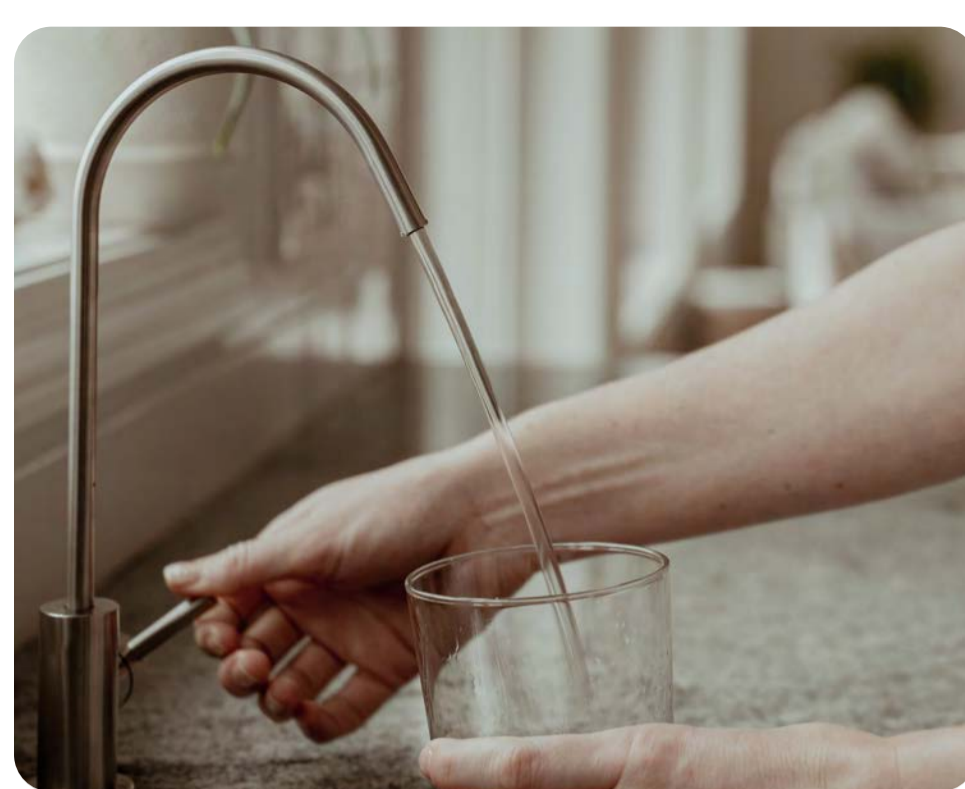
COST:

Device - \$750

Replacement Filters - \$200

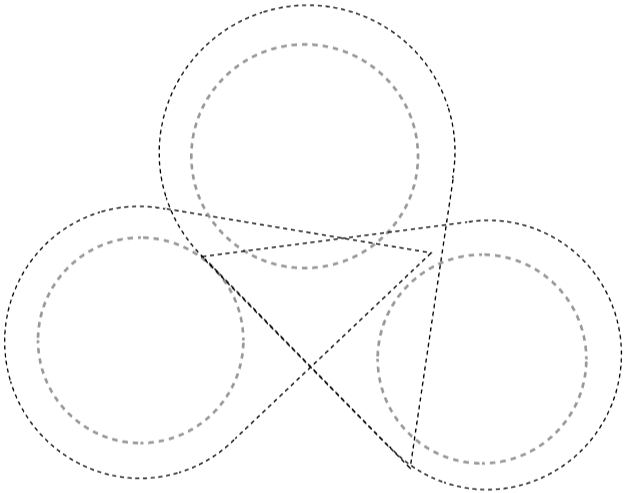
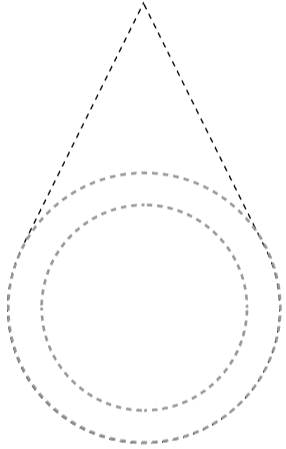


PRODUCT GALLERY



LOGO & SUBMARKS

EVOLUTION



이 cloud

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cloud

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PRIMARY LOGO



SECONDARY LOGO



CLOUD ICON



TAGLINE

the future of home water filtration



the future of home water filtration

GIVE ME SOME SPACE

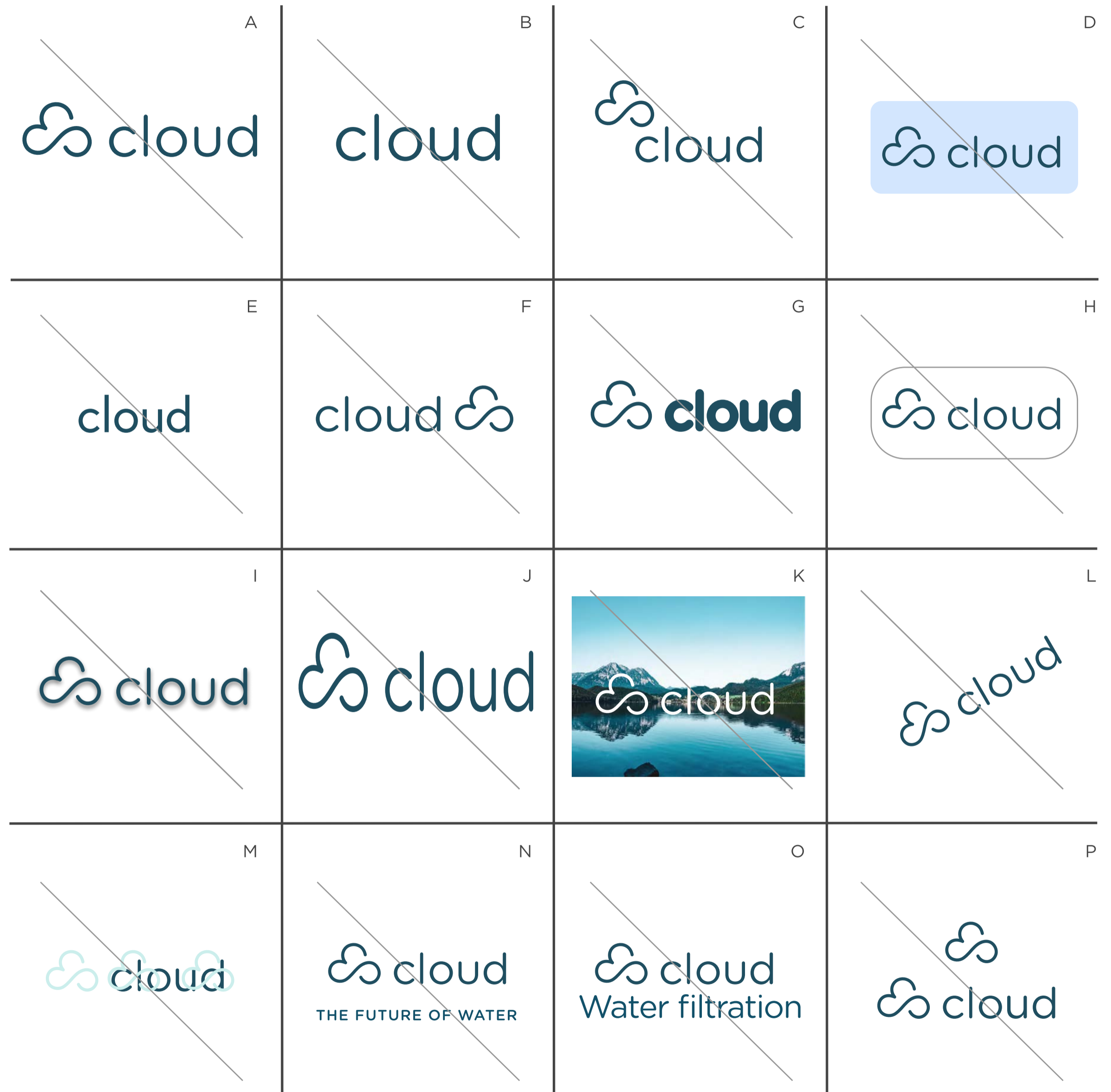
Make sure to leave enough space around the logo and its submarks. Doing so, creates enough visual white space for the logo so it doesn't collide with other objects, images, or margins.

Clearance space is 40px.



LOGO RESTRICTIONS

- A. The logo color should never stray from approved color palette
- B. Do not crop the logo or isolate a few letters
- C. Do not break the logo apart in any way
- D. Do not put the logo on an unapproved background color
- E. Do not change the logo typography
- F. Do not lock up the logomark with the logo in any way (above, below, left or right side.)
- G. Do not adjust the weight of the typography
- H. Do not use the logo in a containing shape that is not approved
- I. Do not add an outline or drop shadow effect
- J. Do not stretch, squish or warp the logotype in anyway
- K. Do not place the open logo over a busy background or image.
- L. Do not rotate or flip the logo
- M. Do not obstruct the logo with a texture
- N. Do not add descriptors to the logo
- O. Do not have a similar sized logo in the same area with the headline font
- P. Do not add another cloud icon to the logo



COLOR PALETTE

COLOR PALETTE

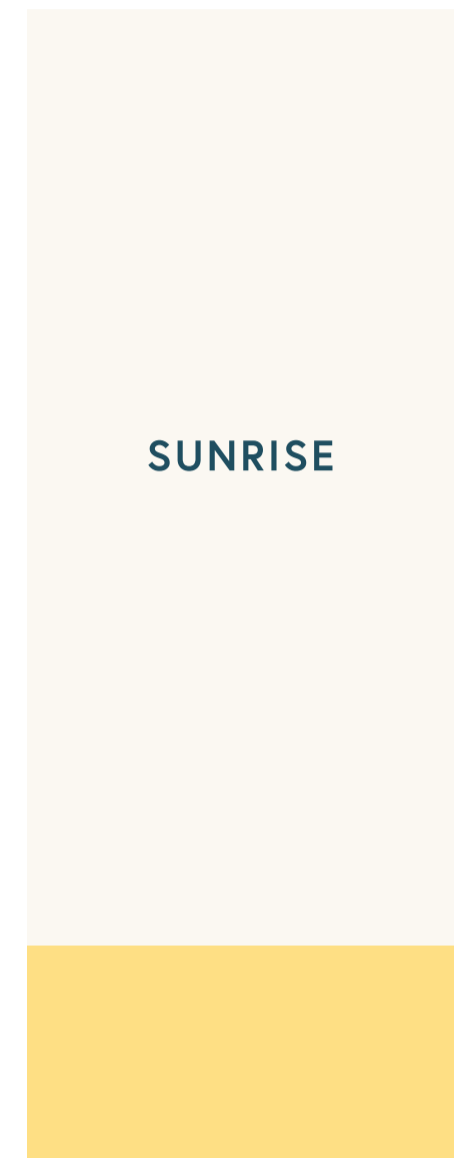
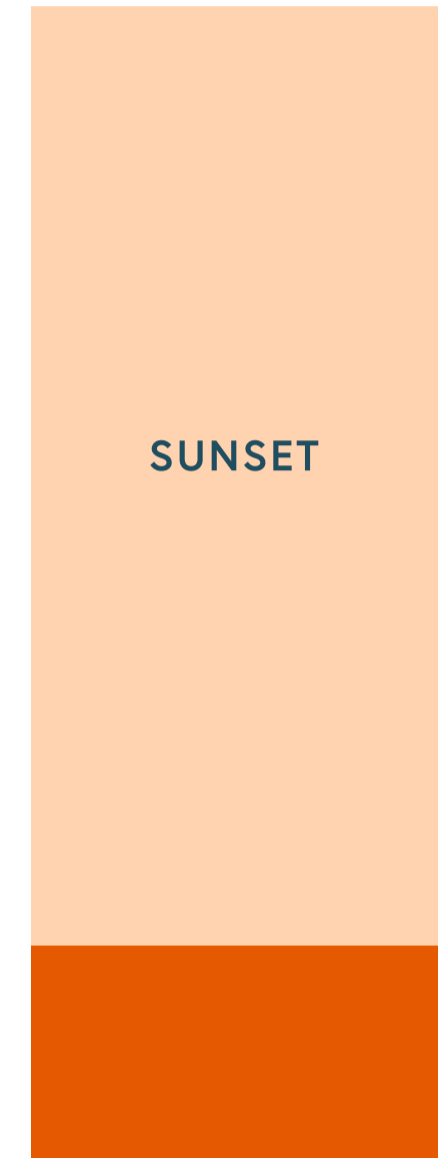
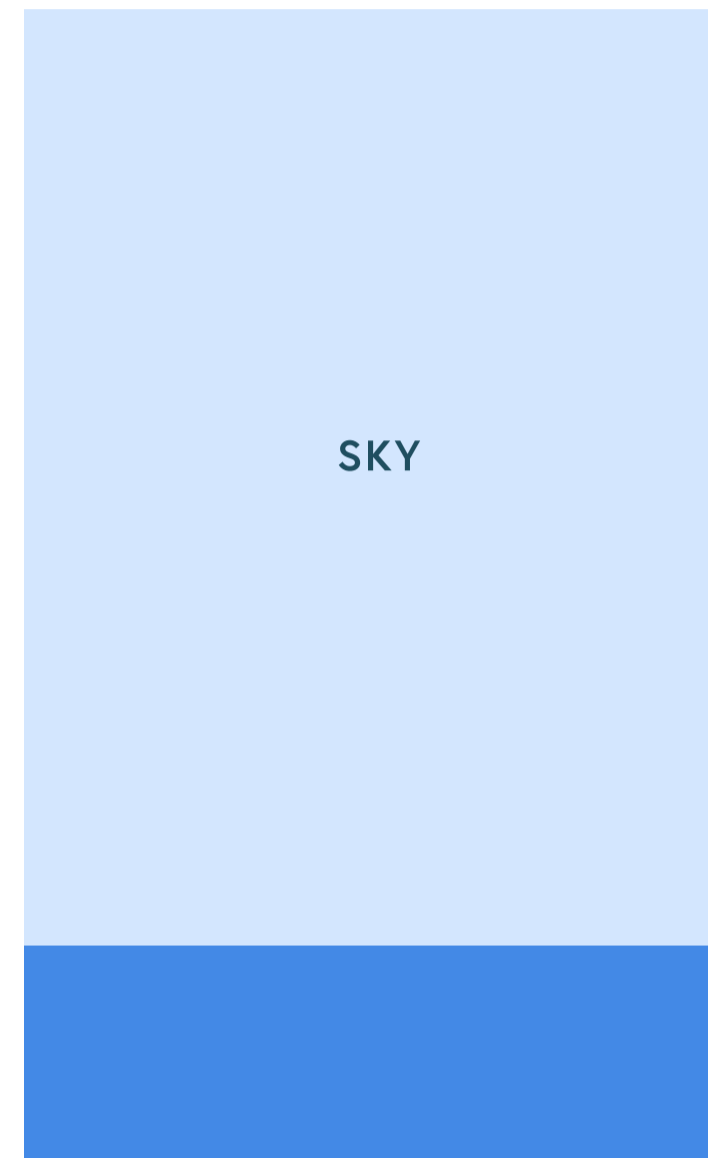
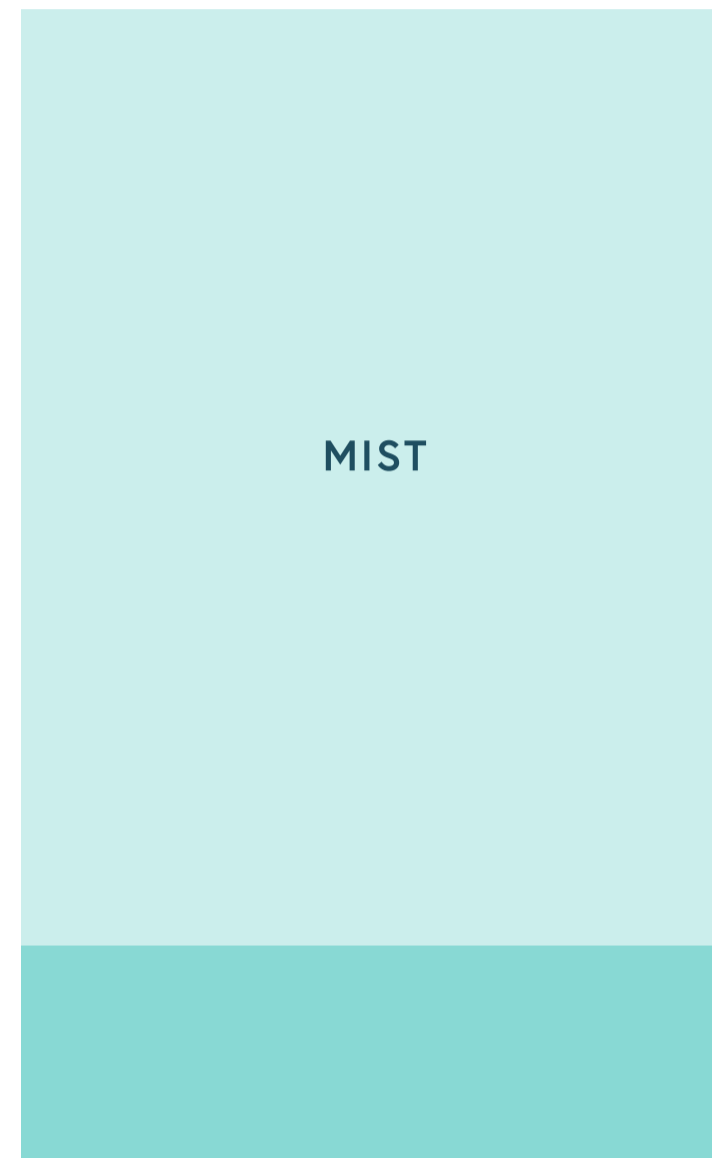
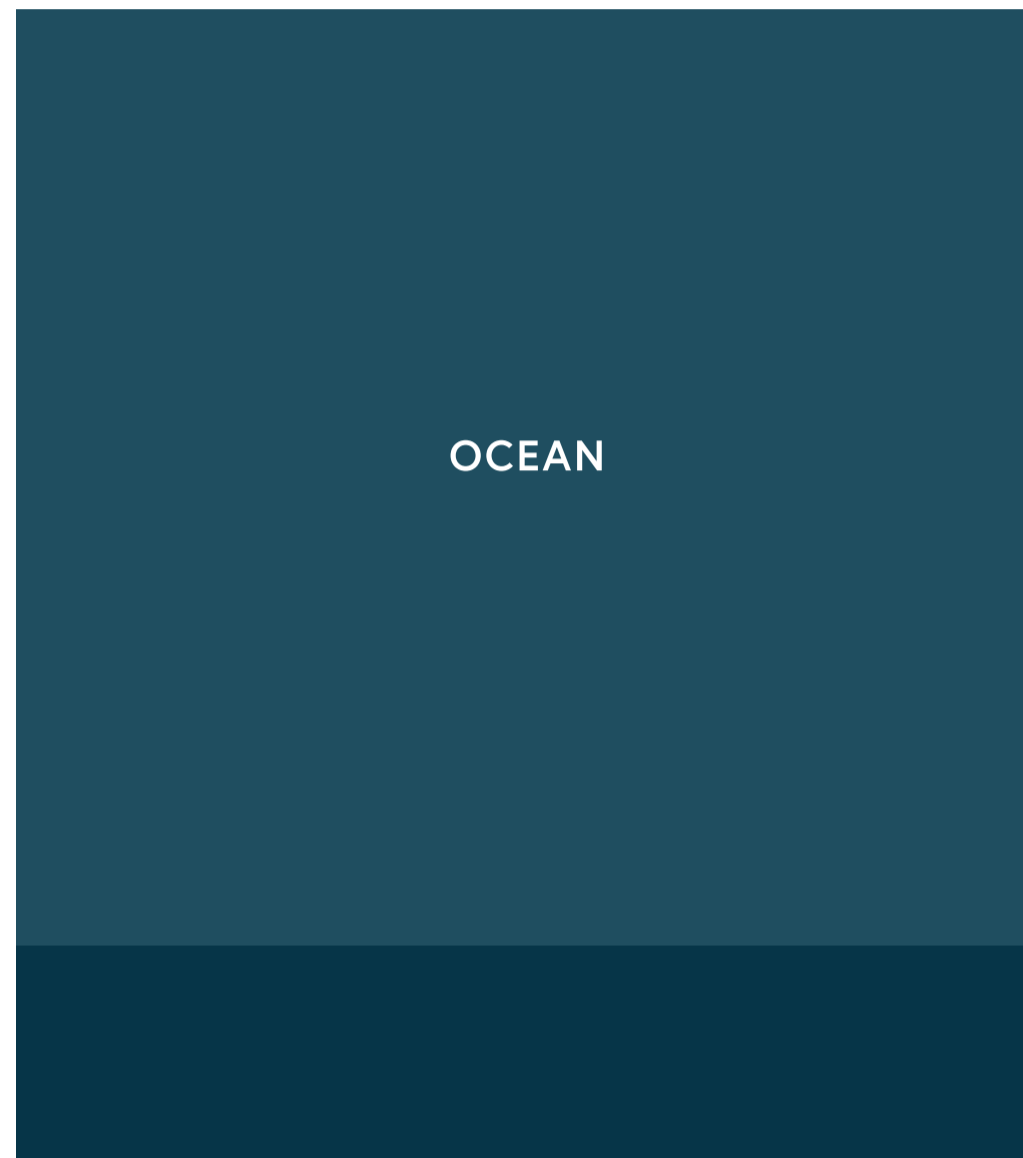
CMYK C 90 M 60 Y 46 K 28
RGB R 31 G 78 B 96
HEX 1F4E60

CMYK C 19 M 0 Y 8 K 0
RGB R 203 G 238 B 236
HEX CBEEEC

CMYK C 15 M 4 Y 0 K 0
RGB R 211 G 230 B 254
HEX D3E6FE

CMYK C 0 M 19 Y 31 K 0
RGB R 255 G 211 B 175
HEX FFD3AF

CMYK C 1 M 1 Y 4 K 0
RGB R 251 G 248 B 242
HEX FBF8F2



SYSTEM COLORS

System colors are going to be used for reporting, dashboards, and filter status. They serve as darker versions of our main color palette.

CMYK C 97 M 71 Y 49 K 45
RGB R 6 G 53 B 72
HEX 063548

CMYK C 44 M 0 Y 21 K 0
RGB R 136 G 217 B 212
HEX 88D9D4

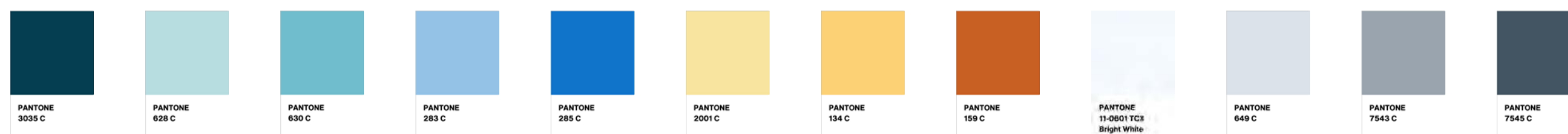
CMYK C 70 M 42 Y 0 K 0
RGB R 67 G 137 B 230
HEX 4389E6

CMYK C 6 M 78 Y 100 K 1
RGB R 229 G 90 B 0
HEX E55A00

CMYK C 1 M 11 Y 58 K 0
RGB R 254 G 223 B 132
HEX FEDF84

PANTONE COLORS

Used within our packaging and physical products.



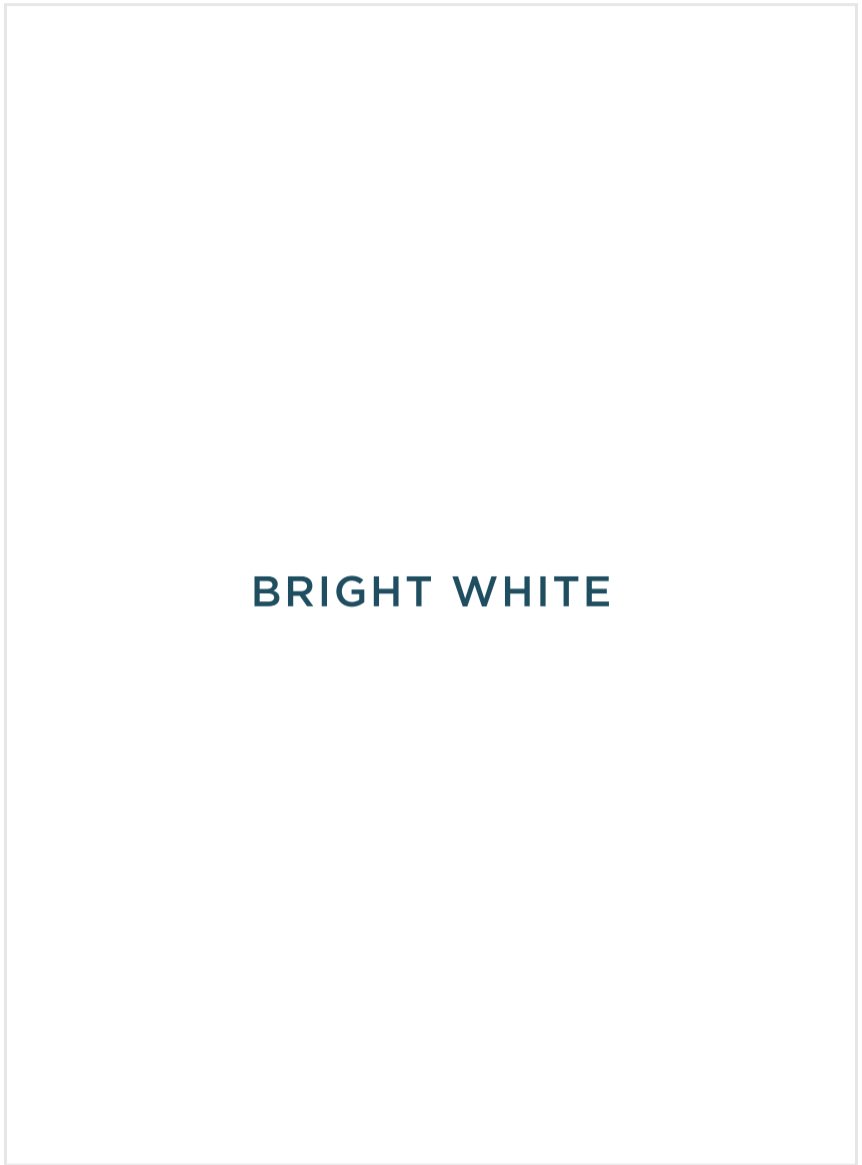
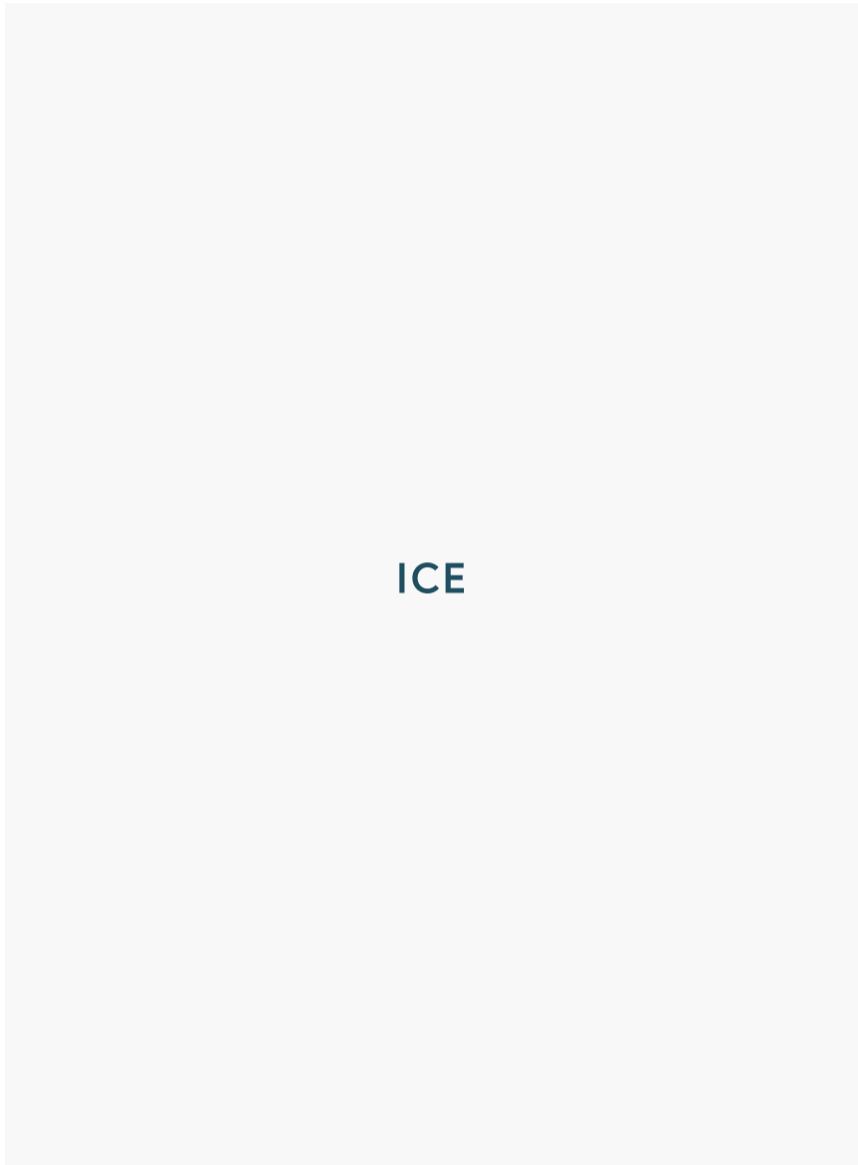
SUPPORTING COLORS & TEXTURES

CMYK C 2 M 1 Y 1 K 0
RGB R 248 G 248 B 248
HEX F8F8F8

CMYK C 8 M 5 Y 5 K 0
RGB R 227 G 229 B 231
HEX E3E5E7

CMYK C 65 M 52 Y 51 K 22
RGB R 80 G 87 B 89
HEX 505759

CMYK C 0 M 0 Y 0 K 0
RGB R 255 G 255 B 255
HEX FFFFFFFF



GRADIENTS

To be used sparingly as accents and within dashboards when deemed necessary.



TYPOGRAPHY

REVERSE OSMOSIS FILTRATION

Taste is only the beginning

\$ 650

Cloud RO turns tap water into better tasting, better-for-you hydration. Our state-of-the-art system removes 99% of toxins and adds essential minerals back in, making it 20 times more effective than that old school pitcher in your fridge. Plus, you can monitor it all from your smartphone.

[Buy Cloud RO](#)

[Learn More](#)

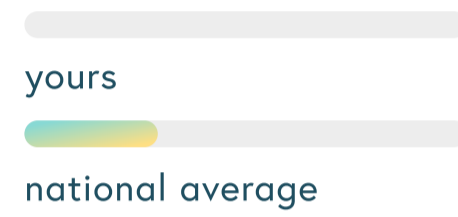
GRAPHIC ELEMENTS

GRAPHIC ELEMENTS



Chemical Disinfectants

0x



pH Levels ⓘ

