Brand Guide

Logo Usage

The primary logomark is to be used whenever possible. Do not alter the logomark from what is shown. Alternate versions are available when appropriate. Ensure a "clear space" when using the logo in brand materials.

The sun icon can be used in isolation as a brand graphic, but not in any colors other than those shown here.

To ensure proper visual hierarchy, the branded house logos shouldn't be used without showing the Tranquility logo on the page. The branded house logos are not to be locked-up with the primary logomark or logotype in any way.

Primary logomark

Icon

Logomark clear space

Minimum size usage

¾" or 115px   5/8" or 100px

Alternate logomarks

Reversed-over a color, pattern or photo

Stacked-digital use only

Logo lockups

Text only (Boston Only)

Tranquility® Essential

Do not

Color Palette

The Tranquility primary color palette leverages the brand's heritage and is a key differentiator.

Primary color palette

TQ-Red	TQ-Orange	TQ-Peach	TQ-Gray
C-3 M-91 Y-86 K-12	C-0 M-61 Y-99 K-0	C-0 M-24 Y-40 K-0	C-0 M-0 Y-0 K-85
R-190 G-58 B-52	R-234 G-118 B-0	R-253 G-200 B-138	R-77 G-77 B-79
HEX: #BE3A34	HEX: #EA7600	HEX: #FDC88A	HEX: #4D4D4F
Pantone® 180 C	Pantone® 716 C	Pantone® 716 C (40%)	Pantone® Black C (85%)

Typography

Use Caecilia and Boston as the primary design typefaces.

Due to licensing and operating platforms, complementary font families are recommended to ensure a consistent look and feel to the brand across multiple mediums.

Primary design typefaces (headings & text)

Caecilia
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Boston
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Complementary font families

Merriweather
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Poppins
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Logos, product images, flyers and other materials are available at TranquilityProducts.com/dealer