

# BRAND GUIDELINES

# 01. INTRODUCTION

Here at Portable Spas we want to make the luxury of spa pools more accessible, we're about the everyday Kiwi and bringing a touch of paradise to them. To be able to do this we must have aligned design that radiates luxury while still advertising accessibility. We do this through tried and true design, clean colour palettes, treated imagery, strong logo and a versatile font selection. This document will provide you with the necessary information on how to utilise each of these aspects to truly capture Portable Spas through design.

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01. TONE OF VOICE

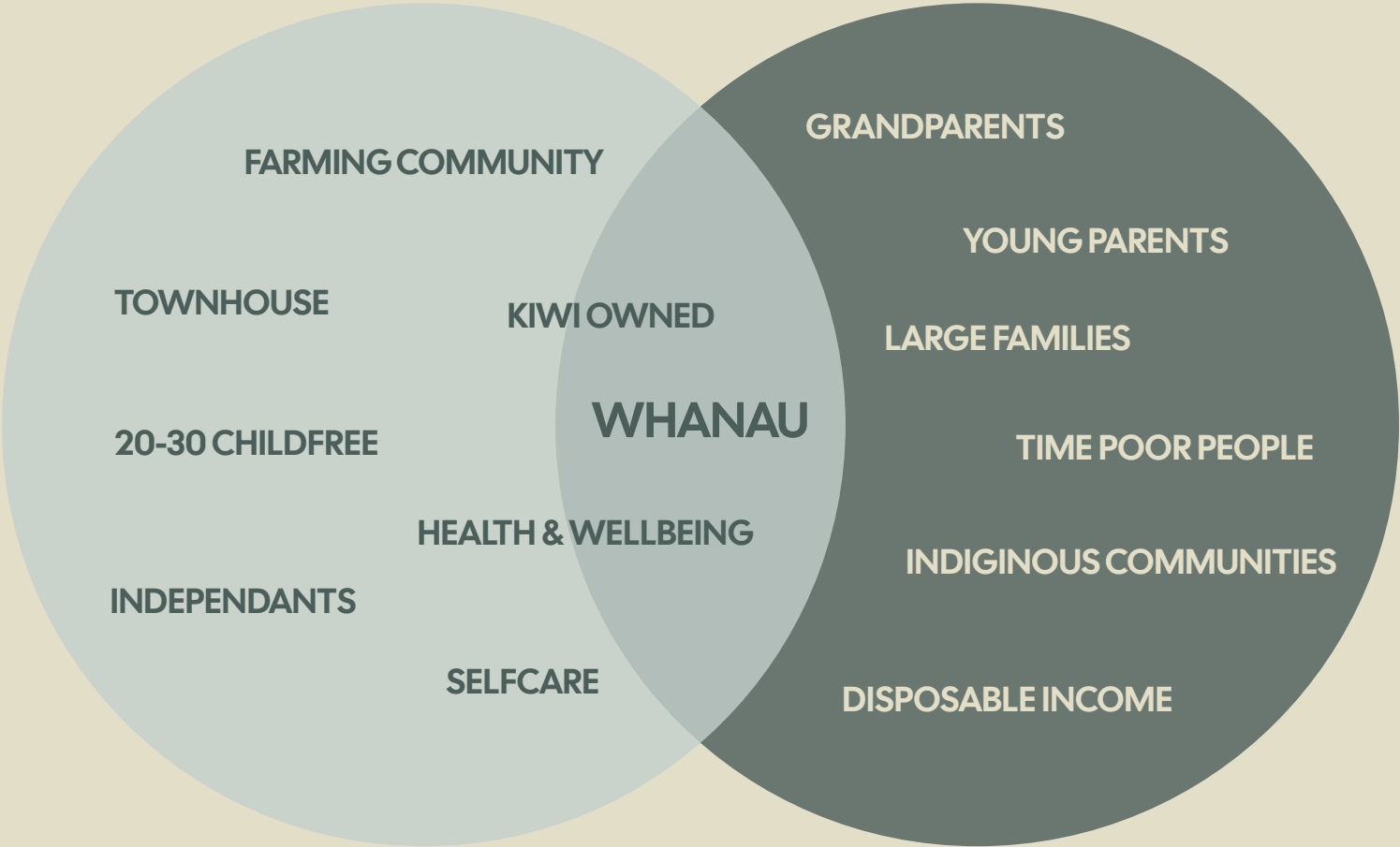
02. LOGO

03. COLOURS

04. FONTS

05. IMAGERY

06. CONTACT



## AGE: 20-30

singles

young parents

flat students

young couples

aspiring farmers

active health

budget

stylish

## AGE: 30-50

young families

first home buyers

dual income

health-focused

time poor

quality time

routines

low maintenance

## AGE: 50-70+

empty nesters

retirees

health-focused

grandparents

semi-rural

local support

trustworthy

injury care

## 1. EDUCATIONAL, BUT NEVER DRY

We aim to inform without overwhelming. Our tone should make people feel empowered and in the know, not confused by jargon. Explain features and benefits clearly, with real-world context.

Instead of: “2200W PTC heaters intelligently allocate power...” | Try: “Our heating system keeps your water warm, even while the bubbles are going”

## 2. APPROACHABLE & DOWN-TO-EARTH

We’re not selling luxury to the elite. We’re helping real Kiwis bring spa living home, whether they live in a townhouse or on a rural block. Keep the tone casual, human, and friendly, like a helpful mate who happens to know a lot about spas.

Use contractions, plain English, and relatable phrasing. Avoid sounding too corporate or scripted.

## 3. KIWI WIT WITH A DASH OF CRAZY

What sets us apart? A touch of playful Kiwi humour, a wink, a pun, or a moment of unexpected fun. Whether it’s a pun in a headline or a cheeky comment in a caption, we’re not afraid to have a bit of fun with our audience.

Examples:

“Bubbles first, questions later.” “Forget the crane, your deck’s got this.”

Keep it light, but not slapstick. The humour should feel clever, not cringey.

## 4. REAL, NOT OVERSTYLED

When we “bring the brand back” to a more relatable space, our tone should follow suit. Avoid over-inflated language or unrealistic promises. We’re here to remove the barriers, whether that’s price, complexity, or space, and our words should reflect that.

Tone Checklist

- Does it teach without preaching?
- Does it sound like a real person wrote it?
- Would your neighbour or your cousin relate to it?
- Is there a smile or spark of humour somewhere?

**FORMAL**



**CASUAL**

**COLD**



**WARM**

**SERIOUS**



**PLAYFUL**

**CORPORATE**



**FRIENDLY**

**COMPLEX**



**SIMPLE**

**INDEPENDANT**



**FAMILY**



# 02. LOGOS

Our logo is at the heart of our brand. It serves as our primary identifier and plays a crucial role in our overall visual identity.

Please make sure you are always using the most relevant version of our logo.

Wordmark.

**PORTABLE SPAS**  
*New Zealand*

Monogram.

**PS**  
*NZ*

Wordmark.

**PORTABLE SPAS**  
*New Zealand*

Monogram.

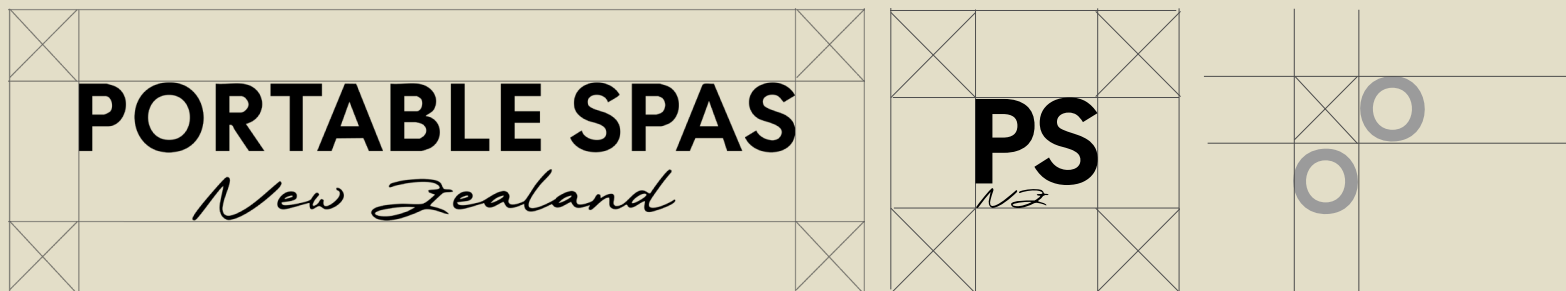
**PS**  
*NZ*



# 02. CLEAR SPACE

Our clearspace is categorised by the 'O' in our logo a clear and stable anchor for all platforms.

It is important to adhere to this clearspace to avoid making the logo look cluttered and suffocated.



**PORTABLE SPAS**  
*New Zealand*

**PORTABLE SPAS**  
*New Zealand*

**PORTABLE SPAS**  
*New Zealand*

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*New Zealand*

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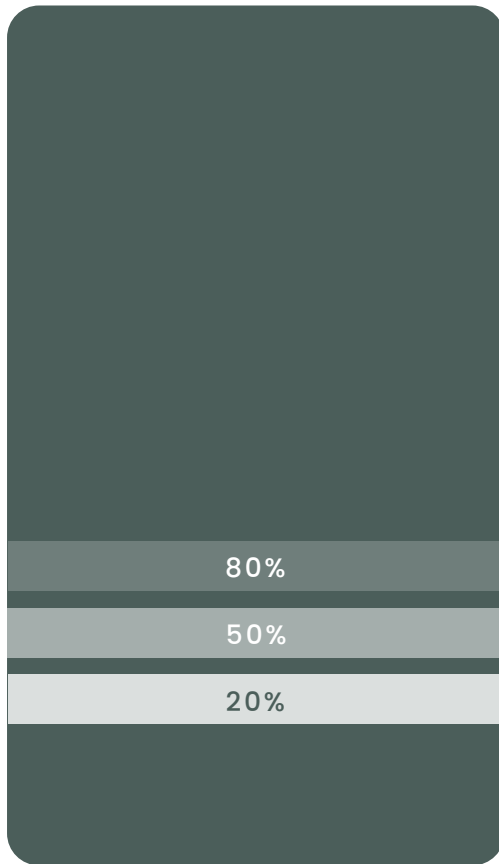
PORTABLE SPAS  
*New Zealand*

PORTABLE SPAS  
*New Zealand*

PORTABLE SPAS  
*New Zealand*

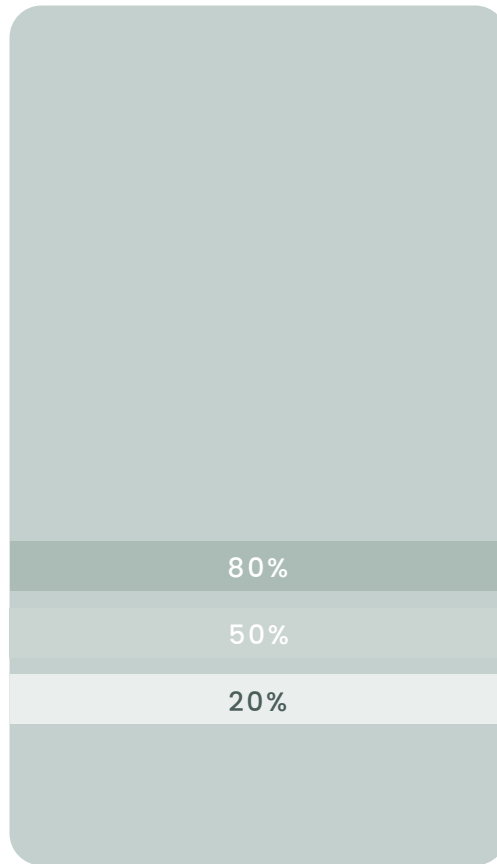
# 03. COLOURS

Our colours are another important recognisable aspect of our brand. It is crucial to maintain them, and their consistency is vital to the brand's cohesion.



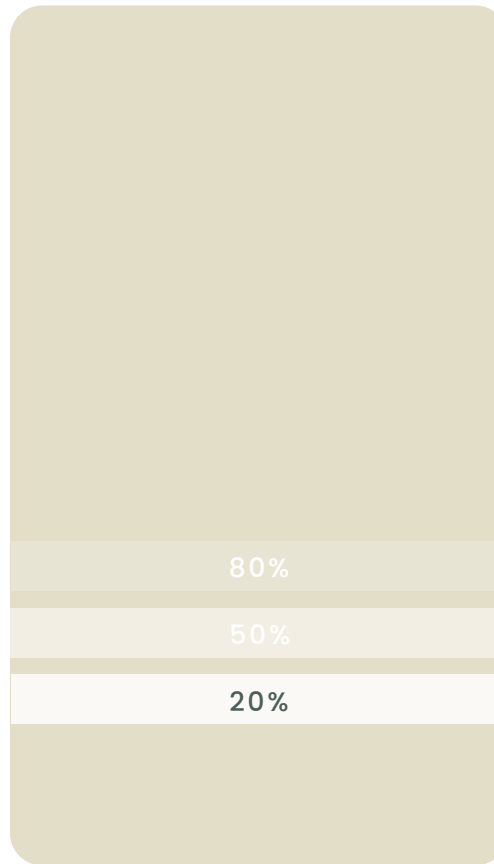
*Silvertide*

HEX: #4B5E5A  
RGB: 75, 94, 90



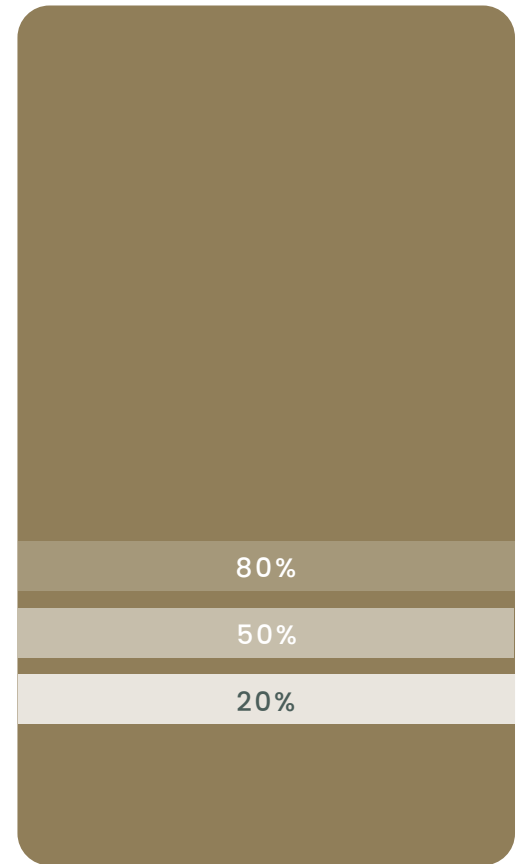
*Tidemist*

HEX: #C4D0CD  
RGB: 150, 170, 164



*Linen*

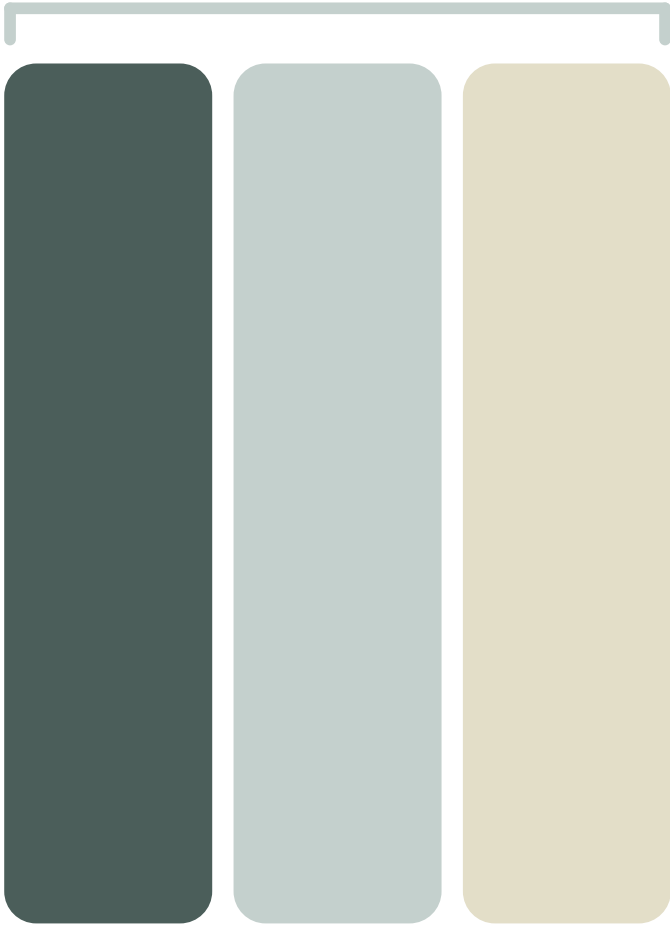
HEX: #E3DEC8  
RGB: 227, 222, 200



*Soilstone*

HEX: #907E59  
RGB: 144, 126, 84

PRIMARY



**Silvertide**

HEX: #907E59

**Tidemist**

HEX: #C4D0CD

**Linen**

HEX: #E3DEC8

SECONDARY



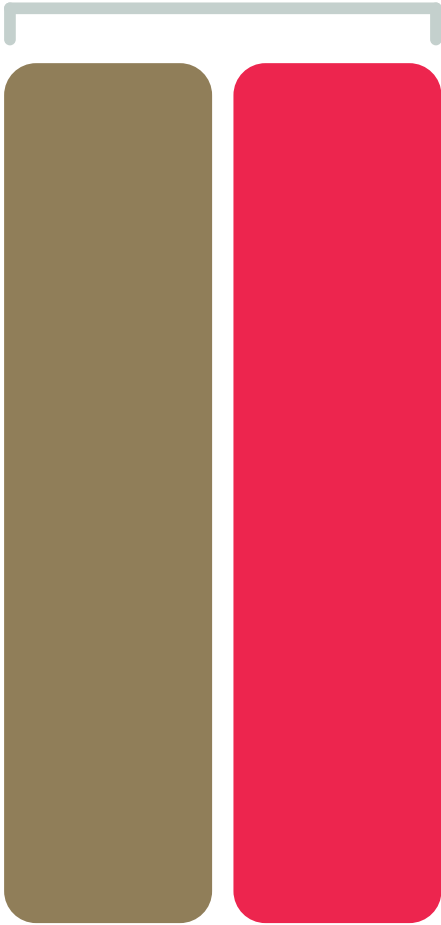
**Black**

HEX: #000000

**White**

HEX: #FFFFFF

ADDITIONAL



**Soilstone**

HEX: #907E59

**Watermelon**

HEX: #ED254E

# 03. BRAND COLOUR

Silvertide is the perfect balance of aquatic elegance and grounded calm. Diverse by nature and effortlessly adaptable, it delivers a sense of approachable sophistication. This soft-toned blue-grey evokes feelings of clarity, freshness, and quiet energy, like an early morning tide pulling in light and life. Ideal for spaces that need a subtle lift, Silvertide is understated but never forgettable.

Elegance

Aquatic

Calm

Nature

Clarity



## BRAND COLOUR

HEX: #4B5E5A  
RGB: 75, 94, 90



# 04. TYPOGRAPHY

Our font is a direct representation of our brand, clean, modern and aspirational.

The fonts we use provide a clear reading experience while offering the flexibility to be more creative with design.

Font: CAL SANS

**Aa Bb Cc**

UPPERCASE

**ABCDEFGHIJKLMN  
OPQRSTUVWXYZ**

LOWERCASE

**abcdefghijklmnop  
qrstuvwxyz**

NUMBERS & EXTRA

**1234567890!?**





# SECONDARY FONT

Our font is a direct representation of our brand, clean, modern and aspirational.

The fonts we use provide a clear reading experience while offering the flexibility to be more creative with design.

Font: MAYONICE

Aa Bb Cc

UPPERCASE

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

LOWERCASE

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

NUMBERS & EXTRA

1 2 3 4 5 6 7 8 9 0 ! ?



# BODY FONT

Our font is a direct representation of our brand, clean, modern and aspirational.

The fonts we use provide a clear reading experience while offering the flexibility to be more creative with design.

Font: MAYONICE

Aa Bb Cc

UPPERCASE

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

LOWERCASE

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

NUMBERS & EXTRA

1 2 3 4 5 6 7 8 9 0 ! ?



**H1 | FONT** CAL SANS  
size 50pts

---

HELLO.

**H2 | FONT** CAL SANS  
size 30pts

---

welcome to

**H3 | FONT** MAYONICE  
size 30pts

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*Portable Spas*

**BODY TEXT** POPPINS  
size 11pts

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Discover your new Portable Spas, easy, accessible,  
perfect for everyday relaxation



# 05. IMAGERY

The imagery associated with Portable Spas should feel warm, inviting and grounded in reality, while still maintaining a sense of aspiration and quality. We want customer to see our spas and think "I could have that" not just dream of it.



# 06. ICONOGRAPHY

The iconography for Portable Spas adds a touch of visual intrigue to the brands visual language, enhancing its overall message of Portable Spas. These icons are versatile and can be used across a range of materials, creating a cohesive and memorable brand experience







# 07. APPLICATION

The Portable Spas brand application encompasses a wide range of materials and platforms to bring the brand to life and connect with its audience effectively. It reflects the brands aspirational and fresh identity across various touchpoints, ensuring a cohesive and delightful brand experience.









# THANK YOU