

Brand Guidelines

AQUAPOTS®
WATERING MADE EASY™





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SUB-BRAND LOGOS

This collection is under the main AquaPots umbrella and requires its own logo.



PRIMARY LOGO

The primary AquaPots logo contains both the wordmark and tagline. It should be paired with the Proven Winners logo.



PRIMARY LOGOS



WHEN TO USE

HORIZONTAL ORIENTATION **default*

Placement in a horizontal space

3" or more of space

Large print pieces

Web or digital application

STACKED ORIENTATION

Vertical and square spaces ONLY

3" or more of space

Web or digital application

Large print pieces

SECONDARY LOGOS



WHEN TO USE

AQUAPOTS LOGO

Use just the AquaPots logo when the Proven Winners logo is placed elsewhere in the design

3" or more of space

Large print pieces

Web or digital application

AQUAPOTS LITE LOGO

Use just the AquaPots Lite logo when the Proven Winners logo is placed elsewhere in the design

3" or more of space

Large print pieces

Web or digital application

WHAT TO AVOID

Below are logo modifications that break brand rules and should be avoided.



Do not alter the colors of the logo.



Do not distort the logo by altering the proportions.



Do not add any graphic effects or elements such as a drop shadow.



Do not angle the logo. It should always sit at a 0 degree angle.



Do not distort the logo in any way by either stretching or squishing.



Do not use the logo on contrasting backgrounds.

LOGO CLEARING SPACE



The logo's exclusion zone is equal to the height of the O, marked as X in the diagram.

MINIMUM SIZE

In order to retain legibility, the logo should not appear smaller than shown in the examples below.



HORIZONTAL ORIENTATION **default*

The logo should never be smaller than 1/2" (0.5") tall in print and 50 px high in digital.

STACKED ORIENTATION **default*

The logo should never be smaller than 1" tall in print and 75 px high in digital.

PRIMARY AND SECONDARY COLORS

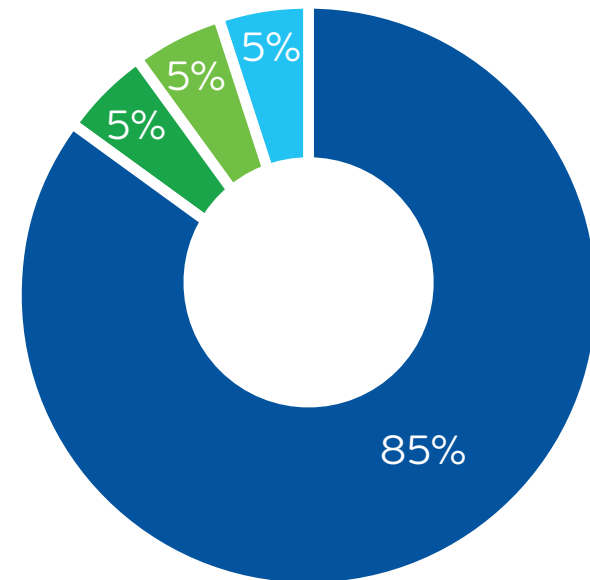
The colors can be used for headlines, color fields, and the logo. CMYK values are ideal for print. While RGB and HEX are ideal for web and digital applications.

Note: There are no exact Pantone® matches for these colors. Build the colors using the values listed below.

For Print	CMYK 100/76/5/0	CMYK 67/0/0/0
For Digital	RGB 0/83/158 HEX #00539E	RGB 0/194/243 HEX #00C2F3
For Print	CMYK 60/0/100/0	CMYK 83/8/100/0
For Digital	RGB 114/191/68 HEX #72BF44	RGB 10/165/75 HEX #0AA54B

COLOR USAGE

The following graph depicts the ratio of color usage within the AquaPots color palette. The navy is the foundation of the color palette and should be used as the primary color in any designs. The other three colors are used as secondary colors.



PRIMARY TYPEFACE

Use the primary typeface for the wordmark and tagline.

A

LULO CLEAN ONE

**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 ! @ # \$ % &

LULO CLEAN ONE

LULO CLEAN ONE BOLD

SECONDARY TYPEFACE

Use the secondary typeface for subheadings and body copy.

Aa

Univers

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0 ! @ # \$ % &

Univers Regular

Univers Bold

TRADEMARK USAGE RULES

- 1 Both logos will always contain the appropriate TM and ®.
- 2 If AquaPots is not in the logo font (Lulo Clean One) no TM and ® is needed, unless the logo is not present on the first page of the piece.
- 3 If AquaPots is being used in the headline with a TM and ®, there is no need to include a TM and ® after AquaPots in the body copy.

AQUAPOTS, AQUAPOTS INSERT, AND AQUAPOTS LITE

