

# POOL GOODS<sup>®</sup>

brand  
guidelines

v.1

# Logo

## Brand mark

This is our official logo. The arrow in the letter G pointing to the O reinforces the message that the products go «directly into the pool», conveying the brand's promise of direct and efficient shipping of pool goods. The minimalistic design aligns with the product's goal of creating an enjoyable and clean pool experience.

## Clear space and minimum size

The minimum clear space surrounding the logo is equal to the height of the O in the wordmark. The absolute minimum size of the Logo is .75" wide or 75px wide.



Clear space



Minimum size  
0.75 in or 75px wide

# Logo

## Color variations

The only brand colors the logos should appear in are Isabelline, Alice Blue, Raisin Black and Neon blue. When using on a solid color, make sure there is high enough contrast so the legibility of the logo is not compromised.



# Colors

## Color palette

The color palette reflects a sense of cleanliness with hues of blue, evoking the pool environment. The addition of yellow brings a touch of light and richness to the overall color scheme.

Raisin Black	Neon Blue	Maya Blue	Alice Blue	Lavender	Isabelline	Vanilla	Sunglow	Branded by Greenville
HEX 1D202C	HEX 4D6AF4	HEX 7CC1F8	HEX DCF2FF	HEX D7E1FA	HEX FBF8F3	HEX FFF3AD	HEX FFCF31	
R 29 G 32 B 44	R 77 G 106 B 244	R 124 G 193 B 248	R 220 G 242 B 255	R 215 G 225 B 250	R 251 G 248 B 243	R 255 G 243 B 173	R 255 G 207 B 49	
C 89 M 78 Y 52 K 68	C 79 M 62 Y 0 K 0	C 52 M 13 Y 0 K 0	C 16 M 0 Y 0 K 0	C 18 M 10 Y 0 K 0	C 2 M 2 Y 5 K 0	C 2 M 2 Y 42 K 0	C 0 M 19 Y 85 K 0	

# Typography

Title font

Neue Montreal

Text font

Helvetica  
Neue

medium

abcdef  
ghijklmn  
opqrstu  
vwxyz

regular

abcdef  
ghijklmn  
opqrstu  
vwxyz

regular

abcdef  
ghijklmn  
opqrstu  
vwxyz

medium

abcdef  
ghijklmn  
opqrstu  
vwxyz

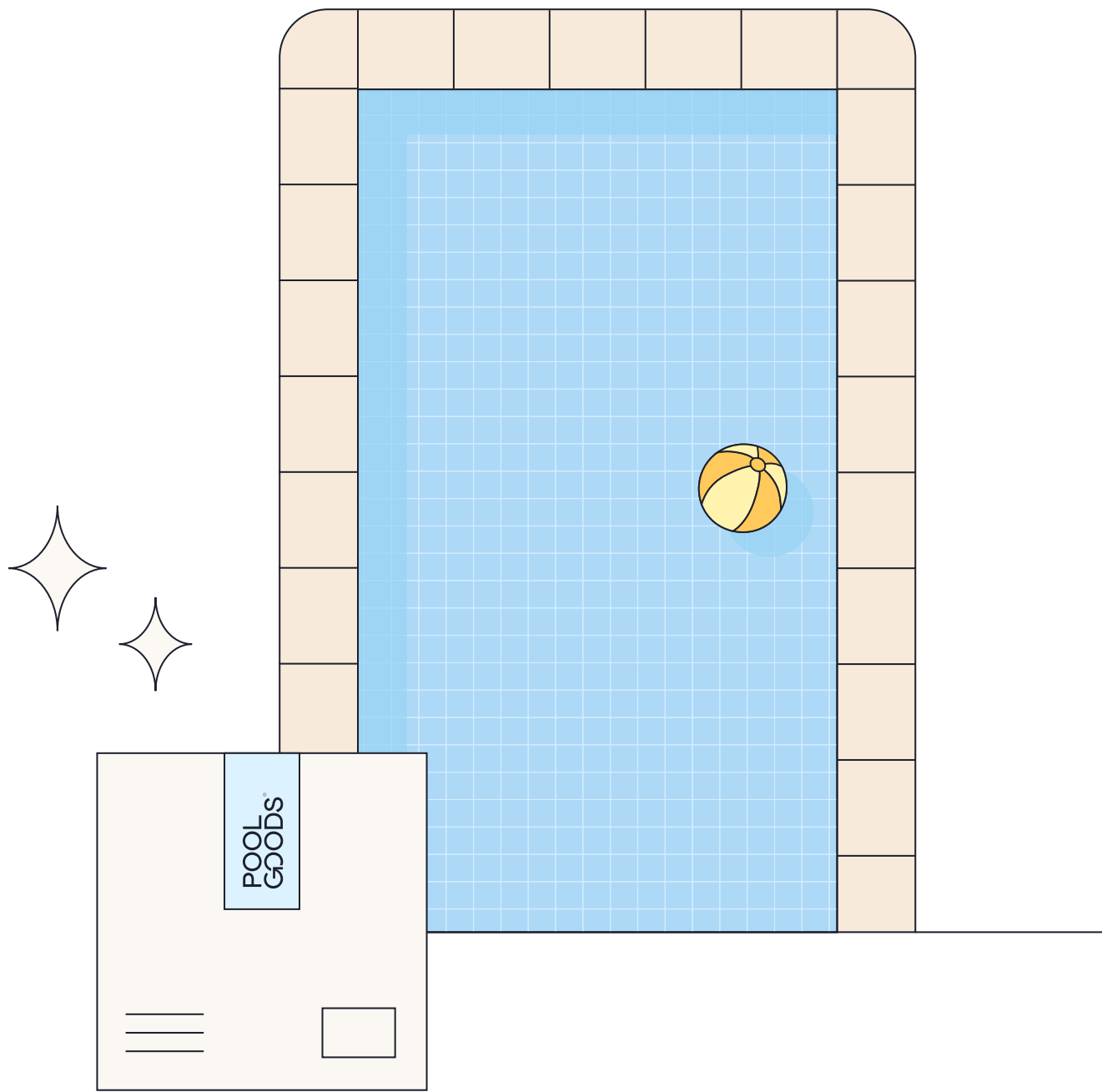
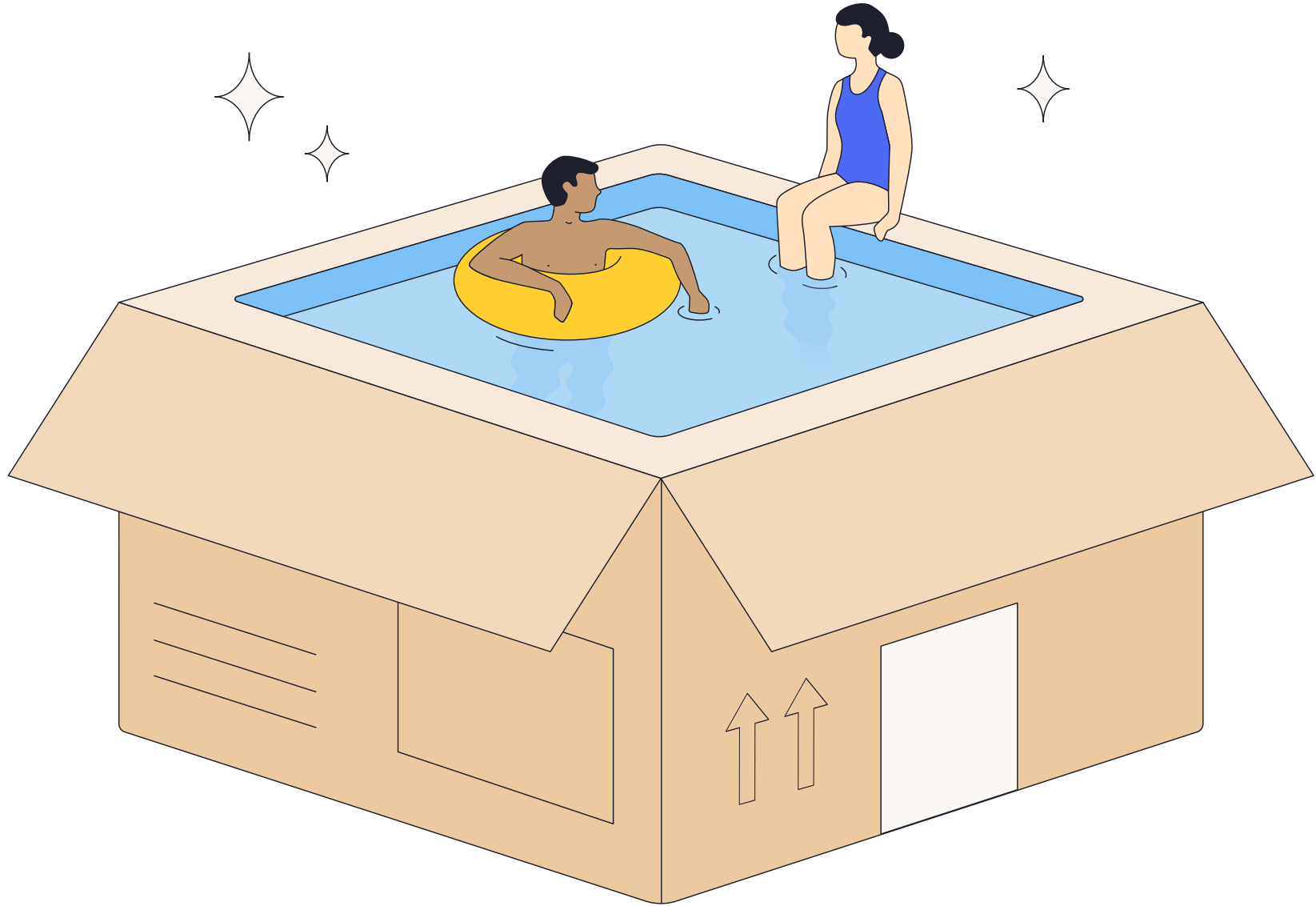
Branded by Greenville

# Illustrations

## illustration style

The pool goods illustrations exhibit cleverness by incorporating the pool environment in unexpected ways, resulting in imaginative scenes.

The illustrations are distinguished by their consistent thin outline, use of the brand color palette and integration of the grid into some of the shapes.



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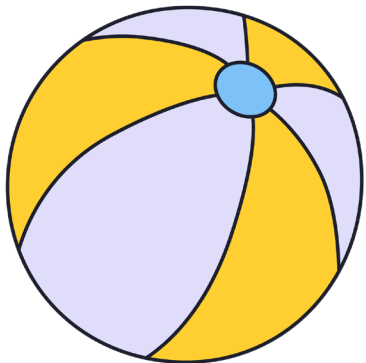
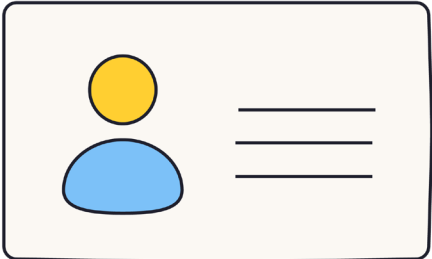
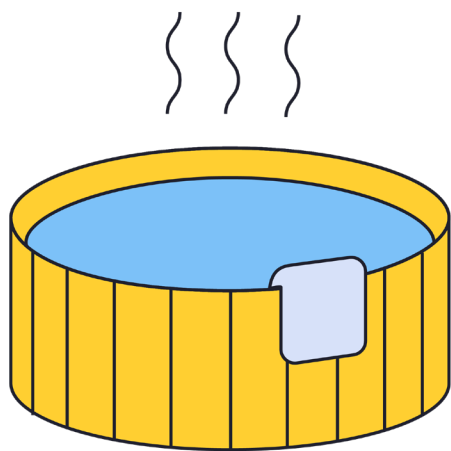
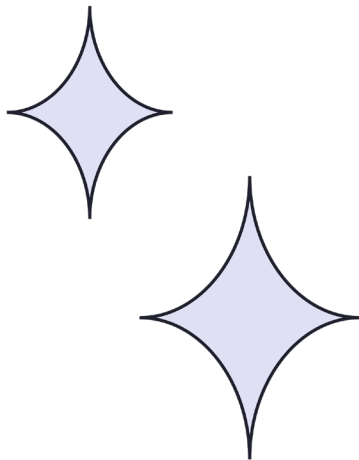
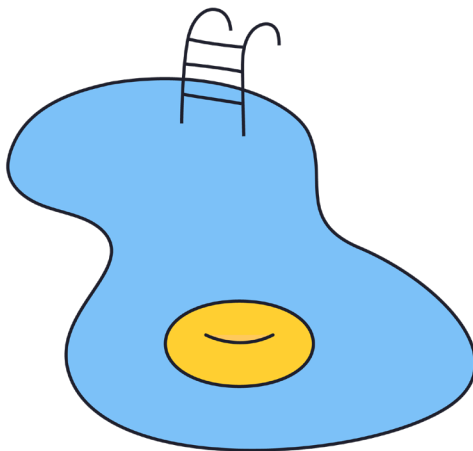
# icons

## icon style

The icons follow the same thin outline style as the illustrations, and their slight wonkiness adds a playful element to their design.

For consistency, any new icons should be created using the same stroke weight and the 4 brand colors as the ones listed below.

Maya Blue
Lavender
Sunglow
Isabelline

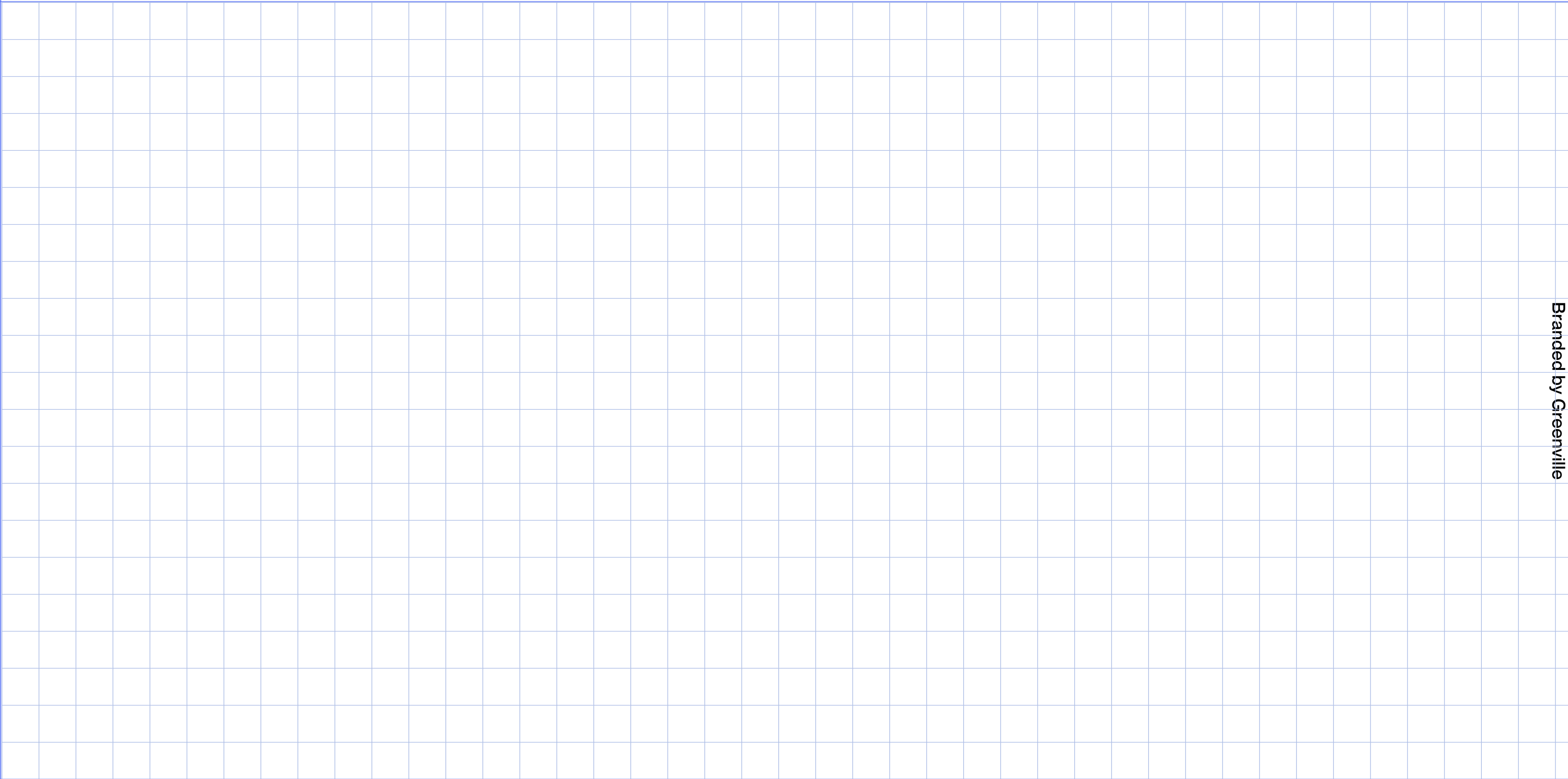


# Brand elements

## Grid

The grid can be in any of the brand’s color exept the two yellows and can be applied as a background, incorporated in illutrations on even lkayered on a photo

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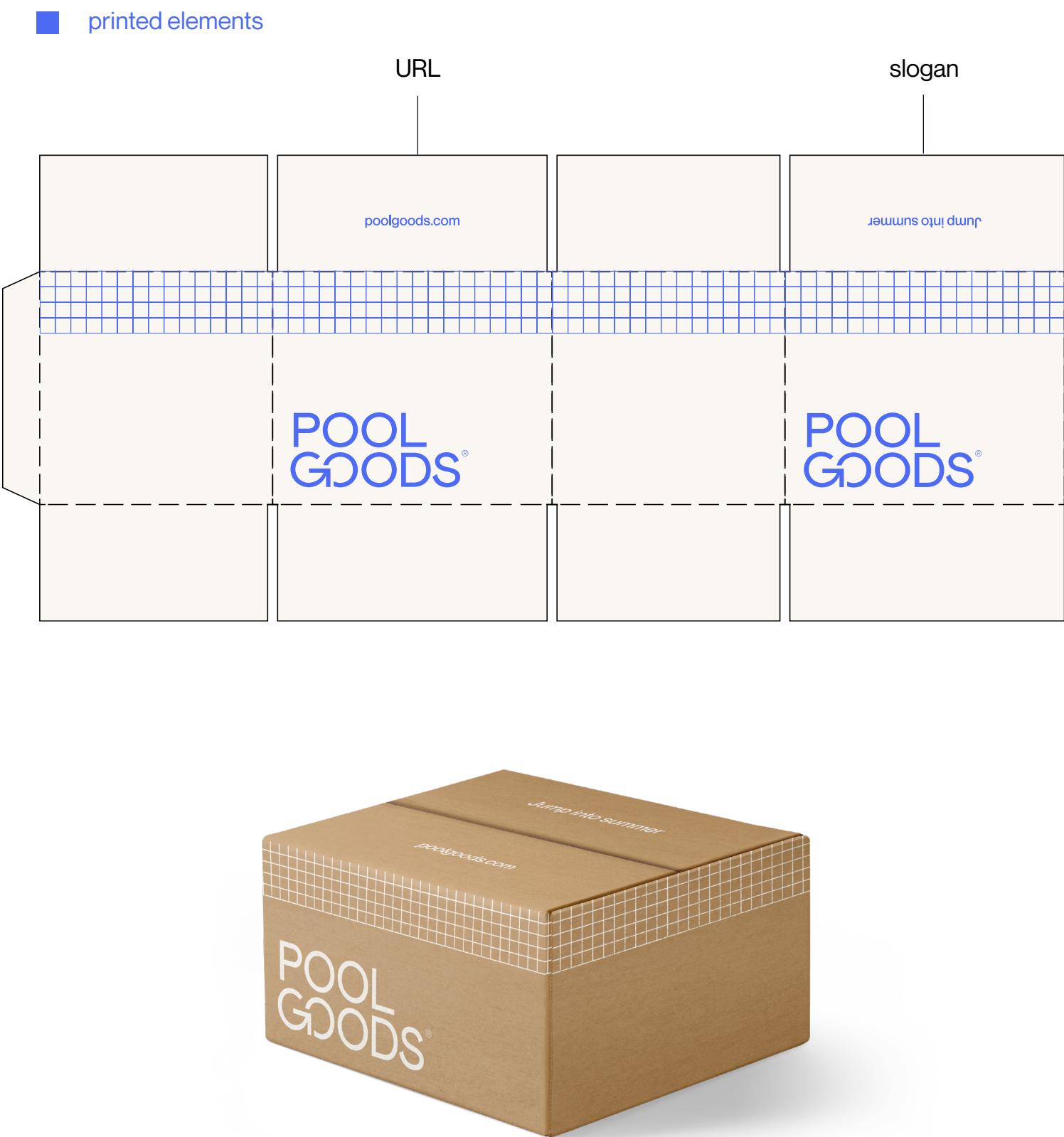
Branded by Greenville



# Brand application

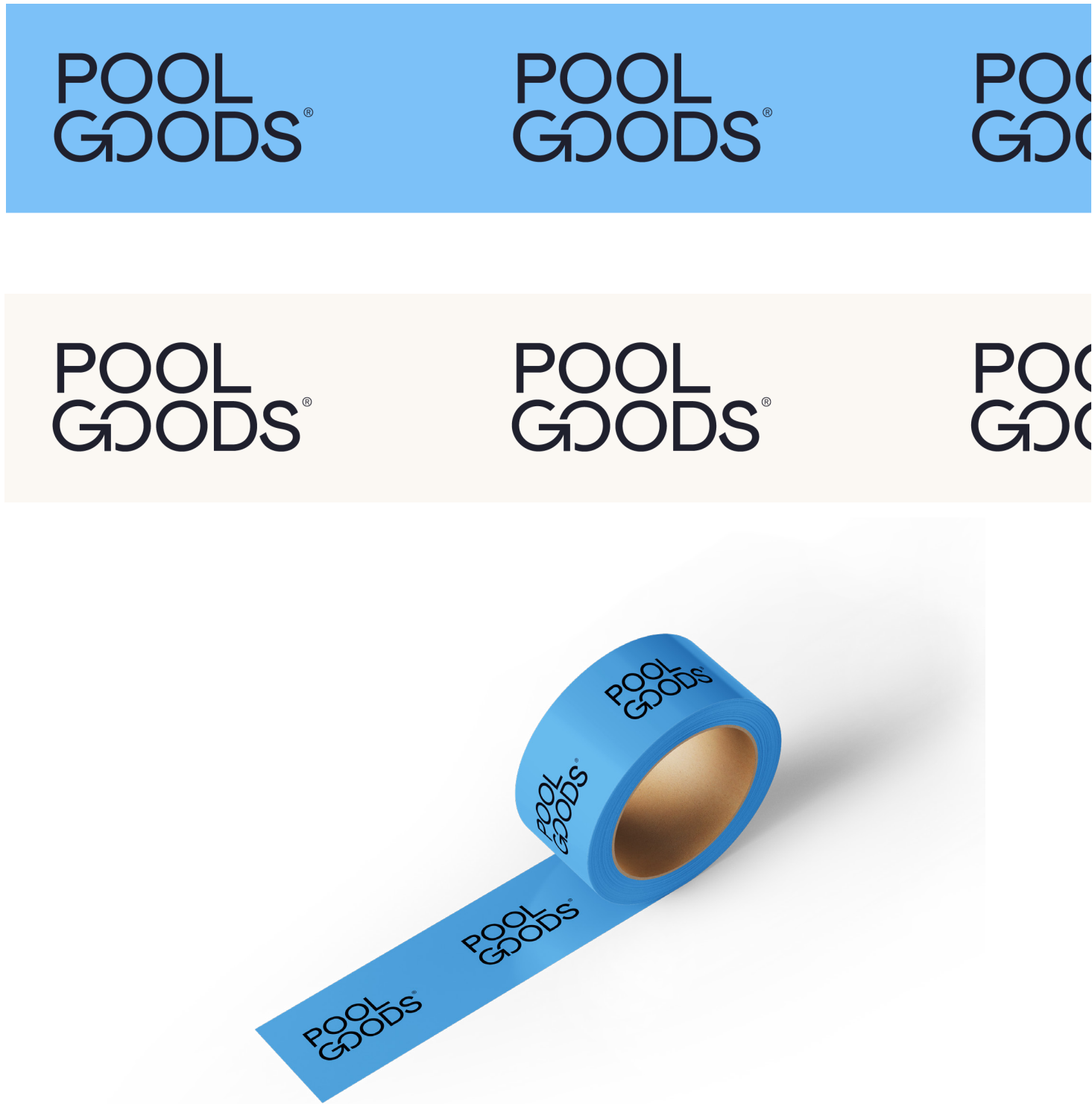
## Shipping box

Print the box in a single color (Isabelline on craft) across all sides. The logo should be placed on the larger sides, while the URL and slogan should be positioned on the top flaps to ensure visibility upon opening.



## Packaging tape

To add a splash of color, consider printing the brandmark on custom-colored tape. Blue tape is preferable, but in case it's unavailable, a white tape with a printed logo is also an option.



## Branded stickers

Branded stickers are an excellent way to elevate the unboxing experience and create a lasting impression on customers. These stickers could feature the company's logo, slogan, and illustrations.



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# Brand application

