



STYLE GUIDE

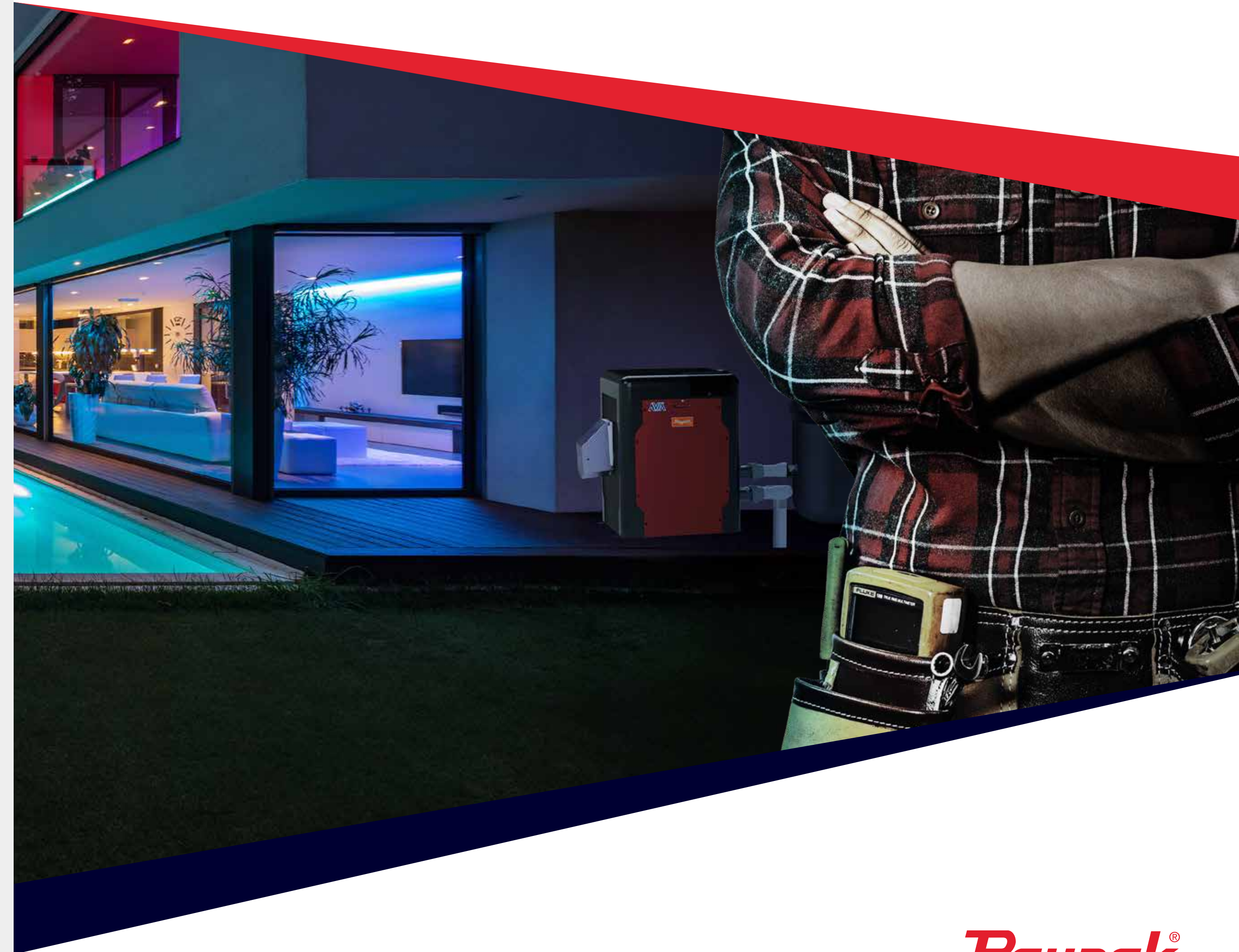
# OVERVIEW

## ENSURING BRAND CONSISTENCY

Our visual brand guidelines help to ensure a complete, consistent and compelling vision of the Raypak® Pool identity across all messaging platforms—while also allowing us to create innovative new brand expressions as our company evolves.

- Logo
- Color
- Type
- Graphics
- Literature
- Product Imagery
- Lifestyle Imagery

DESIGNED TO PERFORM  
BUILT TO LAST



# LOGO

## PRIMARY LOGO

The red Raypak logo is our primary design. Appears on all communications, letterheads, corporate branding, and presentations. Only use secondary logos where the primary logo is not appropriate. See examples on the following page.



When placing the logo near other graphics and/or text, use the visual guideline to the left to maintain a comfortable distance.





# LOGO

## WHERE TO USE

Secondary logos may be used for specific applications or when the primary logo is not ledgeable. For example, use the Raypak flag when placing the logo over an image or busy background. When in doubt, please contact Raypak marketing for guidance.



Primary Logo - Go to logo for most applications



Black Logo - For use on black and white prints/designs. Can be use in place of the primary logo where the red clashes with the background.



White logo - For use in footers where the logo is not a main focus of attention. Can be use in one color applications/black and white designs. Can also be use in place of the primary logo where the background is too dark or the red clashes with the background color. See unacctable usage guide.



Secondary “Bookmark” Logo - Great for use over busy imagery or anywhere you want the logo to pop. Used in advertising, web banners, and literature covers.



Logo Badge - This logo is used for product decals. Designed to be easily interchanged with the Rheem logo.



Independent Raypak logo - Only use this logo when it is not possible to print/see the Rheem co-brand line. Example, when the logo is so small “A Rheem Company” is illedgiable. One the sleeve of a shirt, “A Rheem Company” maybe too small to embroider.



# LOGO

## DO'S & DON'TS

Secondary logos may be used for specific applications or when the primary logo is not ledgeable. For example, use the Raypak flag when placing the logo over an image or busy background. When in doubt, please contact Raypak marketing for guidance.

### Do's



Use the secondary flag logo over busy background where the primary logo wont read.



Use subtle drop shadows to help separate the logo from the background.



Use a logo Bug. A small, low transparency logo mark for things like videos and photography. Above is black, 30% opacity. Use white on darker backgrounds. The Rheem branding line is removed when it is too small to see.

### Don'ts



Do not use the primary logo over a busy background.



Always make sure there is enough contrast between the logo and background.



When scaling the logo, make sure to keep the correct proportions. Do not stretch or squish the logo. Ensure that the logo is large enough to read.

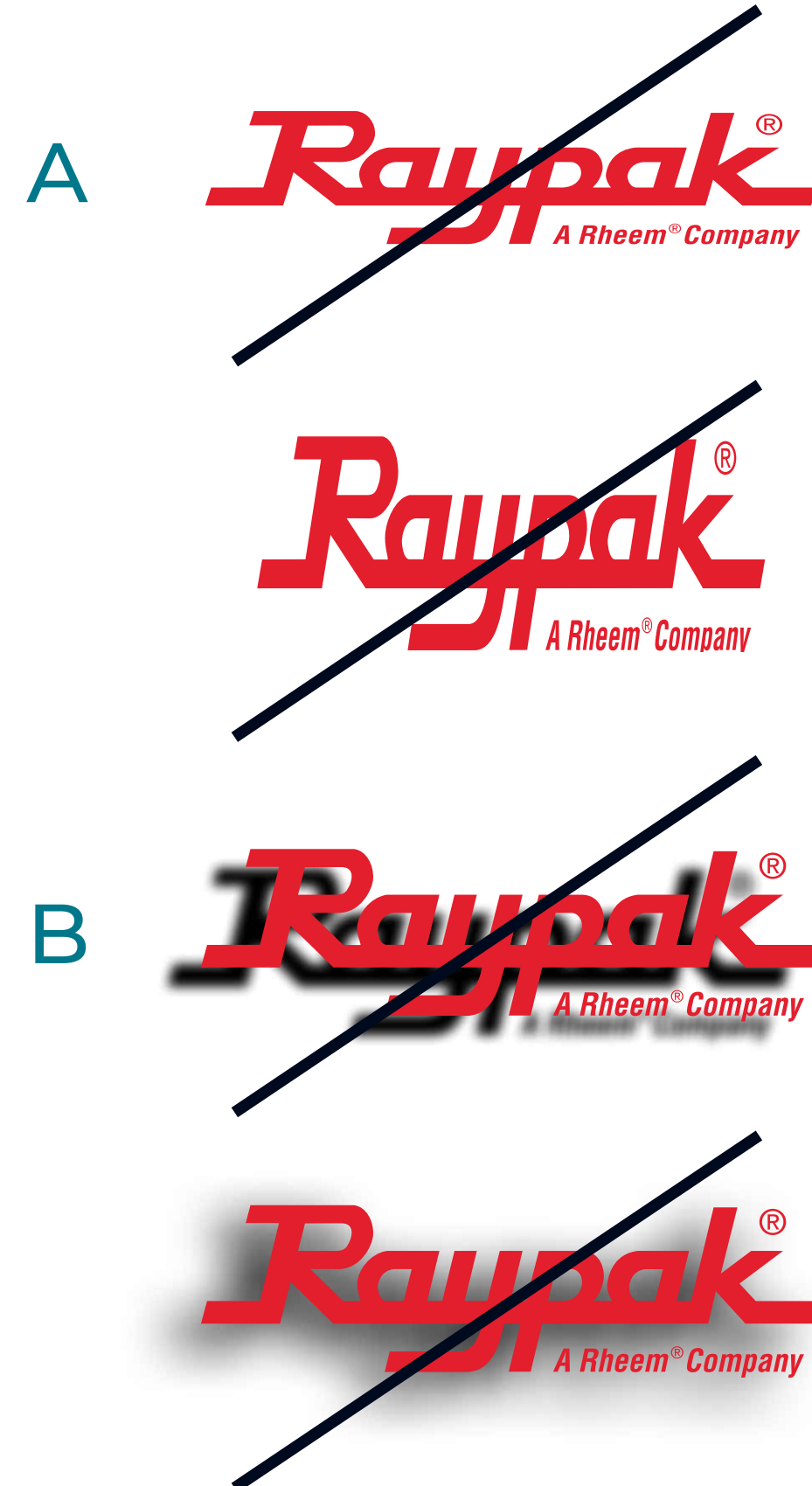


# LOGO

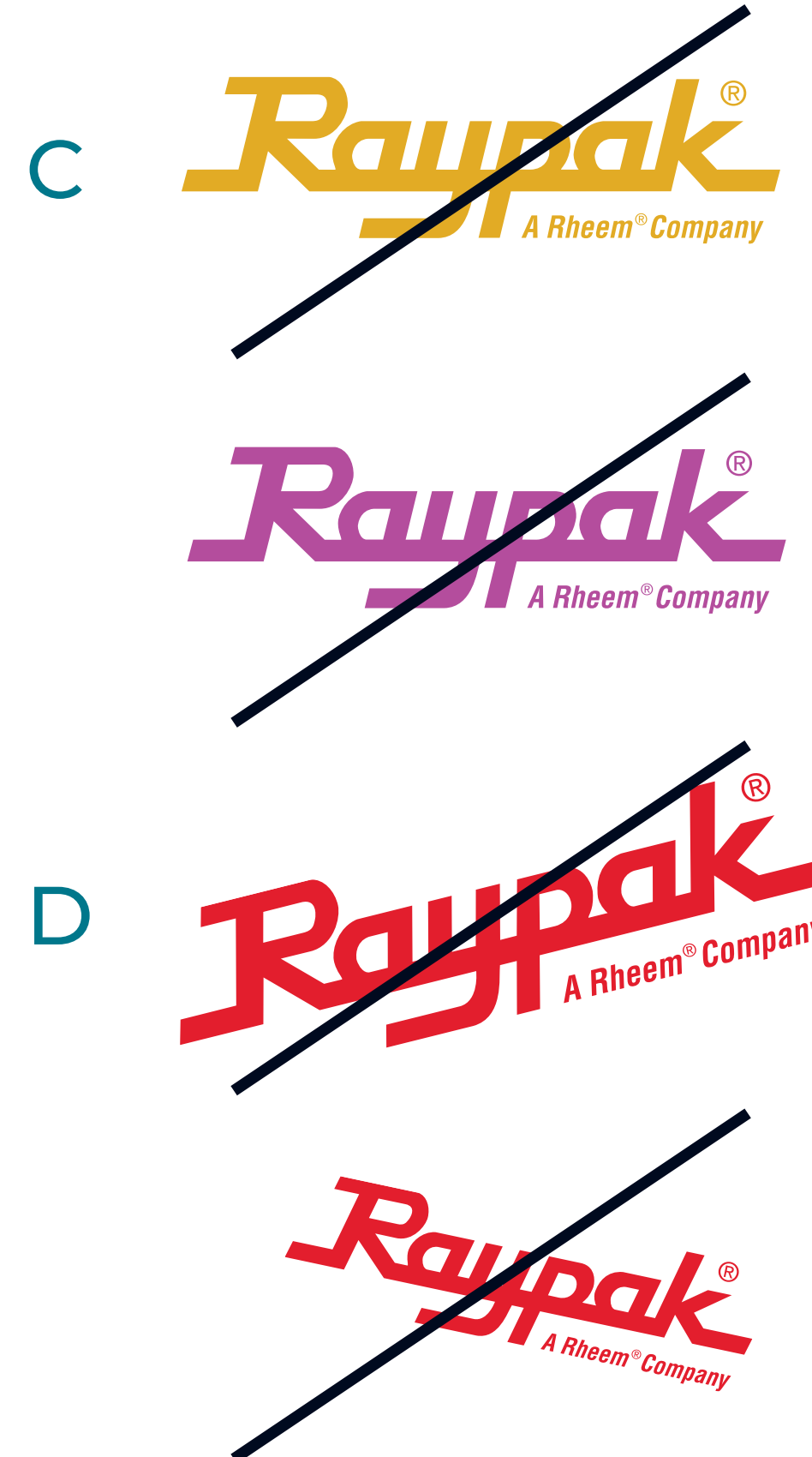
## UNACCEPTABLE USAGE

It is important to keep logo use correct and consistent throughout our communications, therefore we must not deviate from the logos shown previously in this manual. Below are examples of some unacceptable uses of the Raypak® logo.

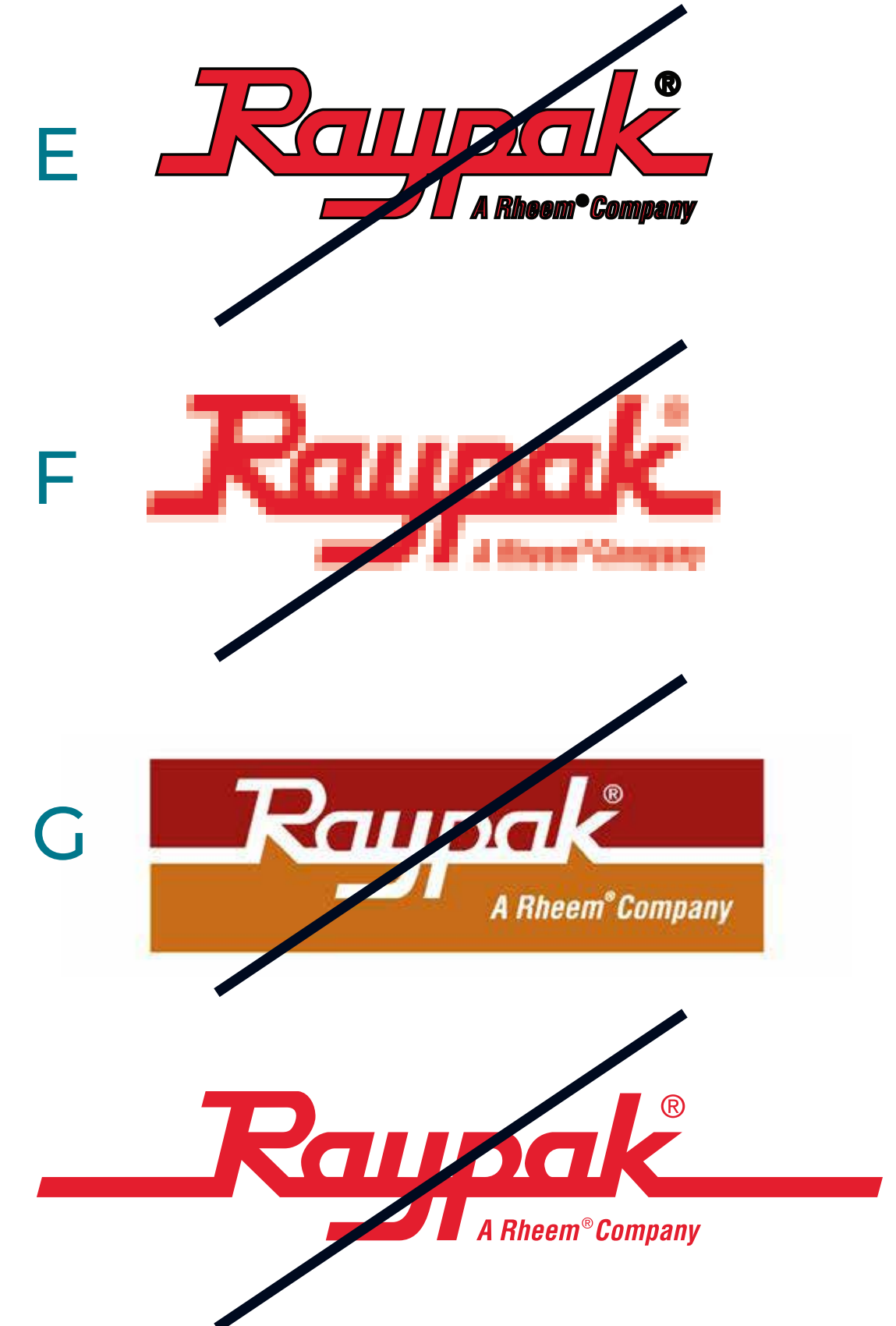
- A. Never stretch or squish the logo. When resizing always make sure the proportions do not change.
- B. Never use a large dropshadow. There are some instances where a drop shadow can be used but it should be subtle and assist with legibility. See previous page for example.



- C. Do not use unapproved colors. Use the red, white, or black logos whenever possible. Custom colors may be used for some promo items. Contact Raypak marketing for special requests.
- D. Do not rotate the logo.
- E. Do not add a stroke, texture, or gradient to the logo. Do not add any elements to the logo that are not approved by Raypak marketing.



- F. Always use high resolution images. For print the files should always be 300dpi. For screen 72dpi.
- G. Make sure to use the most recent version of the logo. These examples are no longer being used.



# COLOR

## AMERICANA

Our primary color palette consists of Raypak red, white, blue, and dark blue. This pallet is design for high contrast and to standout in the field of blue that is the pool industry. These colors along with our “Proudly based in the U.S.A.” graphic represents Raypak’s support for our country and push to create quality products.

Our secondary color palette is designed to complement our primary colors. These are softer allowing the primary colors to standout. Here pool blues are brought back to

### Primary Raypak Pool Colors

Raypak Red  
Pantone: 185 C  
CMYK: 4 / 100 /92 / 0  
RGB: 228 / 0 / 43  
HEX: #E4002B

Pantone: 282 C  
CMYK: 100/72/0/85  
RGB: 0 / 0 / 50  
HEX: #000032

WHITE  
CMYK: 0/0/0/0  
RGB: 255 / 255 / 255  
HEX: #FFFFFF

### Secondary Raypak Pool Colors

CMYK: 5/4/4/0  
RGB: 238 / 238 / 238  
HEX: #EEEEEE

Cool Gray 10c  
CMYK: 0/0/0/75  
RGB: 99 / 102 / 106  
HEX: #63666A

Slate Blue  
Pantone: 2380 C  
CMYK: 45/19/0/73  
RGB: 38 / 56 / 69  
HEX: #263845

Pantone: 2975 C  
CMYK: 37/0/0/0  
RGB: 151 / 218 / 248  
HEX: #97DAF8

Pantone: 000  
CMYK: 76/33/2/0  
RGB: 77 /140 / 196  
HEX: #4D8CC4

Aqua Marine  
Pantone: 3145 C  
CMYK: 88/40/36/7  
RGB: 0 / 119 / 139  
HEX: #00778B

Pantone: 301 C  
CMYK: 100/75/28/12  
RGB: 3 / 74 / 122  
HEX: #034A7A

# COLOR

## DIGITAL SPACE

The RGB color space allows us to create much more vibrant designs compared to CMYK (print).

This color pallet was created for presentations and social media graphics. This high contrast creates strong focal points. Use these colors over the dark blue to draw the viewer to a call-to-action or other important information. Use vibrant colors sparingly.

### Vibrant Colors for Digital Use Only

LIGHT BLUE  
FOR DIGITAL USE

RGB: 33 / 254 / 252  
HEX: #cbfefe

NEON BLUE  
FOR DIGITAL USE

RGB: 33 / 254 / 252  
HEX: #21FEFC

NEON Teal  
FOR DIGITAL USE

RGB: 33 / 254 / 252  
HEX: #00b6b9

LIGHT BLUE  
FOR TEXT ON  
DARK BLUE

NEON BLUE

BUTTONS

Subtle or secondary text  
on dark blue

Subtle or secondary text  
on dark blue

LIGHT BLUE  
FOR TEXT ON  
DARK BLUE

CALL TO ACTION

Subtle or secondary text  
on dark blue

Subtle or secondary text  
on dark blue



THE MOST  
AWESOME  
POOL HEATERS

Your primary color should take up 60% of your design, the secondary colour should take up 30%, while an accent colour should take up 10% of your design.

The 10% being the call to action or main focal point.

THAT'S IT



# TYPE

## FONT FAMILY

Raypak's main font is Montserrat (OTF). This font is contemporary, easy to read, and is available on Mac, PC, and Google Fonts.

Consider using the golden ratio to size your copy correctly and establish heirarchy in your design.

For a condensed option use Helvetica Neue Condensed Bold. This is useful for things like tables and charts.

## HEADERS BOLD, 72pt, 50tracking Subtitles Semi-Bold, 44pts, 25tracking

Body Copy, 28pts, 0tracking. This is an example of type scaling using the golden ratio for type. When scaling divide or multiple by 1.618 ( $\pi$ ) to get your next size up or down.

**Helvetica Neue Condensed Bold - Used for tables and charts as needed.**

### Montserrat Variations used at Raypak

Light - The quick brown fox jumps over the lazy dog.

Medium - The quick brown fox jumps over the lazy dog.

SemiBold - The quick brown fox jumps over the lazy dog.

*SemiBold Italic - The quick brown fox jumps over the lazy dog.*

**Bold - The quick brown fox jumps over the lazy dog.**

***Bold Italic - The quick brown fox jumps over the lazy dog.***

# GRAPHICS

## ELEMENTS, USES, & PAGE LAYOUT

Raypak’s design is sporty and high energy. Sharp angles and forward lines are used to convey motion and direct the viewer through the page.

Shapes are also used to ground logos, type and product imagery. Without a holding shape, imagery may look awkward, like it is freely floating on the page.

Rectangular shapes are also used to hold information or product imagery. This is most often used for advertising where the simple design does not distract from important information.

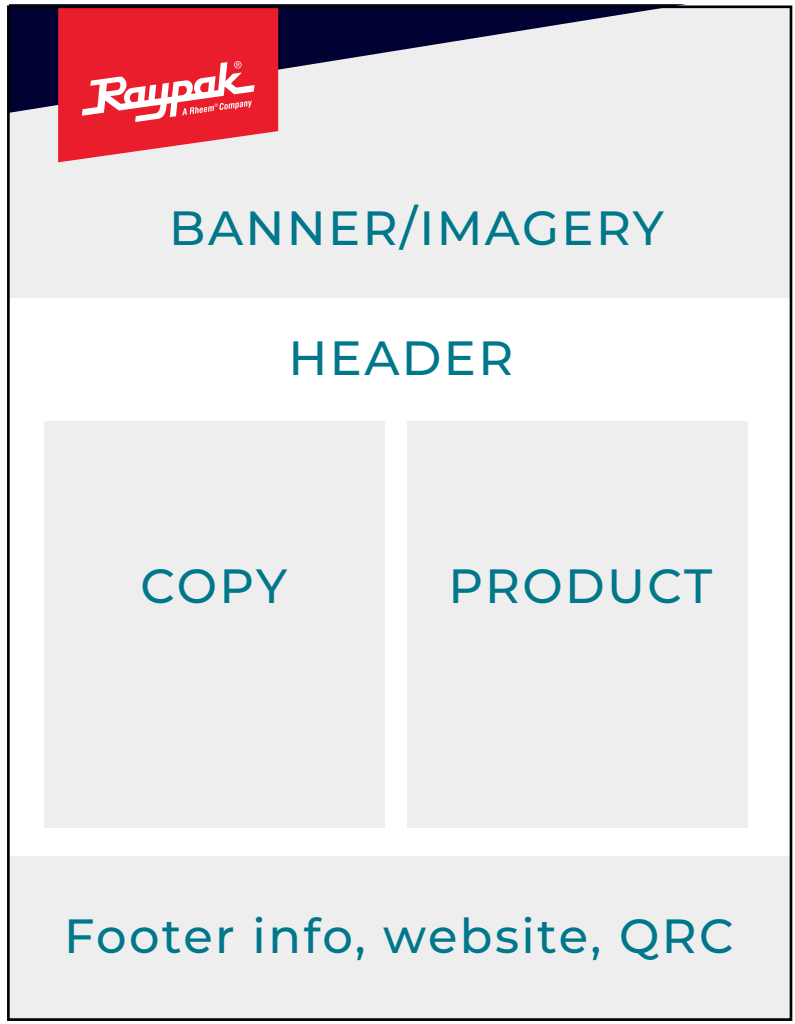
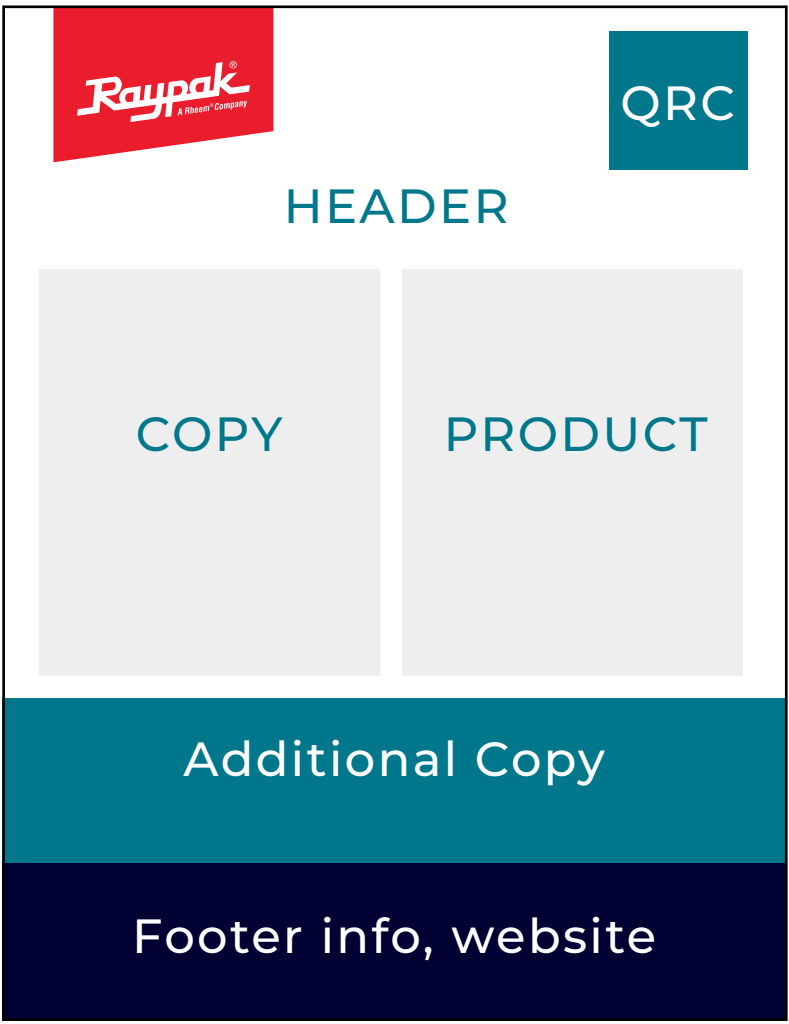


Grounded logo

Grounded product



## Layout Guides



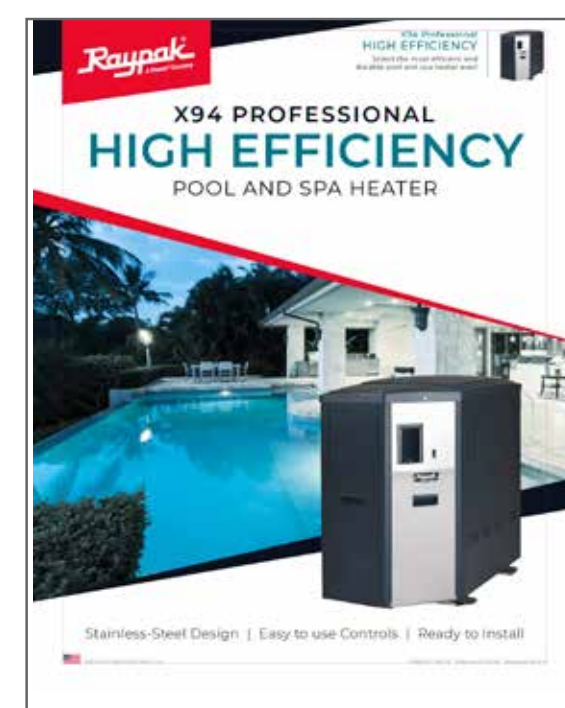
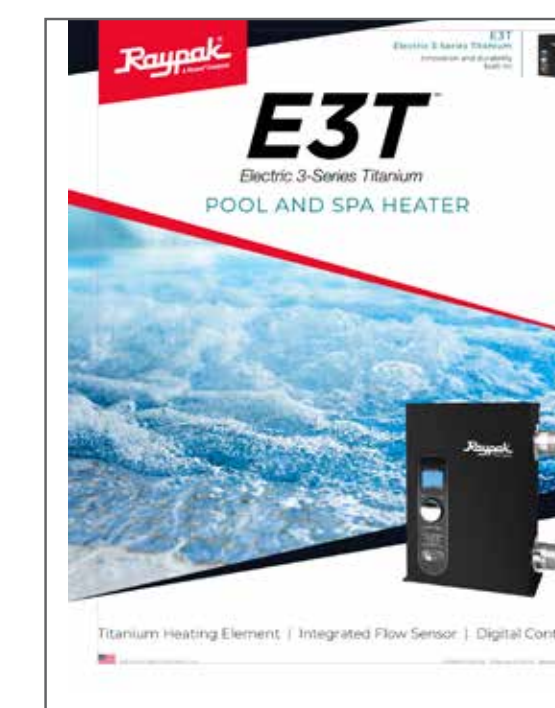
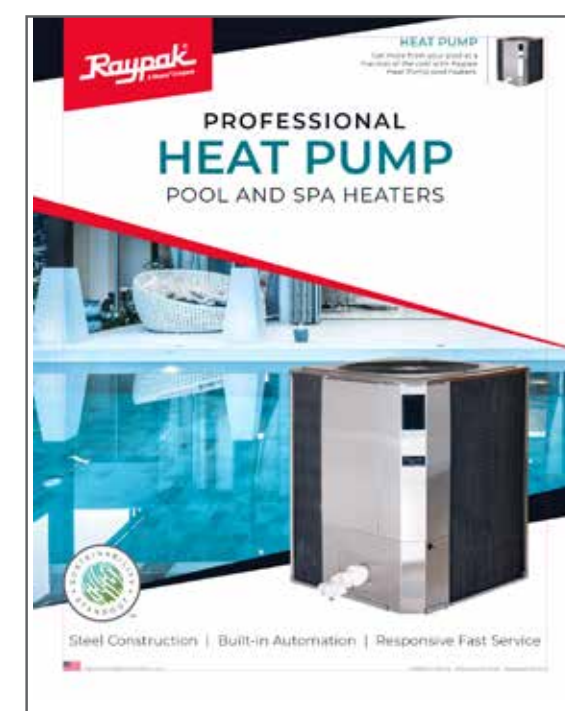
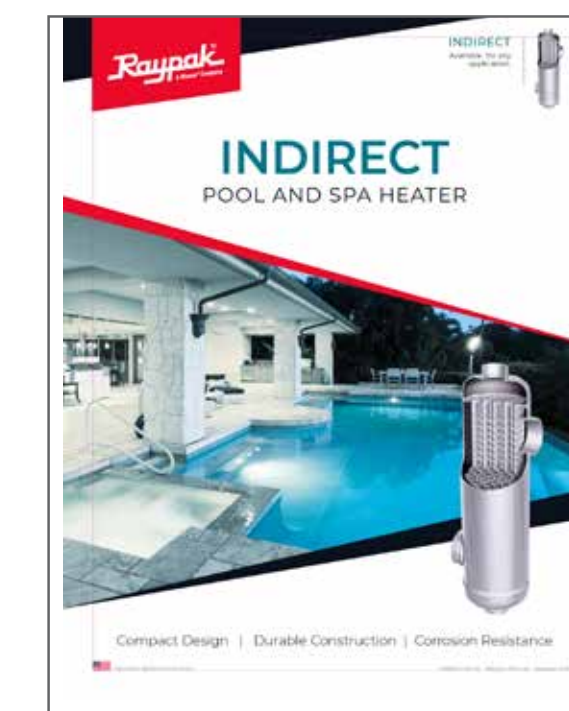
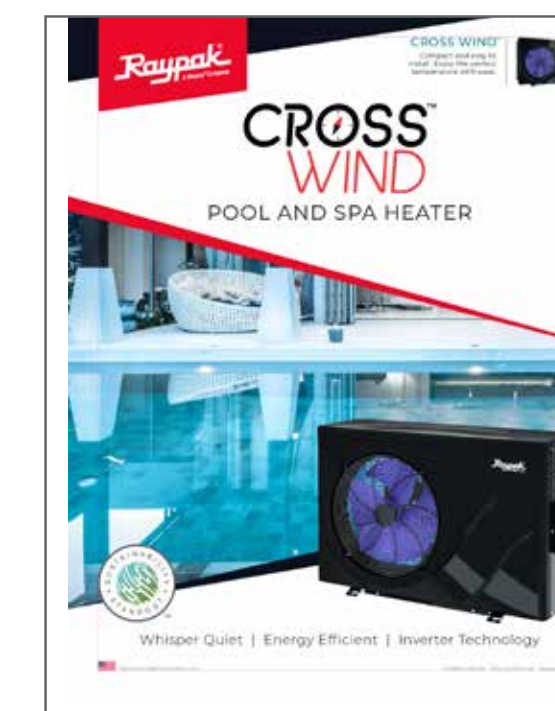
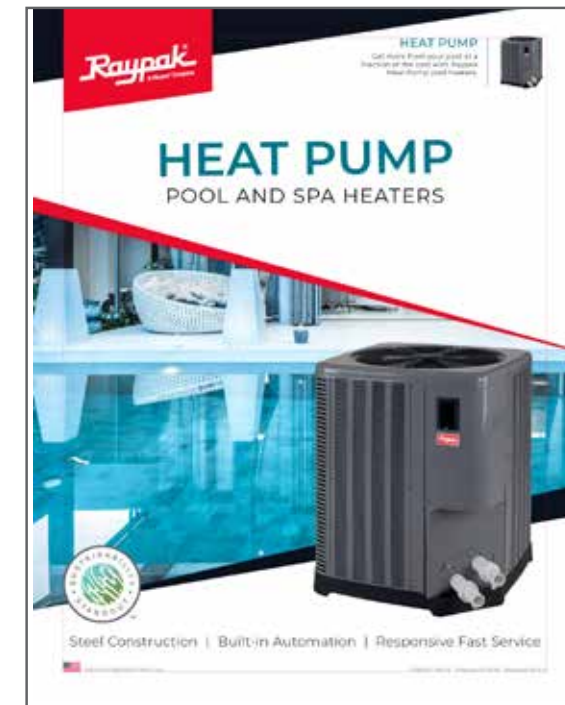
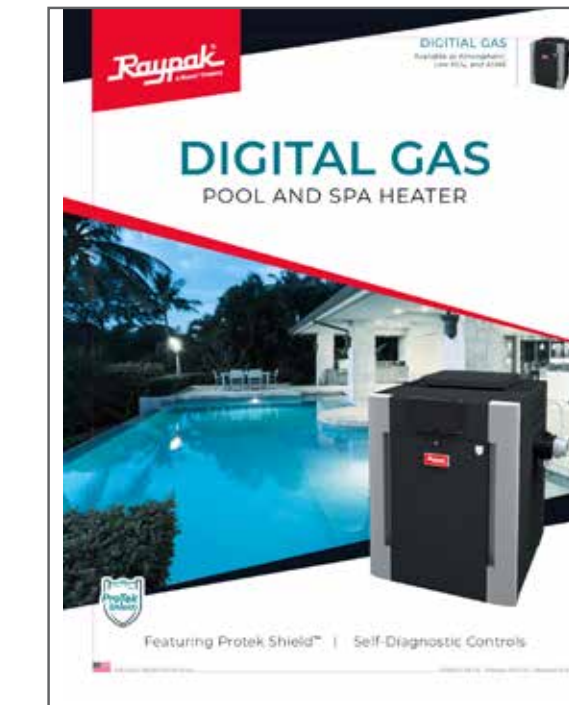
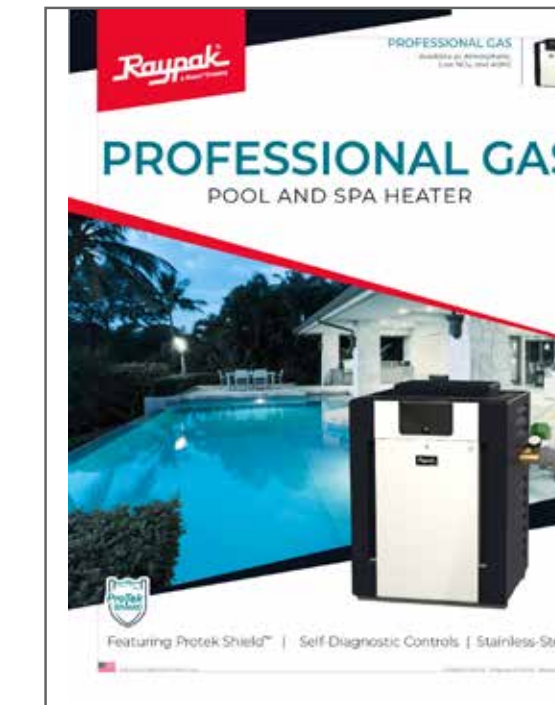
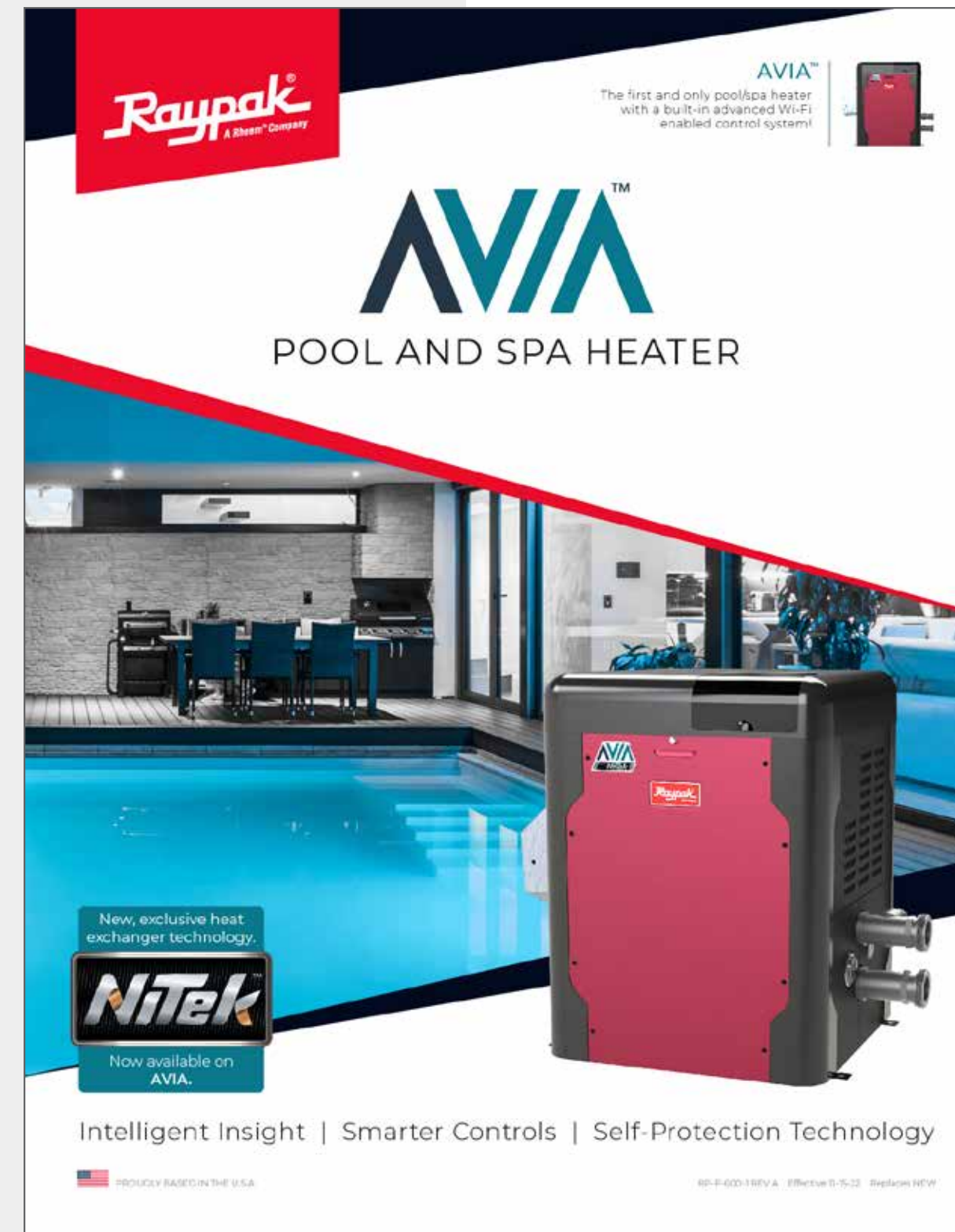


# LITERATURE

## BRANDED PRODUCT BROCHURES

Raypak's product literature all shares the same layout. This is to create a cohesive look that strengthens the brand.

Angled lines are used here again to draw the viewer through the page. Focal points should be the Raypak logo, the product logo and the product image. Features and lifestyle imagery are supporting graphics. The angled shapes help to direct the viewer through the page.





# Product

## RENDERS & PHOTOGRAPHY

Product images are available through MyRaypak. When grouping multiple products use front facing imagery whenever possible.



Residential  
Product  
Grouping



Full Pool Family  
Product  
Grouping



# LIFESTYLE

## STOCK IMAGERY & PHOTOGRAPHY

Vibrant blues are used in Raypak imagery to contrast against our red branding and to put focus on the pool. Look for images that are soothing, summery, or suggest comfort, vacation, relaxation.

For pool servicers and installers look for images relating to the industry. Such as product installs, tools, someone working on a product or by a pool. Images that relate to easy install, quality products, or increased business.

