Pool Check-in

Brand one-pager

The name and the logo

The logo is the name: a heavy two-tone wordmark in Geist 800 (tracking −0.035em) followed by a check over two water lines. It stands alone. Say Pool Check-in™ (capital P, capital C, hyphen), with the ™ on the first prominent use on a page.

Pool Check-in

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Colour

Deep water ink
`#0B1F26`
Body text and “Pool” in the logo
17.0:1 on white · 1.0:1 on ink

Lagoon
`#0A8FA2`
“Check-in” in the logo, large type, icons
3.8:1 on white · 4.4:1 on ink

Lagoon deep
`#0A6E7D`
Links, buttons and small text in Lagoon
5.9:1 on white · 2.9:1 on ink

Lagoon on dark
`#4FD1E2`
“Check-in” on dark backgrounds
1.8:1 on white · 9.3:1 on ink

Lagoon wash
`#E6F6F8`
Soft panels
1.1:1 on white · 15.3:1 on ink

Line
`#E2EAEC`
Borders and rules
1.2:1 on white · 13.9:1 on ink

Type

Geist only (SIL Open Font License 1.1). Wordmark 800, headlines 650, buttons and labels 600, body text 400. Tight tracking on headlines (−0.035em to −0.02em).

Standing words

Say	Never say
tablet	iPad
gate PIN	pool PIN, community PIN
amenity	pool, as the general word
owner	admin, administrator
Behind on dues	delinquent
Banned, Suspended	barred
Not eligible	
Wi-Fi	wifi

Using our name and logo

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Questions: poolcheckin.com/contact