

Brand guidelines



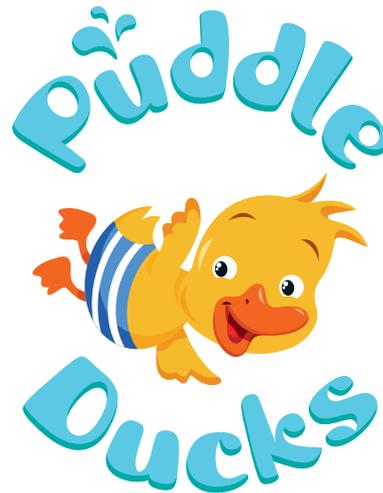
Our name and logo

Our name is Puddle Ducks and must always be spelled as such. Not Puddleducks or Puddle ducks or Puddle duck's.

When using the brand name in the possessive e.g. 'That's the Puddle Ducks' difference', the apostrophe must appear after the 's' – if you are unsure whether you are using this correctly or not, please ask at Duck HQ.

Full copyright for the Puddle Ducks logo is registered with the UK Copyright Service. Any infringement of this copyright by third parties can be legally challenged. In addition to this, the copyright for all images we use belongs to the individual who took the pictures (unless copyright has been signed over) so please always ensure you have permission to use the images you want. NB all the images on Google Drive and Canva are approved for general use by Puddle Ducks Franchising Ltd. and the Puddle Ducks Local Teams.

1. Full colour logo



2. Full colour reversed out logo



These are our primary logos and should be used wherever possible.

To create extra stand-out for the logo, you can use the reversed out version within a circle to draw extra focus and help it jump off the page. Please see pages 45-48 for examples of use.

Our name and logo

3. Flat colour logo



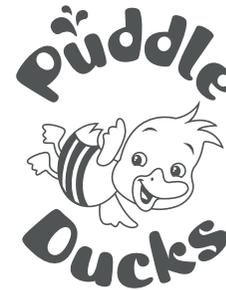
To be used when the printing techniques aren't sophisticated enough to reproduce the drop shadow on the Full Colour logo.

If you're unsure which logo to use, please contact the marketing team. Details on page 2.

4. Single colour logos



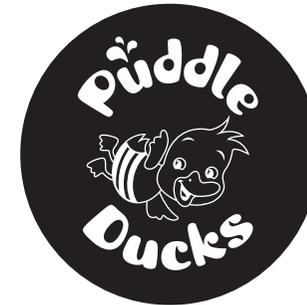
C:60 M:0 Y:14 K:0



C:59 M:49 Y:48 K:40

To be used when you are only able to print with one colour.

5. Reversed single colour logo

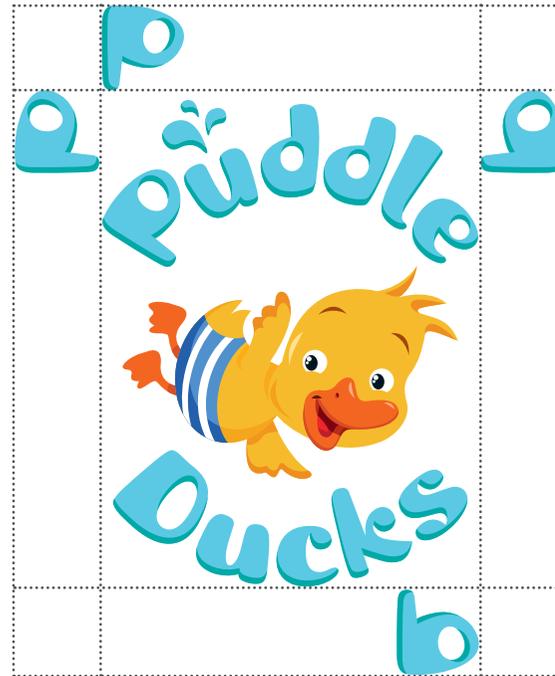


To be used when you are only able to print in black or white (for example on a partner promotion or over photography).

Exclusion zone

The exclusion zone prevents other graphic elements interfering with the Puddle Ducks logo. Maximise the space around the identity where possible.

Use your judgement, but if unsure use the height of the 'P' in Puddle Ducks to create a guide.

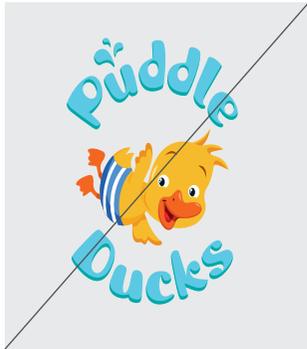


Dos and don'ts

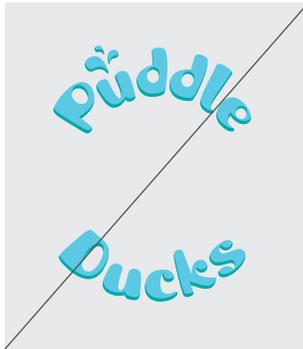
Do not reproduce the logo in a tint. It should be printed in solid colours only.



The logo should not be stretched or distorted.



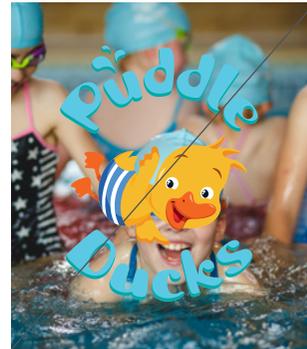
The logo should not be used without our Puddle the Duck.



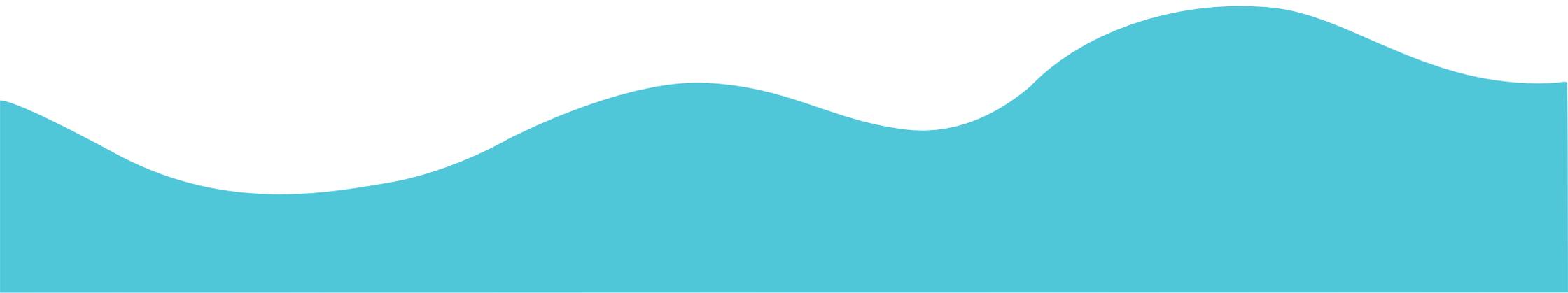
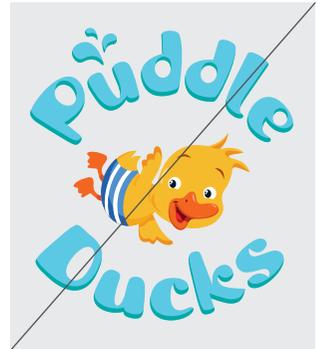
Do not use different colours on the logo.



Don't place the logo over busy photography.



Don't change the size of any of the elements of the logo.



Fonts

Header font

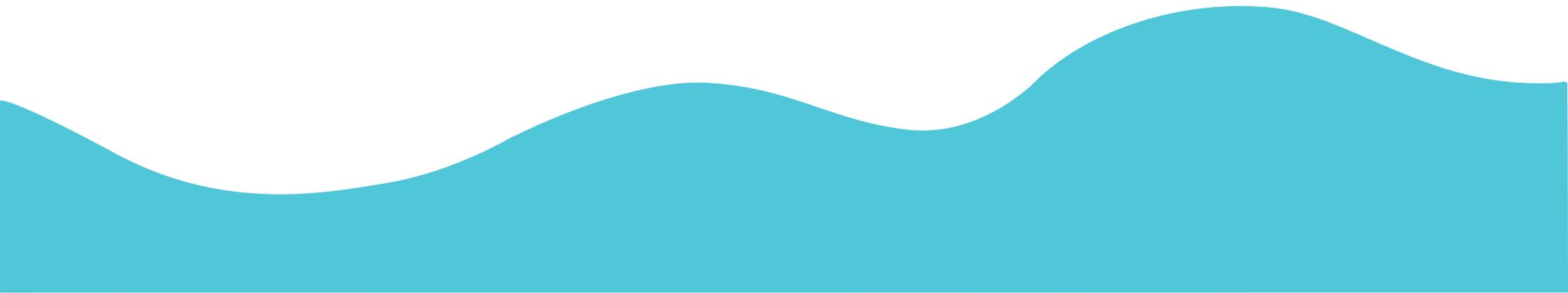
This should be used
for headlines and
promotional messages.

Mechanical Pencil

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890 &!£\$@%* (.,;:)



Fonts

Body copy font

This should be used for all body copy and corporate communications.

Calibri Regular

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 &!£\$@%*(.,;:)

Calibri Bold

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 &!£\$@%*(.,;:)

Calibri Italic

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 &!£\$@%(.,;:)*

Calibri Bold Italic

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 &!£\$@%*(.,;:)



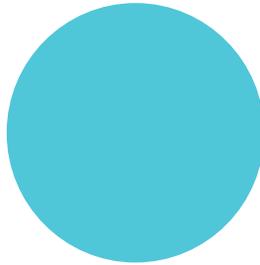
primary colour palette

Primary colours

Puddle Blue is our primary colour along with the yellow, green and pink of our programme colours. When promoting a specific programme, you must use the appropriate colour (so green for Swim Academy).

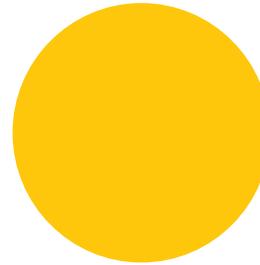
For generic materials, you can use these colours as a secondary colour to highlight information. However, it must never over-shadow our Puddle Blue.

Primary colour

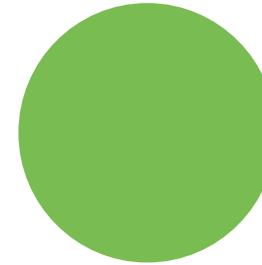


Puddle Blue
Pantone: P3115C
C:60 M:0 Y:14 K:0

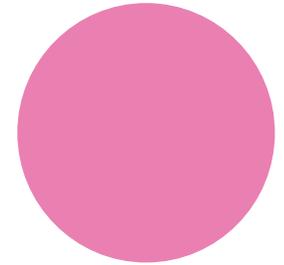
Secondary and programme colours



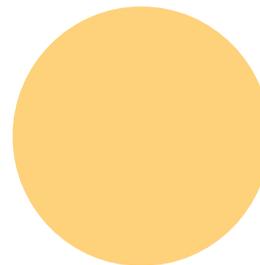
**Baby and Pre-school
Primary Yellow**
Pantone: P142C
C:0 M:22 Y:100 K:0



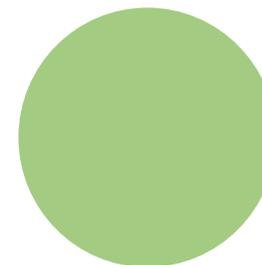
**Swim Academy
Primary Green**
Pantone: P369C
C:57 M:4 Y:90 K:0



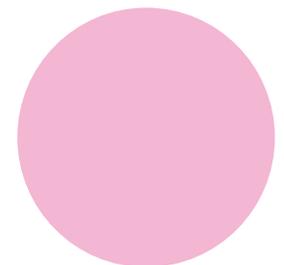
**Aquanatal
Primary Pink**
Pantone: P218C
C:3 M:63 Y:0 K:0



**Baby and Pre-school
Secondary Yellow**
C:0 M:18 Y:60 K:0



**Swim Academy
Secondary Green**
C:39 M:3 Y:63 K:0



**Aquanatal
Secondary Pink**
C:1 M:35 Y:0 K:0

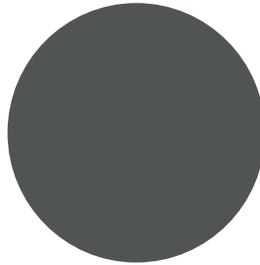
Supporting colour palette

Supporting colours

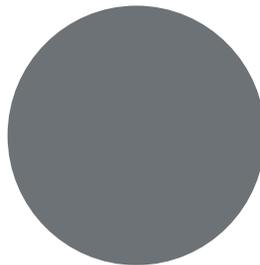
Please use the grey palette for body copy.

Our retail colour palette can be used during promotions online or via email.

Text colour

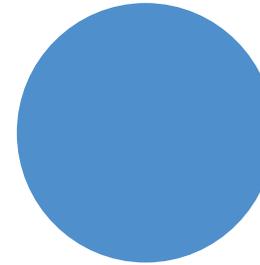


Dark Grey
C:59 M:49 Y:48 K:40

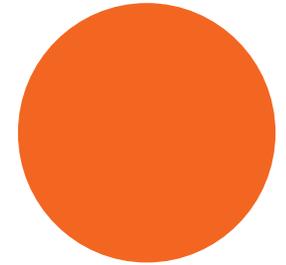


Medium Grey
C:53 M:42 Y:39 K:23

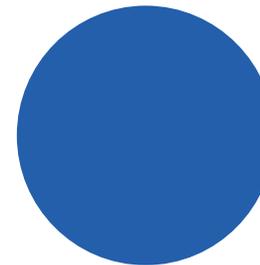
Retail colours



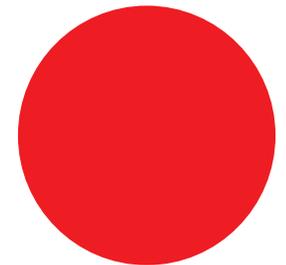
Retail Blue
Pantone: P7688C
C:68 M:34 Y:0 K:0



Retail Promotion Orange
C:0 M:74 Y:100 K:0



Retail Secondary Blue
C:90 M:66 Y:0 K:2



Retail Sale Red
C:0 M:100 Y:100 K:0

Examples

Teacher recruitment ads

Your chance to do the best job in the world!

Have you ever thought about a career teaching babies and children to swim?

We are one of the only swim schools to provide our own comprehensive, teacher training package, giving you confidence that your service is unbeatable in the market.

That's the Puddle Ducks' difference.

puddleducks.com

"This job is the most rewarding I have ever had. Every day you teach brings a new high and a new level of understanding and skill."

KERRIE MCMANUS
PUDDLE DUCKS
SWIMMING TEACHER

We have part-time roles now available in XXXXXXXXXXXXXXXX. No previous experience required.

Please contact XXXXXXXXXXXX on XXXXXXXXXXXX to start your Puddle Ducks career today!

Your chance to do the best job in the world!

Have you ever thought about a career teaching babies and children to swim?

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Please contact XXXXXXXXXXXX on XXXXXXXXXXXX to start your Puddle Ducks career today!

Portsmouth and Southampton

Swimming teacher vacancy in your area

To succeed you have to stand out.

We are one of the only swim schools to provide our own comprehensive, teacher training package, giving you confidence that your service is unbeatable in the market.

That's the Puddle Ducks' difference.

puddleducks.com

"The job is amazing. I love every part of it. I never imagine doing anything else."

KERRIE MCMANUS
PUDDLE DUCKS
SWIMMING TEACHER

We have part-time roles now available in XXXXXXXXXXXXXXXX. No previous experience required.

Please contact XXXXXXXXXXXX on XXXXXXXXXXXX to start your Puddle Ducks career today!

Portsmouth and Southampton

Swimming teacher vacancy in your area

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"The job is amazing. I love every part of it. I never imagine doing anything else."

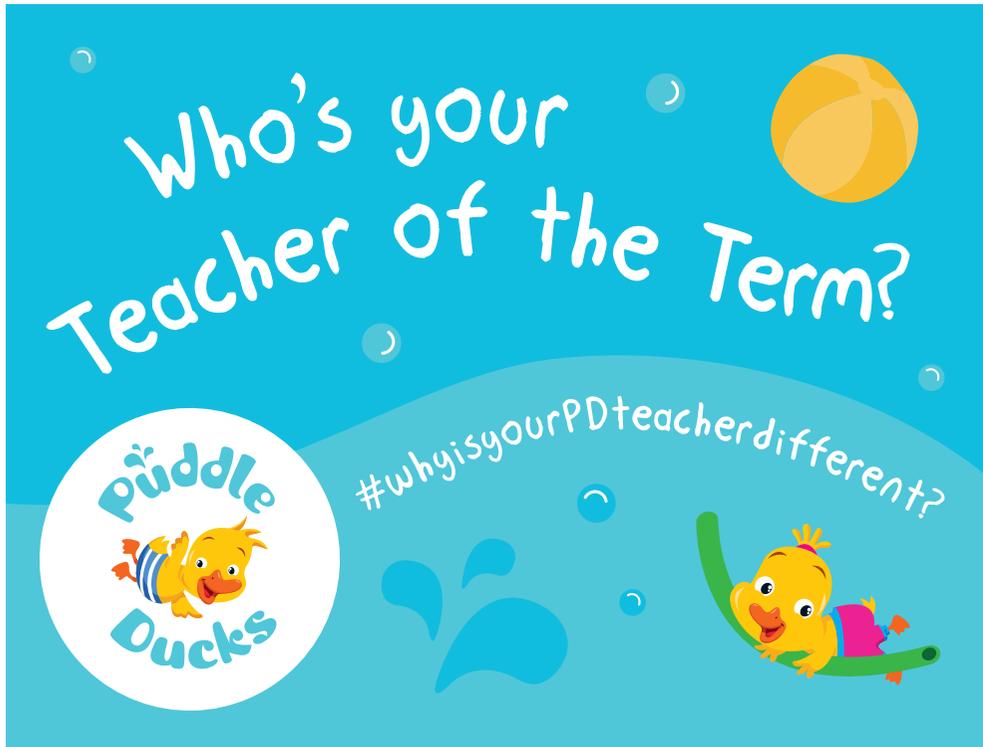
KERRIE MCMANUS
PUDDLE DUCKS
SWIMMING TEACHER

We have part-time roles now available in XXXXXXXXXXXXXXXX. No previous experience required.

Please contact XXXXXXXXXXXX on XXXXXXXXXXXX to start your Puddle Ducks career today!

Examples

Teacher recruitment ads



Examples

Car livery

