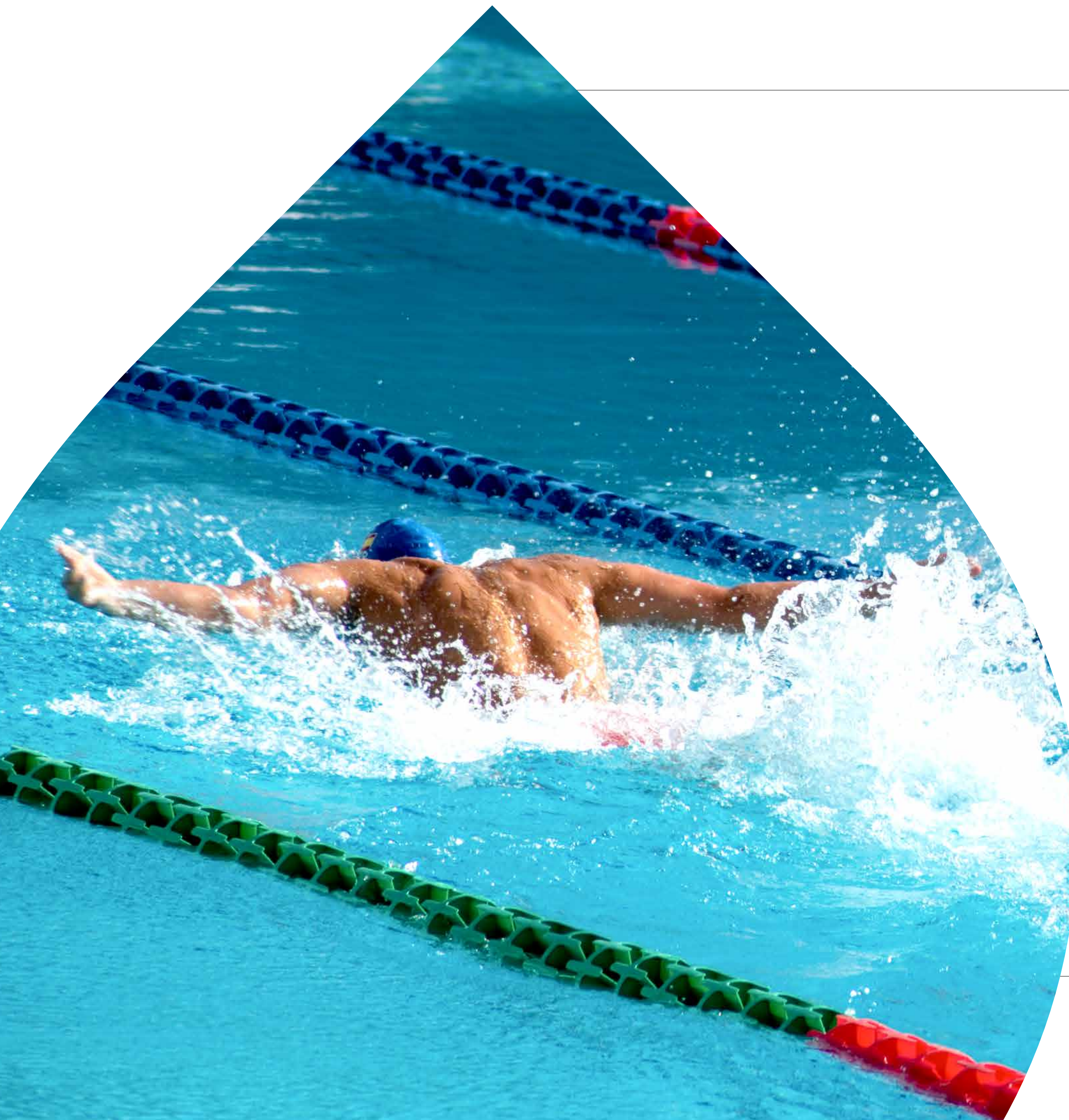


Brand Style Guide

An introduction to our brand.

Learn how to represent Waterlink consistently and effectively.





At Waterlink, we power the commercial aquatic industry by providing dependable, easy-to-use equipment that supports water quality, operational consistency, and long-term performance.

With a focus on quality, automation, and durability, we enable our partners to build better systems by providing the components they can trust to perform day after day.

Our products serve as the foundation for reliable, efficient, and scalable aquatic systems—built to integrate seamlessly into a wide range of facility types and operating environments.



Tone of Voice

Waterlink's tone of voice is shaped by our DNA: **innovation, automation, advanced technology, and first-class equipment**. We communicate with clarity and confidence, reflecting the excellence behind our systems and the precision of our solutions.

Every message should express our commitment to quality, reliability, and forward-thinking design – in a professional and purposeful voice.

We are:

Professional, not corporate

We're experts in our field and speak with authority, but we avoid jargon and speak like real people. We're straightforward, respectful, and to the point.

Confident, not boastful

We stand by our quality and performance, letting facts, results, and product design speak for themselves. We communicate assurance through precision and clarity.

Clear, not generic

Every word should serve a purpose – just like our systems. We avoid vague or fluffy language in favour of sharp, informative communication.

Purposeful, not overengineered

Whether writing for technical specs or customer-facing material, we aim to make the complex simple and the technical useful.



Logo

Applications

The Waterlink logo has been designed for flexibility across various backgrounds and formats. It is available in full-colour, reversed, and stacked variations to ensure clarity and consistency in all contexts.

Primary Logos: To be used on white or light backgrounds for maximum legibility.

Reversed Logos: For use on dark or coloured backgrounds, with the wordmark and symbol in either pure white, or a combination of white and blue, for contrast.

Stacked Logos: For square or vertical formats where space is limited, maintaining brand recognition in compact layouts.

Always ensure clear space and contrast for maximum visibility across print and digital applications.



Primary Logo



Reversed Primary Logo



Stacked Logo



Reversed Stacked Logo

Logo

Applications

Small Application

The minimum size of the Waterlink logo application is 3 cm.

Social Media

For social media icons only, use the symbol with brand name. For favicon, use only the symbol.

Black Logo

When necessary, a black logo can be used.



3cm



Social Media



Favicon



Black Logo

Logo

Clear Zones

Maintaining clear space around the logo is critical to avoid compromising brand visibility.

While the size of the logo will differ in various applications, the proportion of its exclusion zone should always stay the same – as indicated by the width of the symbol.

By strictly applying these rules, the Waterlink brand will always be clear and recognisable.



Logo

Incorrect Use

Visual consistency and clarity are vital to how our brand is communicated to our customers.

As a general rule, do not alter the master logos provided by the marketing team or recreate or apply them in a way that alters the logo.

Shown here are examples of incorrect applications of the logo.



✗ Don't change any of the colours within the logo.



✗ Don't rotate or stretch the logo at any angles other than right angles.



✗ Don't stack or change the logo lockup.



✗ Don't leave off any element of the entire lockup.

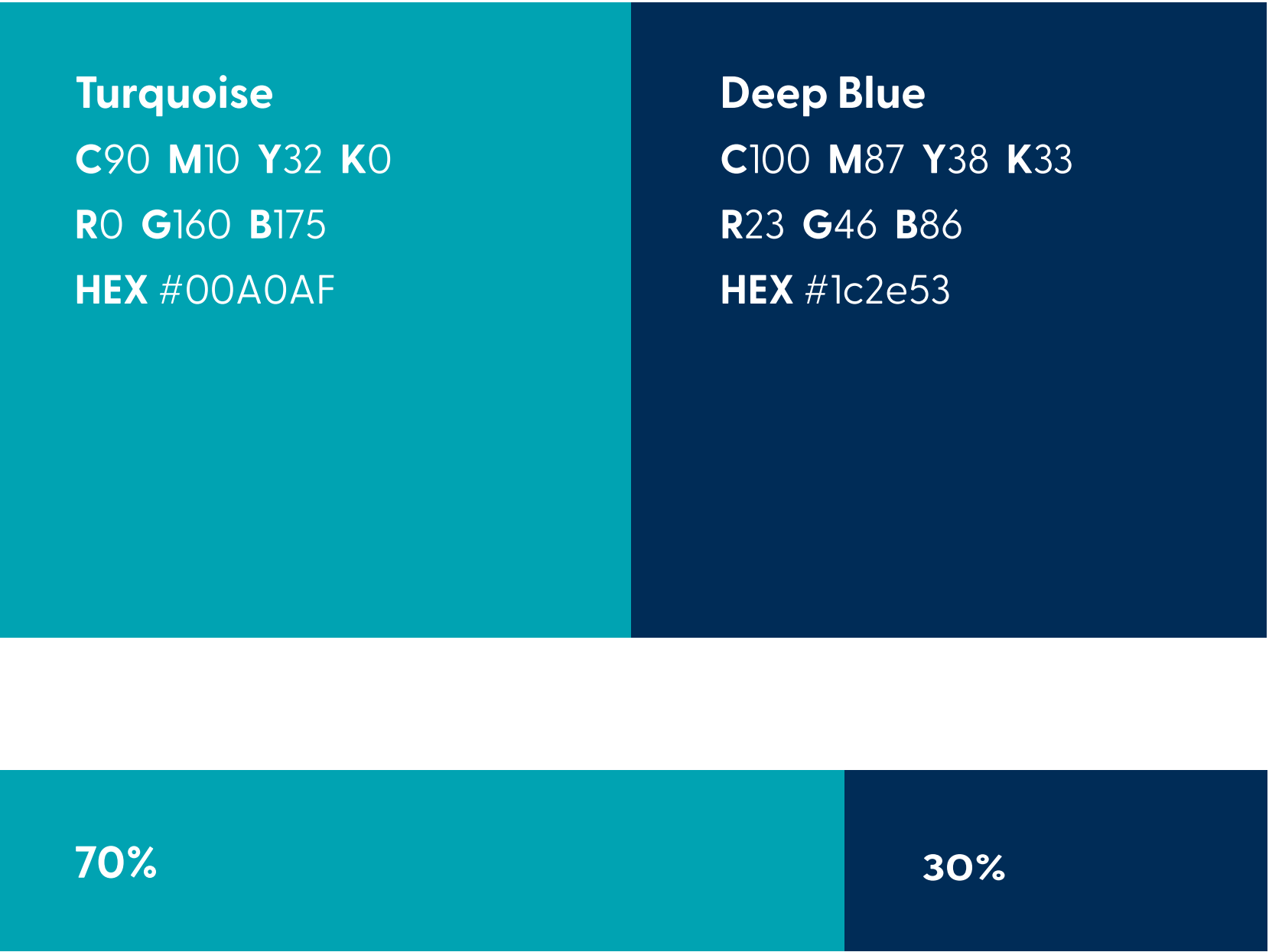
Colour Pallete

Our colour palette is a key element of the Waterlink visual identity, designed to ensure immediate brand recognition across all touchpoints.

Turquoise is our primary brand colour and should be used as the dominant tone wherever possible to establish a strong and consistent visual presence.

When paired with **Deep Blue**, maintain a **70/30 ratio**, favouring Turquoise to reinforce brand ownership while allowing Deep Blue to provide contrast and depth.

Note: This guide provides the approved digital and print values for the brand. However, designers should always consider the specific requirements of each medium. Colour may require adjustment based on material, finish, lighting conditions, and print process to maintain consistency and clarity.



Typography

Primary Font

The Waterlink font family **Greycliff CF** is modern, clean, and easy to read across multiple weights.

Greycliff CF Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Greycliff CF Demi Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Greycliff CF Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Greycliff CF Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Typography

Secondary Fonts

Digital Use:
When Greycliff CF **is unavailable for digital applications, use Poppins**, which is closest in tone and weight. It has a similar geometric structure with rounded shapes but is still clean and modern.

Microsoft Office Use:
When Greycliff CF or Poppins **is not available in Microsoft Word**, PowerPoint, or Excel, use **Calibri** as the secondary fallback typeface. Calibri ensures clarity, simplicity, and screen legibility in everyday documents while maintaining visual alignment with the Waterlink brand system.

Digital Application Only

Poppins Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Poppins Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()**

Microsoft Office Only

Calibri Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Calibri Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()**

Photography

Our photography reflects Waterlink’s DNA: innovation, automation, advanced technology, and first-class equipment. Every image should express precision, confidence, and modernity.

We capture this through:

Bold, dynamic angles that convey movement and technical clarity.

Project photography that highlights real-world applications and high-performance results.

Equipment close-ups that emphasise first-class engineering, quality materials, and excellence.

Lighting, composition, and framing should feel clean, sharp, and purposeful – reflecting the standard we bring to every solution.

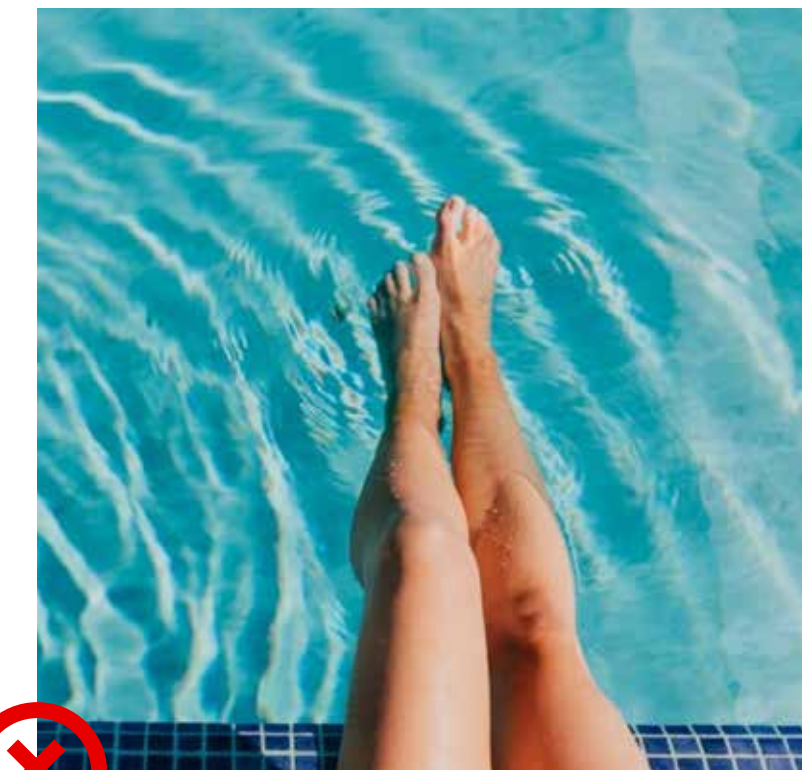
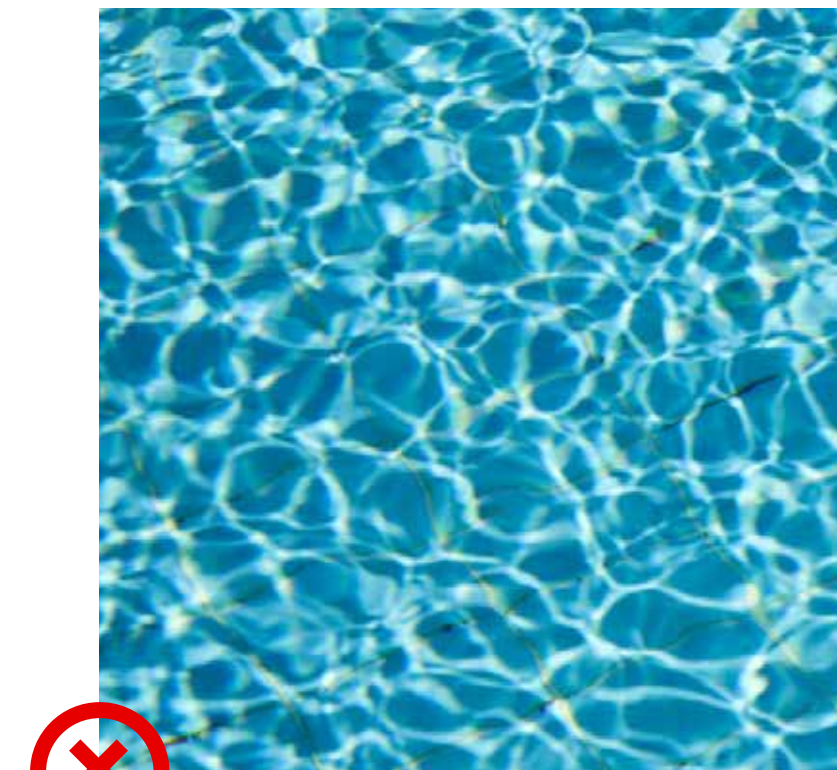
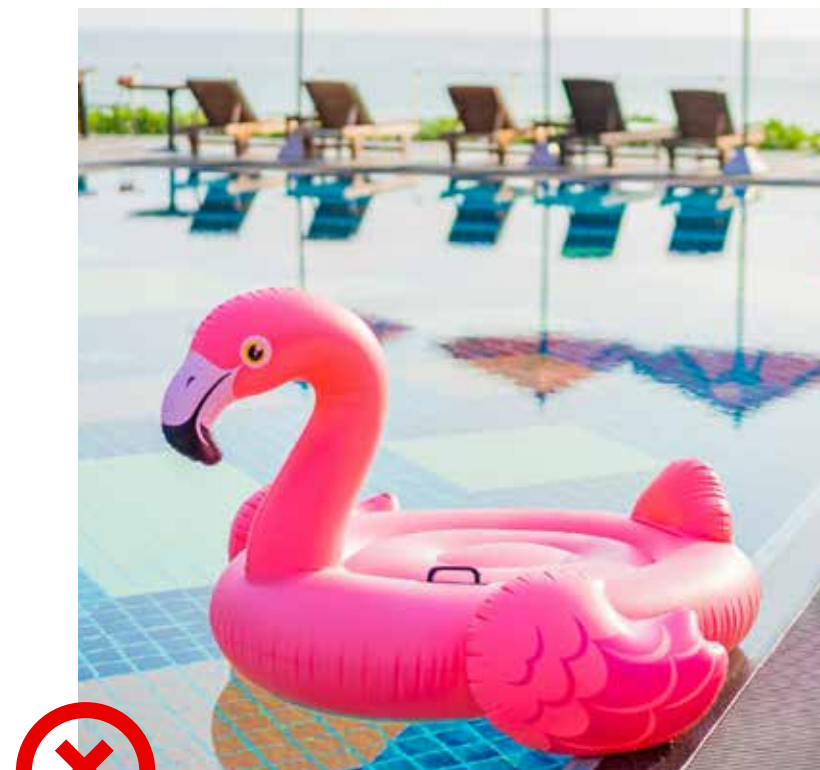
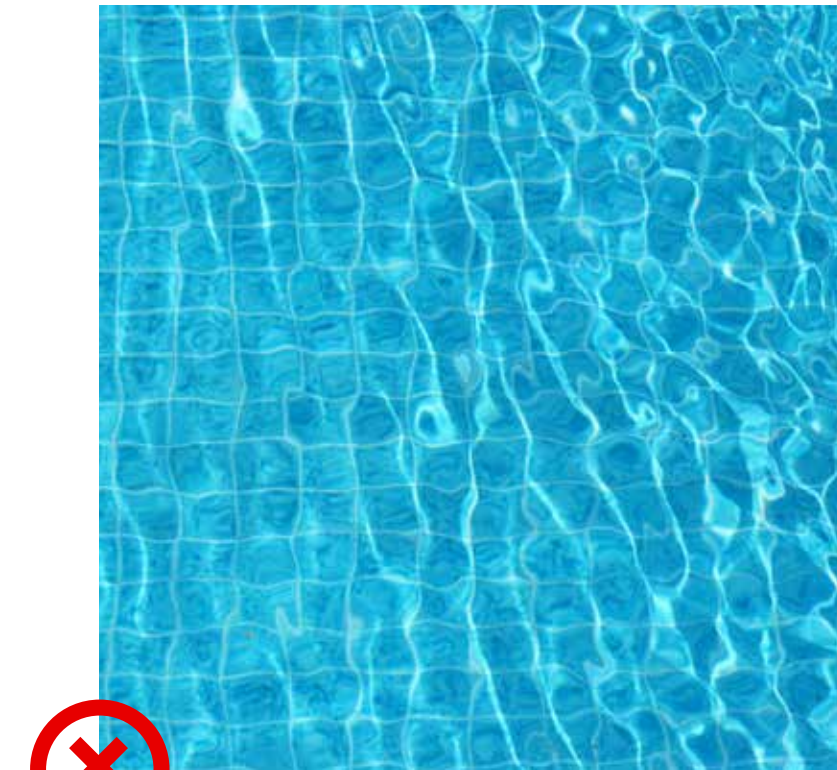


Photography

Avoid using generic or uninspired imagery that dilutes the brand's impact.

This includes overused water textures, clichéd pool close-ups, or photos lacking context or relevance.

Every image should have a purpose – reinforcing Waterlink's leadership in high-performance systems. If the photo doesn't reflect innovation, quality, or real-world application, it doesn't belong in our brand story.



Visual Identity

The following examples demonstrate how the guidelines come to life. As the brand grows, these applications will continue to evolve.



Visual Identity

The following examples demonstrate how the guidelines come to life. As the brand grows, these applications will continue to evolve.





For Waterlink brand enquiries, please contact: marketing@waterlink.com