



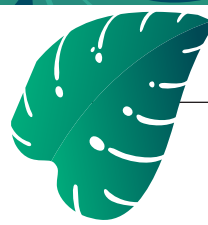
nativ

NATURAL ARTESIAN WATER

THE BRAND MANUAL



THE DEFINITION OF OUR COMPANY BRAND GUIDELINES



CREATED FOR :
NATIV | RAM'S TRADING LIMITED

RESPONSIBLE AGENCY :
PHOENIX PRO
TWIN-ISLAND CINEMA

CREATION DATE :
AUGUST 2020



**The brand guide
expands on
visual language
and brand
expression.**



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WELCOME TO NATIV

INTRODUCTION

BRAND STORY

This is the first Artesian Water bottled exclusively for St. Kitts & Nevis.

PRODUCT FEATURES AND ATTRIBUTES

Homegrown, eco-friendly, premium and affordable, expertly refined, superior taste.

FUNCTIONAL/ TANGIBLE BENEFITS

Closer to the source (volcanic subterranean aquifers), naturally occurring nutrients, sophisticated treatment & filtration.

EMOTIONAL BENEFITS

Homegrown brand, made with Kittitians in mind; meant to appeal to our sense of local pride, love of nature and high standards for clean, natural, great tasting water.

TRANSFORMATIONAL BENEFITS

Locals will recognise and identify with a new brand, learn about and choose a new standard for hydration.

BRAND PROMISE

To deliver a superior bottled water in terms of quality and taste; to introduce and appeal to the population on the benefits of artesian water over regular purified or distilled; to make good health and quality of life accessible to all.

WIFI

BRAND VALUE

PHYSIQUE

Fit, fresh, healthy, youthful, active, natural.

PERSONALITY

Savvy, insightful, rebellious, pioneering, inclusive and accessible.

CULTURE

Patriotic, technology driven, environmentally conscious, responsible, fun-loving.

REFLECTION/FAMILIARITY

natives see themselves as part of a community of people who love themselves and their country, honour their roots, know and share their unique value with the world, and care about the collective wellbeing of the tribe.



SELF IMAGE

We stay true to who we are while striving to embody excellence, innovation and growth.

RELATIONSHIPS

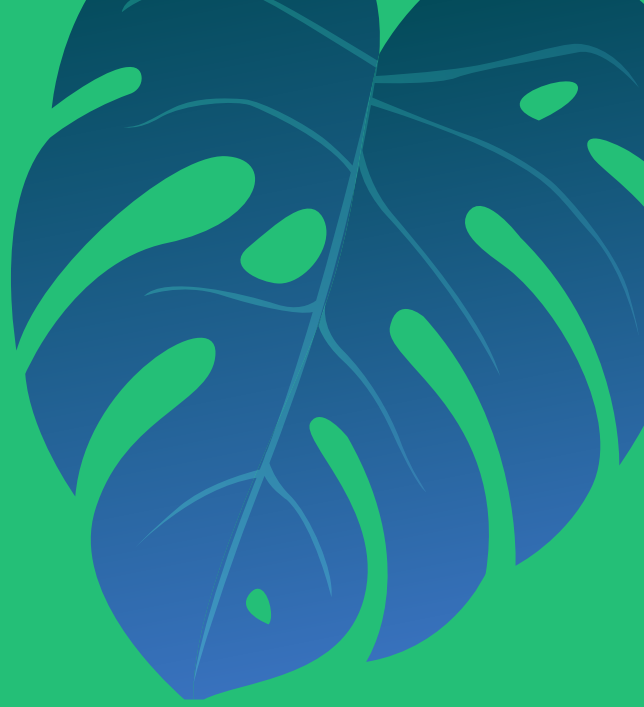
The brand seeks to expand to being seen as a Caribbean brand, with relationships to the fitness, nutrition, recreation and edutainment industries.



BRAND ATTRIBUTES

Proud **Positive** Promi
Patriotic
Representative **Rebell**
Emotive Personal Ac
Empowering **Curious LO**
Forward-thinking Auther





sing **Natural** Current
IOUS Easy-going
Playful Relevant
ccessible **FUN** Colourful
UD Adventurous Witty
ntic **Active**

BRAND PERSONALITY

THE SAVVY LOCAL

- Proud & Patriotic
- Has all the information about nature & health
- Authoritative, traditional voice
- Authentic 'local' appeal
- Knows the best nature trails, best cures & remedies, cares about the environment
- Encourages 'buy local'
- Social conscience - cares about the environment

THE UP-LEVELER

- Youthful & Energetic
- Curious
- Interested in the future
- Responsive - believes we need to change our habits
- Well informed
- Trend-oriented
- Popular
- Proud local but travel oriented
- Has a sense of taste and humor





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Logo

LETTERS | ORIGIN TYPE - CUSTOM CREATED

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WORDMARK | PRIMARY + COMPOUND (TAGLINE LOCKUP)

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NATURAL ARTESIAN WATER

MONOGRAM | SYMBOL



THE LOGO LIGHT VERSION



THE LOGO DARK VERSION



RECOMMENDED
FORMATS:

.eps | .ai | .png | .jpg

Logo Introduction

CONTEMPORARY FONT

The nativ font is a specially designed, hand-drawn typeface, featuring a dynamic asymmetrical letter pattern and with elongated, rounded tips, and naturally curved edges. In the brand's evolution, a full alphabetical system, complete with numbers and special characters should be developed and trademarked.

LOWER CASE, SANS 'E'

This represents the brand's youthful & unique identity, its recreational tendencies and hints to a playful, explorative and somewhat rebellious nature. Without the 'e', the word also appears as a colloquialism, which further connects it to the local, small island audience.

The nativ corporate logo must be used on all company communication, direct marketing assets, such as labels, signage and merchandise. When placed on direct marketing assets such as labels, signage and merchandise, the product line "Natural Artesian Water" appears centered and below the wordmark.

The logotype should utilise brand colours and only accompanied with the brand elements, (illustrated foliage). Where possible, utilise the specific logotype and application as directed with permission of the brand manager with whom the logofoms can be retrieved in JPG/ JPEG or PNG formats for RGB and CMYK colourspaces. In cases where this is not possible or easily achieved such as B2B electronic communication, the corporate font should be used. The logo used on a web page must follow the guidelines with a link back to the brand's or distributor's website.

Logo Construction + Clear Space



MINIMUM SIZE

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WORDMARK WIDTH
Minimum Size:
0.5 in x 0.2798 in
12.701 mm x 7.106 mm

The nativ wordmark is a hand-drawn identity and thus must not be replicated, recreated or otherwise manipulated in any form or fashion to preserve and essentially maintain consistent presentation of the unique characteristics across all media. Use of any stylized, animated, hand drawn or other versions of an unofficial logo is not permitted. Do not alter, rotate, modify or obstruct the logofoms without expressed permission from the brand's manager.

The clear space around the typeform must be kept clear, only paired with

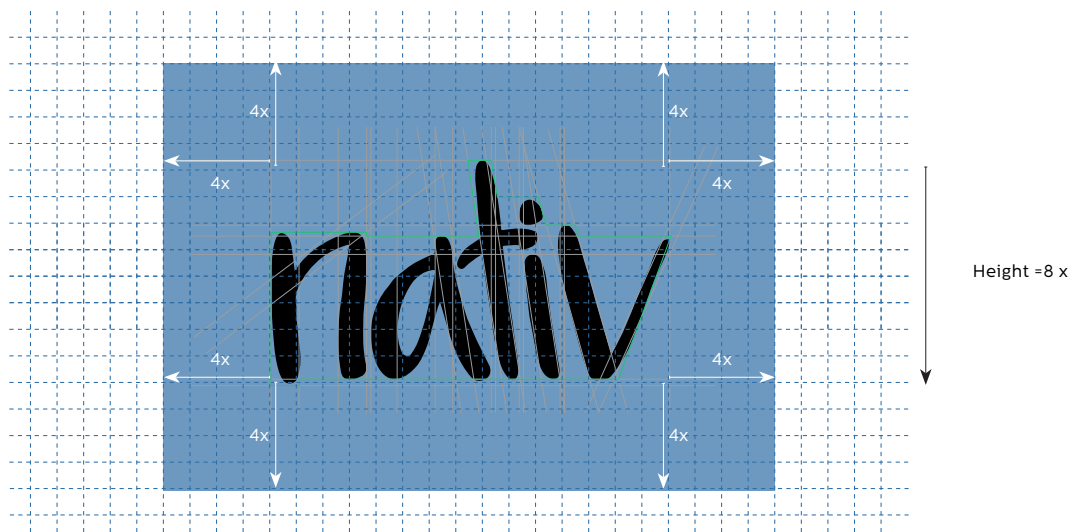
the accepted brand elements and always maintaining contrast. This exclusion zone indicates the closest any other graphic element or message can be positioned in relation to the mark of the symbol itself and our company name – they have a fixed relationship that should never be changed in any way.

The logo must maintain the spatial value and shape indicated in the diagram above and below. The green line indicates the general shape and the grey lines indicate the stroke thickness and character relationships.

COMPUTATION

To work out clearspace divide the height of the logo in half.

$$\text{SPACE} = \text{HEIGHT} / 2$$



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The brand identity following the guidelines maintaining the construction will appear as above and NOT like any of the unacceptable iterations illustrated below. Please note the proper placement of the product line and size ratios, sharpness (not pixelated), shape and not obstructed or cut off.

INCORRECT LOGO APPLICATIONS

nativ nativ

NATURAL ARTESIAN WATER

NATURAL ARTESIAN WATER

nativ nativ

NATURAL ARTESIAN WATER

nativ nativ

NATURAL ARTESIAN WATER

NATURAL ARTESIAN WATER

nativ nativ

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Background Application



COLOUR + BACKGROUND

The accepted colours used in the brand identity are listed under Colour System. The brand colours are only monochromatic iterations and not blended. These colours are to be used against a white background or paired with another that has contrast. The white version of the logo holds against all the iterations of the colour backgrounds. The black version of logo should only be used in black and white colour space.

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Type

TITLE FONT

Custom Typeface: nativ



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NATURAL ARTESIAN WATER

Centrale Sans
CORPORATE FONT

Typography plays an important role in communicating an overall tone and quality. Careful use of typography reinforces our personality and ensures clarity and harmony in all communications. The nativ brand has a clean and simple typographic style, as expressed throughout this guide. This style should be used consistently across all formats and applications. Centrale Sans font family is our corporate font and should be used for all designed applications. For all MS Office or digital applications where Centrale Sans is not available use Calibri.

Corporate Font

Centrale Sans

Thin

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890?!*+(.,)

Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890?!*+(.,)

Medium

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890?!*+(.,)

Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890?!*+(.,)

X Thin

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890?!*+(.,)

Thin italic

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890?!+(.,)*

Regular Italic

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890?!+(.,)*

Medium Italic

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890?!+(.,)*

Bold Italic

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890?!+(.,)*

X Thin

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890?!+(.,)*

Typography + Hierarchy

Typographic hierarchy is another form of visual hierarchy, a sub-hierarchy present in an overall design project. Typographic hierarchy presents lettering so that the most important words are displayed with the most impact so users can scan text for key information. Typographic hierarchy creates contrast between elements.

Our brand typeface, Centrale Sans, has a full family of weights that can be used for different typographic elements. Follow the guidelines below to add personality to our typography using dynamic use of scale.

- **Headings | Bold**
Titles and headings on front covers and at the top of pages.
- ***Boxed Headline | Bold italic***
Poster boxed text.
- **Sub-Headings | Medium**
Sub-headings and to highlight words, short phrases and websites.
- **Body Copy | Regular**
Body text, introductory paragraphs, and small print.
- ***Emphasis | Italic***
Pull-out quotes, highlighted words

**CONTEXT TEXT
AND INNER
HEADLINES**

CAPTION TEXT

nativ Typo

Centrale Sans Regular
8 pt Type / 12 pt Leading

COPY TEXT

nativ Typo

Centrale Sans Regular
10 pt Type / 12 pt Leading

SUBLINES SECTIONS

NATIV TYPO

Centrale Sans Regular - Capital Letters
14 pt Type / 18 pt Leading

**CONTEXT TEXT
AND INNER HEAD-
LINES**

HEADLINE 01 :

NATIV TYPO

Centrale Sans Bold - Capital Letters
22 pt Type / 22 pt Leading

**HEADLINES AND
TYPOBREAKS**

HEADLINE 02

NATIV TYPO

Centrale Sans Bold - Capital Letters
36 pt Type / 36 pt Leading

Title Font

The title font is a unique typeface hand drawn for this brand. The full alphabet characters for the nativ font are yet to be developed.

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Identity Placement



Product line is placed two heights of its own height below the wordmark “nativ” and centered between the letters N and V. The font used is Centrale Sans Bold.

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Colour

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NATURAL ARTESIAN WATER



Primary Colour System



#004A63

#3871BF



Use the full colour palette across branded materials where possible. Please use colour specifications carefully.

Pantone and CMYK are for print applications. RGB and HEX are for digital and online applications

Do not oversaturate or undersaturate the colour values when converting from digital to print and vice versa.

#21BC79

#26877E

#00ACB2

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The hexadecimal colour code #004A63 is a dark shade of cyan. This colour has an approximate wavelength of 482.23 nm.

RGB -

RED: 0 | GREEN: 74 | BLUE: 99

CMYK -

CYAN: 100% | MAGENTA: 25% | YELLOW: 0% | KEY: 61%

Pantone (PMS) =

4160 C | 004860

MONOCHROMATIC COLOURS

#003E57

#00425B

#00465F

#004A63

#084E67

#11526B

#175670

TONES

#004A63

#16465B

#214252

#283E4A

#2C3A42

#30363A

#323232

TINTS AND SHADES

#004A63

#3A657B

#628294

#88A0AE

#AFBFC8

#D7DEE3

#FFFFFF

#004A63 TO WHITE

#004A63

#0A3E52

#0F3242

#102732

#0F1C24

#091116

#000000

#004A63 TO BLACK



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NATURAL ARTESIAN WATER



The hexadecimal colour code #3871BF is a shade of cyan-blue. This colour has an approximate wavelength of 474.86 nm.

RGB -

RED: 56 | GREEN: 113 | BLUE: 191

CMYK -

CYAN: 71% | MAGENTA: 41% | YELLOW: 0% | KEY: 25%

Pantone (PMS) =

2175 U | 2973C3

TRUMATCH-

35-B | 2E73B9

MONOCHROMATIC COLOURS

#135DA8

#2263B0

#2E6AB7

#3871BF

#4178C7

#4A7FCE

#5386D6

TONES

#3871BF

#4C73B4

#5A74A9

#65769D

#6E7692

#767A87

#7C7C7C

TINTS AND SHADES

#3871BF

#6387CA

#859DD5

#A5B5DF

#C3CDEA

#E1E6F5

#FFFFFF

#3871BF TO WHITE

#3871BF

#325D9C

#2C4B7B

#25395B

#1C273D

#131721

#000000

#3871BF TO BLACK



nativ
NATURAL ARTESIAN WATER



The hexadecimal colour code #21BC79 is a shade of green-cyan. This colour has an approximate wavelength of 523.86 nm.

RGB -

RED: 0 | GREEN: 172 | BLUE: 178

CMYK -

CYAN: 100% | MAGENTA: 3% | YELLOW: 0% | KEY: 30%

Pantone (PMS) =
7467

TRUMATCH-
25-a

MONOCHROMATIC COLOURS

#009B5B

#00A665

#00B16F

#21BC79

#33C783

#42D28D

#50DE98

TONES

#21BC79

#3FAF78

#4FA376

#5B9674

#648973

#6A7C71

#6F6F6F

TINTS AND SHADES

#21BC79

#5AC88E

#80D4A4

#ALDFBA

#C1EAD1

#E0F5E8

#FFFFFF

#21BC79 TO WHITE

#21BC79

#239A64

#237950

#1F5A3C

#1CA3D2A

#122119

#000000

#21BC79 TO BLACK



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The hexadecimal colour code #26877E is a medium dark shade of cyan. This colour has an approximate wavelength of 494.7 nm.

RGB -

RED: 38 | GREEN: 135 | BLUE: 126

CMYK -

CYAN: 72% | MAGENTA: 0% | YELLOW: 7% | KEY: 47%

Pantone (PMS) =

125-7 U | 2E8780

TRUMATCH-

24-B7 | 44817B

MONOCHROMATIC COLOURS

#007068

#0B786F

#1A7F7A

#26877E

#308F86

#39978D

#429F95

TONES

#26877E

#367F77

#417771

#496F6A

#4F6764

#535F5D

#575757

TINTS AND SHADES

#26877E

#539B92

#77AEA7

#99C2BC

#BBD6D2

#DDEB8

#FFFFFF

#26877E TO WHITE

#26877E

#246F68

#215853

#1C433E

#172E2B

#101A19

#000000

#26877E TO BLACK



nativ
NATURAL ARTESIAN WATER



The hexadecimal colour code #00ACB2 is a medium dark shade of cyan. This colour has an approximate wavelength of 490.13 nm.

RGB -

RED: 0 | GREEN: 172 | BLUE: 178

CMYK -

CYAN: 100% | MAGENTA: 3% | YELLOW: 0% | KEY: 30%

Pantone (PMS) =

7467 | #00ADB5

TRUMATCH-

25-a | #04A9AD

MONOCHROMATIC COLOURS

#003E57

#00989E

#00A2A8

#00ACB2

#22B6BC

#34C1C6

#43CBD1

TONES

#00ACB2

#319EA2

#439093

#4D8284

#537475

#576667

#595959

TINTS AND SHADES

#00ACB2

#53BABE

#7CC8CB

#9FD6D8

#C0E3E5

#E0F1F2

#FFFFFF

#00ACB2 TO WHITE

#00ACB2 TO BLACK

#00ACB2

#158D92

#1B6F73

#1B5355

#183B39

#121F20

#000000



Coloured Images

Corporate Images are responsible to transfer the values of nativ to our customers or our potential customers. Imagery is derivative of the St Kitts and Nevis island life and culture.



EXAMPLES FOR NATIV CORPORATE IMAGE SYSTEM

Requirements:

- Saturated colours
- High contrast
- Sharp images
- Caribbean life and people



Black and White Images

Requirements:

- Saturated colours
- High contrast
- Sharp images
- Caribbean life and people



Blending Modes for Images



Image effects and blending modes raise the concision and the recognizability of a brand. Also they are able to divide content and other graphical elements that are used in layouts. In the same way the support statement of the used images and raise application possibilities.

These elements represent the brand's connection to nature. Inspired by tropical foliage, all leaves are flat in design with gradients derived from the primary colour system. These elements should not be altered in any form or fashion especially relating to shape and form. The elements may be paired only with each other and not any other stylised or designed foliage when used in promotional and marketing designs. The logo may be paired with these elements once following the brand guidelines. The Split Leaf Philodendron may be used as a background to the wordmark as illustrated in the label.

Elementen



nts

#00b880

40



Peace Lily

#004954



Croton



Bamboo Palm

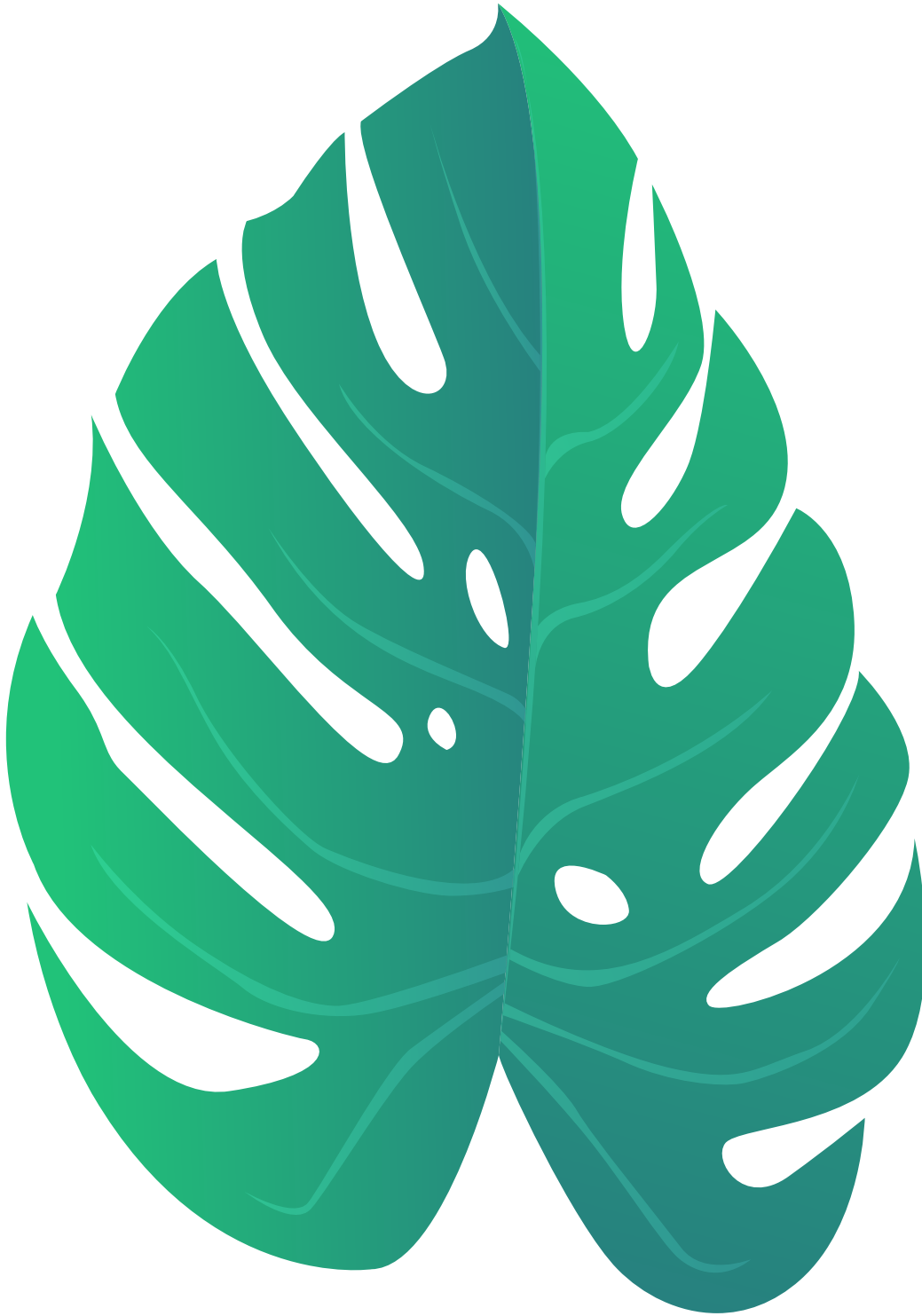
Monstera Leaf



Croton



Palour Palm



Split Leaf Philodendron

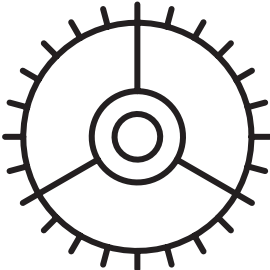
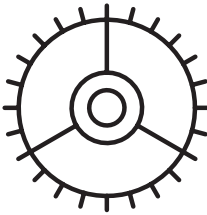
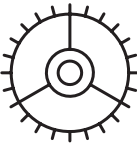


















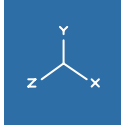





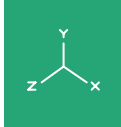




While there is creative freedom in the placement of the elements within the limits of the brand guidelines, the following must be adhered to:

- Do not change the colour of an element (fill) to that of another or of your choice. Consistency in the branding must be maintained in all aspects of the elements.
- Do not alter the shape and size disproportionately.
- Do not edit to increase or decrease stroke size
- Do not alter the transparency or blending modes as shown below.



Iconography

An icon is a pictogram displayed on a screen or print layout in order to help the user navigate through the content in an easier way. The icon itself is a small picture or symbol serving as a quick, “intuitive” representation of a software tool, function or a data file.

100 %	75 %	50 %	25 %	Icon Parameter
				<ul style="list-style-type: none"> - Minimum: 26 px x 26 px - Minimum stroke size: 0.5 pt - Upscale only proportional - Only 100 % color
     	     			Icon without a Background <ul style="list-style-type: none"> - Minimum: 26 px x 26 px - minimum stroke size: 0.5 pt - upscale only proportional
     	     			Icon with Background <ul style="list-style-type: none"> - Minimum: 26 px x 26 px - minimum stroke size: 0.5 pt - upscale only proportional
   	Dont's			

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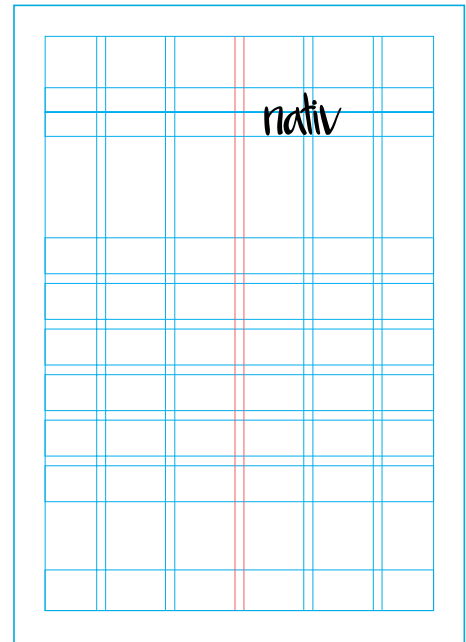
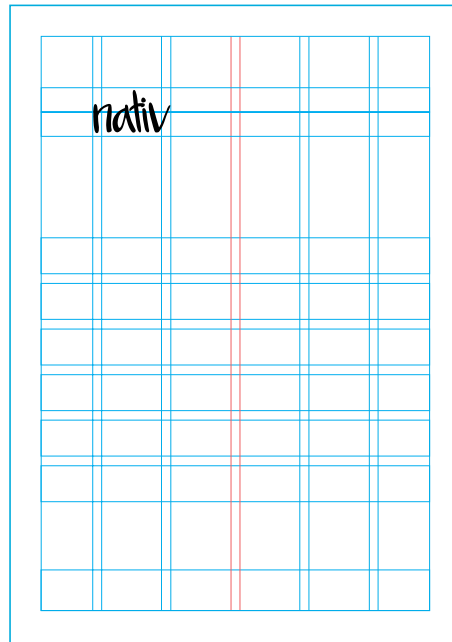
Layout



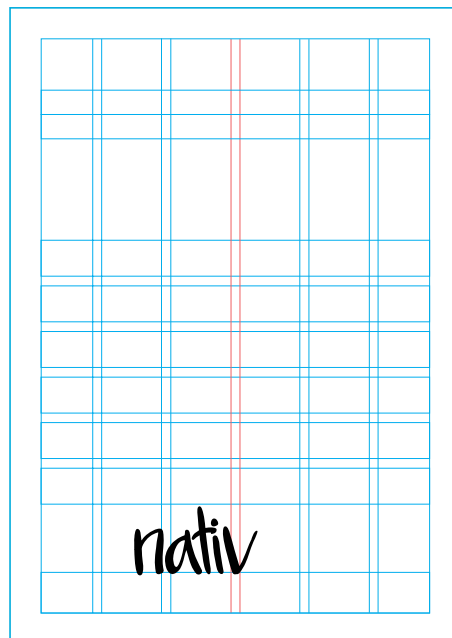
ts

The Logo Placement

To place the logo in the correct way please use one of the approved styles that are shown on the right. To place the logo in other ways is not allowed.



Dimensions
297 x 210 mm
DIN A4



The Company Business Cards

BACKSIDE:

FRONTSIDE:

DIMENSIONS

85 x 55 mm

DIN A4

WEIGHT

400g/m Uncoated

white

PRINT

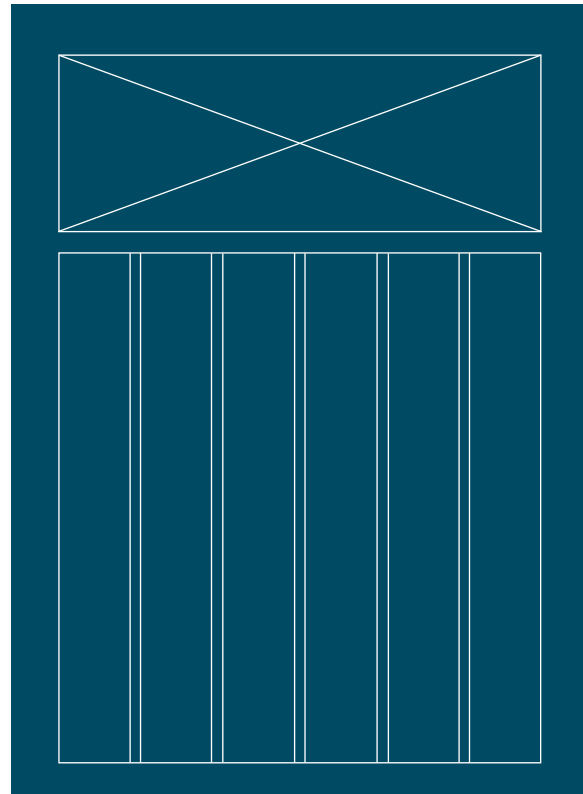
CMYK



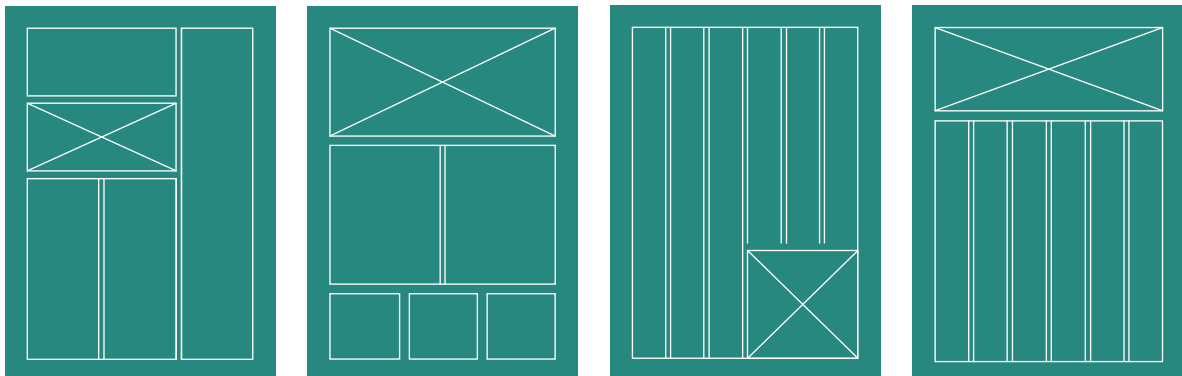
The Grid System

In graphic design, a grid is a structure made up of a series of intersecting straight (vertical, horizontal, and angular) or curved guide lines used to structure content. The grid serves as an armature on which a designer can organize graphic elements (images, glyphs, paragraphs) in a rational, easy to absorb manner. A grid can be used to organize graphic elements in relation to a page, to other graphic elements on the page, or relation to other parts of the same graphic element or shape.

A4 VERTICAL GRID SYSTEM EXAMPLES



A4 VERTICAL GRID SYSTEM EXAMPLES



Grid System Horizontal Screens

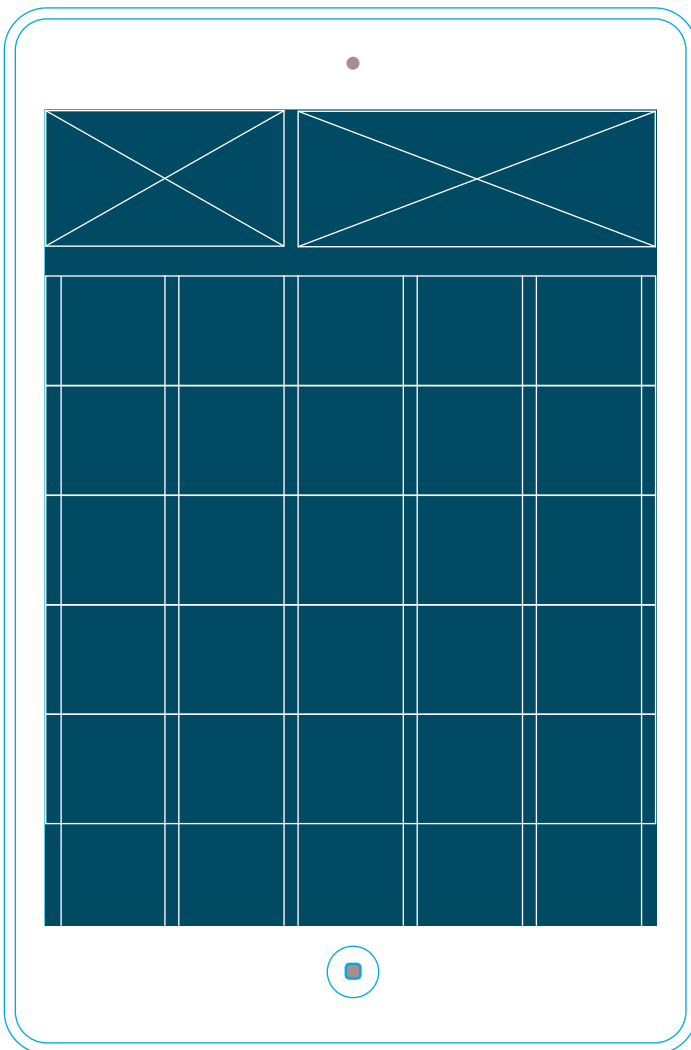
Grid System Examples Horizontal Screen

This shows an approved layout with a typography grid for a 16:9 Screen. This may be used for Company presentations in Powerpoint or Keynote.



Grid System Vertical Tablets

Tablet Vertical Grid System Example



EXAMPLE: TABLET



OUR BRAND IN USE



Merchandise is a great opportunity to show the visual identity of the brand in everyday use. You can use these templates or create your own. Contact the brand manager for more information.

Promo



otion

LABEL;LS



From the Caribbean, the pure uninterrupted taste of artesian water; naturally enriched, expertly refined, water the way nature intended.

SODIUM FREE
5 LITRES (169 fl. oz.)

Safety Seal: Do not use if the cap seal on the bottle is broken or missing.

Bottled by: Blue Waters Products Limited,
#2 Orange Grove Estate, Trincity, Trinidad, W.I.
Telephone: (868) 640-8824/5
Fax: (868) 640-4587
E-mail: info@bluewaterstt.com
Website: www.bluewaterstt.com

Distributed by: Ram's Trading Limited
PO Box 78, Bird Rock, Basseterre, St. Kitts, W.I.
Telephone: (869) 466-7777/ (869) 466-RAMS
Fax: (869) 465-1021
E-mail: info@ramstrading.com

NUTRITION FACTS	
Serving Size	8 FL. OZ. (240 ML)
Amount per serving	% Daily Value*
CALORIES	0
Amount/ Serving	% Daily Value*
Sodium Osmg	0%
Total Carb. Olg	0%
Total Olg	0%
*Percent Daily Values (NDV) are based on a 2000 calorie diet.	

Purification process - Our natural artesian well water is purified by an integrated system, which includes micron filtration, carbon filtration, softening, reverse osmosis and is ozonated for your protection.



Safety Seal: Do not use if the cap seal on the bottle is broken or missing.

Purification process - Our natural artesian well water is purified by an integrated system, which includes micron filtration, carbon filtration, softening, reverse osmosis and is ozonated for your protection.

Bottled by: Blue Waters Products Limited,
#2 Orange Grove Estate, Trincity, Trinidad, W.I.
Telephone: (868) 640-8824/5
Fax: (868) 640-4587
E-mail: info@bluewaterstt.com
Website: www.bluewaterstt.com

Distributed by: Ram's Trading Limited
PO Box 78, Bird Rock, Basseterre, St. Kitts, W.I.
Telephone: (869) 466-7777/ (869) 466-RAMS
Fax: (869) 465-1021
E-mail: info@ramstrading.com

PRODUCT



NUTRITION FACTS

Per 1.5 Litres (51 fl. oz.)	
Calories	0
Total Fat	0g
Total Sodium	0mg
Total Carbohydrate	0g
Total Protein	0g

Blue Water Products, Ltd.
P.O. Box 78, Blue Rock, Barbados, St. Michael, Barbados
Tel: +1 (868) 460-1200
Fax: +1 (868) 460-1201
E-mail: info@bluewater.com

Produced and bottled in Barbados, West Indies. The water is naturally filtered through limestone and volcanic rock. The water is naturally soft and has a low mineral content. It is not chlorinated. The water is naturally pure and has a low mineral content. It is not chlorinated. The water is naturally pure and has a low mineral content. It is not chlorinated.

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BILLBOARD AND SIGNAGE



FEATHER FLAGS AND BANNERS



X BANNERS



DISPLAY BOOTH



THE NEW NORMAL PROMO- HAND SANITIZER AND FACE MASK



RECYCLE BIN



SPORTS APPAREL



SHORTS





TEE SHIRTS





SHOPPING BAGS



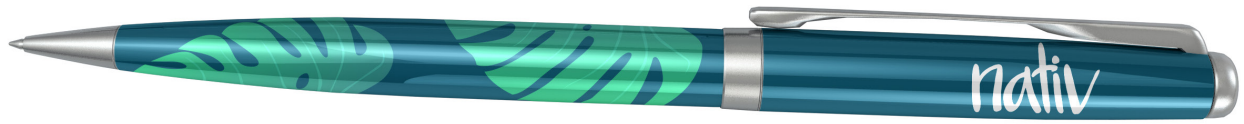
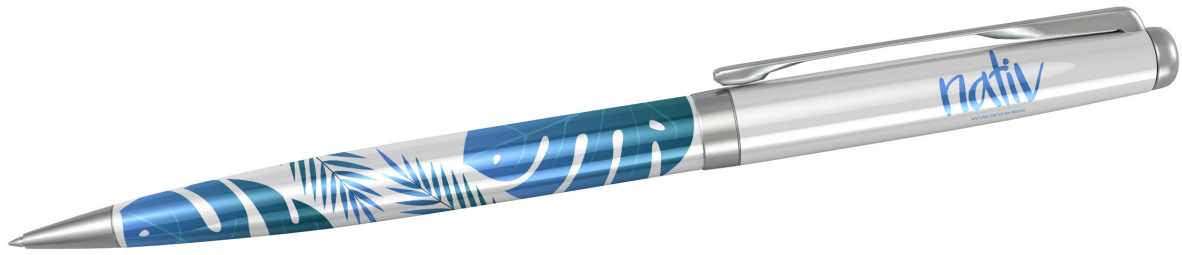
SHOPPING BAGS



DRAWSTRING BAGS



PENS AND BACKPACKS



TEA MUGS



WATER BOTTLES



COOLERS





DELIVERY VAN





nativ

NATURAL ARTESIAN WATER

Brand Owner and Distributor:

Ram's Trading Limited

PO Box 78, Bird Rock, Basseterre,
St. Kitts, W.I.

(869) 466-7777
(869) 466-RAMS

info@ramstrading.com

Responsible Design Agency

Phoenix Pro

Trinidad and Tobago

www.phoenixpro.com
experiencedesign@phoenixpro.com
Facebook/Instagram: @phoenixpro

CREATIVE DIRECTOR:
Stefan Rampersad
stefan@phoenixpro.com

ART DIRECTOR:
Radhika Matadeen Rampersad
radhika@phoenixpro.com

GRAPHIC DESIGNER:
Jason Rampersad
jason@phoenixpro.com

Twin-Island Cinema

St. Kitts & Nevis

twinislandcinema@gmail.com
Facebook/Twitter: @TwinIslandCinema

FOUNDER/CREATIVE DIRECTOR:
Klieon John
byklieonjohn@gmail.com
Facebook/Twitter: @byKlieon John

For further questions do not hesitate to contact us.

