



COASTAL POOL ADVICE

CLEAR WATER · CLEAR ADVICE

MATT GIRI

Head Technician · Director

Northern Beaches · Sydney · Australia

Clear water. Clear advice.

Coastal Pool Advice is a quiet, honest service for backyard pool owners on the Northern Beaches. We don't sell panic. We don't push chemicals you don't need. We turn up, we read the water, and we tell you the truth — in plain language, with the next steps written down.

Matt Giri leads every job. Trade-qualified, fourteen years on the tools, and the only number you'll ever ring.

HONEST

Plain-English diagnosis. No upsell theatre.

CONSISTENT

Same technician, same day, every visit.

CONSIDERED

Service notes, water history, photo log — kept for you.

02 · LOGO SYSTEM

PRIMARY LOCKUP



ICON MARK

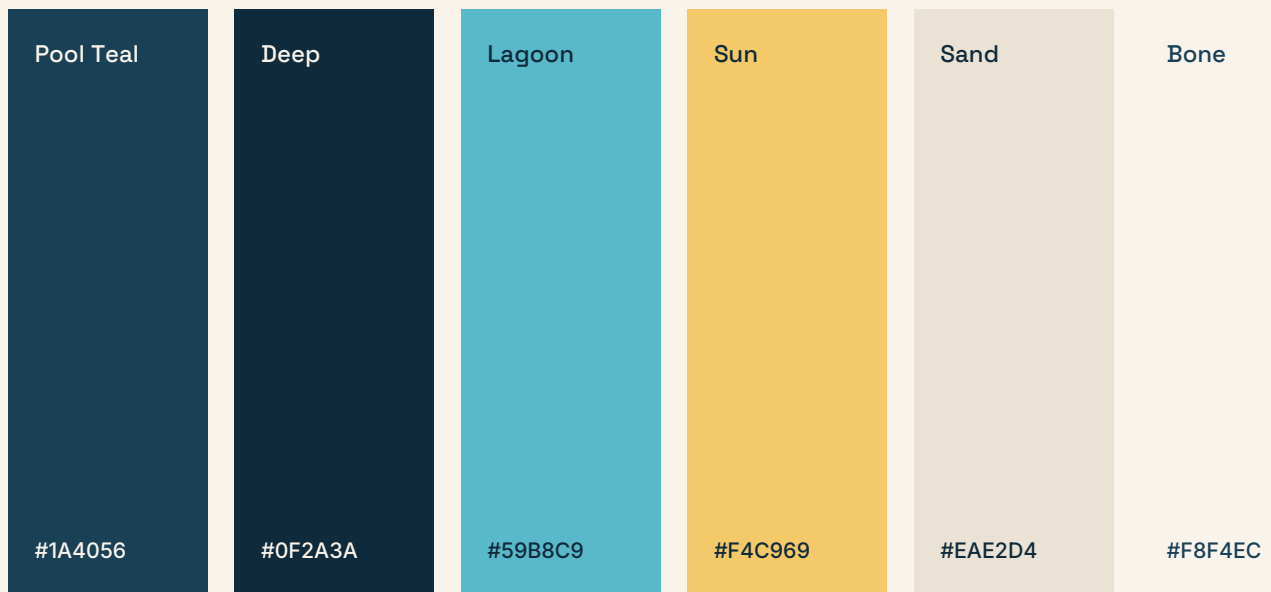


TILE / AVATAR



Use the lockup for headers and signage. The icon stands alone at small sizes. The tile is for avatars, favicons, and embroidery.

03 · COLOUR

**USAGE**

Pool Teal is the brand. It carries every primary surface, type, and the logo.

Bone is the page. Sand warms secondary panels. Deep anchors footers and night surfaces.

Lagoon and Sun are accents — service status, callouts, the dot in 'Advice.' — never body type.

Space Grotesk

Display · Headlines · Logo wordmark

Inter

Body · UI · Service notes · Invoices

SCALE

H1 / 48

Clear water. Clear advice.

H2 / 28

Booked. Tested. Balanced.

H3 / 18

Fortnightly service · \$90

Body / 14

Chlorine 2.4 ppm. pH 7.4. Cyanuric 38. Holding steady.

Caption / 11

Visit log · 18 June 2026 · 9:42am

How we sound.

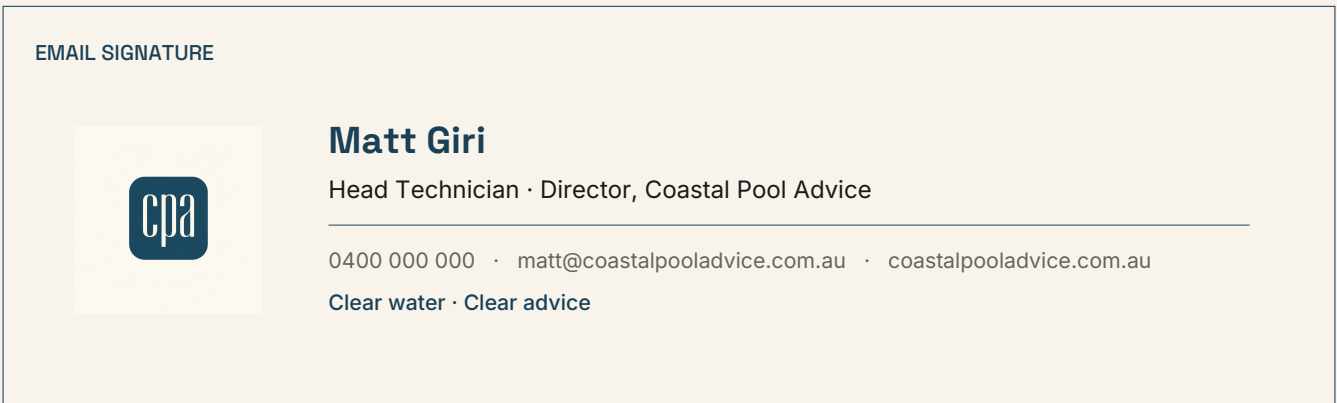
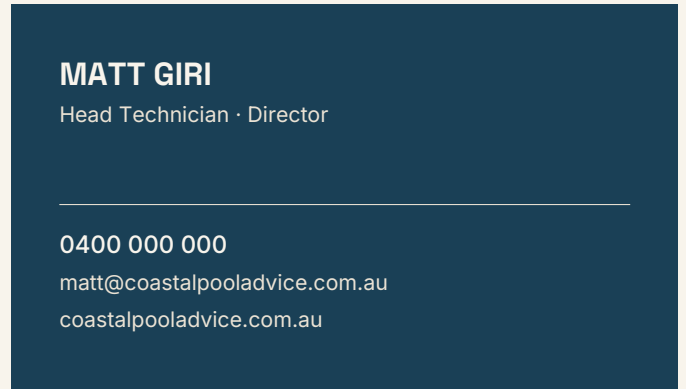
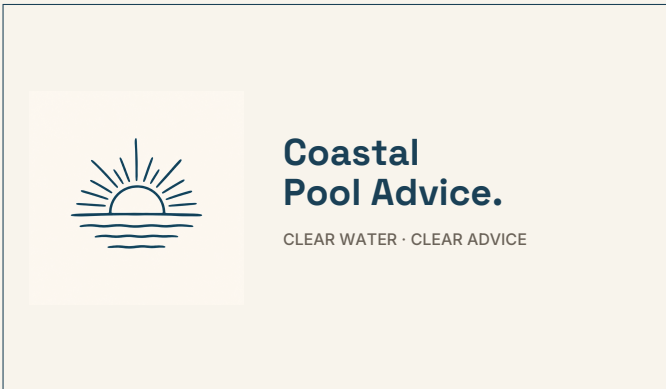
Calm. Direct. A bit dry. The voice of a tradesman who's seen it before and isn't fussed.

WE SAY

- Pool's looking a bit tired.
- Filter needs a backwash — I'll sort it.
- Hold off on swimming till tomorrow.
- Water's good. See you in a fortnight.
- Chlorine's drifted. Easy fix.

WE DON'T

- URGENT! Algae crisis!
- MAJOR equipment failure detected!
- DO NOT ENTER. Hazardous.
- All clear ✓✓✓
- Chemical imbalance — service required immediately.



End of v1 brand suite.

Questions, edits, or new applications — Matt.