



AQUATIC

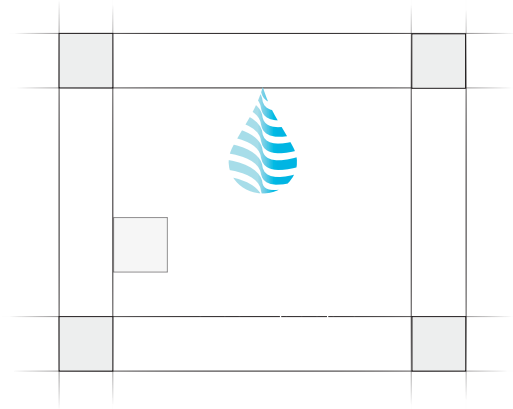


BRAND GUIDELINES

# LOGO USAGE, FONTS AND COLORS

Markets include: Retail, Wholesale, High-end (Showrooms, Designers, Architects)

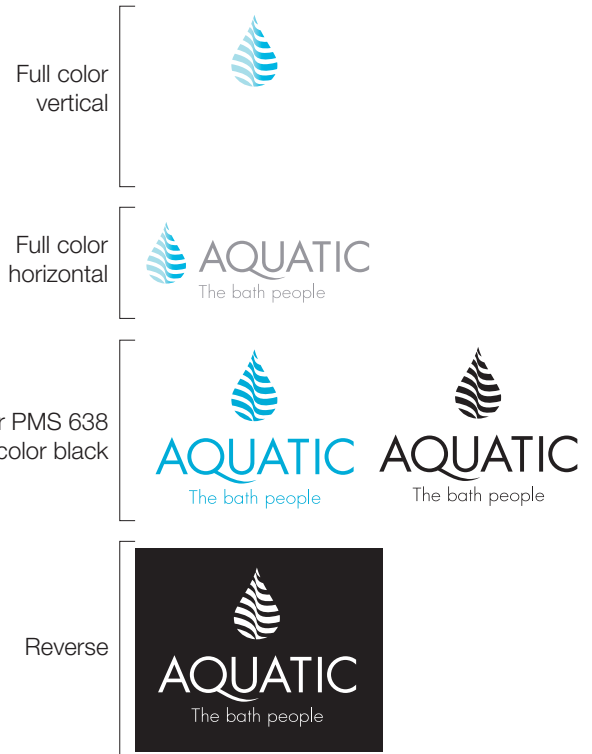
## LOGO



### Clearspace

Whenever using the logo it should be surrounded by clear space to ensure its' visibility and impact. No graphic elements of any kind should invade this zone.

The minimum clearspace is equal to the letter height of the "A" in "Aquatic."



## FONTS

### Futura Std Family

#### Tagline:

Minimum allowable size with tag line when the logo is large enough to allow the text to be represented at 5 points or above.



If the tagline is NOT used on a cover of a collateral piece or catalog, then it must be used with the logo in the signoff on the back page.

Proper display of Aquatic URL.  
Lower case with no www.  
Font: Futura Std - Light



Aa

Aa

Aa

#### Futura Std - Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

#### Futura Std - Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

#### Futura Std - Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

# COLORS



## BRAND MAIN COLORS

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PANTONE: 638  
HEX: 10add8  
C 73 R 1  
M 11 G 173  
Y 7 B 216  
K 0



HEX: ffffff  
C 0 R 255  
M 0 G 255  
Y 0 B 255  
K 0



PANTONE: COOL GRAY 8  
HEX: 87888b  
C 49 R 136  
M 40 G 137  
Y 38 B 140  
K 4



HEX: 000000  
C 30 R 0  
M 30 G 0  
Y 30 B 0  
K 100

## WEB COLORS

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### *Button Color*



HEX: 00b5e4  
C 93 R 0  
M 0 G 181  
Y 8 B 228  
K 0

CSS Hover: Darken 5%

### *Highlight Color*



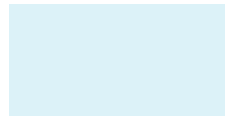
HEX: 84bd00  
C 65 R 143  
M 0 G 89  
Y 100 B 0  
K 0

CSS Hover: Darken 5%

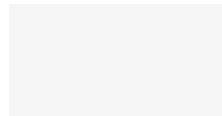
### *Background Colors*



HEX: ffffff  
C 0 R 255  
M 0 G 255  
Y 0 B 255  
K 0



HEX: e2f1f7  
C 12 R 226  
M 0 G 241  
Y 2 B 247  
K 0



HEX: eceaea  
C 6 R 236  
M 5 G 234  
Y 5 B 234  
K 0



HEX: 3d4142  
C 72 R 61  
M 60 G 65  
Y 59 B 66  
K 48