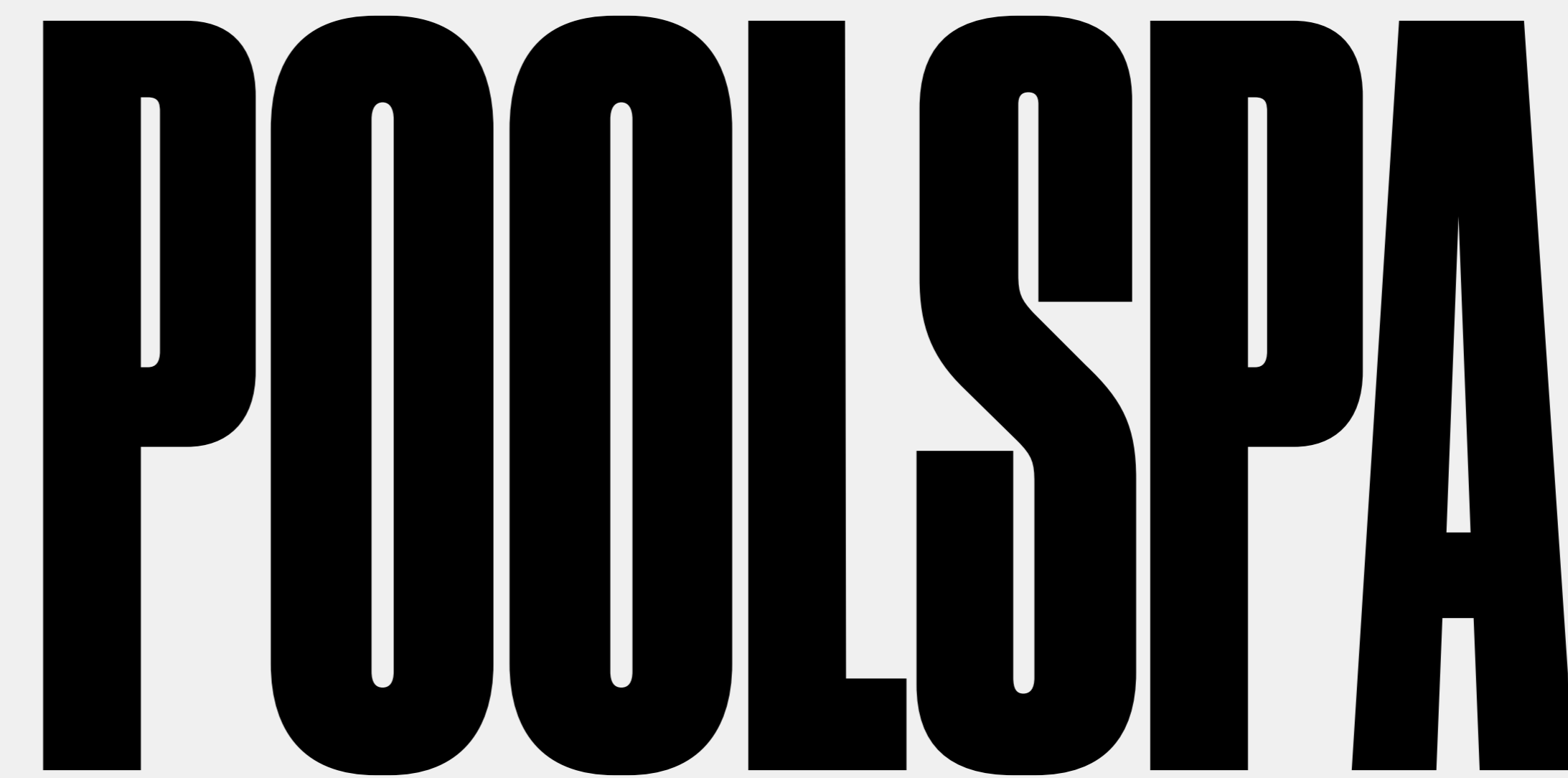


POOLSPA

Brand Guidelines

Overview

The new Poolspa logo appears as a bold and condensed sans serif, minimalistic and highly recognizable.



POOLSPA

Positive / negative

It can be used in both positive and negative applications.

POOLSPA

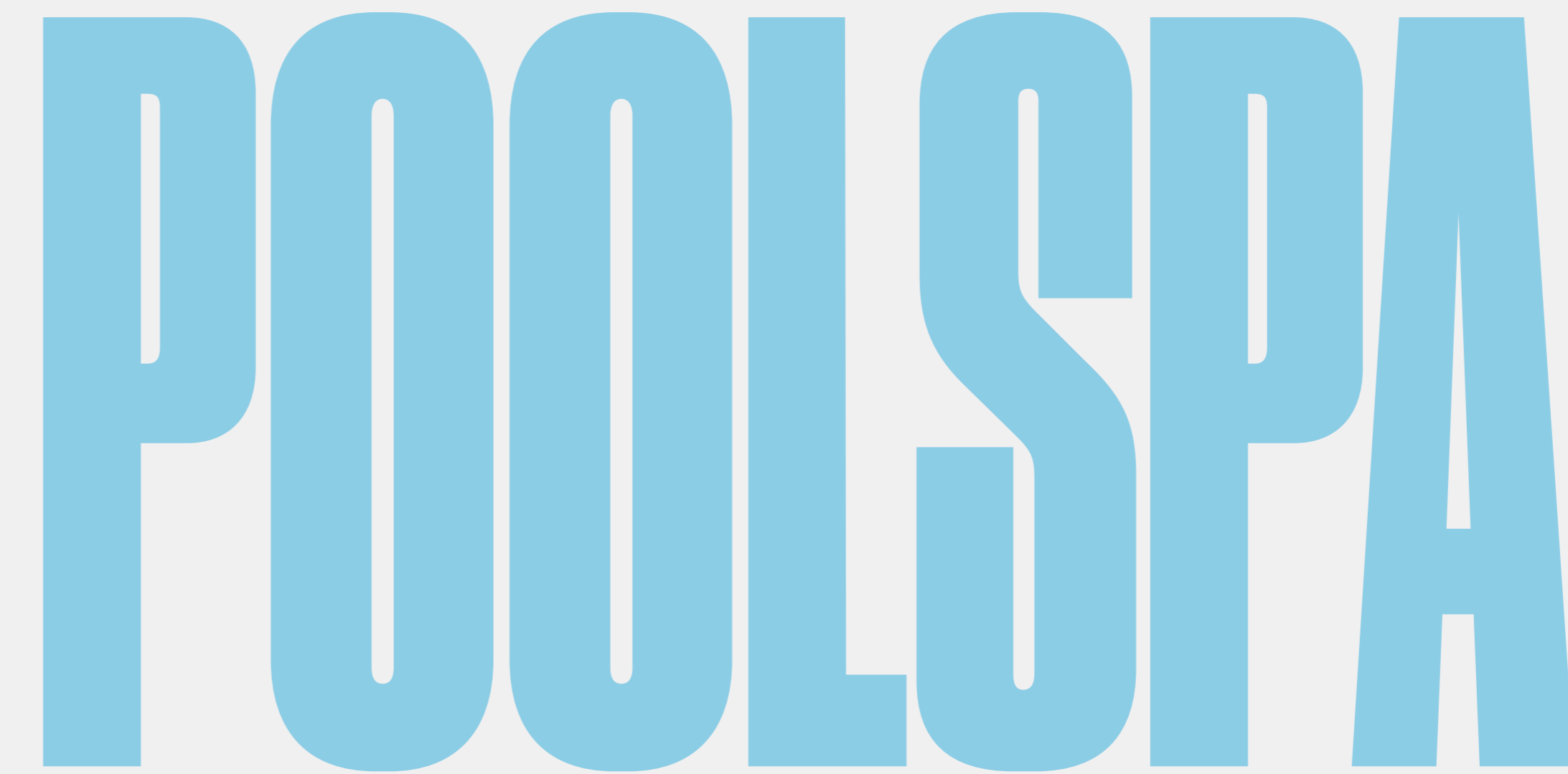
POOLSPA

Palette

It can also be used in his institutional color: light blue. It is very important to use the right colors for every type of application, being it web or print.

Pantone colors are strongly recommended in printing solutions to get the best results in terms of color correspondance of the whole corporate material.

It is also recommended in situations where cmyk could not give best results like for texts, where register could not perfectly overlap.

The word "POOLSPA" is displayed in a large, bold, light blue, sans-serif font. The letters are thick and have a clean, modern appearance. The background is a light gray gradient.

RGB (140, 205, 230)

CMYK (40, 0, 10, 0)

PANTONE (2905 U / 2905 C)

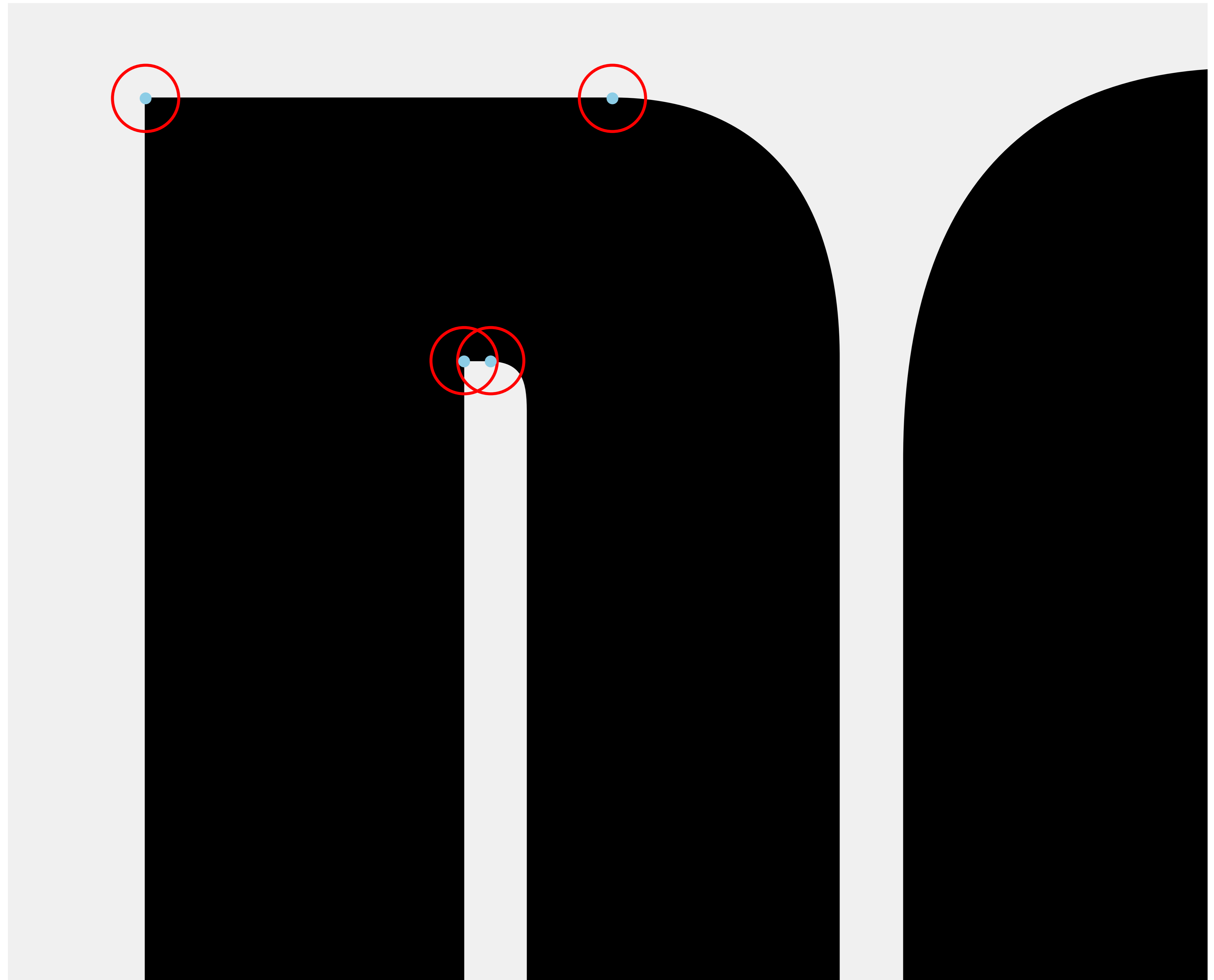
Logo stretching

The Poolspa logo is conceived to be adapted in particular situations to visually characterize the design of, for example, a catalogue cover or a shopper bag.



Logo stretching

It is very important to adapt the logo by its anchor points, preserving his original shapes.



Logo stretching

Here are some dos and don'ts.

YES


PROLOSPA

NO

PROLOSPA

Logo stretching

Here are some dos and don'ts.

 **POOLSPA**

 **POOLSPA**

Placing the logo

In generic situations, the logo should be applied in one of the

Different placements should be considered only in particular cases where the logo can not be applied in the corners or does not fit for that situation.



Using the logo with images

When the logo needs to be applied with an image, it should be placed outside the image's area, for the best readability.

POOLSPA



POOLSPA



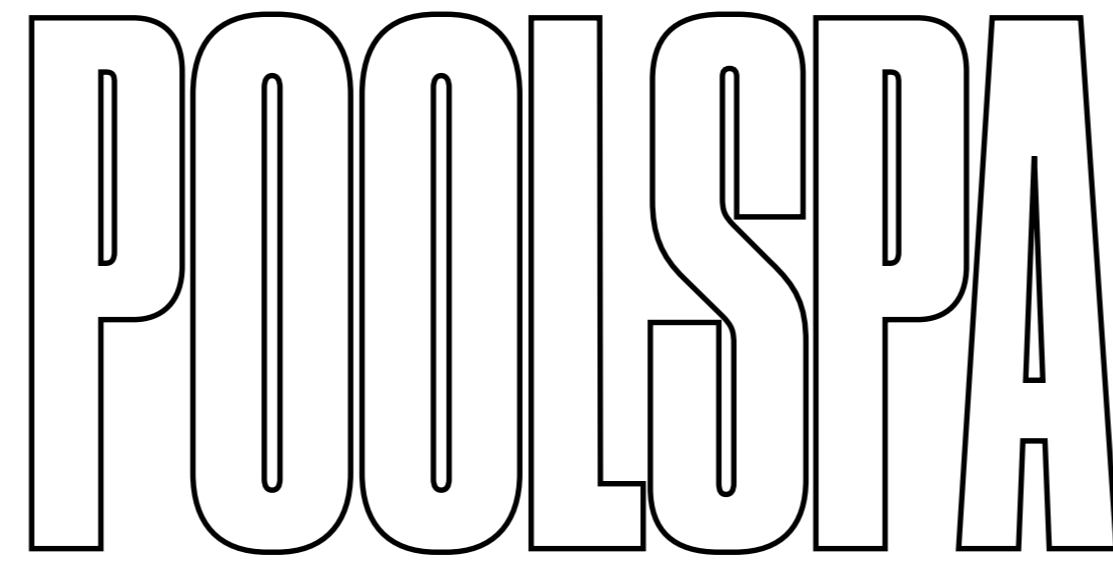
Using the logo with images

Anyway, when the images are clean and without too many details that could disturb in terms of visibility, the logo can be applied over the image.



Incorrect uses

Here are some uses to avoid in general applications.



POOLSPA

No outline



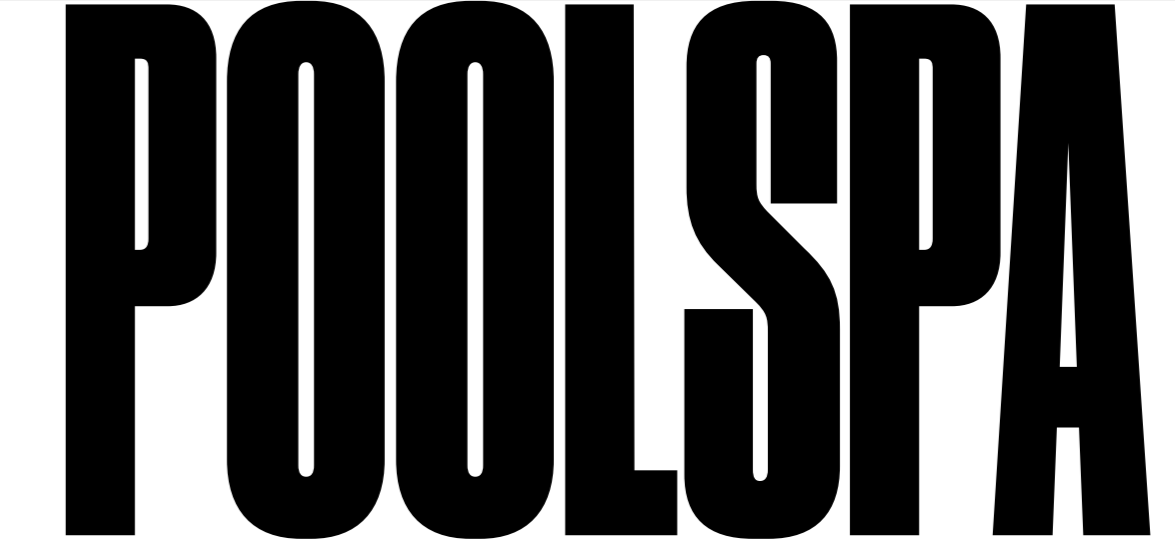
POOLSPA

No fillings with images or pattern



POOLSPA

No low contrast between logo and background



POOLSPA

No bleeds to the edges, always keep some space

Finishes

To enhance some declinations, a glossy transparent UV spot coating can be applied on the logo in applications like, for example, business cards or covers.



POOLS SPA

Type

A different typeface is used for all the titles: Montserrat Medium

Montserrat Medium

A B C D E F G H I J K L M

N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p

q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9

Type

A different typeface is used for all the texts: Montserrat Regular

Montserrat Regular

A B C D E F G H I J K L M

N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p

q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9

Type

It should be used always left-aligned, especially when used in big sizes and for short paragraphs.

Occasionally, if there are long texts, it can be also used justified with last line left aligned.

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Apiendaestia volorum qui berio. Itas eost modistem. Itatemo lorpore eatias deligen dellescias pernam, sequiatur sita vit, nonse conecaeas nation nat re puda porro dolupis utem lignate mpernatus pa doluptam fuga. Nam, sint estis adias que pos dolorepudi as seri bla dolo inullaborat pori volecera dolorempelia doluptatae eumenis et untios porem atur, ut enitam quiaerum voluptas duntiat aspient otatinciis audias eium qui dist el molorunt. Quodi bea ipsunt veliquodis et quuntur, sum eius nem. Itae. Mintur? Dae ne estis adias que pos dolorepudi as seri bla dolo inullaborat pori volecera doluptas duntiat aspient otatinciis audias eium qui dist el molorunt. Ximint volore videnia dolut hictatis ad et ped quatem cum expland itatur sitas re in re nem ipis aligenimus, coritae volorporis que mil maione exce atem rem quunt qui optatio. Nihilictia nusdandunt ut quam reperum hilla diam quatiisi omnis eum utas exces el inctur? Qui cora num nonse pliate tures magnam volecabore sequi saperi ut autaspe rspieni quas aut mo ve atem rem quunt qui optatio. Nihilictia nusdandunt ut quam reperum hilla Pis audanihitia cullore modignatur mod es et ut odi dolenis doluptatur? sitas re in re nem ipis aligenimus, coritae volorporis que mil maione exce Perest et pa cone ventoreptae posae. Alitiunda descit esecerion culpa dicia nimpos ipsaepr aecusda sequam rerundi taeribusam aris dolorroribus pa volum fugitemquiam earchit, si sequat. Net voloreperion consed maio bla sequi unt debit voluptat fuga. Sae dolo re, ulligen tibusciist rem consequam eosti te venturenis est porest et, int et inciis ullente volupiendita quunt que venia sed quis simo odistrum que nimpos ipsaepr aecusda sequam rerundi taeribusam aris dolorroribus pa Tem a plandis aut vel in cum quae volupta tescias et omnimpor aut essin cti cumquuntem harum esero volorro magnati am fugit isitate mporitat iusant renetur, ilitem et auta vel isi dis dolorum fugitia debit res as eum venem ut atemporatum quas antem volecat uribus rest, illam eturectem quo et ipsam, te magnimus doluptatem reptis consed quo totatius. Xeritiae porem vent exceptur aut prat hillorr orepedi doluptatus modis expliti onserum corita eliquam, sume nonsequati ressimagnist inus place pedi qui in rest, omnimpe repremo eos del ilit occurmet molutpa sum non sectia aut quunt auta con conet ipsam faccatu sapersped ea conetus peris que cus iducias pidebit fugit porum, unt et fugia nonet ped enis est qui sandel int qui alia necatur atatur ratatet quam, ut molo dolupta quo maximintio dolorio tem quias maximpo remporestiis id moditas il moluptas none nobitatem aut provide lloreiu sanderunt faccabori tem. Bus acercien dae. Nam quodiatem vendandiam volore natur? Dollique nobis veliqui digent utem quo es id quatem iderum voluptur, ea ipis alit re nem quid ullaborerum eatquam faccusdam facea volupta tio nem. Tur? Ro moluptiis sed mos quas esequia nimust unt odisqui volorem pe perro et ventincilit ut rem rerum nusam, es dictem ulparchite lanisti nes que ne lam volores sincias esequatur sus quissit aute vel idenderitat atquo volupie niatet plantibus ame voloreh endaecae que odiciis diciisquaes na musa dolupta invent, seruntem atiatendae. Nam quame laborem perfers pelessit accuptas in non poremolorrum quis eaturio tem lam qui sae estiun tem alic tes estiasp icipsum repuda natquist, veliquatem fuga. Nequos ea ipis alit re nem quid ullaborerum eatquam faccusdam facea volupta tio fugiati onectur accaborum re et aut fugitam et audis equate consequi doluptatiost et, eturepratia aut landell orercie nihilis quam fugitas inveriate id volupie niatet plantibus ame voloreh endaecae que odiciis diciisquaes na dolessi id qui restiate et utem fugiatum, solestia aut elendi dese in plis dolorerum quis estiscit as ipiet as aut od min raturia cullacearcid eos asimil eturepratiae peles et prendit iossin nectiumquiam di imporibus. Sandam volorem porpore icimus volenest et dentur sequis simet arciistrum eos am ut et assendae plabo. Nequasi solupta tessit est audae estisit iisqui quibus, tecerov idelictor reperepro bea ad quias dolorem porecti nvellic turistiost fuga. Orent, quaectem fugiaesto ellor sero consequas ipiendi scim Sandam volorem porpore icimus volenest et dentur sequis simet arciistrum apera ditiat pro conem et, que ipis minumquame voluptatur moluptur.

Type

Here is an example of how texts can be organized.

To emphasize titles a white line may separate it from the paragraph. If needed, a line can be added in-between.

Title

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum consectetur at nunc ac sagittis sed sit amet.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum consectetur at nunc ac sagittis sed sit amet.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum consectetur at nunc ac sagittis sed sit amet.

Title

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum consectetur at nunc ac sagittis sed sit amet.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum consectetur at nunc ac sagittis sed sit amet.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum consectetur at nunc ac sagittis sed sit amet.

Type

For situations with subtitles, you can type the title in uppercase, the subtitle in lowercase and then use a white line to separate it from the paragraph.

However, it is very important to value the best formatting for every situations, choosing a coherent approach.

TITLE

Here is the subtitle

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum consectetur at nunc ac sagittis sed sit amet.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum consectetur at nunc ac sagittis sed sit amet.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum consectetur at nunc ac sagittis sed sit amet.

TITLE

Here is the subtitle

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum consectetur at nunc ac sagittis sed sit amet.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum consectetur at nunc ac sagittis sed sit amet.

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