



Rendezvous[®]
spa specialties

BRAND STANDARDS



Rendezvous[®]
spa specialties

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LOGO USAGE - Rendezvous



Positive, Full Color
PMS 285
Process Cyan



Positive, Black & White
100% Black
40% Black



Negative, Black & White
80% Black

COLORS

The use of Rendezvous' brand colors is a very specific and important aspect of the brand's overall presence and impact. When used properly, they can increase the overall brand recall and awareness. There are two main brand colors, PMS 285, and Process Cyan. These colors should be used as spot inks whenever possible. Unfortunately, sometimes the use of spot inks is simply impossible. So when using the spot inks is not a possibility, their specific CMYK, RGB, and Websafe breakdowns are listed below. Using these colors correctly, whenever possible, creates continuity across mediums, and reinforces the brands image in the minds of consumers.

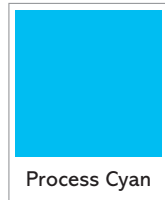
Rendezvous Logo



C = 100
M = 72
Y = 0
K = 6

R = 0
G = 35
B = 149

Web = #002596

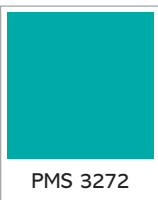


C = 75
M = 0
Y = 0
K = 0

R = 0
G = 157
B = 217

Web = #009ddb

Sanitizers & Shock

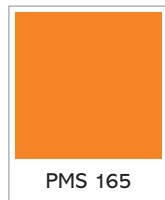


C = 100
M = 0
Y = 44
K = 0

R = 0
G = 170
B = 158

Web = #00a29b

Balancers

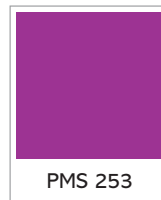


C = 0
M = 59
Y = 96
K = 0

R = 249
G = 99
B = 2

Web = #ff6418

Cleaners & Maintenance



C = 43
M = 95
Y = 0
K = 0

R = 175
G = 35
B = 165

Web = #ac27a9

Clarifiers



C = 90
M = 45
Y = 0
K = 0

R = 58
G = 117
B = 196

Web = #0072cf

CATEGORY COLOR USAGE



Rendézvous®
spa specialties

Sanitizers & Shock

Part of splash color shifts
to PMS 3272



Rendézvous®
spa specialties

Cleaners & Maintenance

Part of splash color shifts
to PMS 253



Rendézvous®
spa specialties

Balancers

Part of splash color shifts
to PMS 165



Rendézvous®
spa specialties

Clarifiers

Part of splash color shifts
to PMS 285

TYPOGRAPHY

The typefaces used in the Rendezvous identity have been carefully chosen, and are meant to represent the character of the brand. Just as the logo and the colors are used to elicit emotional responses, so too does the typography. It is important to use the correct family of fonts, when producing both print and digital communications. The primary font is Futura, with its Bold weight, Medium Condensed, or Bold Condensed.

Futura Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Futura Medium Condensed

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Futura Bold Condensed

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0