



LEHIGH VALLEY
AQUA POOLS

BRAND STRATEGY GUIDELINES | APRIL 2022

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OUR LOGOTYPE



HORIZONTAL



Primary Horizontal



Primary Horizontal - Reversed

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VERTICAL



LEHIGH VALLEY
AQUA POOLS

Primary Vertical Full Color



LEHIGH VALLEY
AQUA POOLS

Primary Vertical - Reversed

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SECONDARY



Secondary Full Color



Secondary - Reversed

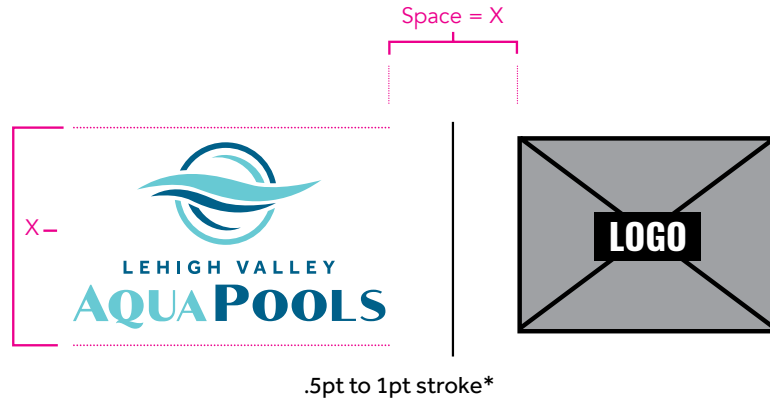
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LOGO GUIDELINES

LOCKUP WITH OTHER LOGOS:

For the right amount of “breathing room”, the space between the logo and other logos should be at least the width of .25” on both sides of the middle dividing line. A dividing line is recommended when the logo is paired to the left or right of another logo.



*Weight of line may change depending on grouping size.

IMPROPER USES:

Improper uses are not limited to the examples shown below.



Do not change placement



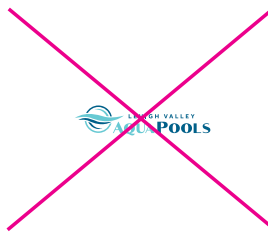
Do not distort the logo's proportions.



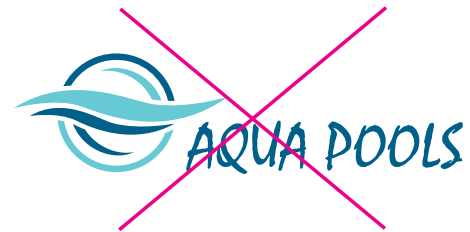
Do not change the size of any element in the logo.



Do not change any of the original colors in the logo.



Do not use the logo no smaller than 6.25.



Do not change any of the fonts in the logo.



BRAND APPLICATION



BUSINESS ESSENTIALS

Letterhead | Envelope | Business Card



Custom Design | Renovations | Maintenance & Supplies



3742 Kreidersville
Road Northampton,
PA 18067



LEHIGH VALLEY
AQUA POOLS

Creating Your
Backyard Pool Oasis!

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Custom Design | Renovations | Maintenance & Supplies

aquapoolslv.com

aquapoolslv.com



TYPOGRAPHY & HIERACHY



FONTS

CROCO REGULAR

AQUA POOLS Logo Font

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

1 2 3 4 5 6 7 8 9 0

Effra Regular

for text is preferred

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

1 2 3 4 5 6 7 8 9 0

Download Link | [Click here to download assets](#)



COLOR PALETTE

CMYK / RGB / HEX



Blue

4-color (CMYK): C:95 M:60 Y:27 K:7

RGB: R:0 G:96 B:138

HEX: #00608a



Teal

4-color (CMYK): C:55 M:0 Y:18 K:0

RGB: R:103 G:201 B:211

HEX: #67c9d3





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