



## TRADEMARK GUIDELINES

Trademarks are adjectives that are designed to identify a particular company, or group of related companies, as the source or origin of a product. Trademarked words must be followed by a noun. The Jacuzzi® brand, or the Jacuzzi® logo and identifier, is to be used when referring to product.

### Examples:

Jacuzzi® Showers

Jacuzzi® Walls

Jacuzzi Bath Remodel is to be used when referring to you as the dealer.

### Example:

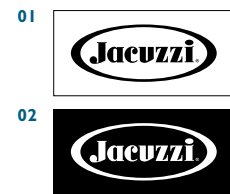
As an Authorized Jacuzzi Bath Remodel dealer, we can help you design and upgrade your bathroom, often in as little as one day.

## PERMITTED LOGO VARIATIONS

The objective for our logo on a piece of communication is to be the first noticed, most dominant, legible element. In order to maintain consistency of brand recognition, these options should be the **only** logos used. Use only the versions shown—no other variations or colors are allowed. **The black or white logo must be placed over a consistent light/dark area, but not over product or a prominent focal point.**

**01** This is the black logo. It is the most legible version of the logo. It should be used where possible on all Jacuzzi® Brand communications. This version works well on corporate documents and where the background color or image is light. The logo must be black and prominent.

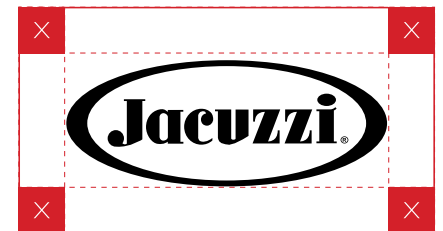
**02** The white logo. It can be used where the background color or image is too dark to be able to use the monochromatic black version.




## LOGO APPLICATION

### CLEAR SPACE

To ensure integrity and visibility, competing text, images and graphics should not encroach on our logo. As much space as practical should be used. The minimum required clear space surrounding the entire logo is defined by 1/3 height of the Jacuzzi® logo. This space is in direct proportion with the size of our logo and should be maintained in all applications. Keep in mind, **this is the absolute minimum clear space required.** In most applications additional clear space is desirable.



 = Minimum clear space requirement

 = 1/3 height of the Jacuzzi® logo

### LOGO MINIMUM WIDTH

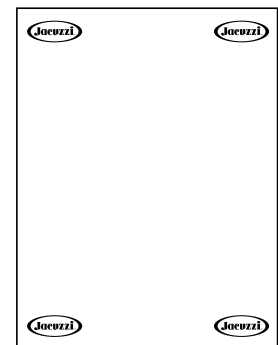
To ensure legibility, the Jacuzzi® logo must not be smaller than 0.6" wide.



### LOGO PLACEMENT

To ensure maximum visibility and recognition, consistent placement of the logo is necessary. The logo can be placed once in either of the four corners where practical. The preferred placement of the logo is in the upper left and right corners. The secondary placement is in the lower left and right corners.

The example shown is used to show area placement only; our logo should never be repeated in a piece of marketing material. Only show the logo once, and ideally make sure it is visually and hierarchically first. The logo should not appear to be centered.

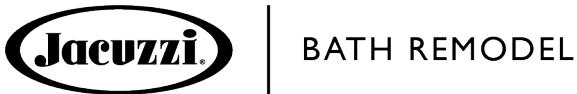


## ACCEPTABLE LOGO VARIATIONS

Below are brand-compliant variations of the logo that can be used

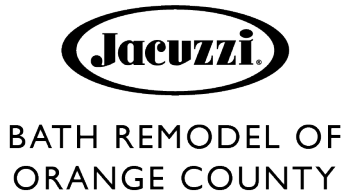
### HORIZONTAL

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### VERTICAL

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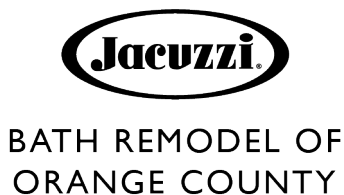
### HORIZONTAL W/ PARTNER LOGO

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### VERTICAL W/ PARTNER LOGO

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## PLACEMENT GUIDELINES

The Jacuzzi® logo must always be shown to the left with a line separating it from dealer name or any partner logo:



01 SIGNAGE WITH SINGULAR DEALERSHIP NAME



01 STOREFRONT SIGNAGE WITH SINGULAR DEALERSHIP NAME



02 SIGNAGE WITH DEALERSHIP LOGO AND CO-BRANDING



02 STOREFRONT SIGNAGE WITH WITH DEALERSHIP LOGO AND CO-BRANDING

## AD GUIDELINES

When creating Jacuzzi Bath Remodel digital and/or print ads, please use the following guidelines.

- Equal weighting of Jacuzzi Bath Remodel logo and Dealer logo
- No busy elements behind logo
- Button not larger than logo
- No text over product
- Product should be the focus
- Jacuzzi® logo should be in the top left corner

**Jacuzzi**  
BATH REMODEL

ONE DAY  
INSTALL  
WHITE GLOVE  
SERVICE

**Reborn.**  
CABINETS INC.  
Kitchen & bath remodeling specialists for 35 years

**1/2 OFF  
INSTALL**

**LEARN MORE**

**Jacuzzi**  
BATH REMODEL

ONE DAY INSTALL  
WHITE GLOVE SERVICE

**Reborn.**  
CABINETS INC.  
Kitchen & bath remodeling specialists for 35 years

**1/2 OFF INSTALL**

TALK TO OUR TEAM OF EXPERTS  
877-371-4943

TRANSFORM YOUR OLD BATH INTO A  
BEAUTIFUL & SPACIOUS NEW SHOWER

REPLACING YOUR BATH HAS NEVER BEEN EASIER

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Black, white and Cool Grey 11 are the primary colors, with five accent colors. The Jacuzzi® gold logo is always to be placed against a black background. A white background should be used for heavy copy and ease of legibility. Secondary and tertiary colors should be used as accents for visual breaks and differentiation.

## PRIMARY COLORS

**BLACK**  
C20 M20 Y20 K100  
R0 G0 B0  
WEB #0F0F0F  
SW#6258

**PMS COOL GREY II**  
C0 M0 Y0 K80  
R20 G20 B20  
WEB #686663  
SW#6256

## SECONDARY COLORS

**PMS 634**  
C100 M0 Y9 K40  
R0 G102 B127  
WEB #00667F  
SW#6783

**PMS 432**  
C70 M55 Y55 K30  
R68 G79 B81  
WEB #444F51  
SW#6251

**PMS 117**  
C0 M18 Y100 K15  
R198 G160 B12  
WEB #C6A00C  
SW#6692

## TERTIARY COLORS

**PMS 543**  
C35 M0 Y5 K0  
R147 G183 B209  
WEB #93B7D1  
SW#6506

**PMS 563**  
C58 M6 Y36 K0  
R106 G187 B175  
WEB #7FBCAA  
SW#6751

All Jacuzzi® Brand copy should appear in Gill Sans. This applies to documents, correspondence, promotional materials, displays and other communications. If you need to purchase the font, it is available at [www.fonts.com](http://www.fonts.com).

**Gill Sans Bold** is mostly used as an accent font for subheads and callouts.

**Gill Sans Regular** is mostly used for longer sections of copy where readability is important.

Gill Sans Light has a strong, no nonsense look that embodies our brand philosophy. It is usually used large and in all-caps for headlines.

Note:

No other versions of Gill Sans should be used.

**Italics should never be used on any Jacuzzi® communications.**

For instances, such as digital communications (i.e. website, email blasts) where Gill Sans is not available the font may be substituted with Verdana.

FOR FULL BRAND GUIDELINES PLEASE VISIT:

<https://jacuzzi.imagerelay.com/fl/3c67ffc0ffc426298705e5c0a3a89b0>