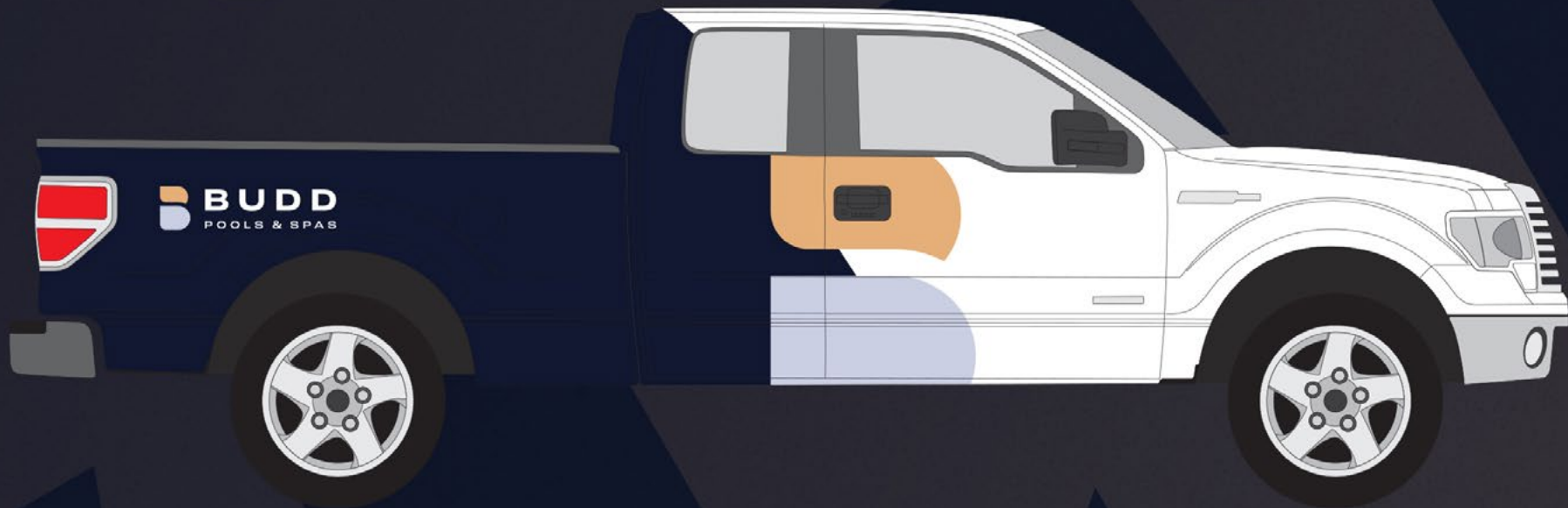
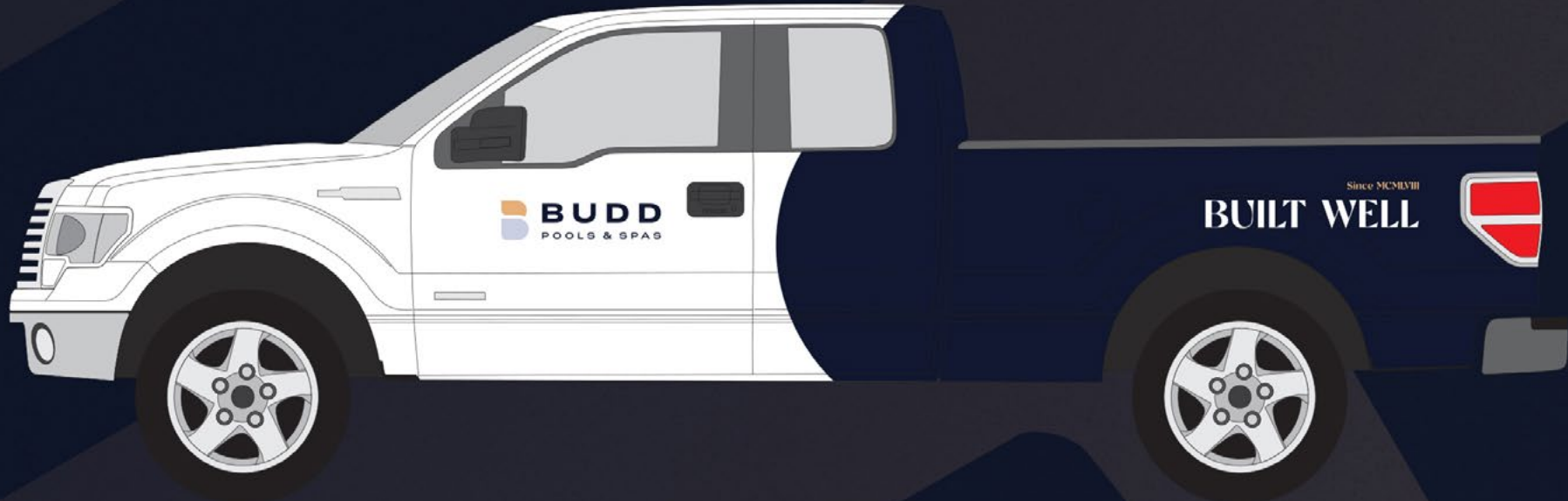




A brand built for more than summer. We partnered with Budd Pools & Spas to create a brand identity that reflects the calm, effortless luxury their clients experience in their projects. The design is rooted in modern minimalism, with clean lines, generous spacing, and refined typography. We paid special attention to kerning and rhythm in the logotype - allowing the brand to breathe and feel as relaxed as a quiet morning beside the water. A subtle, sophisticated color palette supports the identity across touchpoints, from stationery to signage to digital use. The result is a brand that feels both contemporary and timeless - an ideal match for a company that turns everyday spaces into private resorts.





65+ years

**BUILT
WELL**

BUDD POOLS & SPAS
Est. 1958