

Raley's Pools — Core Logo / Identity Board

POOLS BRING
PEOPLE TO A
BETTER PLACE

PRIMARY ICON



AUTHORITATIVE LOGO ICON
USE EXACTLY AS PROVIDED

VERTICAL LOCKUP



HORIZONTAL LOCKUP



LOGO VARIATIONS



FULL COLOR

BLACK

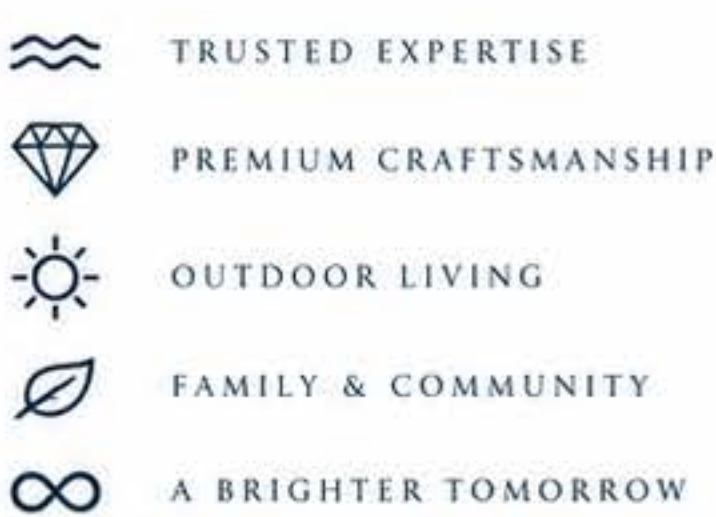
REVERSED

GRAYSCALE

COLOR PALETTE



BRAND ATTRIBUTES



APPLICATION MOCKUPS



QUALITY POOLS. BRIGHTER DAYS.

PRIMARY ICON



STRENGTH MEETS POSSIBILITY

PRIMARY LOCKUP (VERTICAL)



CUSTOM POOLS FOR A BRIGHTER TOMORROW

HORIZONTAL LOCKUP



EXCEPTIONAL POOLS. EXTRAORDINARY LIVING.

ICON VARIATIONS



FULL COLOR
PRIMARY USE



BLACK
ONE COLOR



WHITE / REVERSED
DARK BACKGROUNDS



GRAYSCALE
ALTERNATIVE USE

COLOR PALETTE



DEEP
NAVY
#0E2A3B



POOL
TEAL
#2F8EAB



STONE
#C9C1B6



IVORY
#F8F6F1

BRAND ATTRIBUTES

TIMELESS
PREMIUM
ARCHITECTURAL
APPROACHABLE
BUILT FOR REAL LIFE

OUTDOOR LIVING, ELEVATED.





APPROVED LOGO ICON
(USE EXACTLY AS SHOWN)

Raley's Pools

POOLS FOR A BRIGHTER TOMORROW



MANDATORY NAVY SWOOP DETAIL
(USE EXACT SHAPE AS SHOWN)



PICKUP TRUCK — SIDE VIEW



PICKUP TRUCK — REAR VIEW



SERVICE VAN — SIDE VIEW



TRAILER — REAR VIEW

CLEANER
POOLS
BRIGHTER
TOMORROWS

-  POOLS
-  SPAS
-  SERVICE
-  RENOVATION



DOOR LOGO DETAIL



WAVE GRAPHICS DETAIL



UNIFORM DETAIL



BRAND COLORS



Raley's Pools

APPAREL / WORKWEAR

PEOPLE / POOLS / A HIGHER STANDARD

BUILT
FOR A
BRIGHTER
TOMORROW

—
QUALITY
PEOPLE
COMMUNITY



PERFORMANCE POLO

BREATHABLE. PROFESSIONAL.
ALL DAY COMFORT.



WORK SHIRT

DURABLE. DEPENDABLE.
JOB READY.



LIGHTWEIGHT JACKET

VERSATILE PROTECTION
ON THE MOVE.



HOODIE

COMFORT THAT WORKS
AS HARD AS YOU DO.



T-SHIRT

EVERYDAY COMFORT.
ALWAYS REPRESENT.

HATS

SAME ICON. EVERYWHERE.



TRUCKER HAT

CLASSIC STYLE.
BUILT TO WORK.



DAD HAT

LAID-BACK LOOK.
LASTING QUALITY.



FLEXFIT HAT

CLEAN. MODERN.
ON & OFF THE JOB.



BEANIE

WARMTH WHERE
IT MATTERS.

DETAILS

PREMIUM EXECUTION.



EMBROIDERY DETAIL

CLEAN STITCHING.
LASTING IMPRESSION.



PRINT DETAIL

CRISP. BOLD. TRUE TO BRAND.

MORE
THAN POOLS

—
PEOPLE PLACES POSSIBILITY



NAVY
#0F2D45



TEAL
#1B8E45



STONE
#D7D2C6



IVORY
#FAF9F4

Same Standard.
Everywhere You Go.

4. Signage

A STRONGER PRESENCE
FOR A BRIGHTER TOMORROW

Our signage brings the Raley's Pools brand to life in the real world — bold, refined, and unmistakable. From the street to the job site, every sign reflects our commitment to quality, craftsmanship and the exceptional outdoor experiences we create.

POOLS | PEOPLE | POSSIBILITY



APPROVED MASTER LOGO
Use exactly as shown.



LOGO DETAIL (MANDATORY)
This exact navy swoosh must appear on every instance of the logo.



BUILDING SIGN
Elevated and unmistakable.



DIMENSIONAL WALL SIGN
Depth. Detail. Distinction.



YARD / JOB-SITE SIGN
Our work speaks for itself.



WAYFINDING / SITE MARKER
Clear direction. A cohesive experience.

5. Print Collateral

RALEY'S POOLS

EXCEPTIONAL POOLS. A BRIGHTER TOMORROW.

A cohesive, refined print system that brings the Raley's Pools brand to life — elegant, modern, and built on a foundation of trust, craftsmanship and lasting beauty.



RALEY'S POOLS

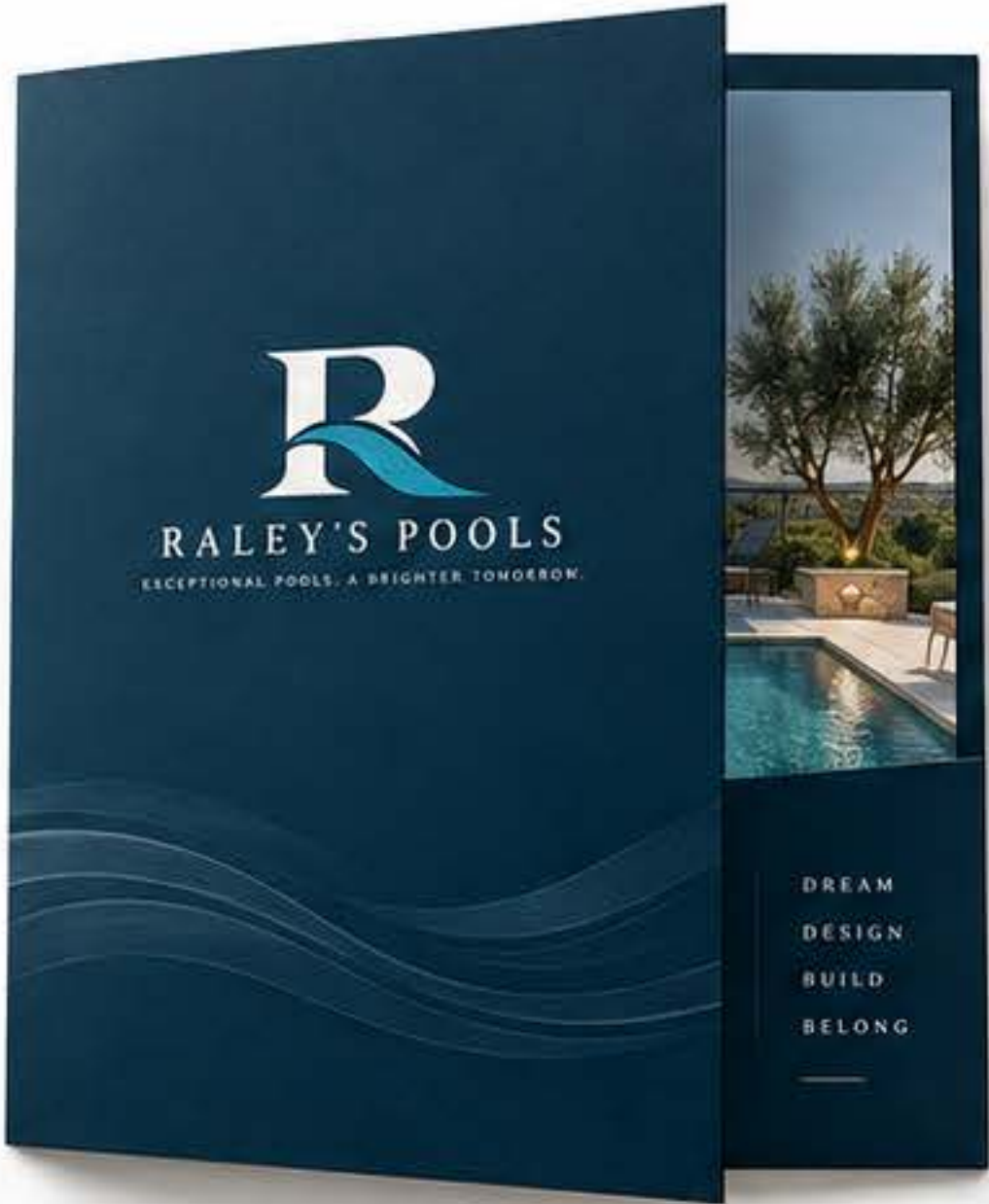
EXCEPTIONAL POOLS. A BRIGHTER TOMORROW.



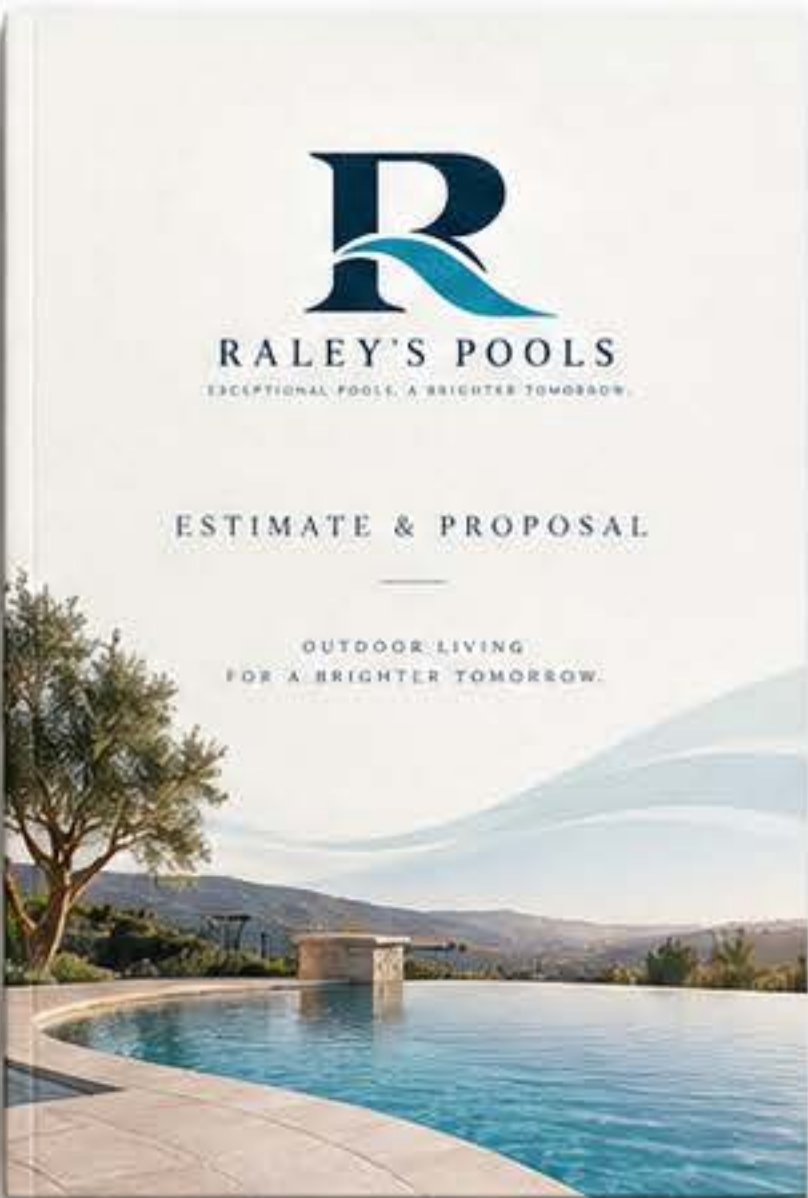
MANDATORY DETAIL
The small downward navy swoop under the bowl of the R is a required element on every logo instance.



BUSINESS CARDS
A lasting first impression.



PROPOSAL FOLDER
A premium experience from the first meeting.



ESTIMATE / PROPOSAL COVER
Where vision meets possibility.



LETTERHEAD
Professional, consistent, unmistakably Raley's.



PRINT DETAIL
Texture. Depth. Distinction.



LOGO DETAIL (REQUIRED)
The signature swoop, every time.



BRAND ELEMENT
Subtle waves. Lasting impact.



NAVY
#0B2D45

TRUST
DEPTH
CRAFTSMANSHIP



POOL TEAL
#1B9BB6

LIFE
MOVEMENT
POSSIBILITIES



STONE
#C9C1B6

BALANCE
NATURAL
TIMELESS



IVORY
#F8F7F2

CLEAN
PREMIUM
APPROACHABLE

MORE
THAN POOLS

A brighter
tomorrow.

6. Digital / Social

BEAUTIFUL POOLS. A BRIGHTER WAY OF LIFE.

FACEBOOK COVER



DEEP NAVY
#0B2D42



POOL TEAL
#1E8FB4



STONE
#E6E1D9



IVORY
#FAF9F5

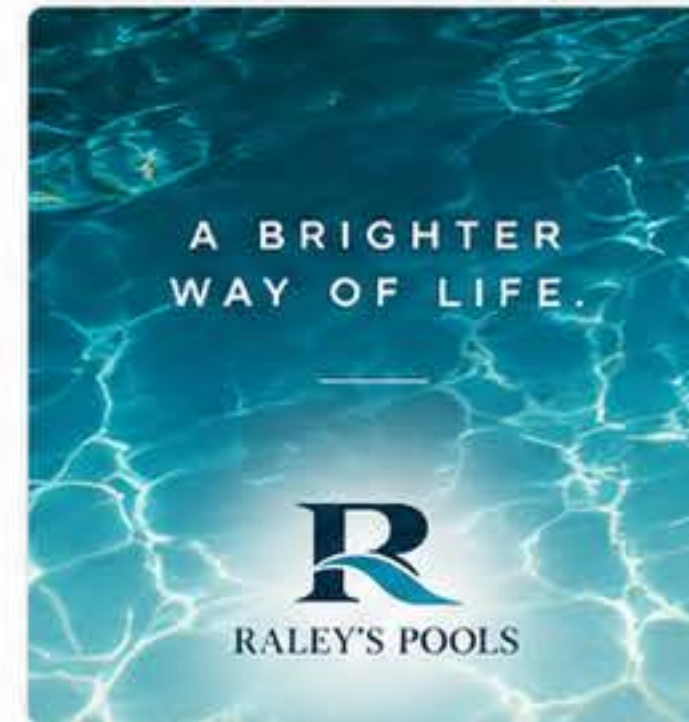
PROFILE ICON



*Same
Standard.
Everywhere.*

ONE LOGO.
A STRONGER BRAND.

INSTAGRAM POSTS (EXAMPLES)



WEBSITE HEADER



MOBILE SOCIAL PREVIEW



*Consistent
by Design.*

FROM SCROLL TO SITE,
RALEY'S POOLS SHOWS
UP WITH PURPOSE —
A COHESIVE BRAND EXPERIENCE
THAT BUILDS TRUST
AND INSPIRES DREAMS.

POOLS BRING PEOPLE TOGETHER.

THAT'S A BRIGHTER TOMORROW.

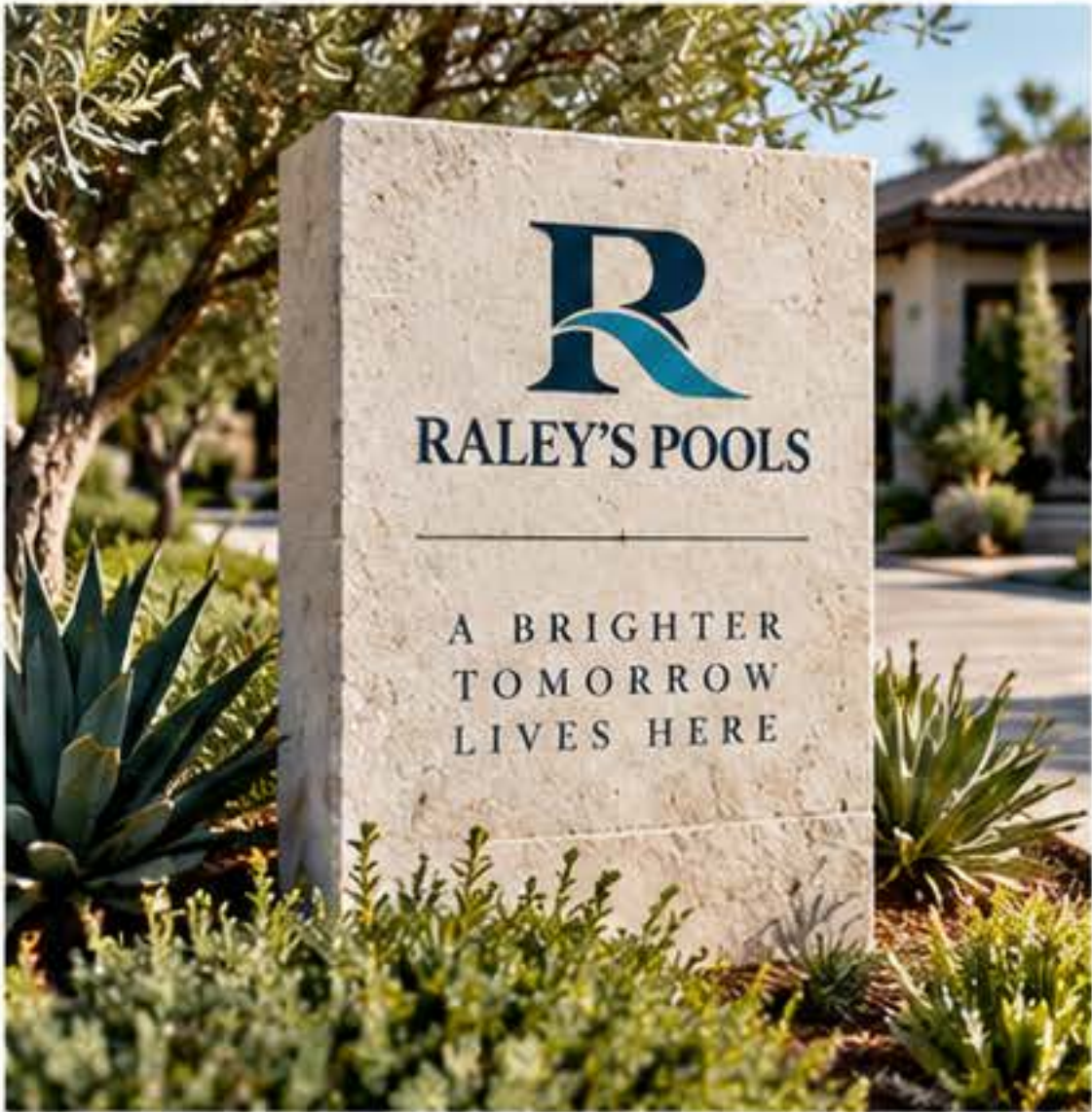


SIGNATURE DETAIL

The distinctive navy swoop under the bowl of the R is a mandatory element on every logo instance.



EXTRAORDINARY
POOLS.
BETTER
LIVING.



DEEP NAVY
TRUST



POOL TEAL
LIFE



STONE
NATURAL BEAUTY



IVORY
EVERYDAY LUXURY

SPACES
THAT BRING
PEOPLE TOGETHER.

Thoughtfully designed pools. Beautifully built environments. A brighter tomorrow.



PEOPLE
PLACES
POSSIBILITIES



MANDATORY LOGO DETAIL
The short downward navy swoop under the bowl of the R is a required element on every logo instance.

BRAND ELEMENTS

A NATURAL BALANCE OF WATER, NATURE AND ARCHITECTURE.



WAVE BAND
Flow, Movement, Possibility



TOPOGRAPHIC LINES
Land, Form, Foundation



LEAF MOTIF
Nature, Balance, A Healthier Tomorrow



CORNER ACCENT
Modern, Refined, Architectural

PATTERN TILES



TOPOGRAPHIC
Structure in Nature



LEAF PATTERN
Organic Sophistication



WAVE BANDS
Movement and Calm



CONTOUR LIGHT
Subtle Texture



BRAND MONOGRAM PATTERN
A Modern Signature

BRAND COLOR PALETTE



DEEP NAVY
#0E2F46
*Trust
Depth
Excellence*



POOL TEAL
#1891A9
*Energy
Clarity
Movement*



STONE
#C9C6BE
*Balance
Natural
Timeless*



IVORY
#FAF9F6
*Clean
Open
Refined*

APPLICATION EXAMPLES



DEEP NAVY
TRUST
CRAFTSMANSHIP
TIMELESS

POOL TEAL
WATER
LUXURY
LIFE OUTDOORS

STONE
NATURAL
BALANCED
PREMIUM

IVORY
CLEAN
ELEVATED
INVITING

More
Than Pools.
A Better
Way to Live.

[OUR WORK](#)
[PROCESS](#)
[ABOUT](#)
[RESOURCES](#)
[GET STARTED](#)

CUSTOM POOLS. A HIGHER STANDARD.

Exceptional By Design.

Custom pools and outdoor living spaces thoughtfully designed, expertly built, and made for a more extraordinary life.

[START YOUR JOURNEY →](#)

OUTDOOR LIVING
LIFE ELEVATED

OUR PROCESS

A Seamless Path to Something Extraordinary.

From vision to reality, we make the process clear, collaborative, and enjoyable — so you can focus on what comes next.

[OUR PROCESS →](#)

01 DISCOVER
We listen to your vision, lifestyle, and property.

02 DESIGN
A custom plan tailored to your dreams.

03 BUILD
Expert craftsmanship and clear communication.

04 ENJOY
A lifetime of incredible moments at home.

FEATURED PROJECTS

Real Homes. Remarkable Results.

[VIEW ALL PROJECTS →](#)

MODERN TRANQUILITY
AUSTIN, TX

HILL COUNTRY ESCAPE
DRIPPING SPRINGS, TX

TIMELESS ELEGANCE
WESTLAKE, TX

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