



BRAND GUIDELINES · 2026

# Wahoo Pools Brand Book

Logo suite, color system, typography, and iconography for  
light and dark applications — Create Your Resort.

## 01 — OVERVIEW

# Our brand, at a glance

Wahoo Pools builds custom concrete pools and outdoor living spaces across Tampa Bay. The brand system reads clean, coastal, and confident — a wordmark built for trust, and a wave mark that carries the water motif into every touchpoint.

**MISSION**

Build custom concrete pools and resort-style backyards Tampa Bay families are proud of, backed by transparent process and lasting craftsmanship.

**PERSONALITY**

Coastal, warm, precise. Confident without being flashy — the wave mark and navy foundation signal stability; teal and cyan bring the resort feeling.

**TAGLINE**

**"Create Your Resort"** — used under the wordmark on primary lockups and any marketing-facing application.

**In this book:** logo suite & variations, clear space and minimum size, the full color system for light and dark surfaces, typography, an icon set, and worked application examples for both modes.

## 02 - LOGO SUITE

# Primary logo system

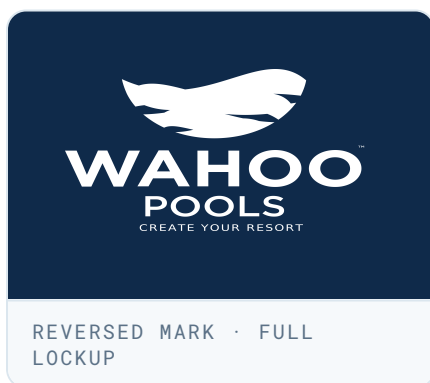
Six approved lockups cover stacked and horizontal use. Default to the stacked mark with tagline for standalone brand moments, and the horizontal lockup for headers, letterhead, and anywhere width is constrained.



### 03 - DARK MODE

## Reversed logo, for dark surfaces

On Navy 900 or the navy→teal brand gradient, use the reversed (all-white) mark — never the full-color version, which loses contrast on dark backgrounds. The reversed lockups below were derived from the primary logo's alpha channel to guarantee pixel-identical shapes.



Reversed logo files: `logo_stacked_letterspaced_reversed.png`,  
`logo_stacked_notag_reversed.png`, `logo_horizontal_reversed.png`.

## 04 – CONSTRUCTION

# Clear space, minimum size & usage rules

Protect the mark's legibility with consistent spacing and never distort, recolor, or crowd it.

## CLEAR SPACE



Keep clear space equal to the height of the "P" in POOLS on every side — no text, edges, or other graphics inside that margin.

## MINIMUM SIZE



Horizontal lockup: 0.85in wide minimum for print, 120px for digital. Below that, use the wave mark alone.

## ✓ Do

Use approved color combinations, keep proportions locked, place on clean backgrounds with enough contrast, and use the reversed mark on dark or photo backgrounds.

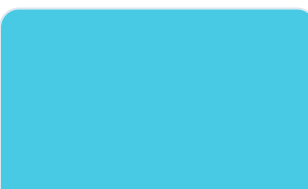
## ✗ Don't

Don't stretch or skew the mark, recolor the wave outside brand hex values, add drop shadows or outlines, rotate it, or place the full-color version on navy/dark or busy photo backgrounds.

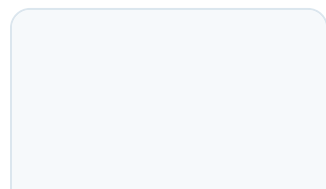
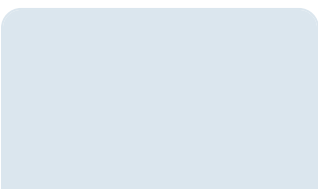
## 05 — COLOR SYSTEM

# Light mode palette

Four brand colors carry the wave mark's blue-to-teal gradient, paired with a neutral set for backgrounds, text, and borders on white/light surfaces.

|                                                                                                                                                                   |                                                                                                                                                                  |                                                                                                                                                            |                                                                                                                                                                     |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  <p><b>Navy</b><br/>#0F2A4A<br/>Primary — headlines, wordmark, dark surfaces</p> |  <p><b>Medium Blue</b><br/>#1A5276<br/>Secondary — gradients, supporting UI</p> |  <p><b>Teal</b><br/>#2E86AB<br/>Accent — links, CTAs, POOLS wordmark</p> |  <p><b>Cyan</b><br/>#48CAE4<br/>Highlight — dark-mode accent, icon highlight</p> |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------|

## NEUTRALS — LIGHT SURFACES

|                                                                                                                    |                                                                                                                   |                                                                                                                   |                                                                                                                     |
|--------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------|
|  <p><b>Paper</b><br/>#F6F9FB</p> |  <p><b>Line</b><br/>#DBE6EE</p> |  <p><b>Ink</b><br/>#1C2B3A</p> |  <p><b>Mute</b><br/>#5B7186</p> |
|--------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------|

On white: Navy for headings/body, Teal 600+ for links and small accent text — never place light Cyan on white for body copy (fails contrast).

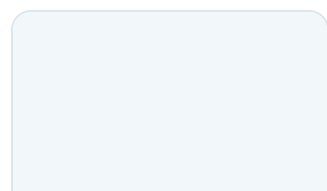
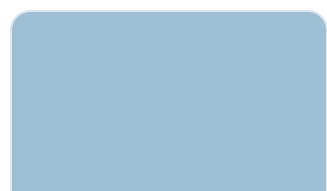
## 06 — COLOR SYSTEM

# Dark mode palette

Dark surfaces sit on Navy 950/900, with Cyan promoted to the primary accent (Navy 500 "brand blue" loses contrast at small sizes on dark — Cyan is the dark-mode workhorse instead).

|                                                                                                                                                              |                                                                                                                                                                 |                                                                                                                                                                                  |                                                                                                                                                                |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  <p><b>Navy 900 (surface)</b><br/>#0F2A4A<br/>Base dark surface / cards</p> |  <p><b>Navy 950 (deep)</b><br/>#081B30<br/>Page background, deepest panels</p> |  <p><b>Cyan (accent)</b><br/>#48CAE4<br/>Primary accent on dark — links, icons, highlights</p> |  <p><b>Teal (secondary)</b><br/>#2E86AB<br/>Secondary accent, gradients</p> |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------|

## NEUTRALS — DARK SURFACES

|                                                                                                                             |                                                                                                                           |                                                                                                                      |                                                                                                                               |
|-----------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------|
|  <p><b>Text — Primary</b><br/>#F2F7FA</p> |  <p><b>Text — Muted</b><br/>#9FBFD4</p> |  <p><b>Border</b><br/>#1D3C5C</p> |  <p><b>Surface Raised</b><br/>#132F4D</p> |
|-----------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------|

On dark: body text uses Text-Primary #F2F7FA (not pure white, to avoid glare); Cyan #48CAE4 for links/icons/small accents; reserve Teal for larger fills and gradients.

## 07 - TYPOGRAPHY

# Type system

Inter carries headlines and body copy; Roboto Mono, uppercase and letterspaced, marks eyebrows, labels, and metadata — the same pairing used across Wahoo's SOPs and documents.

INTER · DISPLAY / HEADINGS - WEIGHT 800/700

## Create Your Resort

INTER · SUBHEAD - WEIGHT 600

### Custom concrete pools for Tampa Bay backyards

INTER · BODY - WEIGHT 400/500

Wahoo Pools designs and builds resort-style pools, spas, and outdoor living spaces across Tampa, Riverview, and Hillsborough County — backed by a licensed team and a transparent build process from first sketch to final plaster.

ROBOTO MONO · EYEBROW / LABEL - UPPERCASE, LETTERSPACED

SECTION · LABEL · METADATA

## 08 - ICONOGRAPHY

# Icon set • light mode

A rounded-line icon set in Navy, sized for app UI, service reminders, and print collateral. Consistent 2.6pt stroke, rounded caps, 48×48 grid.



WATER / POOL



SUN / SEASON



SERVICE



SCHEDULING



CLIENT COMMS



BUILD / HOME



WARRANTY



CONTACT

## 09 - ICONOGRAPHY

# Icon set • dark mode

On Navy 900+, icons flip to white for maximum legibility, or Cyan when the icon itself is the accent (active state, highlighted feature).

## WHITE - DEFAULT ON DARK



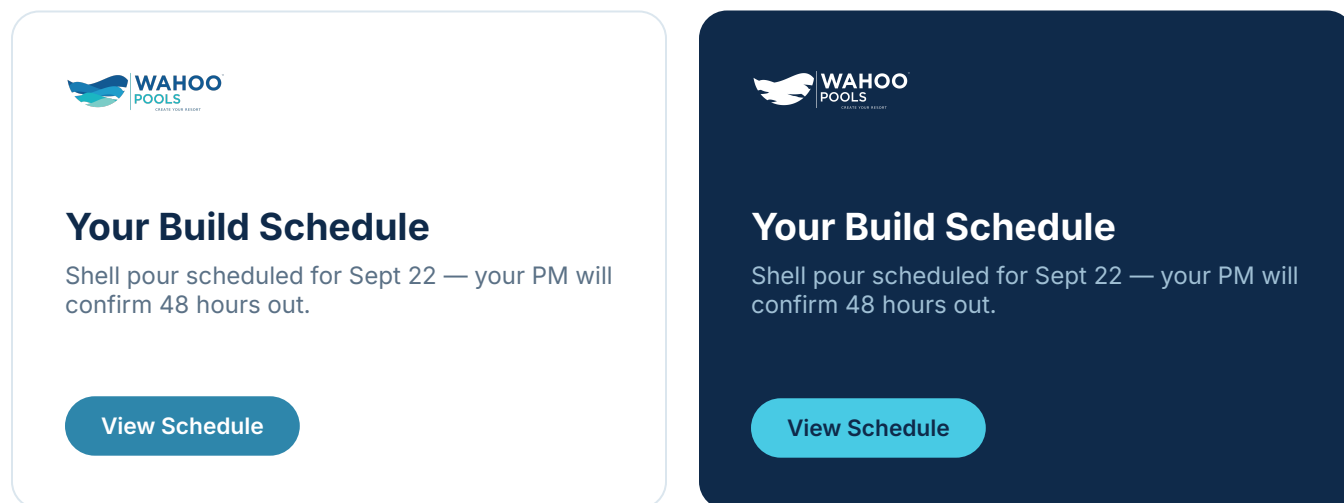
## CYAN - ACCENT / ACTIVE STATE



10 - IN USE

## Worked examples • light & dark

A quick look at the system applied to a simple UI card in both modes.



Light mode: white surface, Navy text, Teal action. Dark mode: Navy 900 surface, near-white text, Cyan action — same layout, same voice, mode-appropriate contrast.