

# Brand Guide



# Logos

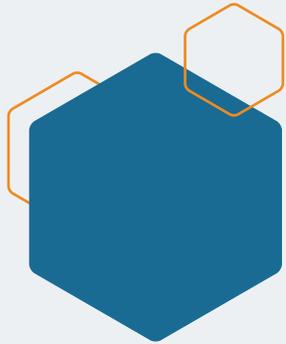


Primary Logo



Secondary Logo

# Colors



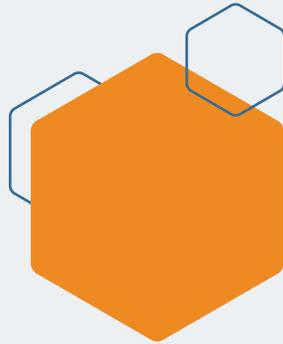
## HASA Blue

**CMYK:** 85.47.20.13

**RGB:** 62.105.145

**HEX:** #3E6991

**PMS:** 2160C



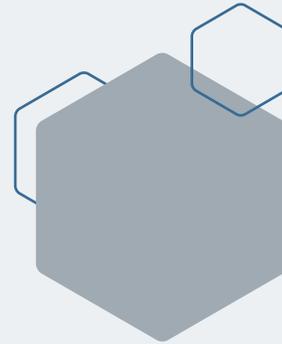
## HASA Orange

**CMYK:** 0.51.100.0

**RGB:** 237.139.0

**HEX:** #EB8B23

**PMS:** 144C



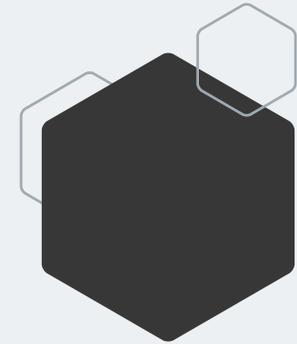
## HASA Grey

**CMYK:** 21.11.9.23

**RGB:** 162.170.173

**HEX:** #A2AAAD

**PMS:** 429C



## Black (Copy)

**CMYK:** 72.66.65.75

**RGB:** 234.234.234

**HEX:** #1F1F1F

**PMS:** C

# Logo Color Combos



Light Backgrounds



Dark Backgrounds

# Logo Dont's



Do not use drop shadows.



Do not fill in the logo behind the letters.



Do not change the logo colors.



Do not use the logo without the outline.



Do not tilt the logo.



Do not alter the logo dimensions.

## Choosing File Formats



**Enlarged Vector (.ai or .eps) maintains clarity.**



**Enlarged Bitmap (.jpg and .png) loses quality.**

Vector (.ai or .eps) images can be scaled up or down infinitely without losing resolution and are the preferred file formats for most applications. Bitmap (.jpg and .png) images, which are used primarily for web applications and are made up of pixels, cannot be scaled up effectively. The examples below illustrate what happens when each format is enlarged.

# Typography (Fonts)

**Roboto Bold**  
Use for headlines.

**Roboto Bold**  
Roboto Regular

**Roboto Regular**  
Use for subheads. Set the type to be at least 8pts smaller than the headline font size.

**Works Sans Regular**  
Use for body copy.

Work Sans Regular. An Orenda pool is one you can happily let your kids and grandkids play in. It's a pool full of water that is managed proactively, without chemical conflicts, and without harmful long-term byproducts. Essentially, we want you to have the purest water possible with the fewest chemicals possible.

The Orenda Program respects the nature of water, and uses a minimalist approach to treating it. We teach pool owners and operators what water wants, and how to obey the laws of physics that apply to it.