

Brand Guide



Logos



Primary Logo



Secondary Logo

Colors



HASA Blue

CMYK: 85.47.20.13

RGB: 62.105.145

HEX: #3E6991

PMS: 2160C



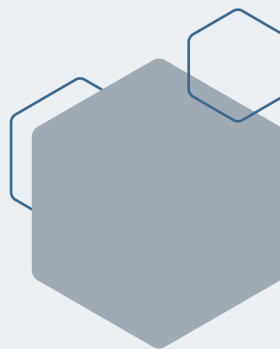
HASA Orange

CMYK: 0.51.100.0

RGB: 237.139.0

HEX: #EB8B23

PMS: 144C



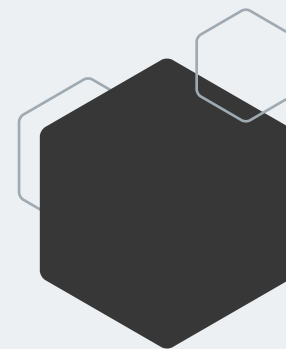
HASA Grey

CMYK: 21.11.9.23

RGB: 162.170.173

HEX: #A2AAAD

PMS: 429C



Black (Copy)

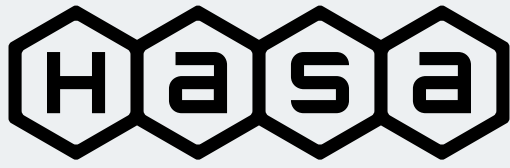
CMYK: 72.66.65.75

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.