Hatchline
POOL & GARDEN

IDENTITY SYSTEM / VERSION 1.0

Drawn to the inch. Built for the cannonball.



HATCHLINE POOL & GARDEN / NORTH TAMPA, FLORIDA / NOVEMBER 2026

Loud about the fun. Quiet about the craft.

Hatchline designs and builds the whole backyard in North Tampa: the pool, the deck, the outdoor kitchen and the native garden around them, drawn on one plan by one crew. The brand puts summer on the surface and the drafting table underneath.

AUDIENCE

Carrollwood, Lutz, Temple Terrace and Odessa families with a pool home, a tired 1990s pool, or an empty yard and a long summer ahead.

01

Joy first

The backyard is for fun. Big type, one blue, yellow stickers, playful crops.

02

Drawn before dug

The hatch, scale labels and plan notes sit quietly under the joy.

03

One yard, one crew

Always water and planting together. Always one number to call.

A name you can read from the street.



Use the horizontal signature whenever Hatchline is introduced. A Deep End disc holds a pool ladder over water, so the trade reads at a glance. Hatchline is set in Chango, with Pool & Garden in quiet spaced capitals underneath.

Two plain parts, set with care.





THE SYMBOL

Phosphor Icons "swimming-pool", bold weight, MIT license, used exactly as published at 60 percent of a Deep End disc.

THE WORDMARK

Chango, title case, tracked minus 12. Converted to outlines from the font, with no letter redrawn.

THE LOCKUP

The disc matches the height of name plus descriptor. The gap is a quarter of the disc. Figtree ExtraBold caps, tracked 200.

The right one for the space.

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PRIMARY / DEEP END

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PRIMARY / REVERSED

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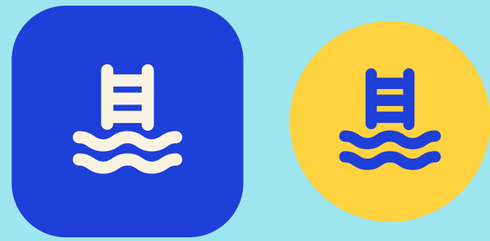
STACKED



BADGE / STICKER



ICON AND DISC

Give it room to splash.



X = HALF THE HEIGHT OF THE DISC

PRINT MINIMUMS

Signature 30 mm wide. Mark 9 mm. Embroidery and vinyl: disc 20 mm and up, so the ladder rungs stay open.

CLEAR SPACE

Keep X clear on every side, measured from the artwork, not the SVG box. Stickers may overlap photos, never other logos.

SCREEN MINIMUMS

Signature 120 px wide. Mark 24 px. Use the rounded square favicon at 16 to 32 px.



One blue owns the page.

Deep End
#1E3FD8 RGB 30 / 63 / 216

Coping
#FBF3E2 RGB 251 / 243 / 226

Sun
#FFD23F RGB 255 / 210 / 63

Night
#0B1433 RGB 11 / 20 / 51

Frond
#11603F RGB 17 / 96 / 63

Shallow
#9EE6EF RGB 158 / 230 / 239

Deep End leads and covers whole sections. Coping is the ground. Sun is only for stickers and the primary button. Night carries text. Frond and Shallow support garden and water.

Blue first. Yellow for fun.

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Backyards built for cannonballs.

Book a site walk

NORTH TAMPA · HATCHLINE · POOL & GARDEN ·

Coping on Deep End	6.9 : 1 AA
Sun on Deep End	5.3 : 1 AA
Night on Coping	16.4 : 1 AAA
Deep End on Coping	6.9 : 1 AA
Night on Sun	12.5 : 1 AAA
Coping on Frond	6.9 : 1 AA

Working balance: roughly half the page Deep End, a third Coping, the rest photography. Sun never fills more than a band or a sticker. Never set Deep End text on Sun at small sizes; use Night.

Chunky on top, easy underneath.

Chango

Aa Bb Cc Dd Ee Ff
0123456789 & ?!

Display only, from 28 px up. Tight tracking (-2 to -3.5 percent), sentence case, short lines. One weight, so scale does the work.

Figtree

Regular 400 for reading, Semibold 600 for labels, ExtraBold 800 for buttons and questions.

DM Mono

SHEET L-1 / SCALE 1/8" = 1'-0"
32'-0" X 16'-0" / SUN SHELF

CUSTOM WORDMARK

Hatchline

Always use the artwork. Never retype it in Chango.

Big, bigger, cannonball.

HERO / CHANGO 96 TO 168

Jump in.

SECTION / CHANGO 46 TO 132

Everything out back.

TITLE / CHANGO 24 TO 50

Outdoor kitchens

BODY / FIGTREE 16 TO 22

Grill islands, bar counters and shade where the cook actually stands.

DETAIL / DM MONO 12 TO 15

03 / OUTDOOR KITCHENS / 8 TO 12 WEEKS

Plain talk with a tape measure.

A sun shelf the kids can stand on.
A spa you reach from the kitchen door.

Short sentences. Real plants, real materials, real places. Talk like the person who will stand in your yard, and never claim what you cannot show.

SAY

"Coontie under the palms, muhly grass at the deck edge."

Name the thing.

SAY

"Permit time moves with the county. You get a dated schedule."

Be straight about time and limits.

NEVER

~~"Luxury resort-style oasis solutions."~~

No fluff, no invented proof, no dashes.



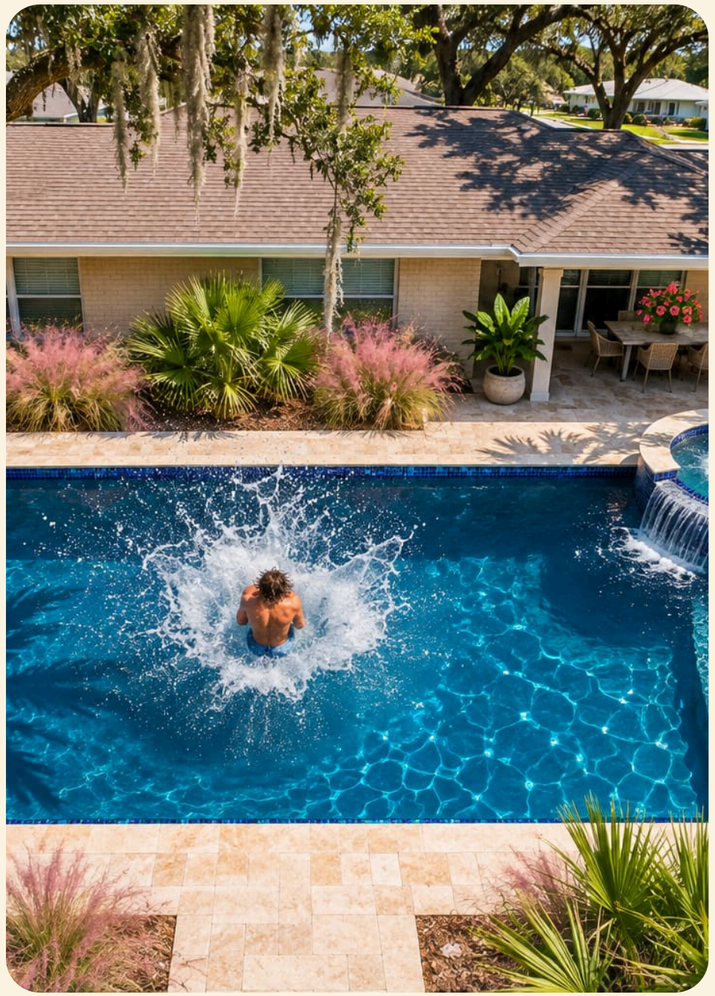
PHOTOGRAPHY / HARD SUN

Mid-jump, never posed.

Hard Florida sun and film color. Cobalt water, live oaks, sabal palms, real North Tampa ranch houses. Overhead and water-level angles.

Water and planting in the same frame whenever possible. Avoid resort clichés, glossy renders, posed smiles at camera and sunsets without a yard in them.

One summer, many crops.







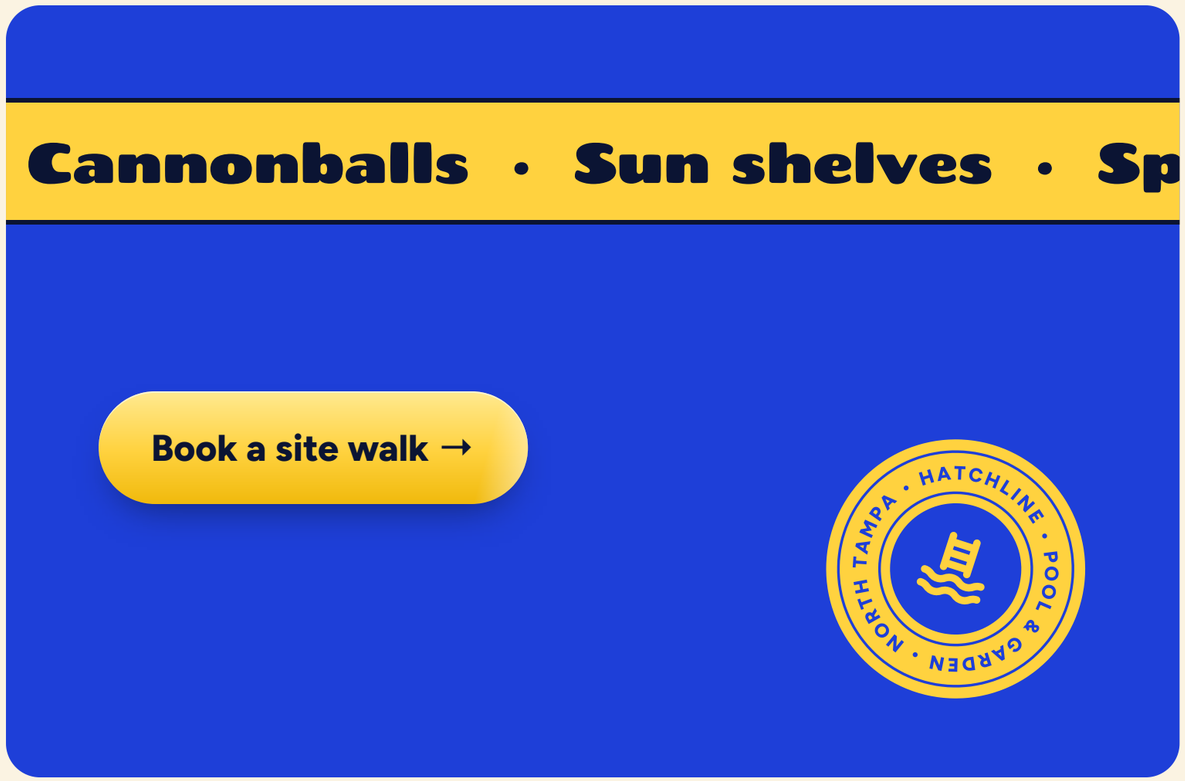






Crops are part of the play: stadium, circle, arch and a slight tilt. Each crop gets a hatched shadow offset down and right, never a soft drop shadow.

A splash, then stillness.



ENTRANCE

Hero lines rise 14 px out of a soft blur, 800 ms, staggered 90 ms. Content arrives once and then stays still.

SHINE BUTTON

The primary button is a lit Sun plate with bevel highlights. On hover a sheen sweeps across it.

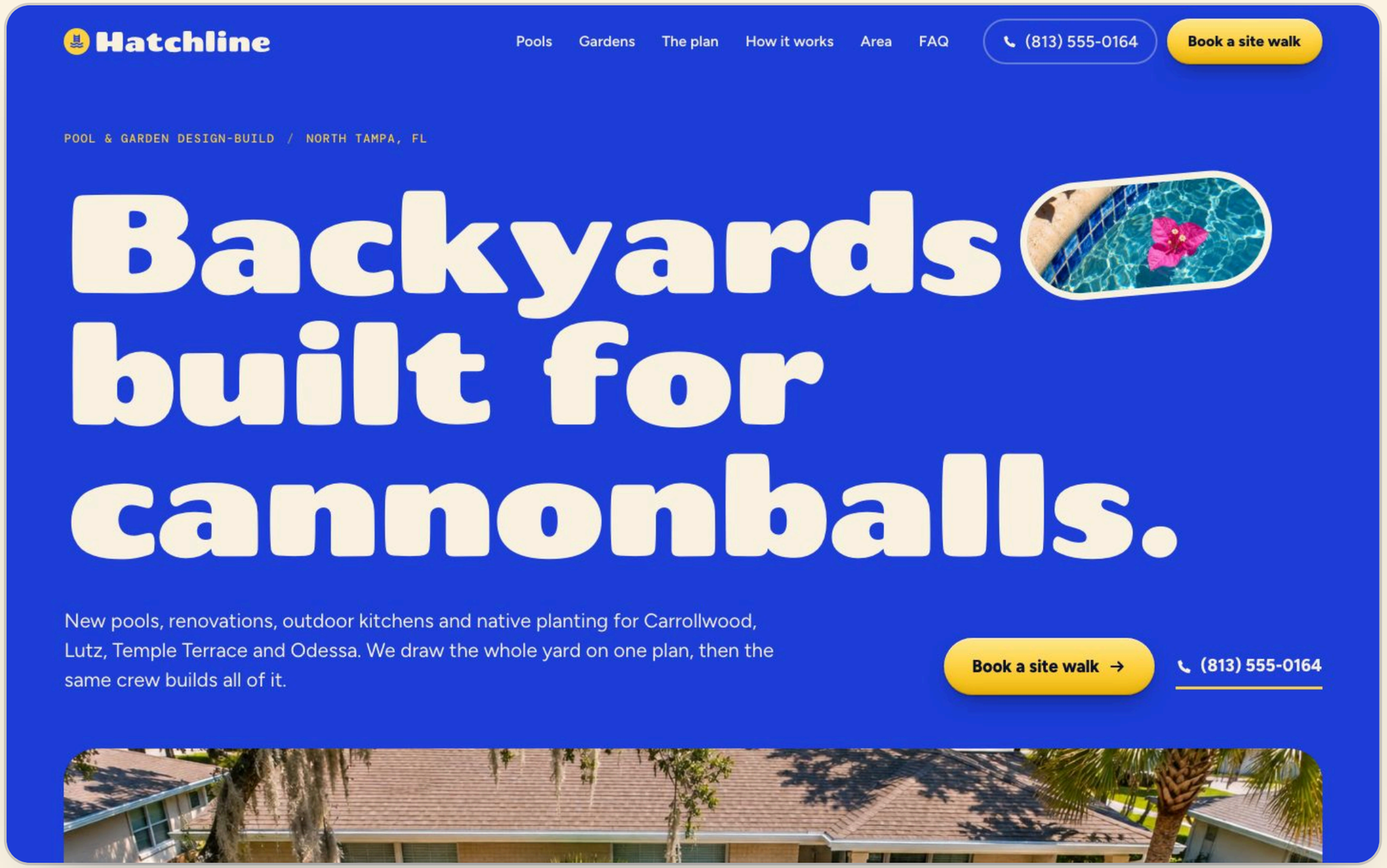
PLAY

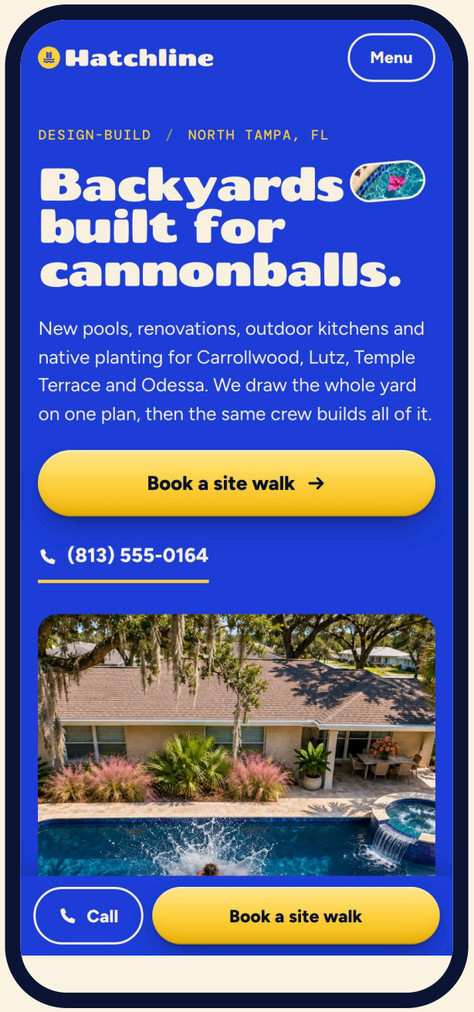
The marquee drifts like a lane rope. Stickers turn a few degrees on hover. Photos drift slightly as they scroll.

RESPECT

Everything stops under reduced motion and the page is complete without it.

The brand, live.





Deep End owns the first screen, the headline runs at giant scale with a pool of water set into the line, and the call and site walk stay one tap away on phones.



A blue truck on your street.

Full Deep End wrap with the reversed signature on both doors. The truck is the brand's biggest sticker.

PRODUCTION STARTING POINT

Cast vinyl, color-matched to Deep End. Signature 60 percent of the door width. Approve a printed swatch outdoors.



Easy to spot on a job site.

Deep End crew tees with a Coping chest print, and a Sun bucket hat with the badge for the hottest days.

PRODUCTION STARTING POINT

Screen print one color. Chest signature 240 mm. Badge embroidered at 60 mm, two thread colors.



The first towel in the new pool.

Wide Deep End and Coping stripes with the signature woven into the end. Left on the lounger at handover.

PRODUCTION STARTING POINT

Jacquard woven cotton terry. Signature 300 mm wide on a Coping stripe. Request a woven strike-off.



Something is coming.

A Sun yard sign with the stacked logo in Deep End, planted out front while the build is underway.

PRODUCTION STARTING POINT

24 x 18 in corrugated plastic, one ink on Sun stock, H-stakes. Stacked logo at 70 percent of the sign width.



The plan arrives in a tube.

Every client gets the scaled plan in a Deep End tube. The drawing itself is the brand's quiet layer: blue line, hatched water.

PRODUCTION STARTING POINT

Kraft tube, 75 mm diameter, wrapped in Deep End stock with the reversed signature. Plans on 24 x 36 in bond.



Stick it on the cooler.

The badge is made to be handed out. It belongs on coolers, tumblers and toolboxes, at a slight tilt.

PRODUCTION STARTING POINT

Die-cut vinyl badge, 75 mm, gloss laminate. Tumblers: one color pad print of the mark at 40 mm.

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Ready to dig.

One identity with enough discipline to stay recognizable and enough play to feel like the first jump of the summer.

LOGOS

12 SVG masters, PNGs at 2000 px

Deep End, Coping, Sun

Horizontal, compact, stacked, badge, icon

TYPE + COLOR

Chango, Figtree, DM Mono; Phosphor icon

SIL OFL licenses included

Six colors with checked pairs

PHOTOGRAPHY

Ten site photographs

Six brand applications

Prompts listed in CREDITS.md