



Branding Strategy and  
Identity Standards Guide

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# Aquascape Logo Guidelines

## Corporate Logo Usage

# DO NOT USE FOR ANY REASON!!

### Corporate Logo

The corporate logo is ONLY to be used by the Aquascape Corporation. It may NOT be used by outside customers for any reason. Failure to comply, will not only distort what the logo was intended for, but could also bring on legal action.

2-color PMS / 4-Color Process CMYK:



Color reversed on dark background with white outline:



•Frog and wave is filled with white.

Black:



Black (with white outline) on dark background:



Do not use on dark background without the white outline.

### Using a Glow

The corporate logo can be used with a glow effect. The glow is used only when the logo needs to stand out from a background and is seen from far away (billboard, etc.). When the glow is used on the logo with the tagline, the tagline does not glow. (see page 10 for more about the tagline)



### Sizing

The Corporate logo should not be used any smaller than 1.25" wide. If you need to use the logo smaller, please use the logo without the triangle. (see sample below)



# AquascapePRO Brand Logo

## Acceptable

### AquascapePRO Brand Logo

The brand logo is used as a wordmark without the frog and triangle. The logo MUST be used in conjunction with the sales of AquascapePRO product and/or the installation of said product lines. Please use logos only in the formats shown below. Never distort, rotate or skew the logo in any way. The 2 colors are PMS 280 and PMS 368. It may also be used in 4-color process, just PMS 280, black or grayscale.

2-color PMS or 4-Color Process CMYK:



Color reversed on dark background with white outline:



*Do not use on dark background without the white outline.*

Black and white:



Black (with white outline) on dark background:



*Do not use on dark background without the white outline.*

Grayscale:



Grayscale (with white outline) on dark background:



*Do not use on dark background without the white outline.*

PMS 280:



Blue (with white outline) on dark background:



*Do not use on dark background without the white outline.*



# AquascapePRO Brand Logo

## Unacceptable

### Distorted logos

DO NOT stretch, italicize, skew or otherwise distort the logo. Doing so destroys the integrity of the logo and introduces inconsistency in the way the brand was represented.

DO NOT stretch:



DO NOT skew:



### Black and White logos

NEVER use the logo reversed on a dark background without the white outline like below. See previous page for correct way.

DO NOT use the black & white logo without the outline:



### Rearranged Logos

DO NOT take the logo apart, move pieces around, or use separate pieces. The logo is intended to be used "as is". (triangle aligned to the left)

DO NOT take apart:



DO NOT use the logo without the tagline:



DO NOT use the Aquascape logo by itself:



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# AquascapePRO Brand Logo

## Corporate Color Palette

The Aquascape brand should be represented by consistent use of the color palettes below. The two primary colors should be used as the dominant recurring colors that help to visually define the brand. Whenever the brand is represented, it should include one or more primary colors.



PMS 280  
100C, 88M, 21Y, 17K



PMS 368  
65C, 0M, 100Y, 0K