



**AQUA LILY PAD™**

**BRAND  
GUIDELINES**

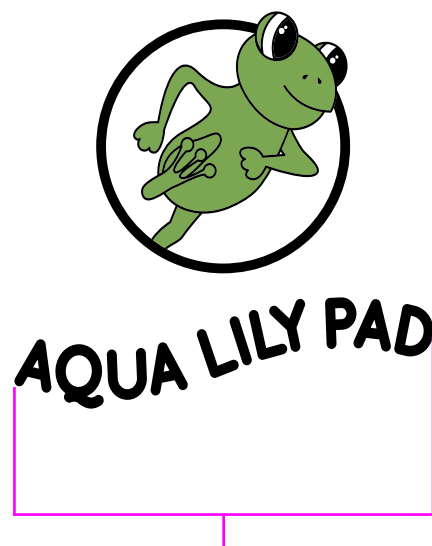
**2025**






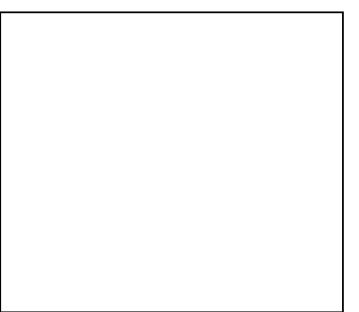
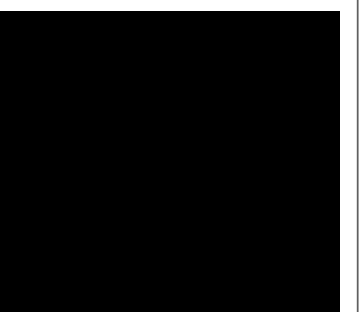
The Aqua Lily Pad logo.

Always use logo with the ™ symbol.  
It helps establish credibility, trust and commitment.



Center in space with using the letters  
A from Aqua and D from pad.

Logo colors

 PANTONE 7489 C	 PANTONE WHITE	 PANTONE BLACK
C 61 R 113 M 14 G 169 Y 91 B 86 K 1	C 0 R 255 M 0 G 255 Y 0 B 255 K 0	C 100 R 0 M 100 G 0 Y 100 B 0 K 100
HEX CODE 71a956	HEX CODE ffffff	HEX CODE 000000



Logo use-cases

Our logo should be represented with a white fill inside of the black circle.



Alternate  
Logo use-cases

In certain use cases, feel free to remove the white background to allow the background to show through.

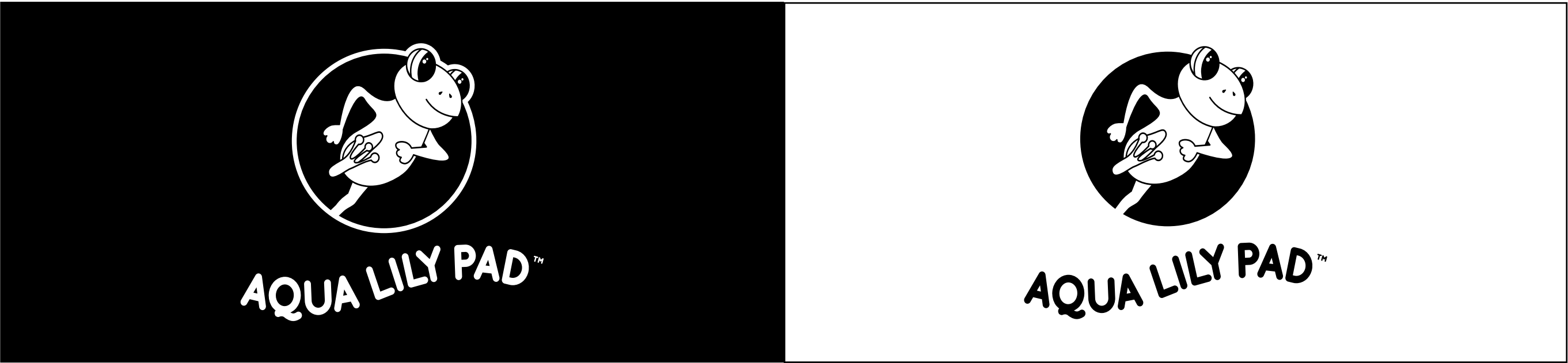
\*Avoid using this on busy backgrounds with multiple colors showing through.





Black and white

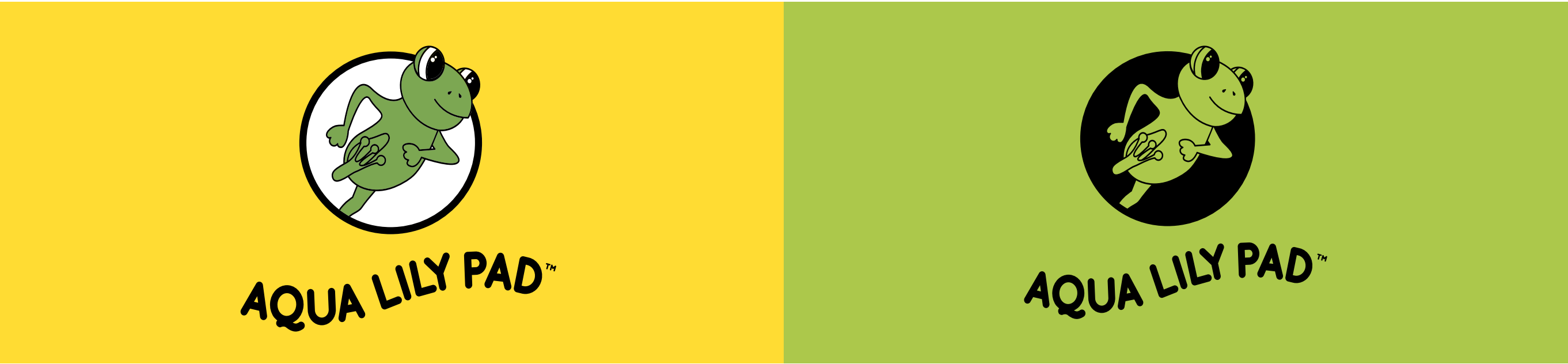
While we strive to use full color whenever we can, we will need a one color version of our logo that does not lose detail or visibility.



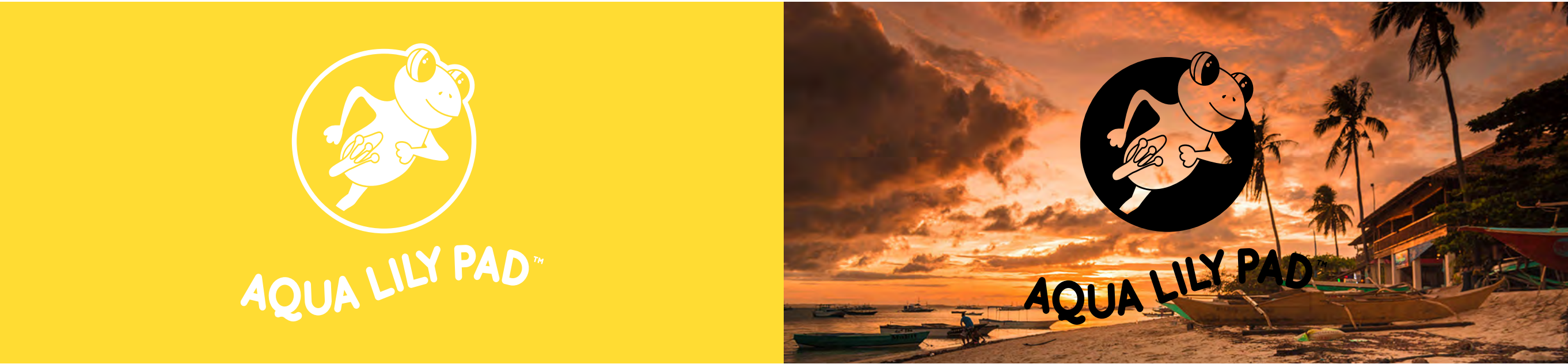
Contrast

Always use the highest contrast when using the ALP logo.

✓  
Pass



✗  
Fail

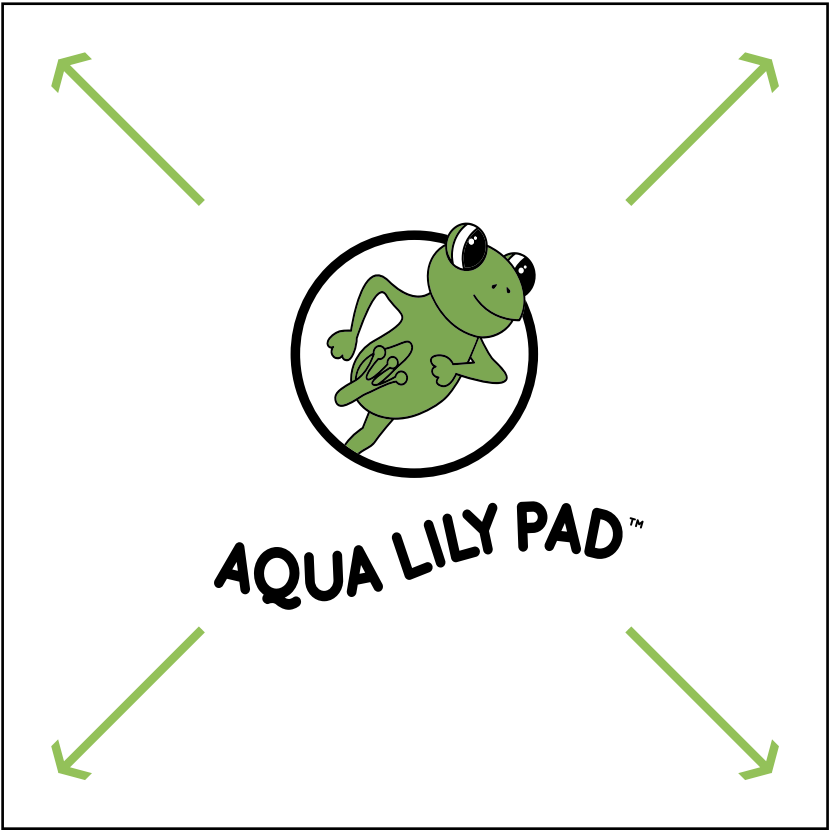




Let the logo breath

Give our logo plenty of room to shine.

Avoid pushing the logo towards any edges.



Pass



Fail

Let the logo breathe

Avoid placing logo on busy backgrounds

Never stretch, skew or distort the ALP logo.



Fail







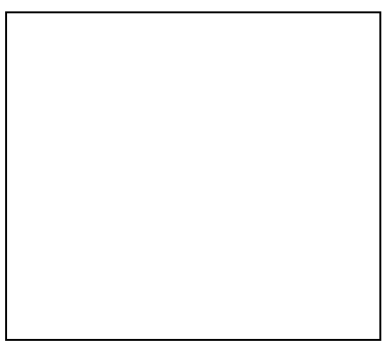
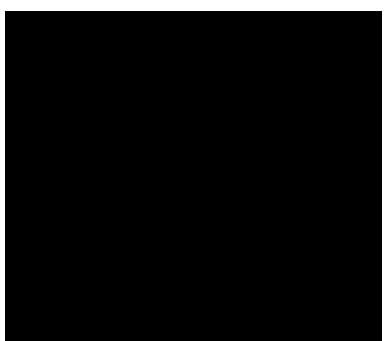
Fail



Fail



Brand Colors

 PANTONE 108 C	 PANTONE 2925 C	 PANTONE 285 C	 PANTONE 7489 C	 PANTONE WHITE	 PANTONE BLACK
RGB 255 221 53 HEX #FFDD35	RGB 0 155 211 HEX #009bd3	RGB 0 114 206 HEX #0072CE	RGB 116 170 80 HEX #74AA50		



Color usage chart




# Foam Colors

We will want to use our foam colors for packaging and marketing materials directly related to that foam pad.



PANTONE  
108 U



PANTONE  
338 U



PANTONE  
2975 U



PANTONE  
150 U



PANTONE  
7467 U



PANTONE  
381 U



PANTONE  
285 C



PANTONE  
413 U



PANTONE  
BLACK C



PANTONE  
RED 032 C



Brand Font

We will use the **Montserrat Font** family for all of our visual design on all deliverables.

THIN	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
LIGHT	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
REGULAR	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
MEDIUM	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
SEMI BOLD	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
BOLD	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
BLACK	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz



Typography examples

Header

Use ALL CAPS for large headlines.  
Use **Montserrat Black**

Sub Header

Use ALL CAPS for sub headline  
Use **Montserrat Bold**

Body Copy

Use sentence case for body copy  
Use Montserrat Regular

Use left align for most body copy

LARGE  
HEADLINES  
SUB HEADLINE HERE

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

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# The Frogs

Simplified frog illustrations

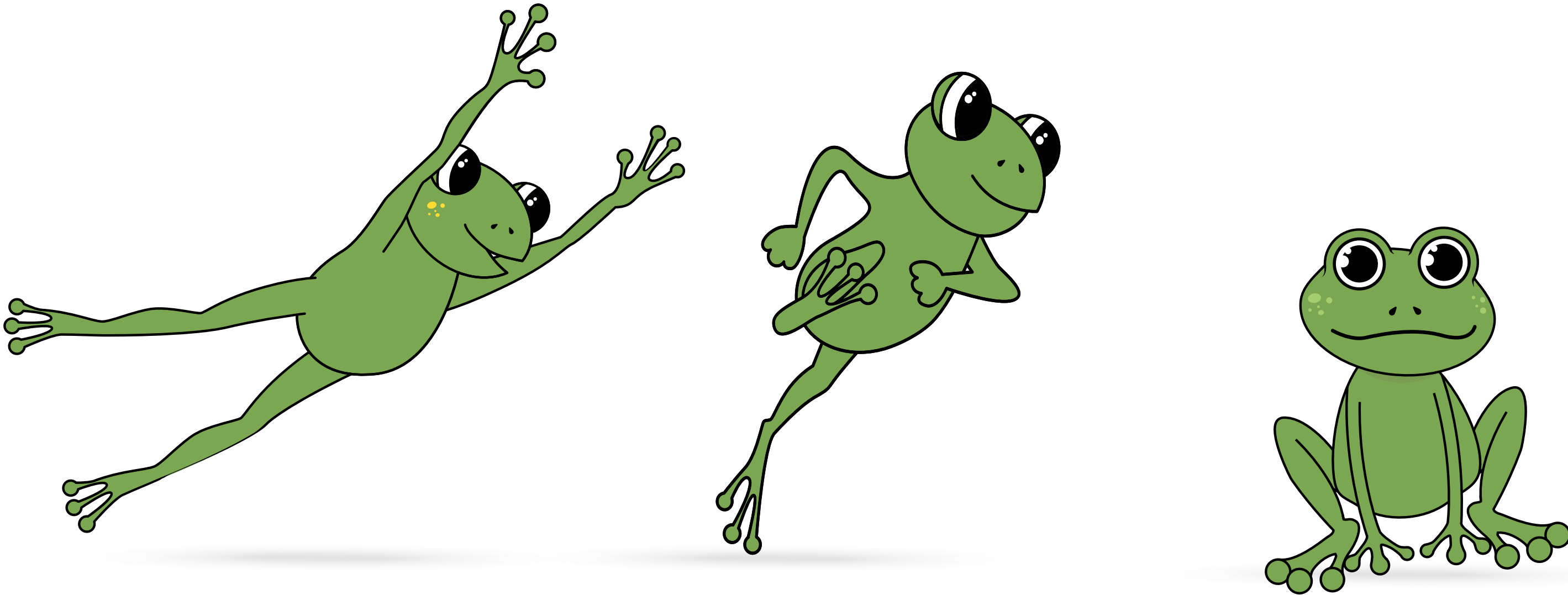
The frogs are synonymous with ALP.

To keep brand recognition at an all time high, leaving the frogs in the logo makes sense. However, we want to be free to use the frogs strategically throughout our marketing and branding efforts.

Frogs are always jumping from left to right symbolizing progress and growth.

Introducing the ALP Frogs

PLEASE DO NOT USE FROGS, JUST TO USE FROGS





# Lifestyle Photography

Our photography should inspire anyone who sees it.

Show candid imagery of actual fun.

We prefer to show children with life jackets on but we understand that is not always going to be the case.

If the child is under the age of 7 (or appears to be under the age of 7) always show with a Life jacket or a personal flotation device (PFD) on and also show with parent close by or assisting the child or toddler. Again, a like to have but we get it

Always shoot with a bright blue sunny sky.

We want to show the experience.

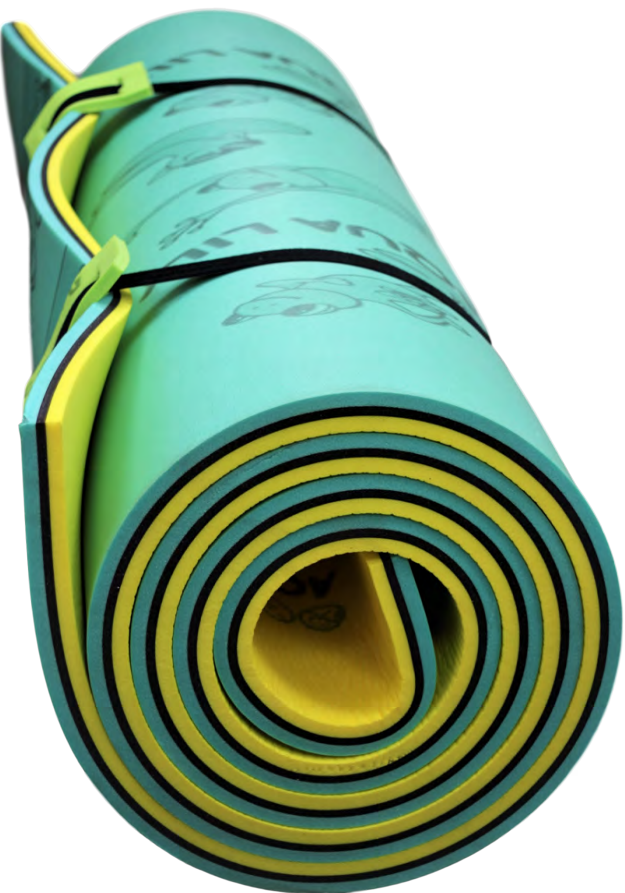
Set the scene.. Create an aspirational environment.





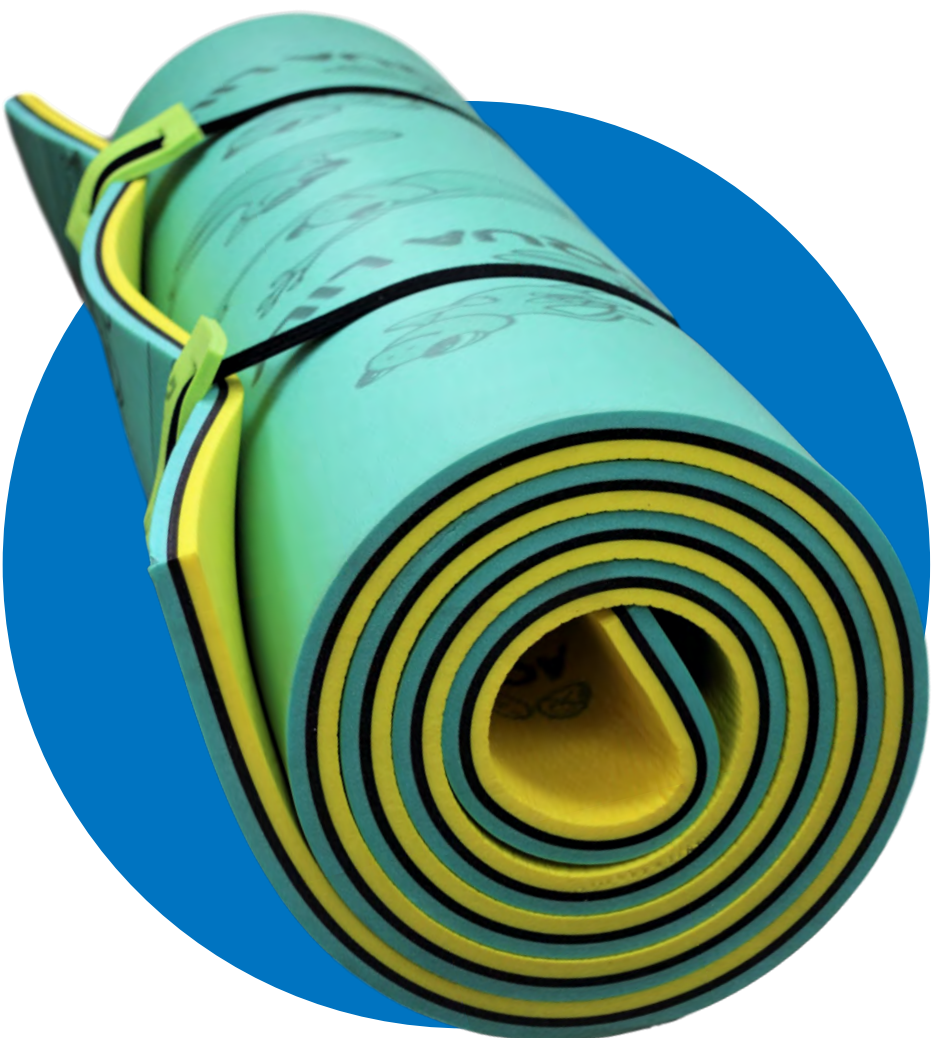
**Product Photography**

Our products have mass, they are big, they cast shadows. They are real. Please portray them in this light whenever possible.



**Product Photography  
with graphic elements (paired)**

Use pops of color to accent our products when necessary. Use color circle to add contrast depending on the background.



Typography examples

Header

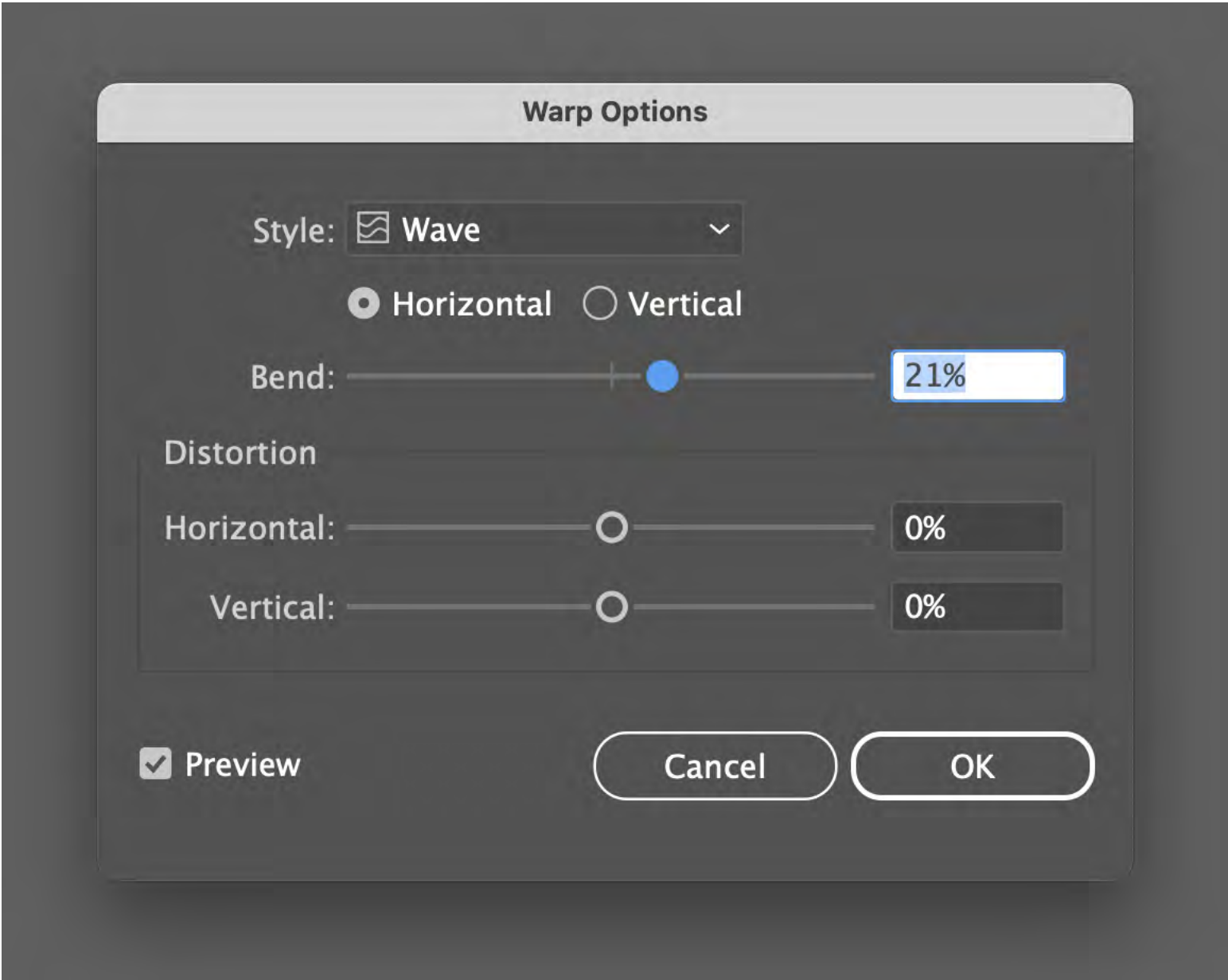
Use ALL CAPS for large headlines.  
Use **Montserrat Black**

Sub Header

Use ALL CAPS for sub headline  
Use **Montserrat Bold**

LARGE  
HEADLINES  
SUB HEADLINE HERE

How to achieve the wave effect.



Body Copy

Use sentence case for body copy  
Use Montserrat Regular

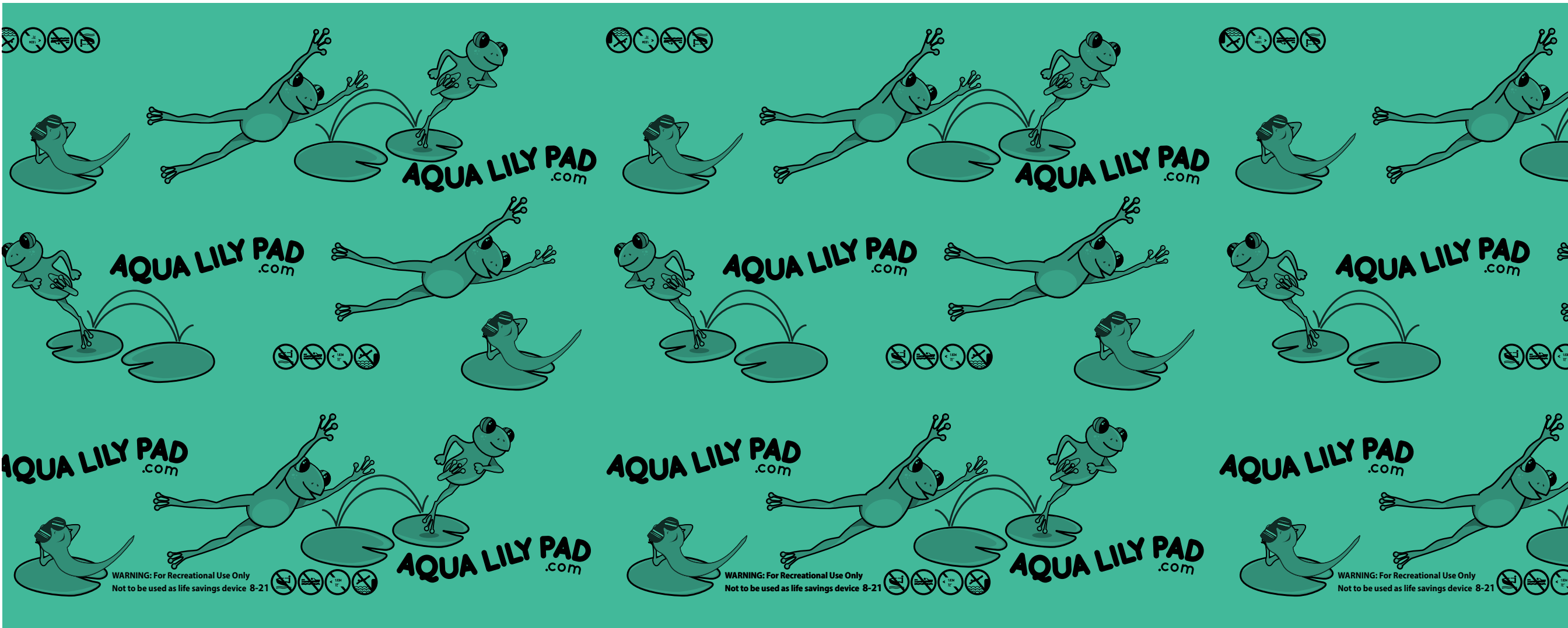
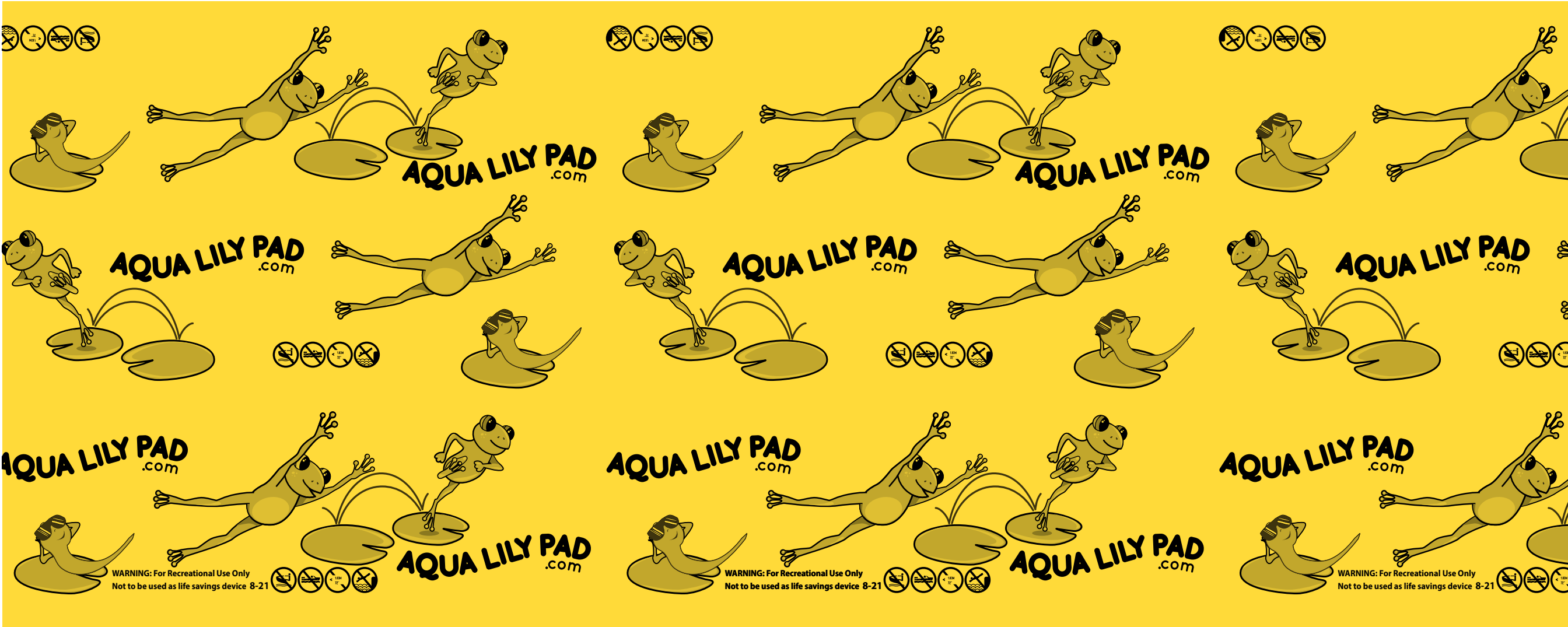
Use left align for most body copy

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

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Product Pattern



The Frogs

**DONT BE  
AFRAID  
TO GO BIG**

**WE WANT  
TO BE SEEN!**







# **BRAND GUIDELINES**

**Vol 2**