



# BRAND GUIDE



# DIGITAL BRANDING GUIDELINES



## SOCIAL MEDIA PROFILE PAGE

### Profile image

Use only the Waterstone compass icon for social media profile images. Reversed out on blue primary color. The clear space is 10px the width of the square (y) and 10px the height in the Waterstone logo as illustrated on this page.

### Small size

For small images use the complete logo type. The clear space is 12px the width of the square (y) and 60px the height in the Waterstone logo as illustrated on this page.

### Medium to large size

For medium to large size, use the logo, full color on a white background when possible. The minimum clear space (y) is equal to half the height of the rectangular (x) in the Waterstone symbol, as illustrated on this page.



Profile - 100px - 180px  
10px space around all for sides



Small size - 180px - 250px



Medium to large size - 250px and up

## MADE IN USA

### Made in the USA

Use the Waterstone Made in the USA badge with marketing materials.

When the Waterstone Made in the USA badge appears with the Waterstone logo it should appear no larger than 45% of the Waterstone logo.

**MADE IN THE USA**

★  
SINCE 1999

**MADE IN THE USA**

★  
SINCE 1999

★ **MADE IN THE USA** ★

★ **MADE IN THE USA** ★



**MADE IN THE USA**  
★  
SINCE 1999



**MADE IN THE USA**  
★  
SINCE 1999

## LOGOTYPE

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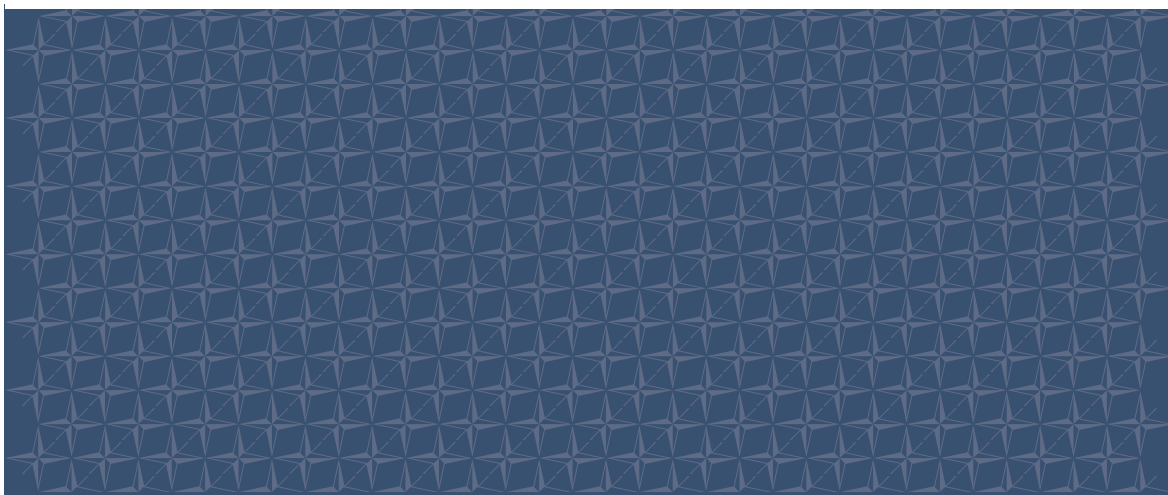
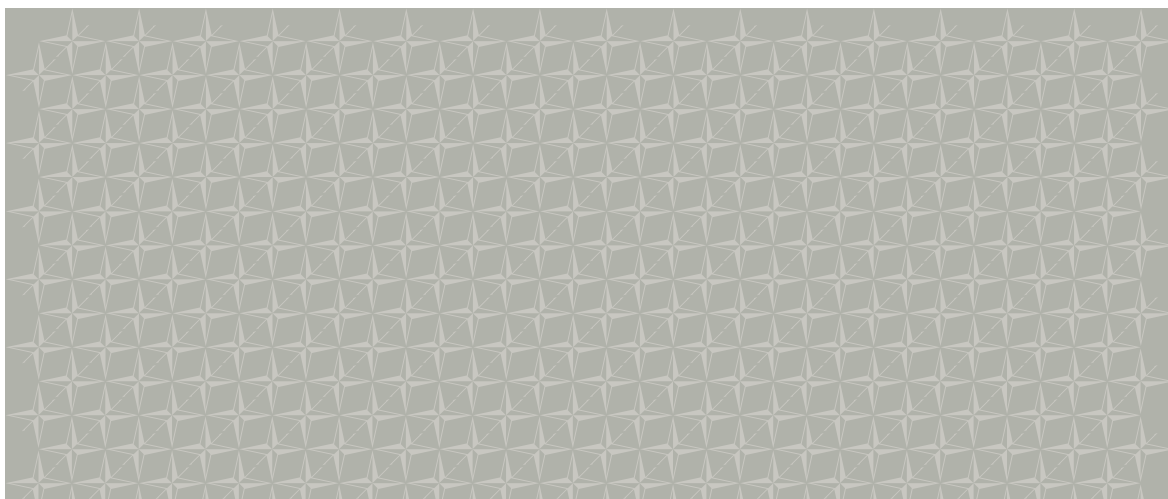
## SYMBOL

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## PATTERN

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## LOGO SIZES

The Waterstone logo and icon is required for display. Proportions of the type and icon shall remain exactly the same as shown.

Minimum logo size is 40mm















## EXCLUSION ZONES

A clear space should always stand out from other graphic elements. The minimum clear space (y) is equal to half the height of the square (x) in the Waterstone logo, as shown on this page.






## PRIMARY COLORS

Waterstone uses 3 main colors to include the following:

			C:70 M:25 Y:5 K:30 R:64 G:87 B:107 #40576b PMS 5405
PMS 5405	RGB	CMYK	
			C:10 M:0 Y:0 K:80 R:84 G:87 B:90 #54575a PMS 425
PMS 425	RGB	CMYK	
			C:0 M:0 Y:10 K:40 R:168 G:168 B:157 #a8a89d PMS 414
PMS 414	RGB	CMYK	
			C:34 M:0 Y:0 K:94 R:36 G:34 B:35 #202222 PMS 419
PMS 419	RGB	CMYK	

## SECONDARY COLOR

			C:76 M:33 Y:53 K:10 R:64 G:127 B:119 #407177 PMS 568
PMS 568	RGB	CMYK	

R:0 G:107 B:92

## LOGO COLOR VARIATIONS

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Full color logo is our preferred option. When its not possible to use the full collor logo, use the one color halftone logo (70% tint of black)

### Full color



### Black



### One color half-tone



### One color solid white





## INCORRECT USE OF LOGO

The Waterstone logo should always be reproduced from master artwork and never altered or modified

### 1. Avoid other colors than what guide states on page 49



Avoid using alternate style guide colors



Avoid using word/mark without icon



When using a dark background, dont use other colors with a white logo



## CO-BRANDING

When the Waterstone logo is used alongside a partner logo it is important that the logos are visually balanced. Irregular shapes should be optically balanced



Company Name

## TYPOGRAPHY: HEADLINE AND SUB-HEADLINE PRINT FONT

The Waterstone headline font is Rift. It is applied with all print headlines as well as sub-heads. When a serif type treatment is preferred for stylistic reasons then Temeraire is used.

# RIFT BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789 /?%[]!?

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789 /?%[]!?*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789 /?%[]!?

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789 /?%[]!?*

## TYPOGRAPHY: SECONDARY PRINT FONT

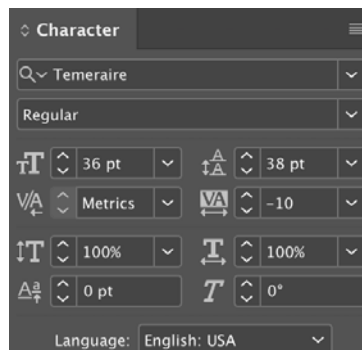
# TEMERAIRE

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789 /?%( )!?

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789 /?%( )!?**



Rift: guidelines for kerning



Temeraire: guidelines for kerning

## TYPOGRAPHY: SUB-HEAD AND BODY COPY PRINT FONT

The Waterstone text typeface is Aktiv Grotesk

# Aktiv Grotesk

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789 /?%( )!?

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**0123456789 /?%( )!?**

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*0123456789 /?%( )!?*

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***0123456789 /?%( )!?***

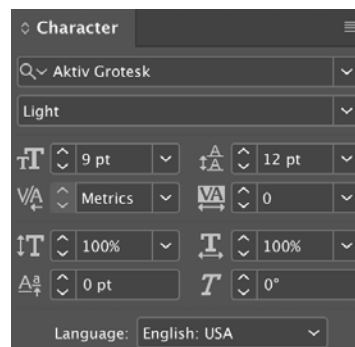
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789 /?%( )!?

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**0123456789 /?%( )!?**

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*0123456789 /?%( )!?*

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***0123456789 /?%( )!?***

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec condimentum viverra nunc at congue. Nam suscipit aliquam maximus. Quisque quis ligula et nisl viverra posuere. Phasellus placerat venenatis tincidunt. Proin ultrices felis id ipsum sagittis, ac sollicitudin mi interdum. Sed posuere metus a lorem condimentum, sed consequat quam pretium. Aliquam erat volutpat. In pharetra cursus nibh, eu consectetur nibh ultricies vitae. Ut eu nulla nunc. Quisque volutpat egestas risus, quis finibus augue tincidunt eu. Quisque suscipit nec est in ultricies. Nam eros urna, ullamcorper et congue nec, porttitor vitae mauris. In venenatis augue et odio



Aktiv body copy: guidelines for kerning



## TYPOGRAPHY: WEB FONTS

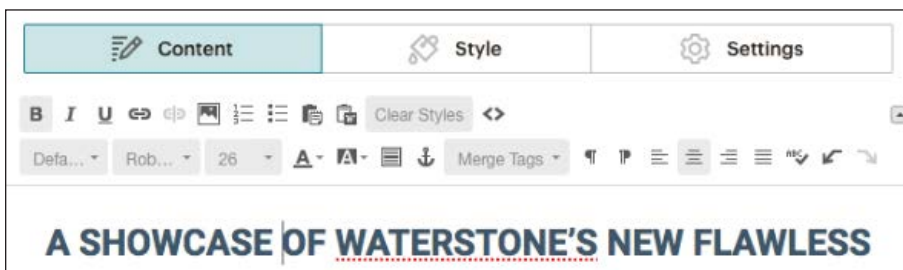
## ROBOTO

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789 /?%( )!?

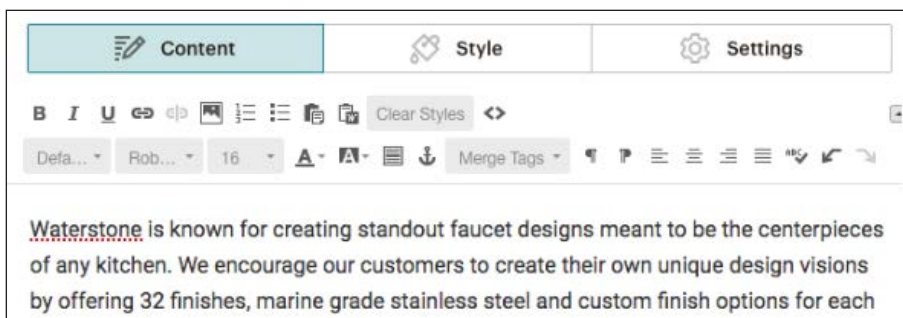
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789 /?%( )!?

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789 /?%( )!?

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec condimentum viverra nunc at congue. Nam suscipit aliquam maximus. Quisque quis ligula et nisl viverra posuere. Phasellus placerat venenatis tincidunt. Proin ultrices felis id ipsum sagittis, ac sollicitudin mi interdum. Sed posuere metus a lorem condimentum, sed consequat quam pretium. Aliquam erat volutpat. In pharetra cursus nibh, eu con-



Roboto: headline guidelines for styling



Roboto: body copy guidelines for styling

## EMAIL TEMPLATE



## NEWS

## NEWS HEADLINE

At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, similique sunt in culpa qui officia deserunt mollitia animi, id est laborum et dolorum fuga. Et harum quidem rerum facilis est et expedita distinctio. Nam libero tempore, cum soluta nobis est eligendi optio cumque nihil impedit quo minus id quod maxime placeat facere possimus, omnis voluptas assumenda est, omnis dolor

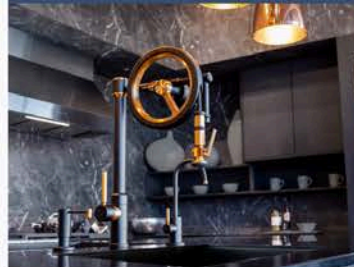
Repellendus. Temporibus autem quibusdam et aut officiis debitis aut rerum necessitatibus saepe eveniet ut et voluptates repudiandae sint et molestiae non recusandae. Itaque earum rerum hic tenetur a sapiente delectus, ut aut reiciendis voluptatibus maiores alias consequatur aut perferendis doloribus asperiores repellat.



## PRODUCT SPOTLIGHT

## PRODUCT SPOTLIGHT HEADLINE

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## NEWS

## NEWS HEADLINE

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Repellendus. Temporibus autem quibusdam et aut officiis debitis aut rerum necessitatibus saepe eveniet ut et voluptates repudiandae sint et molestiae non recusandae. Itaque earum rerum hic tenetur a sapiente delectus, ut aut reiciendis voluptatibus maiores alias consequatur aut perferendis doloribus asperiores repellat.



## PRODUCT SPOTLIGHT

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At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, similique sunt in culpa qui officia deserunt mollitia animi, id est laborum et dolorum fuga. Et harum quidem rerum facilis est et expedita distinctio. Nam libero tempore, cum soluta nobis est eligendi optio cumque nihil impedit quo minus id quod maxime placeat facere possimus, omnis voluptas assumenda est, omnis dolor

MADE IN THE USA  
SINCE 1959



## WHAT'S NEW

## NEW FINISHES

At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, similique sunt in culpa qui officia deserunt mollitia animi, id est laborum et dolorum fuga. Et harum quidem rerum facilis est et expedita distinctio. Nam libero tempore, cum soluta nobis est eligendi optio cumque nihil impedit quo minus id quod maxime placeat facere possimus, omnis voluptas assumenda est, omnis dolor

ON THE SHELF

DEALER LOCATOR



## EMAIL SIGNATURE LINE

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**Chris Kuran**  
PRESIDENT

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## PACKAGING

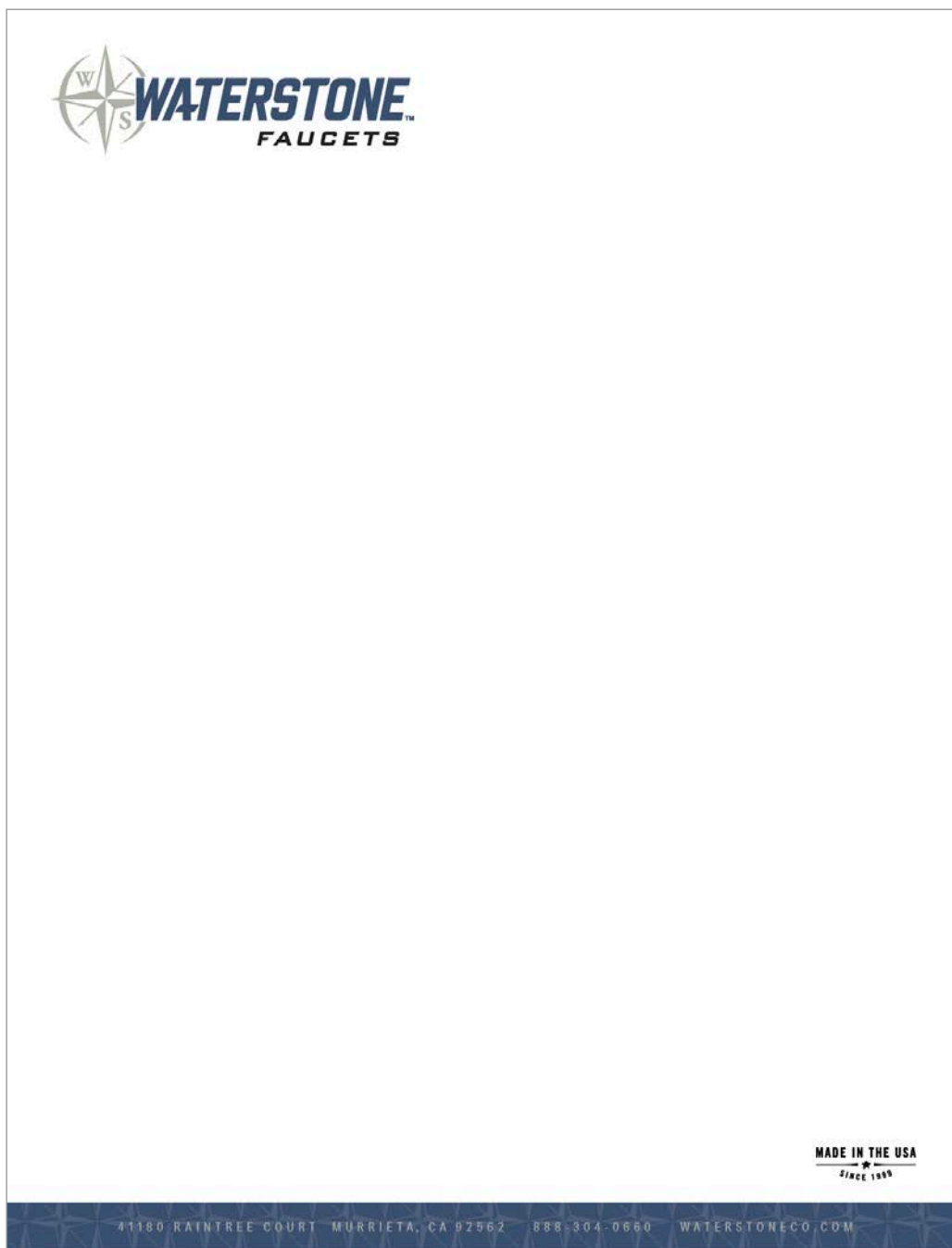




## LETTERHEAD, ENVELOPE, BUSINESS CARD



## LETTERHEAD, ENVELOPE, BUSINESS CARD




# POWERPOINT TEMPLATE

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam.

## SECTION ONE

2


WATERSTONE FAUCETS | MADE IN THE USA | WWW.WATERSTONECO.COM



## HEADLINE HERE


### SUBHEAD HERE

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt.



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## HEADLINE HERE

### SUBHEAD HERE

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt.



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