# LOGO BRAND
# STYLE GUIDE

POOLSIDE CEO
2016

Designed by
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PoolsideCEO™

## LOGO CLEAR SPACE

To preserve the logo's integrity, always maintain a minimum clear space around the logo. This clear space isolates the logo from competing graphics elements such as other logos, copy, photography or background patterns that may divert attention.

This minimum space should be maintained as the logo is proportionally enlarged or reduced in size.

## COLOR VARIATIONS

To preserve the logo's colors always reverse the any matching background colors.

PoolsideCEO™

RGB: ff, ff, ff
HEX: ffffff

PoolsideCEO™

RGB: 23, 52, 92
HEX: 17345c

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# STYLDE GUIDE

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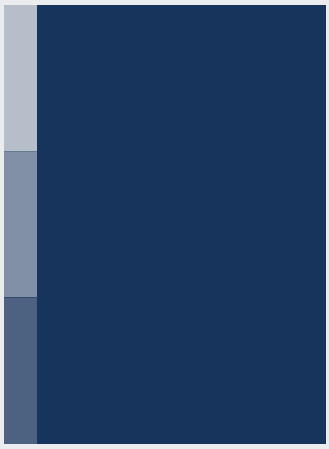
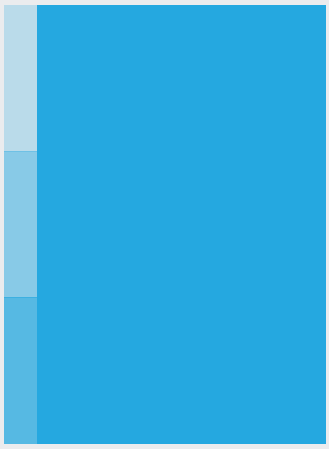
## PRIMARY COLORS

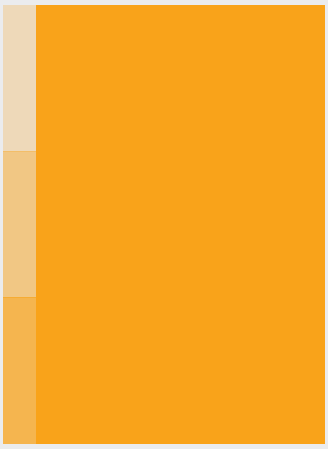
To the right youll find the colors used to develop your logo brand.



Navy
RGB: 23,52, 92
HEX: #17345c



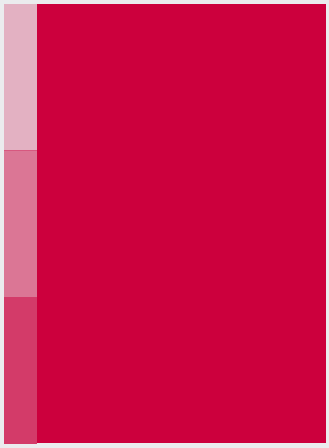
Light Blue
RGB: 37,168, 224
HEX: #25a8e0



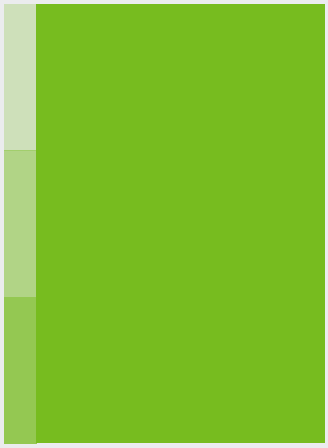
Orange
RGB: 248,163, 26
HEX: #f9a31a

## TERTIARY COLORS

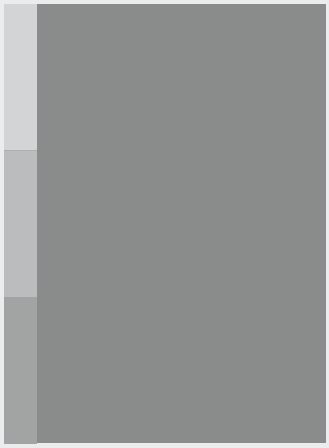
Tertiary colors are not fix colors. These are just suggestions in order to make primary colors standout. Could be used as accent colors.



Light Brown
RGB: 204,0, 61
HEX: #cc003d



Lime Green
RGB: 119,188, 31
HEX: #77bc1f



Gray
RGB: 140,140, 140
HEX: #8a8c8c

## TYPEFACES

To the right youll find the fonts used to develop your logo type.

Some modifications might have been done in order to match the logo icon.

### Helvetica Bold

# AaBbCc

**Lorem ipsum dolor sit amet, ex tota scriptorem ius, id dicunt mandamus mei. Utinam sapientem disputando vim ad, cum cu vitae facete, eum quem dolores ea. Vis zril alterum expetenda no, has in assum fastidii, eam quodsi legendos ne. Ius eu admodum honestatis, vim quem dicunt te.**

## LOGO FILE FORMATS

### AI File

Fully editable stationery design master file. Professional logo designers use vector drawing tools like Adobe Illustrator to create logo designs and not raster drawing tools like Adobe Photoshop. We also use Adobe Illustrator for stationery design as that is the industry standard for printers.

### EPS

This is your fully editable master file that all the other file types are created from. You need specialist software to work with this file called Adobe Illustrator. The eps file is fully editable with the fonts flattened.

### PSD

This file format is used by professional designers and is the native file format of Adobe Photoshop. You need Adobe Photoshop to open this file type. We supply it with a transparent background too so it is great for use by a professional web designer.

### JPG

These file types are all used for home/office printing in applications like Word or PowerPoint (you import the image into your document).

### PNG

A fairly new arrival on the scene. It is a web site file format supported now by most web browsers. The beauty of this format is that the quality of finish is usually high. The PNG file format also resizes much better than Gif files. Request this format on the order form should you require it.

### PDF

The main advantage of a PDF file is that you can view a high-resolution vector-based version of your logo without having access to professional design software.

# THANK YOU

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