



# AquaLens

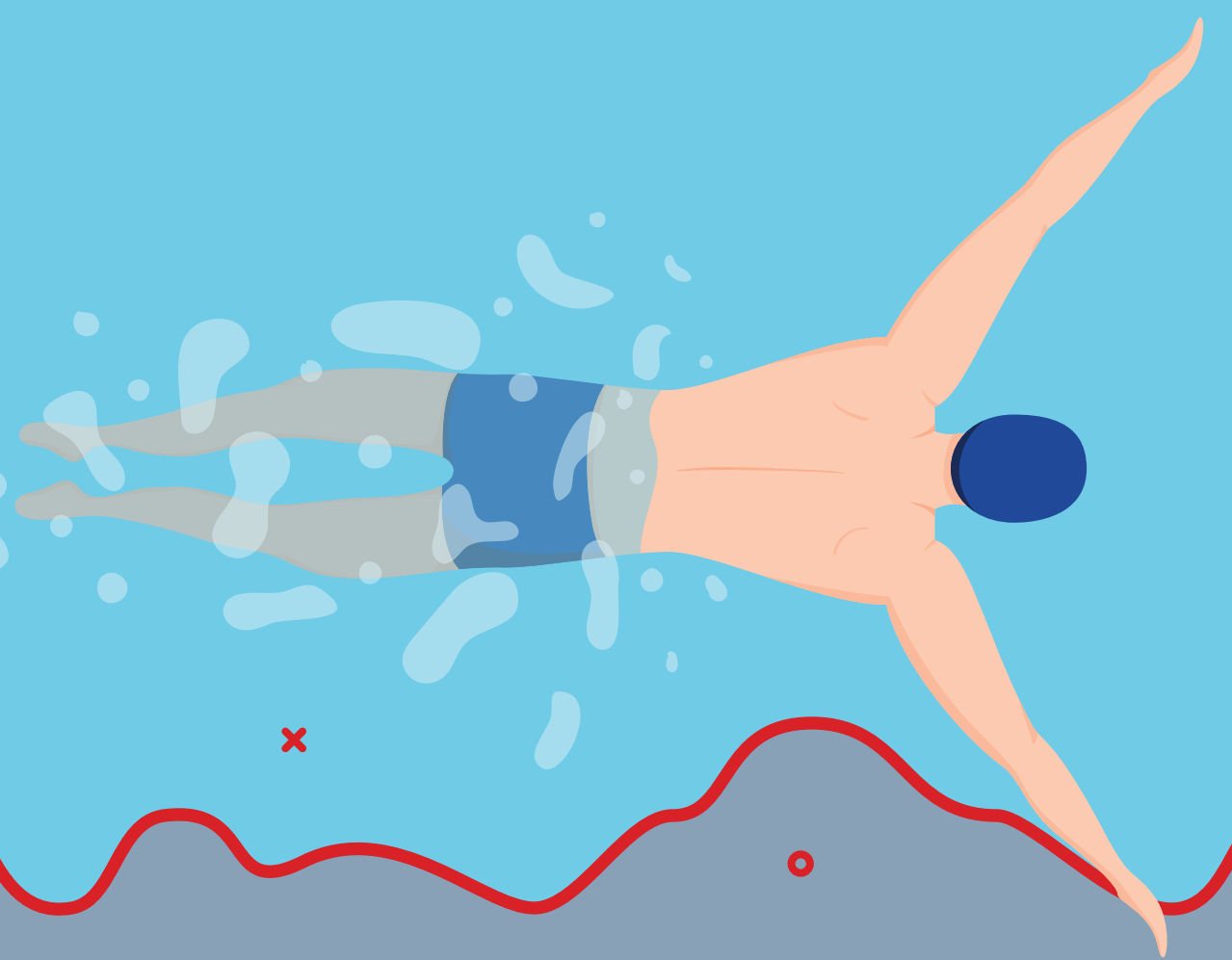
Spend *less* time  
reviewing  
videos.



Track your pacing with  
*precise* statistics.

1:20/100m

1:00/100m



Improve your form with a  
*detailed* technical analysis.

Kick Amplitude

High Elbow

Shoulder Extension

Pointed Toes

How?




1. Install AquaLens.
2. Upload Videos.
3. AquaLens edits everything in.

# AquaLens

## BRAND GUIDELINES FOR GCM130


### Logos

PRIMARY LOGO  
COMBINATION MARK




Main logo used on to represent the brand when space allows.

SECONDARY LOGO  
COMBINATION MARK




Reconfigured logo variant, when the primary logo does not fit.

APP  
ICON



What the icon would like in an app store (can edit shape).

ONE COLOUR LOGO  
COMBINATION MARK



The icon or graphic element of your combination mark.

### Colour Palette

DEEP BLUE  
Primary Colour

CMYK C: 75 M: 51 Y: 0 K: 40  
RGB R: 38 G: 74 B: 152  
HEX #264A98

FIRE RED  
Primary Colour

CMYK C: 0 M: 85 Y: 82 K: 15  
RGB R: 217 G: 33 B: 40  
HEX #D92128

MARIANA BLUE  
Text Colour

CMYK C: 68 M: 50 Y: 0 K: 65  
RGB R: 28 G: 44 B: 88  
HEX #1C2C58

SHALLOW BLUE  
Secondary Colour

CMYK C: 100 M: 24 Y: 0 K: 10  
RGB R: 0 G: 174 B: 230  
HEX #00AEE6

SURFACE BLUE  
Secondary Colour

CMYK C: 50 M: 12 Y: 0 K: 10  
RGB R: 115 G: 202 B: 230  
HEX #73CAE6

### Fonts

PRIMARY FONT

Bahnschrift

The primary font is the default typeface, used in headers and titles.

SECONDARY FONT

Acumin Variable Concept

The secondary font complements the primary font. Often used in subheadings.

# Effortless Edits

## Instant Insights



### AquaLens

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Swipe Up