Brand
Development
Guide

AQUATRACK

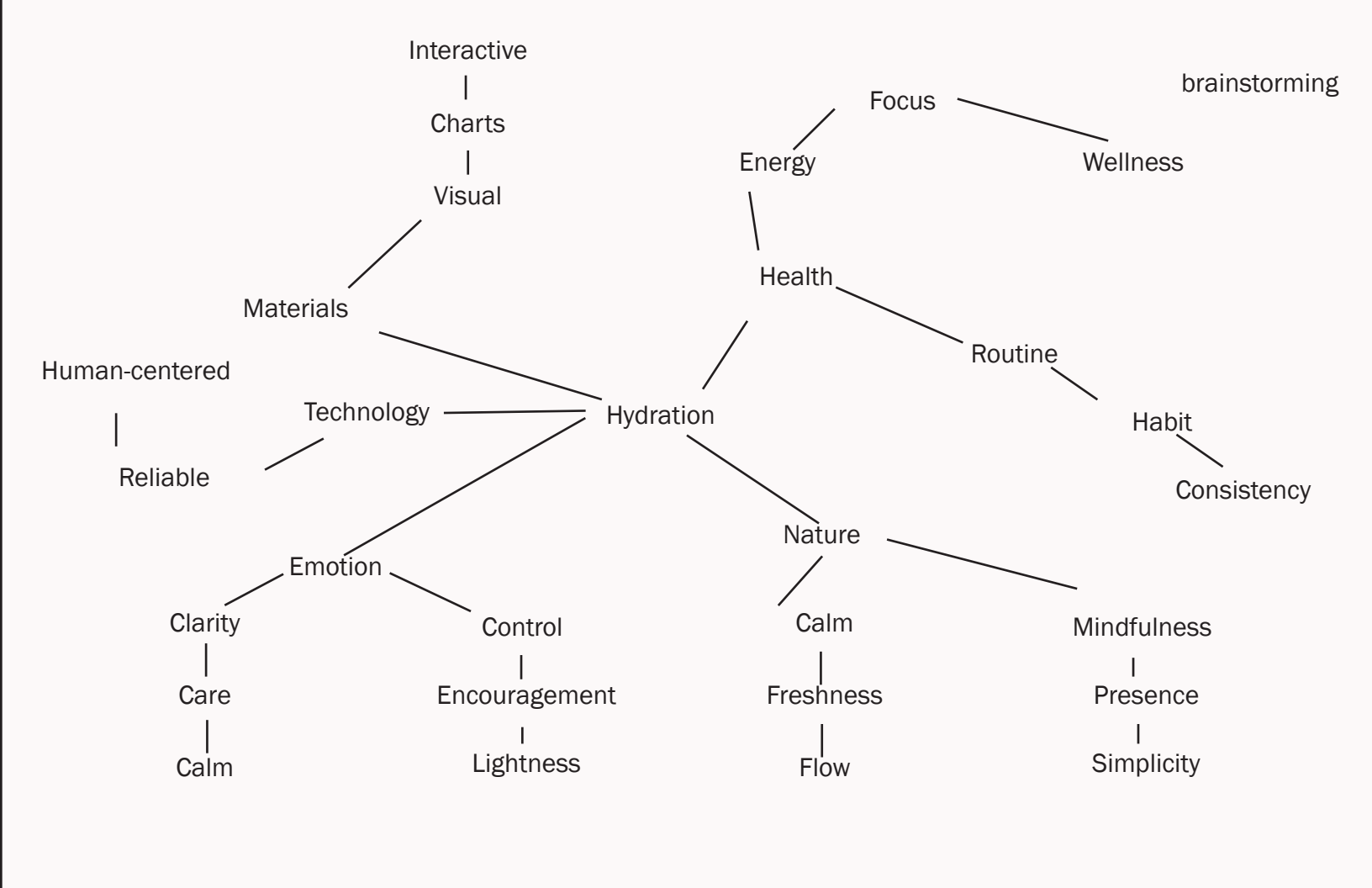
aqua TRACK

CONTENTS

2
the company
3
company history
4
name brainstorming
6
philosophy / naming ideas
7
contemporary references
8
historical references
9
type explorations/ logotype development
10
logotype
11
color palette
12
secondary type
13
brand applications
14
company web-page
15

AquaTrack helps people stay hydrated and balanced through simple, mindful water tracking in a calm, nature-inspired interface.

AquaTrack was founded by three wellness-focused developers and a product designer who realized they often forgot to drink enough water while working long hours. What began as a minimalist tracker built in their home studio quickly grew into a thoughtfully designed wellness companion. Drawing inspiration from mindfulness apps, nature journaling, and personal well-being, the team infused AquaTrack with calming visuals and gentle functionality. Today, AquaTrack is used worldwide by students, remote workers, fitness lovers, and anyone seeking to improve their habits through hydration and intention.vvvv

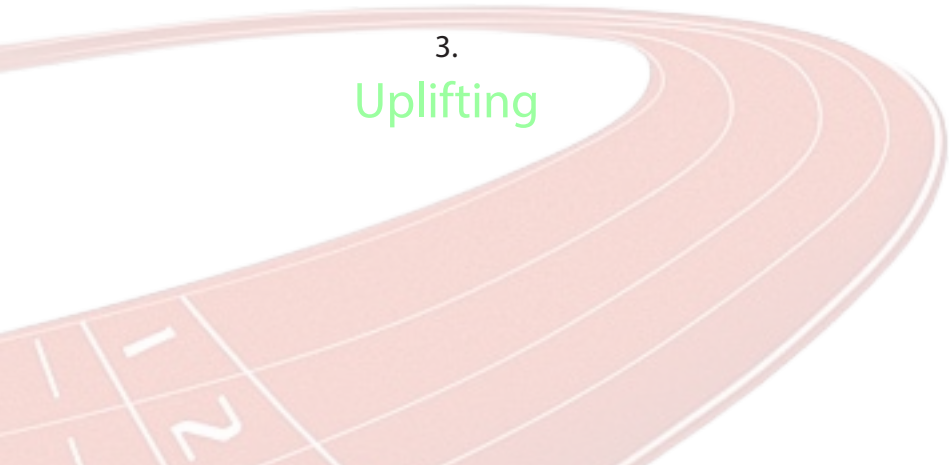

Interactive
Charts
Visual
brainstorming
Focus
Energy
Wellness
Materials
Health
Routine
Human-centered
Technology
Hydration
Habit
Reliable
Consistency
Nature
Emotion
Clarity
Control
Calm
Mindfulness
Care
Encouragement
Freshness
Presence
Calm
Lightness
Flow
Simplicity

phylosophy

1.
Mindful

2.
Clean

3.
Uplifting



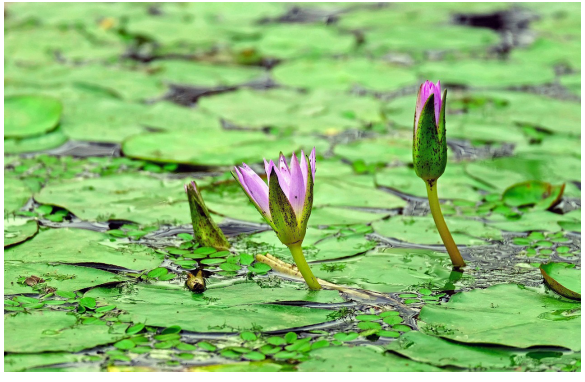
naming

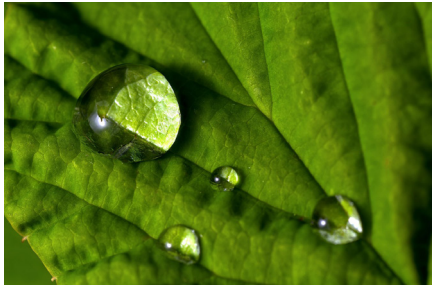
1.
HydraHabit
(Descriptive but slightly harsh)

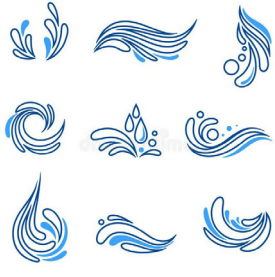
2.
Flowly
(Soft, friendly, but lacks clarity of purpose)

3.
AquaTrack
(Top choice: clear, functional, modern with wellness tone)

contemporary reference

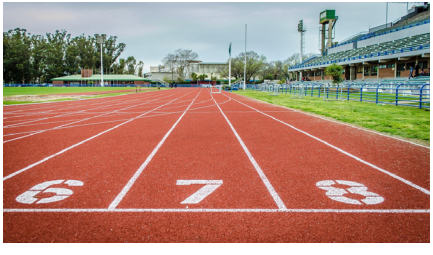






abcdefg
hijklmn
opqrstu
vwxyz

historical reference



type explorations

AQUATRACK

AQUATRACK

AQUATRACK

AQUATRACK

AQUATRACK

AQUATRACK

AQUATRACK

AQUATRACK

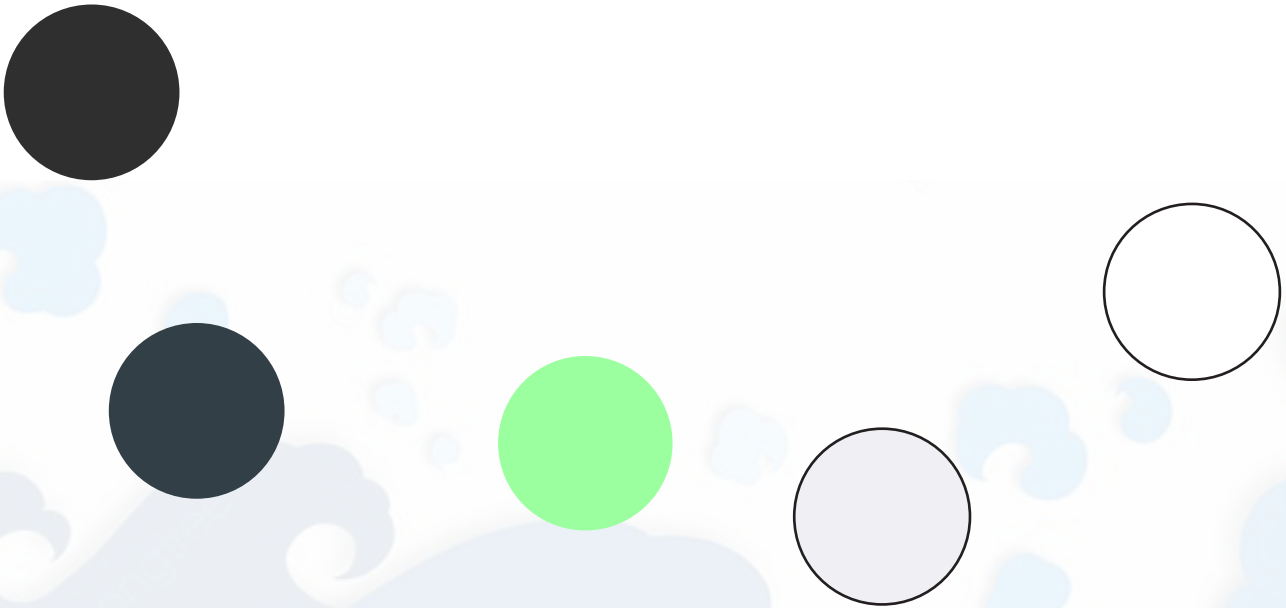
AQUATRACK

logotype development

AQUATRACK

aqua TRACK

color palette



Record daily water intake and track

Record daily water intake and track

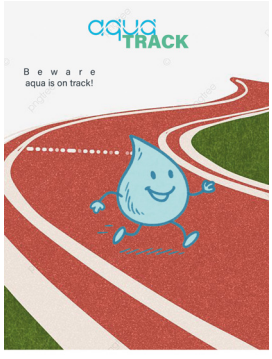
Record daily water intake and track

Record daily water intake and track

Record daily water intake and track

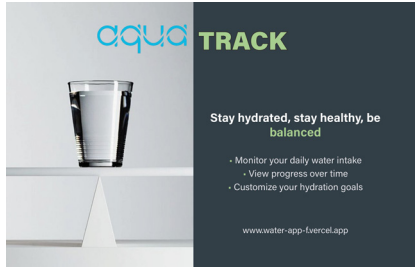
Record daily water intake and track

brand application

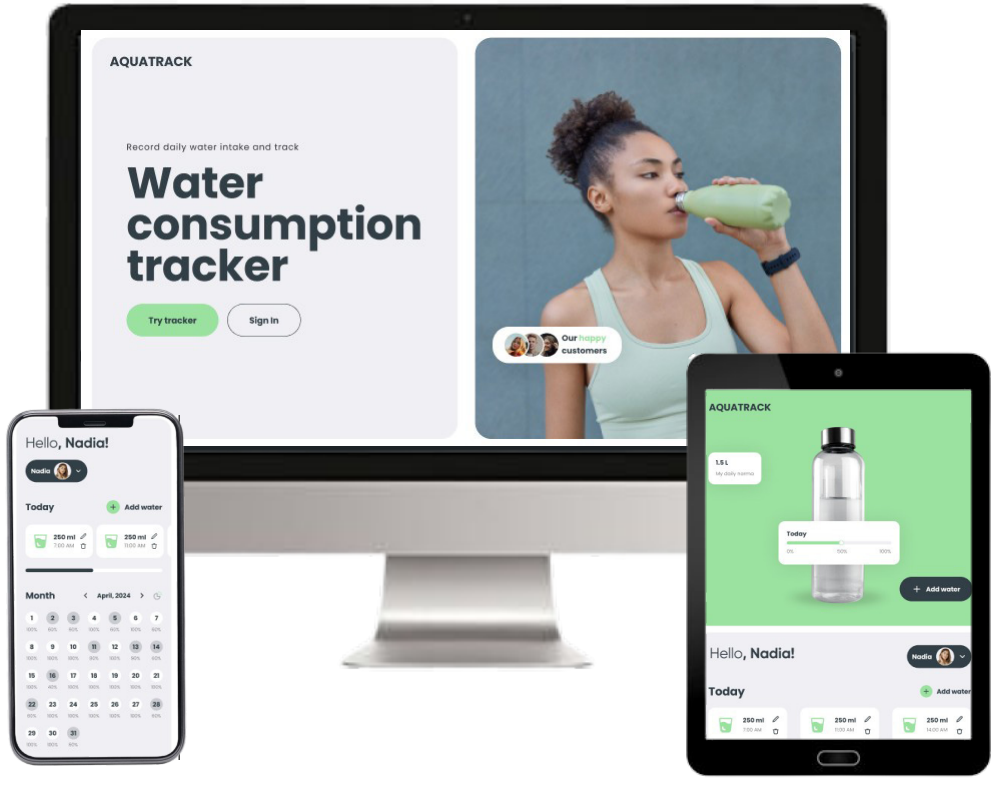


track your water on
www.water-app-fvercel.app

track your water on
www.water-app-fvercel.app



brand web page



brand application

AQUATRACK
aqua
TRACK