



An Innovation of King Technology

# FROG® BRAND GUIDELINES FOR WEBSITES

**WITH THE RECENT BRAND UPDATE FOR FROG, WE NEED YOUR HELP TO ENSURE FROG'S LOOK AND MESSAGING IS CONSISTENT THROUGHOUT THE MARKETPLACE.**

Please use this guide in choosing copy and images for your own website. Then go to [partners.kingtechnology.com](https://partners.kingtechnology.com) to download the actual images in high res for printing or low res for digital materials.

This guide will be updated regularly as we continue the re-branding process for all FROG products. Feel free to contact King Technology's Marketing Department for any help or guidance in updating your own website. Thank you for helping us maintain marketplace consistency for the FROG brand.

## LOGOS AVAILABLE AT [PARTNERS.KINGTECHNOLOGY.COM](https://partners.kingtechnology.com)

### FROG PRIMARY LOGO

- Primary logo to be used on all promotions of FROG products. It should appear above any product name logo and always appear against a white background. If you are working with a colored background use the FROG logo in the white oval.



FROG logo



FROG logo in white oval

### FRESH MINERAL WATER

- This is a supporting logo to describe the benefit of all FROG products. This should be smaller than the FROG logo and typically further down on the page. This too should always appear on a white background. If working with a colored background, use the logo in the white circle.



Fresh Mineral Water logo



Fresh Mineral Water logo in white circle



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## LOGOS AVAILABLE AT [PARTNERS.KINGTECHNOLOGY.COM](https://partners.kingtechnology.com)

### FROG @ease

- This is a product name logo. It has been changed from teal and yellow to white and yellow with a border around the white letters. The FROG logo should be used above it whenever possible.



@ease logo



FROG @ease logo

### FROG SERENE

- This is a product name logo. The FROG logo should be used above it whenever possible.



Serene logo



FROG Serene logo

### FROG FILTER MATE

- This is a product name logo. The FROG logo should be used above it whenever possible.



Filter Mate logo



FROG Filter Mate logo

As we continue to rebrand our FROG product line,  
new logos will be added to this guide.



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**PRODUCT IMAGES** AVAILABLE AT [PARTNERS.KINGTECHNOLOGY.COM](https://partners.kingtechnology.com)

## FROG @ease FLOATING



FROG @ease Floating System



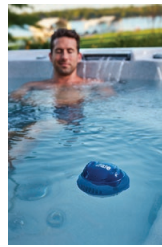
FROG @ease Floating System  
Carton



FROG @ease  
SmartChlor 3pk Carton



FROG @ease Floating Family



Man in hot tub with  
FROG @ease



FROG @ease  
on towel

## FROG @ease IN-LINE



FROG @ease In-Line System



FROG @ease In-Line System  
Carton



FROG @ease SmartChlor  
Cartridge 12pk



FROG @ease In-Line Cartridges  
on towel



Snapping SmartChlor Cartridge  
into holder



Inserting FROG @ease In-Line  
holder



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## FROG @ease FOR BULLFROG SPAS



FROG @ease for Bullfrog Spas installed



FROG @ease for Bullfrog Spas System Carton



FROG @ease for Bullfrog Spas SmartChlor 3pk



FROG @ease for Bullfrog Spas Family



FROG @ease for Bullfrog Spas on towel

## FROG SERENE FLOATING SYSTEM



FROG Serene Floating System



FROG Serene Floating System Carton



FROG Serene Mineral Cartridge 12pk



FROG Serene 150gm Bromine Cartridge 12pk



FROG Serene Floating Family



FROG Serene floating in hot tub



Couple in hot tub with FROG Serene



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## FROG SERENE IN-LINE SYSTEM



FROG Serene In-Line System



FROG Serene In-Line Cartridges on towel



FROG Serene 200gm Bromine Cartridge



FROG Serene 200gm Bromine Cartridge 12pk

## FROG FILTER MATE



FROG Filter Mate



FROG Filter Mate in Cartridge Filter



FROG Filter Mate Carton



FROG Filter Mate 12pk

## FROG JUMP START



FROG Jump Start packet



FROG Jump Start 12pk

## FROG TEST STRIPS



FROG Test Strips



FROG Test Strip Bottle

## FROG @ease TEST STRIPS



FROG @ease Test Strips



FROG @ease Test Strip Bottle



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## BENEFITS ICONS SEE [FROGPRODUCTS.COM](http://FROGPRODUCTS.COM) for any additional copy you may want to use on your own site

### THE EASIEST WAY TO START A CONVERSATION IS TO DESCRIBE FRESH MINERAL WATER — THE KEY BENEFITS OF ANY FROG PRODUCT. THIS MESSAGE WILL BE ON EVERY FROG PRODUCT PACKAGE.

Fresh Mineral Water is the alternative way to sanitize. A fresh approach to clean, clear water using mineral technology that uniquely offers these 4 advantages:

- **CLEANER** because it kills bacteria 2 ways - with mineral and a low level of chlorine or bromine.
- Minerals help keep the pH balanced for **CLEARER** water that shines.
- Minerals condition the water for a **SOFTER** feel with less odors.
- Cartridges are pre-filled for no mess, no guess, no stress - making maintenance **EASIER**.

Then each product will have it's own benefits highlighted by easy to understand icons and a short description. Again more icons will be coming as we continue to work through the pool line of FROG products.

#### FROG @ease



Up to **75% less chlorine\*** with no frustrating "yo-yo" chlorine levels.



**Self-regulates** for continuous crystal clear water.



Easy on hot tub surfaces with **less odors**.



Single color match for **easy reading** — exclusively with FROG @ease test strips.



**No** constant monitoring.



**No** mixing chemicals.



**Money-back** guarantee.

#### FROG SERENE



Lower your **bromine use** up to **50%** with minerals.



Unlike chlorine, bromine slowly **dissolves** in hot water so it's easier to regulate. Plus far **less odors**.



Bromine is less impacted by pH swings ensuring **sanitizing effectiveness**.



**Soft feeling** water that's easier on your skin, swimsuits and spa surfaces.



Just **set it** and **forget it** for weeks at a time.



**Money-back** guarantee.

#### FROG FILTER MATE



Lower your **bromine or chlorine use** up to **50%** with minerals.



**Soft feeling** water that's easier on your skin, swimsuits and spa surfaces.



Convenient reminder dial — **set it** and **forget it** for 4 months.



**Easy installation** into most filters — no assembly required.





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## TRADEMARKS

### YOU WILL NOTICE THAT ALL OF OUR LOGOS HAVE A TM OR AN R MARK ON THEM.

These are called design trademarks. Our trademarks are also filed in text form. Below is a list of all the text trademarks owned by King Technology. “™” usually indicates that this mark has been filed with the US Trademark office. The “®” mark means it is registered. Please check back often to see if any ™ marks have changed to ® marks.

Here is the rule of thumb for using trademarks in text:

1. First reference of a printed document or a single website page.
2. Superscript the mark so it is smaller and slightly above the name.
3. Always use the mark on each brand name trademarked even if they are together.

King Technology Text Trademarks:

FROG®

Fresh Mineral Water®

Cleaner, Clearer, Softer and Easier®

Spa Product Brands:

FROG® @ease®

FROG® Serene™

FROG® Filter Mate™

FROG® Jump Start®

Pool Product Brands:

POOL FROG®

POOL FROG® Twin®

FROG FROG® XL-Pro®

FROG Bac Pac®

FROG® BAM®

FROG® Leap®

FROG® Leap® Twin®

FROG® Leap® Anti-Bac Mineral Pac

FROG® Leap® Torpedo Pac

FROG® Leap® Depth Charge

FROG® Leap® Reveille

FROG® Leap® All-Out

FROG® Leap® Pool Wake Up!

FROG® Leap® Pool Hibernation

Flippin' FROG®

Flippin' FROG® XL®

MANUFACTURED BY



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