



ABBREVIATED VERSION

Branding guidelines for the basic usage of the brand — including logo usage, color palette and fonts.

Bestbath® Corporate Brand Guidelines

October 2021

Logo Formats

There are three approved formats of our logo. All must include the “®” to the scale and positions as below. These are the standard 2-color versions.



A. Symbol & Wordmark



B. Symbol, Wordmark & Tagline



C. Symbol Only

Alternate Formats

Our logo can be used in a reversed out manner when printing over black or other very dark color. The 2-color reverse format should only be used when placed over the Bestbath Gray. Our black logo is mainly used on a white background for basic applications where only one color is needed.



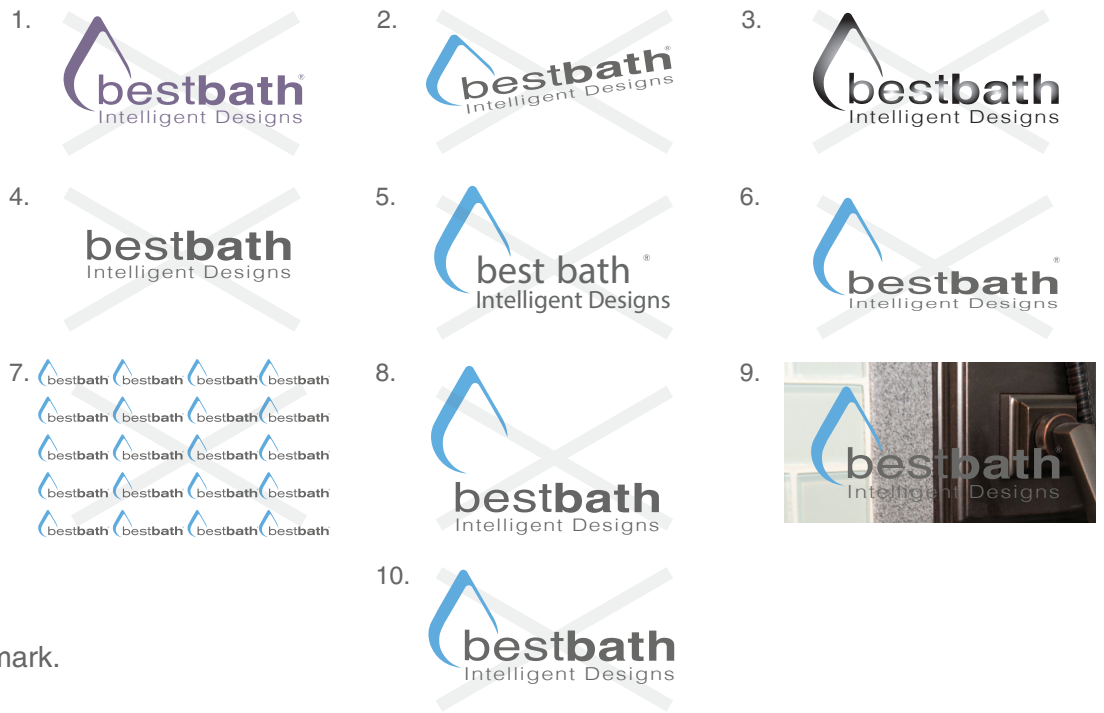
Logo Clear Space

Always allow a minimum of the height of the “b” of clear space around all four sides of logo for clearance and readability.



Logo Do Not's

1. Don't re-color.
2. Don't rotate or skew.
3. Don't apply any effects.
4. Don't use without symbol.
5. Don't change the font.
6. Don't change size or proportions of the different elements of the logo.
7. Don't make a pattern or texture out of the logo.
8. Don't change the spacing.
9. Don't use 2-color logo over photographs.
10. NEVER remove the "®" mark.



Corporate Colors Note: Screen Values of these colors are also acceptable.

| PRIMARY COLORS | | SECONDARY COLORS | | HIGHLIGHT COLORS | |
|----------------------|----------------------|-----------------------|----------------|------------------------|-----------------------|
| | | | | | |
| Bestbath Blue | Bestbath Gray | Secondary Blue | Black | Bestbath Yellow | Secondary Gray |
| Pantone 292 | Pantone 424 | Pantone 302 | Pantone Black | Pantone 7403 | Pantone 421 |
| CMYK | CMYK | CMYK | CMYK | CMYK | CMYK |
| C = 58 | C = 60 | C = 100 | C = 0 | C = 6 | C = 32 |
| M = 17 | M = 51 | M = 87 | M = 0 | M = 15 | M = 24 |
| Y = 0 | Y = 51 | Y = 33 | Y = 0 | Y = 57 | Y = 26 |
| K = 0 | K = 20 | K = 23 | K = 100 | K = 0 | K = 0 |
| Web Hex | Web Hex | Web Hex | Web Hex | Web Hex | Web Hex |
| 6699cc | 666766 | 1c3564 | 231f20 | f0d283 | b0b3b2 |

Typography

As with our logo, consistent use of our corporate typefaces reinforces Bestbath's brand identity. The sans serif Helvetica LT Pro font family reads across all platforms and provides a clean, legible look.

Helvetica LT Pro Bold & Bold Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz 1234567890

Helvetica LT Pro Roman & Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
 abcdefghijklmnopqrstuvwxyz 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz 1234567890

Helvetica LT Pro Light & Light Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
 abcdefghijklmnopqrstuvwxyz 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz 1234567890