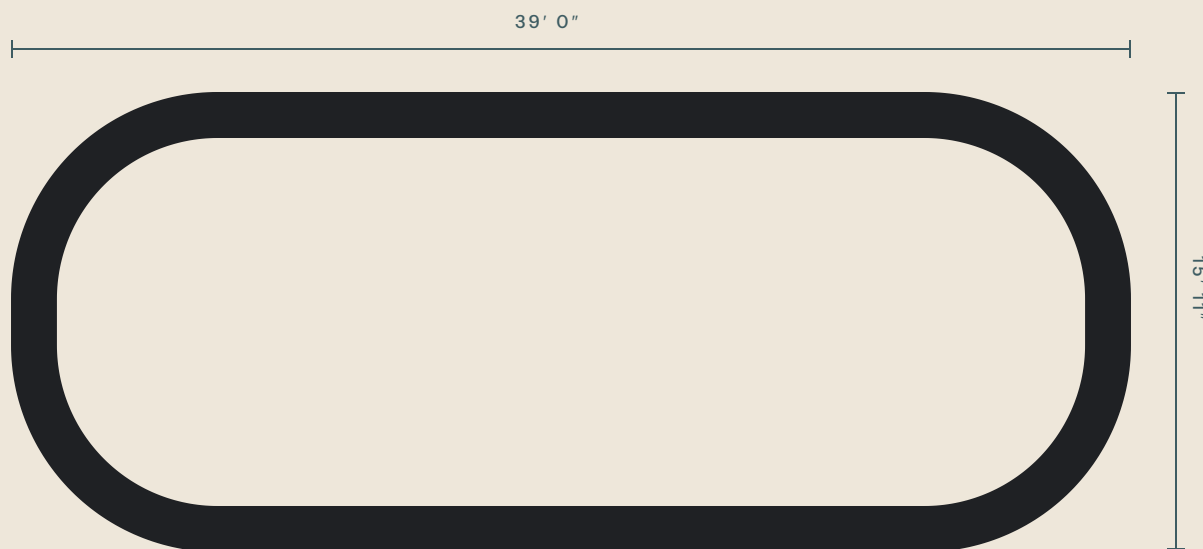


LONGWATER

The pool you set once.



01 · THE IDEA

A circle, pulled long.

LONGWATER is set as a horizon: nine capitals, wide and low, read the way the eye travels along still water from a limestone terrace.

One letter carries the idea. The O is drawn as a circle stretched to 39 by 16, the proportion of the largest shell in the AquaTechnics range, 15'11" by 39'. It is the pool seen from above and the water seen from the house. It is the word *long*, made visible.

The name says two lengths: of water, and of time. The mark draws the first, so the warranty can say the second.

CAP HEIGHT

100 units

STROKE

10 units

THE O

244×100

L O N G W A T E R

One drawing, used everywhere.

The wordmark is a single drawn object, authored once as vector and never retyped. Every appearance is that file or a colour copy of it. Keep one cap height of clear space on every side; nothing enters the dashed field. Smallest use: 120 px wide on screen, 30 mm in print.



LONGWATER

CORDOVA ON LIVE OAK · THE HOUSE PAIRING

LONGWATER

CORDOVA ON DUSK WATER

03 · THE COMPACT MARK

The O, on its own.

Where the full name cannot be read (a favicon, an app tile, an embossed folio, a stamp on a site sign), the O stands in for it, lifted from the wordmark unchanged.

Below 64 px the tile uses a small-size cut: the same 39:16 ring with a heavier stroke, so it holds at 16 px. It is the only optical variant, and it lives in one file.

The trade name **Longwater Pool Co.** is set in type, on documents, invoices and the service truck. It is never drawn into the mark.



APP TILE



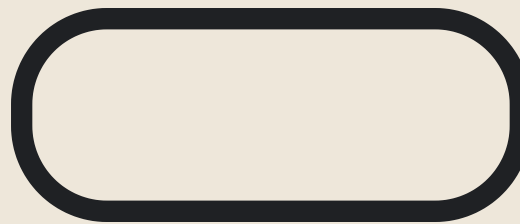
64



32



16



THE MARK · MASTER STROKE

LONGWATER

POOL CO.

TEXAS

Service signature, for the truck door, the site sign and the contract head. The descriptor sits under a steel rule, in Instrument Sans, tracked to the wordmark's width.

THE MARK IS NEVER

LONGWATER

STRETCHED OR SQUEEZED

LONGWATER

PUT IN A BOX OR BADGE

LONGWATER

POOL-STORE CYAN

LONGWATER

SHADOWED OR BEVELLED

LONGWATER
POOLS & SPAS

LOCKED TO A SLOGAN

Stone, shade, and water at dusk.

Seven colours, taken from the materials around the pool rather than the water in it. Cordova limestone is the ground; blackened steel is the ink; Dusk Water is the one accent. The palette holds no swimming-pool cyan: water is shown at evening, slate and still.

<i>Cordova cream limestone, honed</i>	<i>Honed travertine paving</i>	<i>Lueders buff, split face</i>	<i>Shallow water on the sun shelf</i>	<i>The pool after sunset</i>	<i>Shade under a live oak</i>	<i>Blackened steel window frames</i>
Cordova	Travertine	Lueders	Still Water	Dusk Water	Live Oak	Blackened Steel
GROUND	SURFACE	RULES · NEUTRAL	TINT ON DARK	ACCENT	DEEP GROUND	INK
#EEE7DA RGB 238 231 218	#DCD1BE RGB 220 209 190	#B9A78A RGB 185 167 138	#A7B8B3 RGB 167 184 179	#3E5C62 RGB 62 92 98	#2E352B RGB 46 53 43	#1F2124 RGB 31 33 36

IN PROPORTION, ACROSS A PAGE OR A SCREEN



Set once. *Swim for a lifetime.*

DISPLAY

Newsreader Light & Italic

A literary serif with a quiet, open italic. Headlines, ledes, pull lines. Set light, never bold.

TEXT & LABEL

Instrument Sans

Regular for reading, Medium in tracked capitals for labels, so small type echoes the wordmark's width.

DISPLAY
64 / 64 · -1.5%

The long June
dusk.

HEADLINE
36 / 42

Warranted by the people
who made the shell.

LEDE
21 / 30

*A pool is the most permanent thing you will
build into the ground. Make the decision once.*

BODY
16 / 26

The shell is made in a factory and arrives finished. It is set, plumbed and backfilled on an engineered base, then coped in limestone. The yard is a site for weeks, not seasons.

LABEL
11 · +20% CAPS

SOUTHLAKE · COLLEYVILLE · HIGHLAND PARK

LEGAL
10 / 15

Longwater Pool Co. AquaTechnics shells carry Limited Lifetime Structural and Interior Surface Warranties, as published by AquaTechnics.

WORDS WE LIVE IN

set · settle · long · still · shade · stone · warranted ·
evening · the first swim

WORDS WE LEAVE ALONE

~~oasis · paradise · world class · dream pool · elevated ·
bespoke · splash~~



LONGWATER

06 • PHOTOGRAPHY

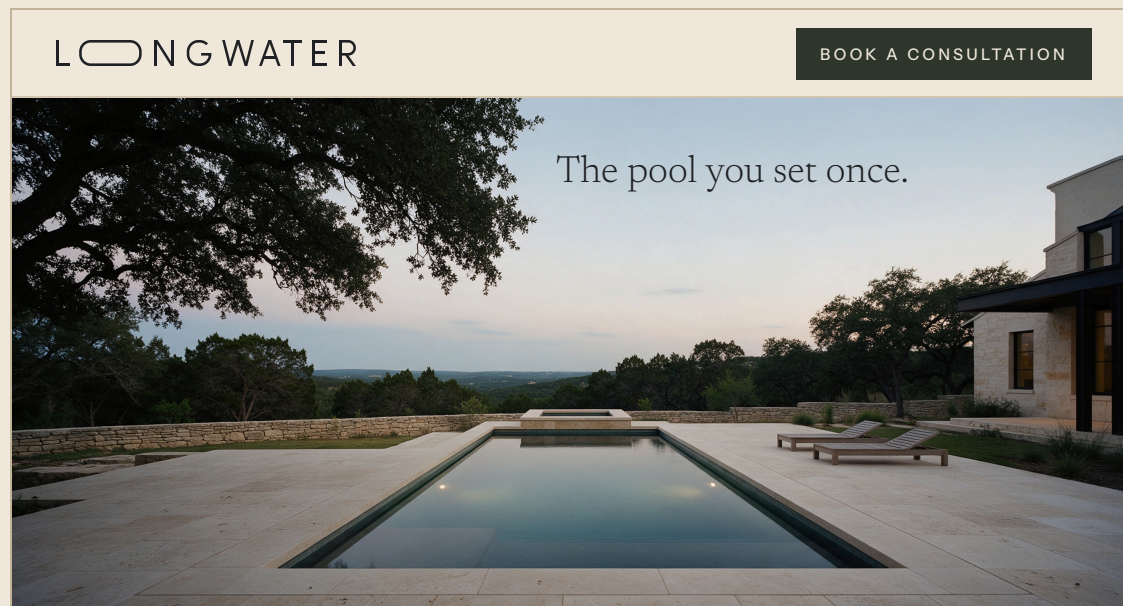
Cropped long,
to the mark's own 39 : 16.

-
- i* Evening, not noon. Water reads slate and still; the sky does the work.
 - ii* Every pool shown is one we install: long, rectangular, coped on every side. No vanishing edge, no lagoon, nothing wider than sixteen feet.
 - iii* Live oak overhead, limestone underfoot. Loungers give the scale; nobody poses.
 - iv* The wordmark sits in open sky, in Blackened Steel on light, Cordova on dark. Never over the water.

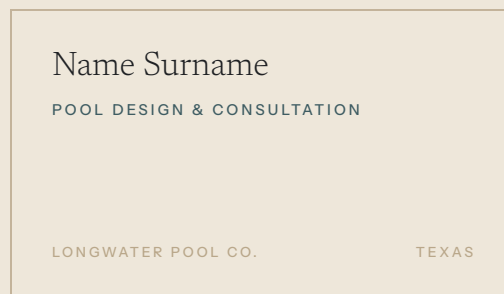
Quiet in every place it lands.

The site leads with a long photograph and one line. The card carries the mark alone on its face. At handover the family receives the warranty folio: Dusk Water cloth, the O blind-embossed, the manufacturer named in type.

AquaTechnics appears in text only. Its logo is not reproduced on any Longwater surface.



WEBSITE · FIRST VIEW



CARD · FACE AND REVERSE



HANDOVER FOLIO · COVER