

The logo for Cobalt Pools is centered on a white rectangular background. The word "cobalt" is written in a blue, lowercase, sans-serif font. The letter 'o' is replaced by a stylized blue and yellow wave icon. The word "pools" is written in a yellow, lowercase, sans-serif font. Below "pools" is the text "BRANDING GUIDELINES" in a smaller, blue, uppercase, sans-serif font. The background of the entire page consists of large, abstract, curved shapes in blue and yellow.

BRANDING GUIDELINES

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# COMPANY PROFILE

## WHO

Our target market are active homeowners, with kids who are able to swim. These individuals value recreation and wish for a convenient and cost effective way to bring outdoor recreation into their own backyard.

## WHAT

Fiberglass pools never need to be drained, replaced or resurfaced. A fiberglass pool requires less maintenance and the smooth gel coat finish is non-abrasive and requires fewer chemicals.

## HOW

We will differentiate ourselves in the market by price, convenience and ease. Install takes less time, maintenance is less stringent and we pride our selves on customer service. This is the value we bring.

LIVE THE DREAM  
FAMILY FUN. EXERCISE. SUNSHINE.  
GATHERINGS.

Cobalt Pools is a Utah County based residential pool installer. We install premium fiberglass pools.

Our target customer is someone who plans on putting a pool in their backyard and is searching for options and pricing. In order to find these customers we want to stand out.

We are willing to be loud, and want to be hard to miss so that these customers find us.

# LOGO

When it comes to building a memorable brand, consistency is everything.

Cobalt Pools logo is one of the first interactions people have with our company and it's our opportunity to make a solid first impression, show we deliver a quality service, and visually express our purpose.

We wish to express bright, premium and fun.



# LOGO DOES

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cobalt  
pools



cobalt  
pools



cobalt  
pools



# LOGO DON'T

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cobalt  
pools



cobalt  
pools

cobalt  
pools



# TYPOGRAPHY

Our typography will reflect our value or customer service and clarity. All fonts used will be sans serif fonts printed clearly with enough contrast between the background and letters for legibility. Ease in our customer journey will lead to greater conversions. Our typography will be a clear path that anyone can follow easily.

# TYPOGRAPHY

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## *Primary Font: Avenir Next - Demi Bold*

The primary font should be used for heading, titles and advertisements.

This font should be bold, bright and clearly read from anywhere in the room. This font should be used regularly used to create consistency.

## *Secondary Font: Avenir Book*

This secondary font should be used to create contrast with headings and titles. This font will be the main source of body copy in print and advertising media.

## *Web Type Face: Open Sans*

Open Sans regular and bold will be used in any web formats.

A large, bold, yellow 'Aa' pair in the Avenir Next - Demi Bold font. The 'A' is tall and narrow, while the 'a' is lowercase and rounded.

**Avenir Next - Demi Bold**

A large, blue 'Bb' pair in the Avenir Book font. The 'B' is tall and narrow, while the 'b' is lowercase and rounded.

Avenir Book

A large, blue 'Cc' pair in the Open Sans font. The 'C' is tall and narrow, while the 'c' is lowercase and rounded.

Open Sans

# COLOR

Cobalt Pools will use color to portray our value of fun. We want to be a loud voice in the industry, so we started with color. Vibrant images and text will attract attention.

Color hue may be adjusted lighter or darker to achieve our goal. This flexibility in color will allow for greater contrast in future projects.

We want to be seen, contrasting bright color is our goal.

# COLOR

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Shadow Blue  
#004080

Sky Blue  
#267AB8

Golden Yellow  
#F0A800

# IMAGERY

A picture is worth a thousand words. Our pictures will be bright, colorful and not overly posed. We want natural lighting to show that the dream for a pool in your backyard is accessible to our target audience. Our imagery will focus on families and individuals who enjoy outdoor recreation, on bright colors and on happy moments to encourage and showcase the dream for a pool can be completed on your budget.



# IMAGERY

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# TONE OF VOICE

Cobalt Pools seeks to enhance your home and lifestyle through recreational activities. Our tone of voice is relatable, we are talking directly to you. We will include you in the conversation and enjoy doing so in all our communication.

# TONE OF VOICE

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## Why Fiberglass Pools?

Fiberglass pools never need to be drained, replaced or resurfaced. This means you can spend your pool time relaxing, enjoying your space with friends and family.

A composite fiberglass pool requires far less maintenance than traditional options. The smooth gel coat finish is non-abrasive and requires fewer chemicals to maintain proper water balance.

## Why Cobalt Pools?

With more than 25 years of combined experience we will provide you the hassle-free pool experience you are looking for. Text us your questions any

time. Estimates are free and fast and fun! For family time, gatherings, exercise, sunshine and swimming, nothing beats a Cobalt Pool in Utah

## How long does it take?

Unlike other pool installation methods, we promise not to keep your backyard torn-up for months on end. We schedule an installation date with you and will have your pool complete and ready to use with a clean and efficient installation plan.

## How long until my install?

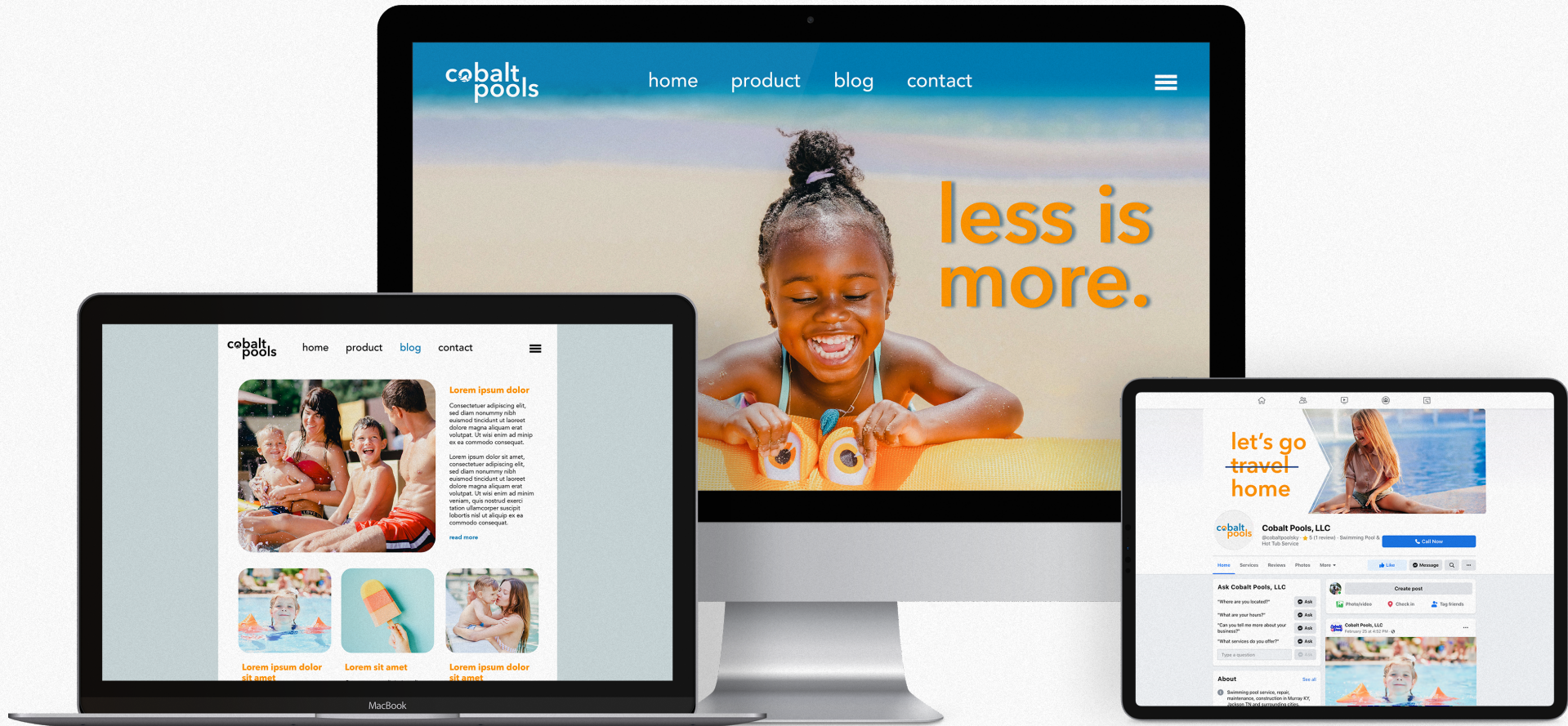
Text us and get an estimate for an accurate date. We'd love to answer all your questions so you know exactly what to expect.

# MEDIA

Consistency in our media is key to gaining brand awareness. This is the culmination of our logo, colors, typography and tone of voice coming together. We want to clearly communicate to our audience in order to move them through the sales funnel. Every piece of media is designed with our values in mind (our how). That is what differentiates us to customers.



# ONLINE





# OUTDOOR



# STATIONARY



**Michel Smith**  
Designer

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801 456 789

Date 12, 2022

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*John Smith*

**John Smith**  
CEO

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The logo for Cobalt Pools features the word "cobalt" in a white, lowercase, sans-serif font, with a stylized white fish icon integrated into the letter 'o'. Below "cobalt" is the word "pools" in a larger, white, lowercase, sans-serif font. The logo is positioned in the bottom-left corner of a blue background area. The overall background of the image consists of large, curved, overlapping shapes in yellow, white, and blue.

cobalt  
pools