



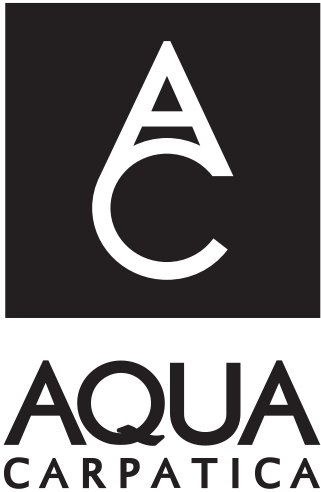
AQUA
CARPATICA

BrandBook

Use of Logo

Preffered used of the logo is vertical, as on the product label.

Never use the logo in full white.



Dark background

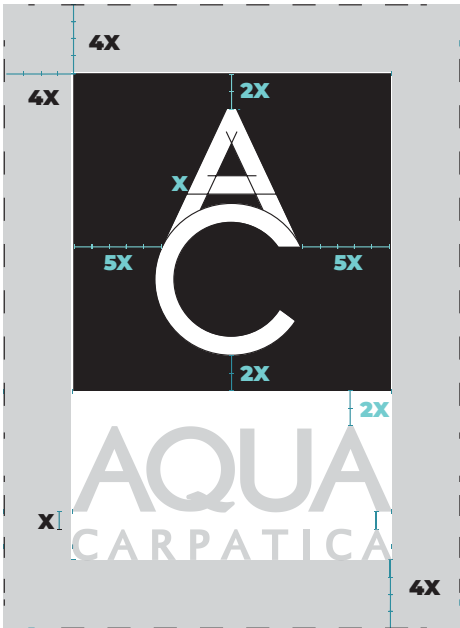
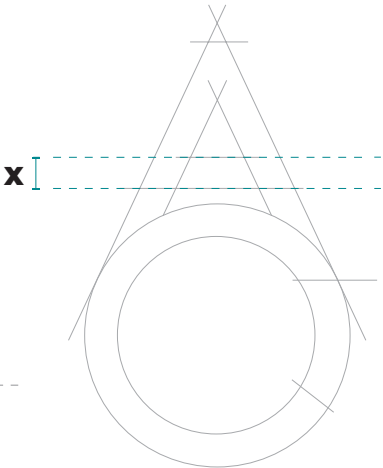
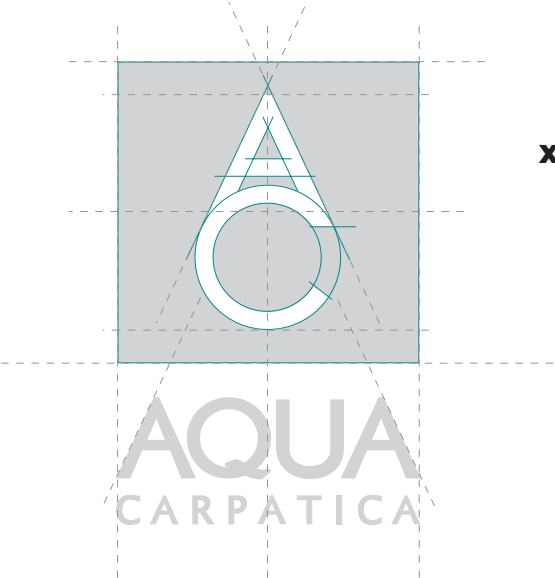
Alternative landscape logo is intended to be used only when the area is too small in height for the original logo.

ex. stickers or web banners with small heights.



Dark background

Geometry and Safe Margins



	80 %
CMYK 85 30 40 0	50 %
RGB 0 136 134	
HEX # 008890	20 %
Pantonne 5483 C	

	80 %
CMYK 50 0 20 0	50 %
RGB 120 205 210	
HEX # 78CDD1	20 %
Pantonne 5493 C	

	60%
CMYK 0 100 49 0	40%
RGB 255 0 128	
HEX # FF0080	20%

Fonts

PRINCIPAL FONT

Montserrat

Regular Medium Semibold Bold Black

SECONDARY FONT

Oswald

Regular Medium Bold

TERTIARY FONTS

Open Sans *

Regular Semibold Bold Black

Myriad Pro *

Regular Semibold Bold Black

*Used for languages with special characters, for example Greek