



WINTEMP

BRAND MANUAL

v1.0

January 18, 2026

CONTENTS

Brand Foundation

- Mission 04
- Vision 05
- Brand Goal 06
- Our Value 07
- Business Positioning 08
- Brand Positioning 12
- Unique Advantage 13
- Brand Slogan 14
- Brand Story 15
- Brand Promise 16
- Brand Belief 17
- Brand Personality 18
- Value Proposition 19

Brand Expression

- Tone & Manner 21
- Communication Style 22
- Design Style 23

Visual Identity System

- Logo 25
- Fonts 27
- Symbol 28

Brand Touchpoints & Applications

- Digital Touchpoints 31
- Physical Touchpoints 33
- Brand Applications 35

Brand Foundation

○ Mission	04
○ Vision	05
○ Brand Goal	06
○ Our Value	07
○ Business Positioning	08
○ Brand Positioning	12
○ Unique Advantage	13
○ Brand Slogan	14
○ Brand Story	15
○ Brand Promise	16
○ Brand Belief	17
○ Brand Personality	18
○ Value Proposition	19



MISSION

To provide healthy, convenient, and comfortable water solutions for everyday life around the world—elevating the quality of living.





VISION

To become a leading global brand in water solutions,
empowering a life of comfort and harmony.



Brand Goal

20+ Countries
1M+ Families Served
300+ Local Partners

3 Years

60+ Countries
10M+ Users
Global Industry Leader

10 Years

As a natural result of our global expansion and service network growth,

WINTEMP expects to build a sustainable global business scale over the next 3–10 years.

OUR VALUE

Adaptive

- Adaptive to markets
- Adaptive to cultures
- Adaptive to consumers

Innovative

- Innovative solutions
- Innovative technologies
- Innovative business models

Collaborative

- Collaborating openly
- Sharing value
- Creating mutual success

Business Positioning

Brand Definition: A global lifestyle water brand

Category Focus: Convenient household water solutions for modern living

Application Segments



POU



Whole house



Out door

Business Positioning

Application Segments



Hot drinking



Sparkling drinking



Countertop drinking

Business Positioning



Market Focus: Developed markets for credibility and endorsement (United States).

Developing markets for brand building and sales growth (Europe, Middle East & Latin America)

Business Positioning

Target Users: Affluent consumers—positioned as a pragmatic innovator in developed markets and a modern lifestyle leader in emerging markets.

User Segments: House owners, House renters, Contractors/Professionals, Recreational Vehicle, Camping



House owners



House renters



Contractors/
Professionals



Recreational Vehicle



Camping

Brand Positioning

POSITION

A global lifestyle brand
providing complete water
solutions for modern living.

Unique Advantage

USP ONE



Leveraging global
technical expertise and
manufacturing excellence

USP TWO



Tailored solutions to
adapt to local market
needs

Brand Slogan

Flows Right

—
Experience the flow.
WINTEMP, Where global mastery meets your local water.

Brand Story



Water is the essence of life, and the quality of water defines the quality of living.

In a connected world, WINTEMP believes every drop of water deserves thoughtful care, and every interaction with water should feel effortless, refined, and delightful. This belief shapes who we are.



WINTEMP stands at the intersection of global expertise and local understanding.

We bring together world-class technology and manufacturing excellence to create products that meet the highest standards of performance and reliability—from convenient household water solutions to drinking water products designed for a truly delightful experience.



Yet true excellence is never one-size-fits-all. Water conditions, climates, and lifestyles vary across regions.

That's why we design with local needs in mind—adapting our solutions to fit seamlessly into everyday life. Powered by global innovation and guided by local insight, WINTEMP delivers water solutions that flow right, wherever you are.

Brand Promise

Our promise is built on three pillars: Efficiency, Elevation, and Experience.



01

Efficiency

Smart performance that respects your resources.



02

Elevated

Constantly improving people, products, and standards.



03

Experiential

Turning every water moment into a moment of delight.



Brand Belief

**Water is the essence of life,
and the quality of water
defines the quality of living.**

In a connected world, WINTEMP believes every drop of water deserves thoughtful care, and every interaction with water should feel effortless, refined, and delightful. This belief shapes who we are.

Brand Personality

Reliable

Trustworthy quality you can depend on



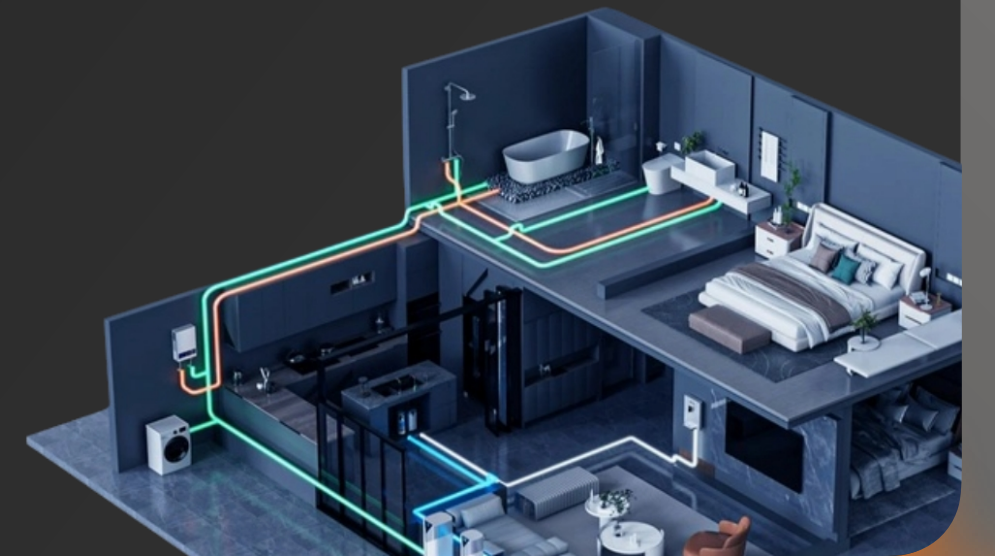
Thoughtful

Human-centered technology that understands real life



Modern Lifestyle

Designed for contemporary living



Value Proposition

WINTEMP stands at the intersection of global expertise and local insight.

We combine world-class technology and manufacturing excellence with a deep understanding of local needs—delivering water solutions that fit seamlessly into everyday life, wherever you are.



Brand Expression

○ Tone & Manner	21
○ Communication Style	22
○ Design Style	23

Tone & Manner



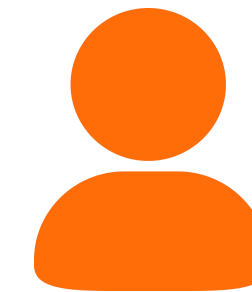
Professional

Our behavior is always polished, reliable, and informed, reflecting our deep expertise and building trust.



Practical

We focus on clear, straightforward solutions that are easy to understand and designed for real-world use.



Personal

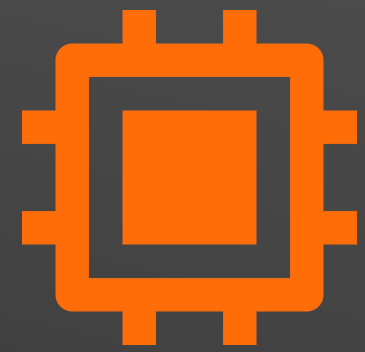
We are committed to deeply understanding the needs of different scenarios and individuals, and responding with precision, ensuring an experience that always feels 'just right'.

Communication Style

We craft all messages around our core information, which is about human-centered solutions, ensuring everyone can see themselves in the better life we help create.

Narrative

Design Style



Technical



User friendly



Simple

Visual Identity System

o Logo	25
o Fonts	27
o Symbol	28

Brand Logo



Brand Color

Brand Primary Colors: Orange, yellow

Secondary Colors: Dark gray, light gray, blue, and standard black, white, and gray

R255 G255 B255 C0 M0 Y0 K0 #FFFFFF PANTONE White	R0 G0 B0 C93 M88 Y89 K80 #000000 PANTONE Black	R35 G119 B194 C82 M50 Y3 K0 #2377c2 PANTONE 2184C	R221 G221 B221 C16 M12 Y11 K0 #DDDDDD PANTONE Cool Gray 3C	R86 G86 B86 C72 M64 Y61 K16 #565656 PANTONE Cool Gray 11C	R153 G153 B153 C46 M38 Y35 K0 #999999 PANTONE Cool Gray 7C	R255 G151 B0 C0 M53 Y91 K0 #FF9700 PANTONE 4009C	R225 G109 B8 C0 M71 Y91 K0 #FF6D08 PANTONE 166C
--	--	---	--	---	--	--	---

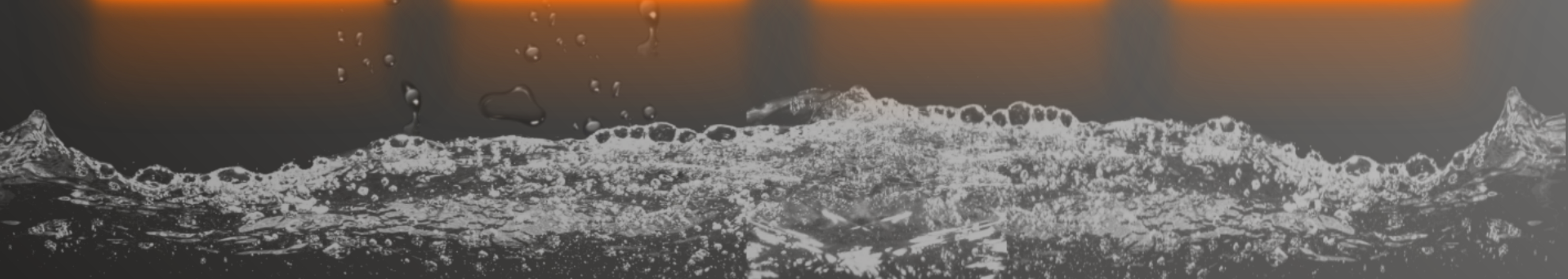
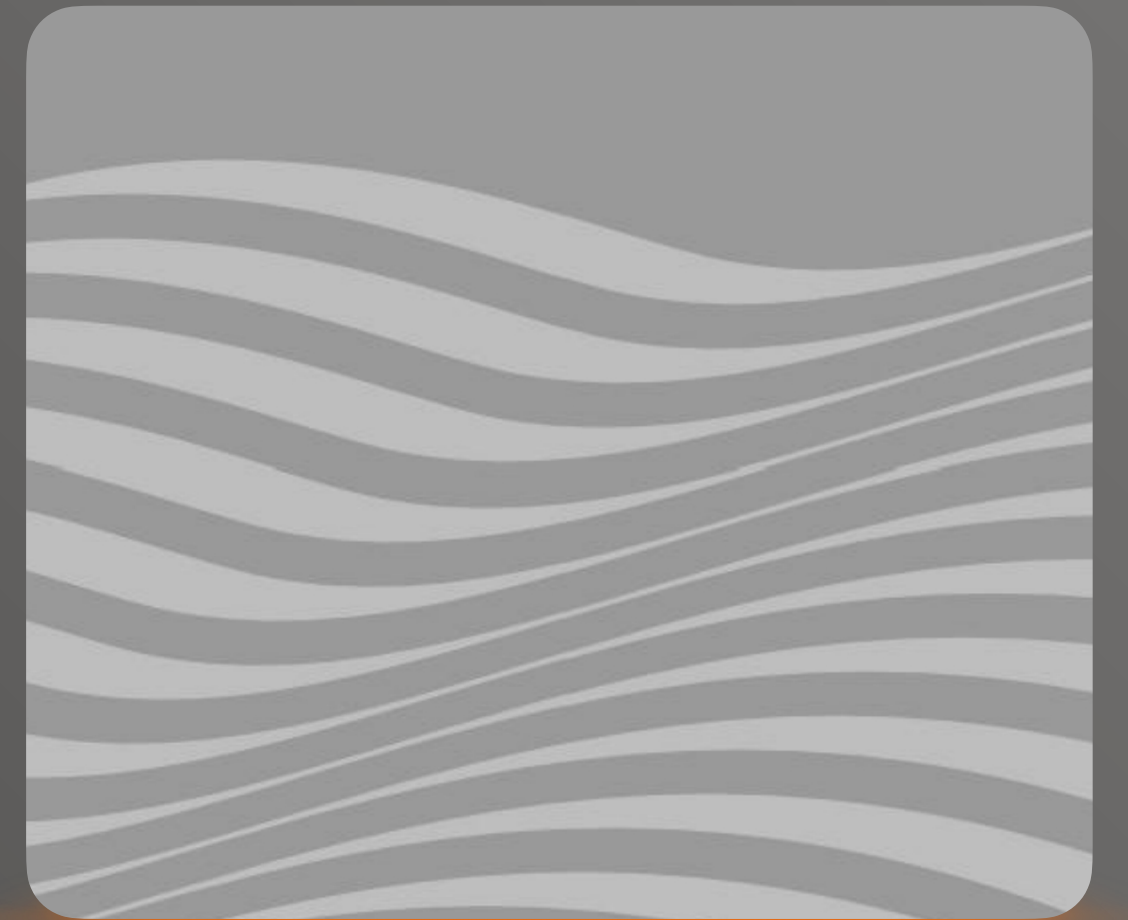
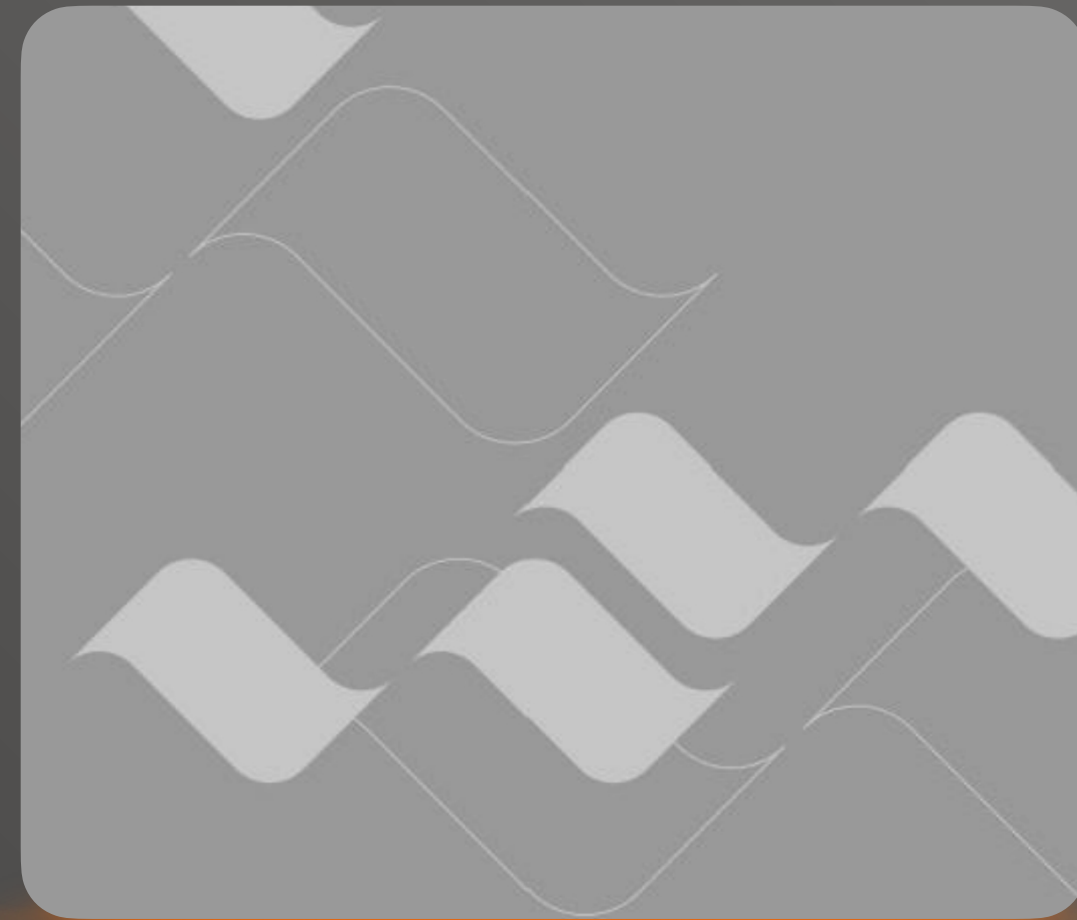
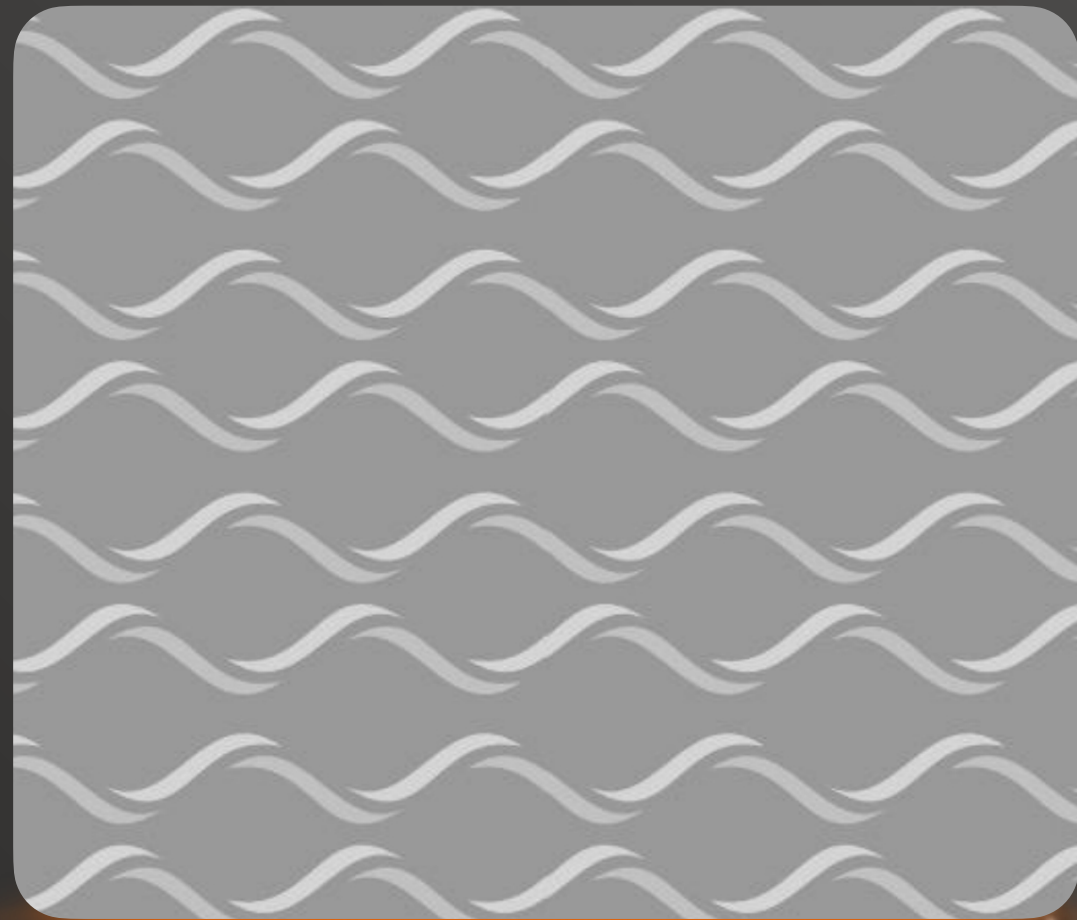
Brand Fonts

Chinese Font: HarmonyOS Sans SC

English Font: Objectivity

Thin	The water flow is just right	Win with the right temperature.
Light	The water flow is just right	Win with the right temperature.
Regular	The water flow is just right	Win with the right temperature.
Medium	The water flow is just right	Win with the right temperature.
Bold	The water flow is just right	Win with the right temperature.
Black	The water flow is just right	Win with the right temperature.

Symbol Pattern



Brand Touchpoints & Applications

WINTEMP creates consistent brand experiences across multiple touchpoints, ensuring users recognize and connect with the brand wherever they interact with us.

- o Digital Touchpoints 31
- o Physical Touchpoints 33
- o Brand Applications 35

Brand Touchpoints

Digital Touchpoints

- Website / E-commerce
- Social Media
- Online Ads



Physical Touchpoints

- Products
- Packaging
- Retail Displays
- Exhibitions

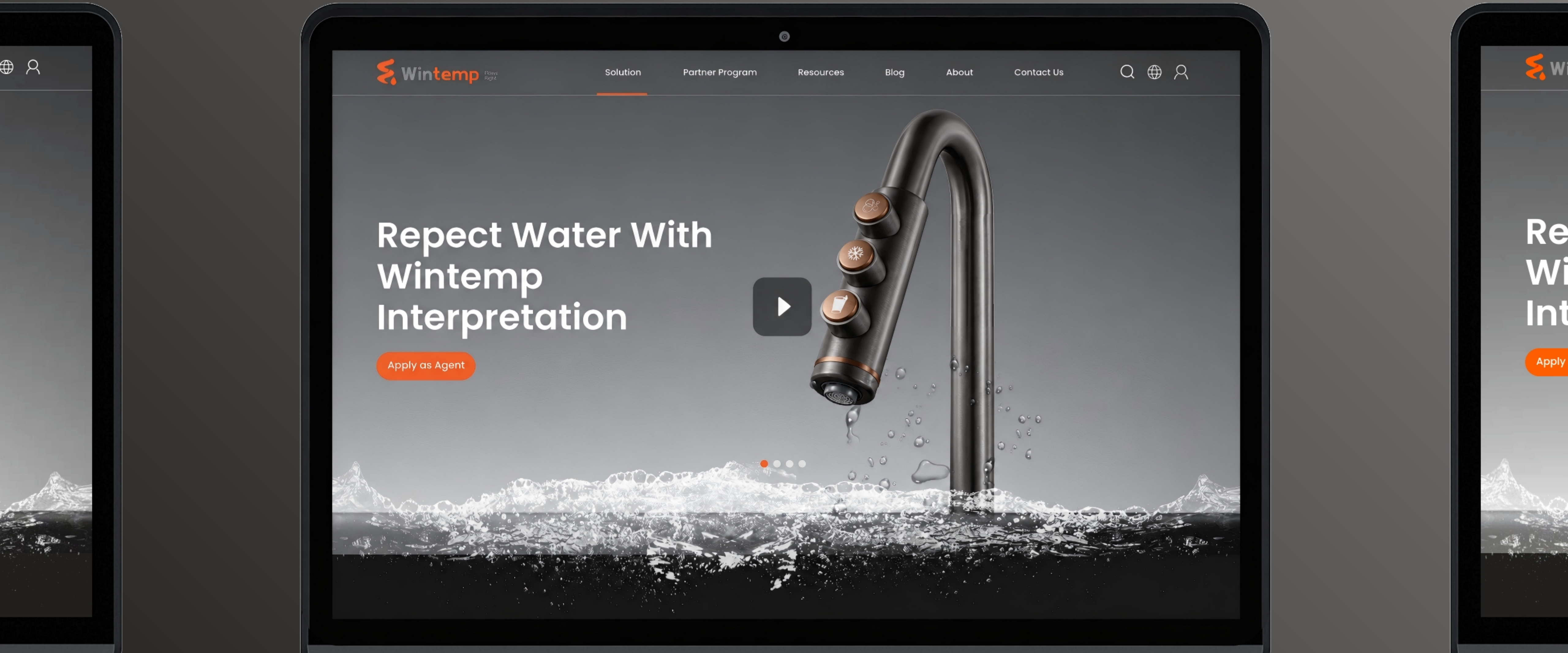


Service Touchpoints

- Installation
- After-sales Service
- Customer Support



Website UI



Social Media Posts

**Wintemp North America**

December 31, 2025 · 🌐

The holidays fade.
The house quiets down.
And routines slowly return.

Hot water doesn't need to announce itself —
it just needs to be ready, in the background, when the day begins again.

For morning focus.
For late-night calm.
For the moments in between that make a year feel steady.

With WINTEMP, comfort stays — long after the countdown ends.
[#holiday](#) [#holidayvibes](#) [#WINTEMP](#) [#WarmHome](#) [#HomeUpgrade](#) [#ChristmasAtHome](#)





Quiet moments, still warm

Long after the celebrations fade,
comfort stays part of the routine.

👍 Like

💬 Comment

➦ Share

**Wintemp North America**

January 30 at 7:00 PM · 🌐

Remember when sparkling water meant planning ahead?
Bottles, storage, running out at the wrong time.

Yeah... not anymore.

[#EverydayUpgrade](#)
[#NoMoreBottles](#)
[#ModernKitchen](#)
[#SparklingAtHome](#)
[#WINTEMP](#)



Your New Stay-In Ritual

Fresh sparkling water, always
ready — no bottles, no planning.



👍 Like

💬 Comment

➦ Share

**Wintemp North America**

December 8, 2025 · 🌐

Between rising gas costs and higher utility bills, many families are looking to cut household expenses. Want to save without sacrificing comfort?

WINTEMP heaters get hot water instantly, efficiently, and reliably — no pilot lights, no gas. Lower your bills, reduce waste, and keep your home warm — guilt-free.

[#SmartHome](#) [#tanklesswaterheater](#) [#instanthotwater](#) [#HotWaterExperts](#) [#FamilyFirst](#)





Heat Only What You Use.

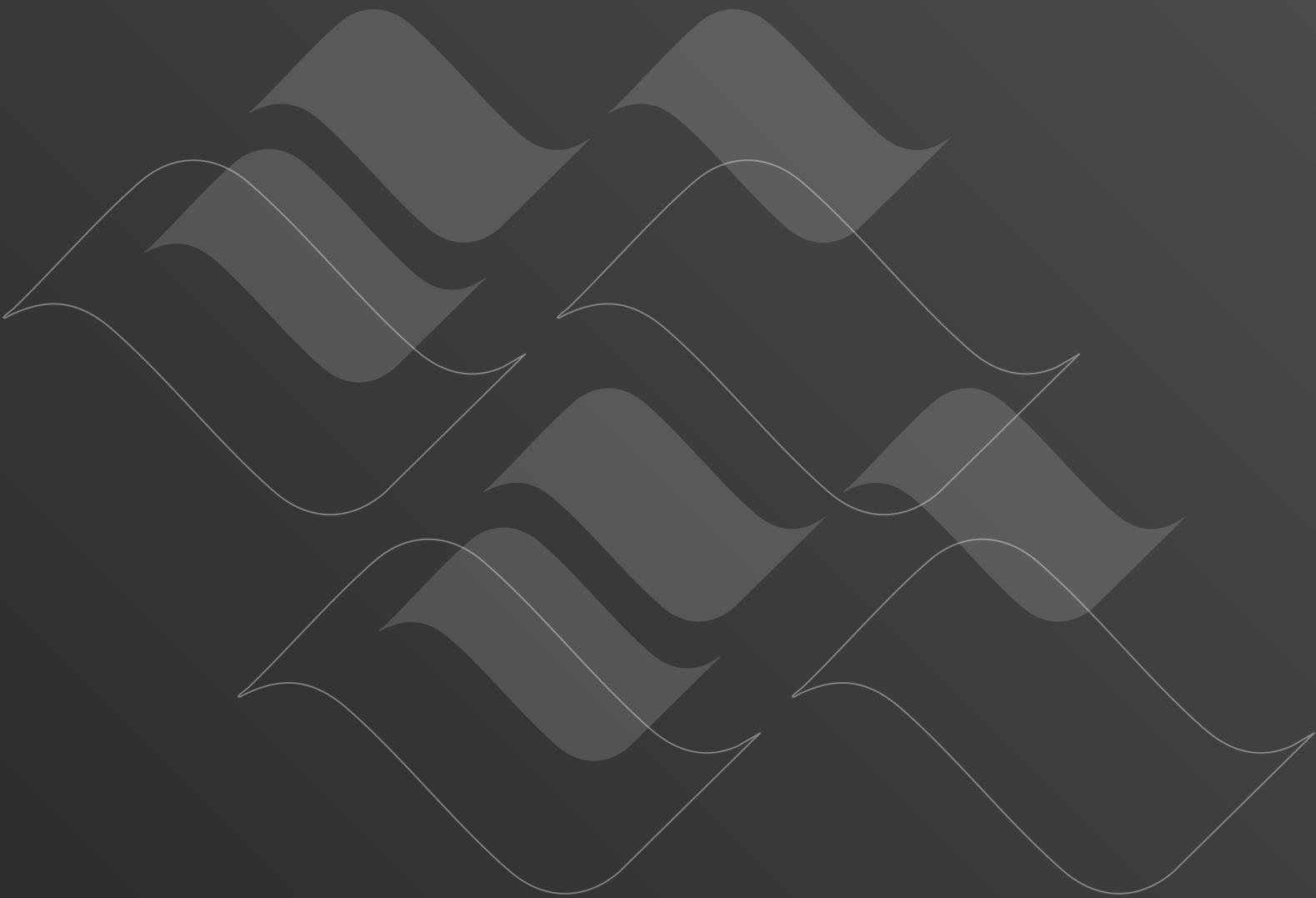
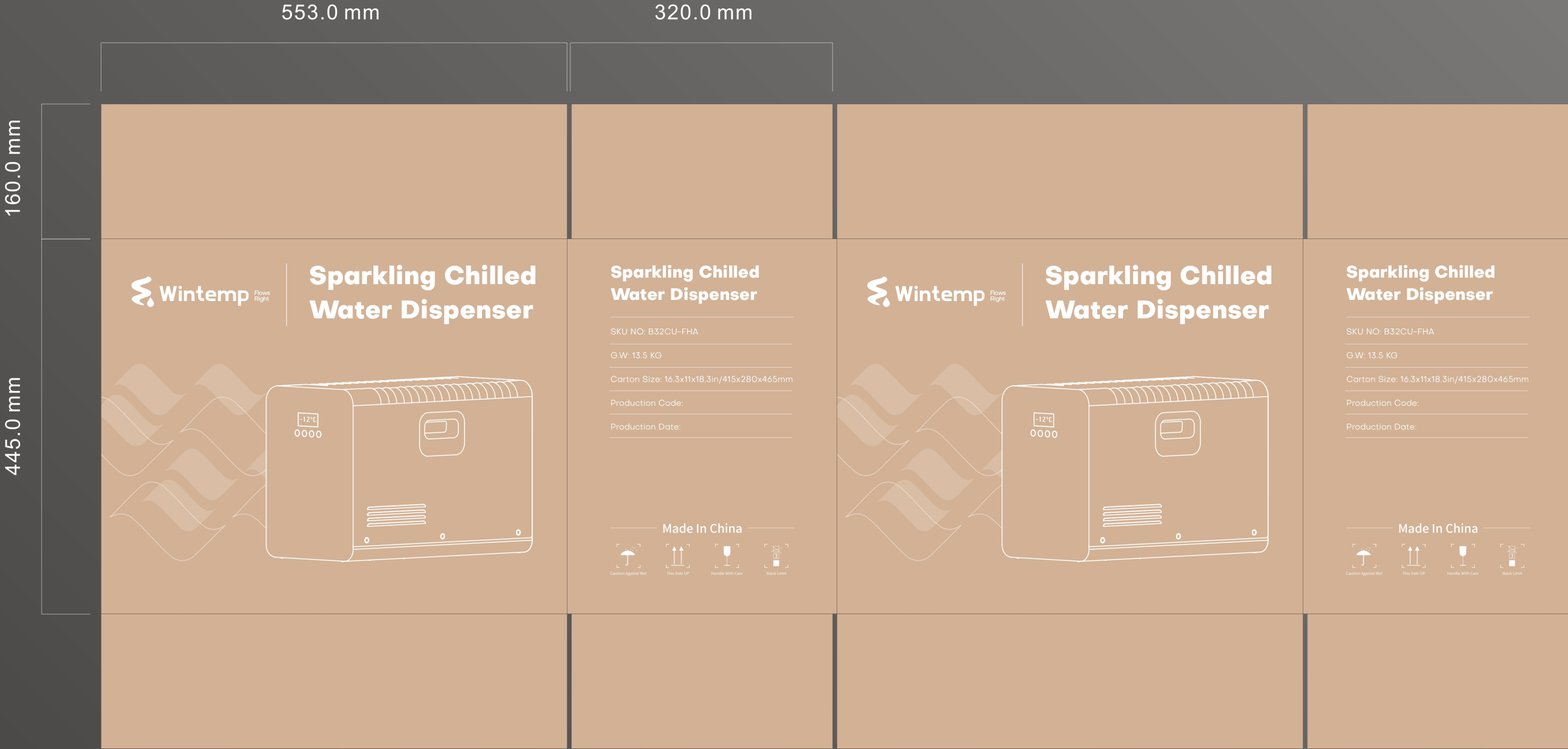
Tankless efficiency that cuts
utility bills without cutting comfort.

👍 Like

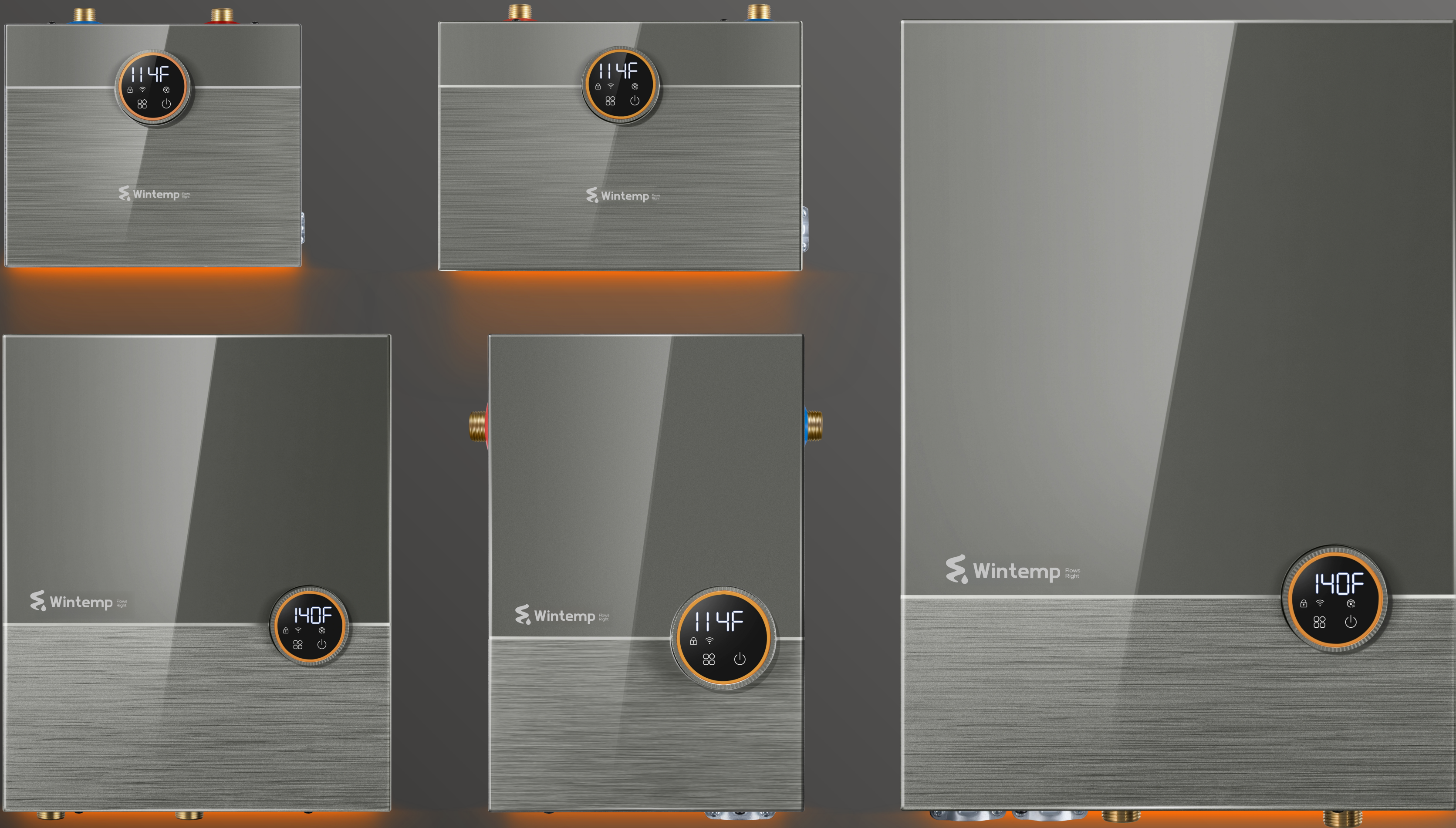
💬 Comment

➦ Share

Product Packaging



Product Interface





Flows Right

In a connected world. WINTEMP believe every drop of water deserves to be well treated, and every interaction with water should be a seamless blend of efficiency, quality, and delight. This belief is the foundation of who we are.







Marketing Materials







THANKS

WINTEMP emerges at the intersection of global mastery and local intimacy.

-
wintempwater.com