PRECISION
POOL ≋ SPA

Visual
Brand
Guidelines

precisionpoolandspa.com

Table of Contents

Objective

The **Precision Pool & Spa Visual Brand Guidelines** were developed to create a shared visual identity that reflects the Precision Pool & Spa brand. The guidelines should facilitate best practices to help individuals and companies present their communications in a way that reflects positively on Precision Pool & Spa.

Please reach out to **info@precisionpoolandspa.com** for any questions regarding the Precision Pool & Spa brand.

Logo

DESIGN
The Precision Pool & Spa logo symbolizes Precision Pool & Spa and provides a consistent identification to the brand. Maintaining the integrity of the Precision Pool & Spa logo is key to building a strong identity. It must be presented in a consistent and legible manner. The logo may never be altered in any way. Use only the digital artwork provided by Precision Pool & Spa.

The logotype, Precision Pool & Spa, can be used in combination with the icon or both the logotype and icon may be used by themselves.

The logo color is dark blue. No other logo colors are acceptable. The white version of the logo may be used only on backgrounds or photographs to allow for proper contrast. The black version of the logo may be used only when color printing is not available. The icon may be used in dark blue, or reversed as white on dark backgrounds.

CLEAR SPACE
A minimum amount of clear space must surround the logo at all times. The preferred clear space is equal to half the height of the "P" in the word "PRECISION."
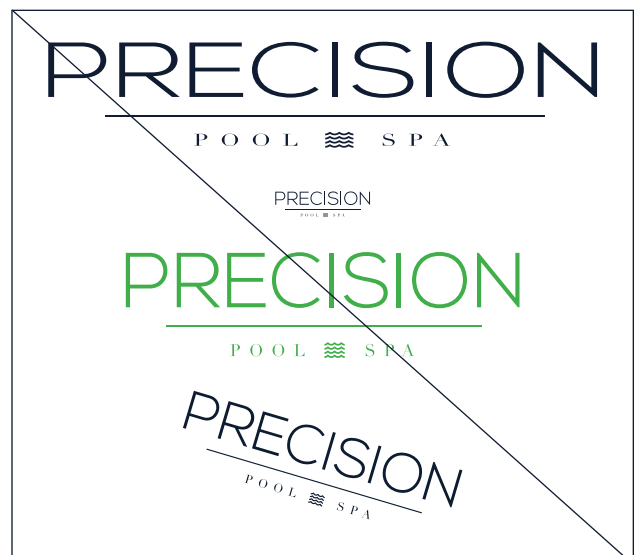
INCORRECT USAGE
Do not stretch the proportions of the logo. Do not scale the logo too small for legibility. Do not alter the font of the logo. Do not change the color of the logo. Do not rotate the logo or add 3D effects. Do not use the logo on complex textures, busy photographs, or backgrounds that do not provide adequate contrast.

Typography

We offer four approved fonts – **Nexa, Didot, Raleway, and Open Sans** – that allow for creative expression of the Precision Pool & Spa brand in ways that are appropriate for our audience and goals.

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789,.![]&?

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789,.![]&?

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789,.![]&?

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789,.![]&?

Nexa Light is the main font in the Precision Pool & Spa logo, and is used for the word "PRECISION." It is best suited for body copy and may also be used in headlines and subheads that require high readability. Nexa Bold may be used for emphasis.

Didot Regular is the secondary font in the Precision Pool & Spa logo, and is used in the icon and in "POOL" and "SPA." Due to its thin line weights, very limited use is recommended.. Didot Bold may be used for emphasis.

Raleway Light is a sans serif font used, in all caps only, on the Precision Pool & Spa website. It is best suited for digital headlines, subheads, and navigation menus.

Open Sans is a sans serif font used for body copy on the Precision Pool & Spa website. It is best suited for digital copy that requires high readability.

Color

Precision Pool & Spa adheres to a standard color palette to assure a consistent brand experience and quality product.

The primary colors representing the Precision Pool & Spa identity are dark blue, aqua, and white.

The secondary palette is broad to allow for the appropriate expression of our brand. This does not mean all colors should be used at once. Use good design sense and consider the tone of the message in the communication you are creating.
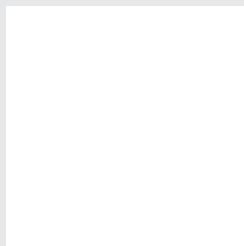
PRIMARY COLORS

Dark Blue
#0e1f34
C93 M80 Y51 K61
R14 G31 B51
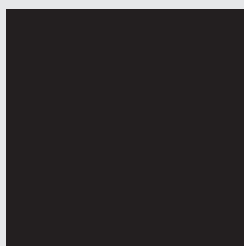PMS 289C

Aqua
#008a9c
C84 M30 Y34 K2
R0 G138 B156
PMS 2401C

White
#ffffff
C0 M0 Y0 K0
R255 G255 B255
White

SECONDARY COLORS

Aqua 10/70% Tint

Black
#000000
C0 M0 Y0 K100
R0 G0 B0
Black

Photography

Every Precision Pool & Spa photo should coincide with our branding and help tell our story. The composition, processing, and photographic style should make the images feel current and should give a premium feel to our work.

Visually, our photography aims to put your mind at ease. Appealing images of our pools and spas should capture the eye and emphasize the beauty of tranquil surroundings and overall well-being.

Mood: should feel cool, modern, spacious, and inviting.

Color: should be bold and strong and should feel as natural as the real life they represent.

Depth of field: should create focus on the detail.

Ensure that credit is given to Precision Pool & Spa when a Precision Pool & Spa design or photo is shown.

precisionpoolandspa.com