

WHY MOTHER ROOT

*This is a small love letter
to a drink that tastes right
and feels right.*



First sip.

Bright and assured on the opening, with a gentle warmth that unfolds rather than announces itself. The heat is present but controlled, confident, deliberate, and well judged.

There's a sense of grounding throughout. Mineral, clean, and well balanced, the flavour feels considered rather than constructed. Nothing sharp, nothing performative. Just clarity, depth and restraint.

What stands out most is the composure. Mother Root already feels complete at its core, it knows what it is, and it doesn't rush to explain itself. The finish is calm and lingering, leaving an impression that stays quietly with you.

At this moment, Mother Root tastes like intention. And that's a very strong place to be.



At the Root

Mother Root is a brand with a strong sense of self. Rooted in nature, shaped by flavour, and driven by feeling, it knows exactly why it exists, and never feels the need to shout about it. It's confident without bravado, premium without stiffness, and human in a way that feels genuinely natural. In a noisy world, Mother Root chooses clarity, warmth, and a very good drink.

These guidelines are here to help us protect that feeling as the brand grows. They're not rules to be followed blindly, but a shared understanding, a way of making sure everything we create feels unmistakably Mother Root. Use them with care, curiosity, and a light touch. Trust your judgement, enjoy the process, and remember: this is about drinking well, not overthinking it.

Primary Logo

The Mother Root logo is designed to feel confident, grounded and quietly optimistic. At its heart sits the sun sign – formed from repeating M letterforms – a subtle symbol of warmth, vitality and the good energy that runs through the brand. It reflects the idea of balance and natural rhythm: rooted in the earth, but always looking toward light.

The primary logo is the hero mark and should be used wherever possible. It carries the full character of the brand and anchors Mother Root in its most recognisable form.

Secondary variations of the logo can be adapted in scale, colour and layout to suit different contexts, with approved versions explored throughout this style guide.

Brand Colours

Primary

Golden Yellow
#F4C43F
#F4C43F
#F4C43F

Black
#000000
#000000
#000000

White
#FFFFFF
#FFFFFF
#FFFFFF

Brand Typography

Primary Font

Piet Regular

Secondary

Grenette

ABCDEF
VWXYZ
tuvwxyz

Where It Grows.

Mother Root already has clarity, confidence and a beautiful product at its heart.

The opportunity now is to let that strength travel further.

As the brand grows, the focus shifts from the bottle alone to a richer brand world, one that shows up with the same warmth and assurance across social, retail, campaigns and physical spaces. Clear, repeatable brand codes make Mother Root recognisable even without the logo.

Retail becomes quiet theatre. Seasonal moments like Christmas feel distinctly Mother Root, calm, generous and grown-up. And as momentum builds, creative systems ensure everything moves faster without ever losing its soul.

This is where my experience lives: helping strong brands grow with clarity, consistency and feeling intact.

The Mother Root Sunshine System.

The Four Ms.

As Mother Root grows, consistency isn't about repetition, it's about culture. The Four Ms are a simple creative compass used to test every idea, campaign and asset. If the work carries flavour, truth, ritual and cultural clarity, it belongs. If not, it evolves.

Mouthfeel. Does it translate bold, warming flavour? The work should feel rich, textured and alive, never flat or polite.

Mother Nature. Is it grounded in real ingredients, process and provenance? Honest, natural and considered.

Moment. Does it honour the ritual? A deliberate, grown-up choice that values the pour, the pause and the occasion.

MR Culture. Does it help define a flavour-forward, alcohol-free drinking culture? One led by taste, beauty and confidence, setting a standard others may follow.

MOUTHFEEL

(Big, bold flavour)

This is about flavour you can feel, not just taste.

- * Does the work translate boldness, warmth and depth?
- * Can you almost sense the ginger heat, the richness, the complexity?
- * Does it feel alive, textured, satisfying?

If it looks flat, safe or generic, it fails Mouthfeel.

MOTHER NATURE

(Natural ingredients)

Everything should feel grounded in something real.

- * Rooted in ingredients, process and provenance
- * Honest, calm, never synthetic or over-designed
- * Nature-led, but never rustic or naive

Mother Root doesn't pretend — it knows where it comes from.

MR CULTURE

(Culture)

This is where Mother Root becomes a reference point.

- * Does the work help define flavour-forward, alcohol-free drinking as a culture in its own right?
- * Does it celebrate complexity, beauty and taste, without compromise?
- * Does it celebrate complexity, beauty and taste, without compromise?

MR Culture isn't about substitution or restraint. It's about leading a new way of drinking: confident, considered, pleasurable.

MOMENT

(Ritual)

This is where the brand slows the world down.

- * Does it encourage intention over excess?
- * Does it honour the pour, the pause, the evening shift?
- * Does it feel indulgent, grown-up and considered?

Mother Root isn't about drinking more — it's about drinking better.

WELL PAIRED

it's a match

Because I see a brand with real substance, ready to grow carefully and confidently without losing what makes it special.



Because I believe in the culture Mother Root is building, it aligns deeply with my own values and how I think about drinking, flavour and choice.

Because I bring a way of thinking that protects the soul of a brand while helping it travel further, faster and more coherently.

Because this feels like a partnership built on trust, taste and shared ambition, the kind where something lasting can genuinely grow.

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THANK YOU

**for creating something that genuinely makes
a difference.**

With a lot of admiration, respect, and gratitude for
what you've already built.

Olivia