Aqueous

Branding Guidelines

Contents

Colours

Colours are the most basic element of our brand, that act as a layer of cohesion and consistency.

Primary Colours

Bright Navy Blue

HEX   #1067DD

RGB   16 103 214

CMYK   93 53 0 13

Turquoise

HEX   #3ADBFD

RGB   58 212 246

CMYK   77 13 0 1

Brilliant Azure

HEX   #2D9FFE

RGB   45 152 247

CMYK   82 37 0 0

Secondary Colours

Blue Whale

HEX   #223447

RGB   34 52 71

CMYK   52 27 0 72

Pewter Blue

HEX   #98A7BD

RGB   152 167 189

CMYK   20 12 0 26

Colours
Definitions

Primary Colours

The Primary Colours are the colours used to **identify** our brand.
These are most commonly used in the **Logo**, as well as **Icons** and **Graphic Elements**, such as the **Wave**.
Any document or graphic produced by the team **must** use **all three colours**. However, in some formatting instances that require ony one colour, **Bright Navy Blue** should be used.
These colours **must not** be used on **text**. They also **must not** be used in **gradient form**, with exception for the logo.

Secondary Colours

The Secondary Colours are to be used in **specific circumstances** where the Primary Colours are unsuitable. These are used to complement the Primary Colours, but **must never replace** them.
These colours must also never be used on text.
When a dark background is required, Blue Whale **must** be used in **conjunction with white text**.
When employing thin or subtle graphic elements, such as text dividers, Pewter Blue **must** be used.

Colours
Applications

Logo

Our logo is the core of our brand. It identifies us, and our values. Consequently, it must remain consistent and proffesional.

The Primary Logo is the logo that is primarily used to represent the team, a product of the team, or any associated work the team has completed. Any product of the team **must** include the Primary Logo in a prominent placemement, such as the title page for a portfolio or document, with **exception** to documents where the title of the document replaces the Tagline (see Logo Variations).

The Primary Logo **must** be contained within an **exlcusion zone** of **white space**. This provides **maximum impact** and **focus** on the logo. Variations of the logo should use this exlcusion zone where formatting permits.

Minimum
Exclusion
Zone
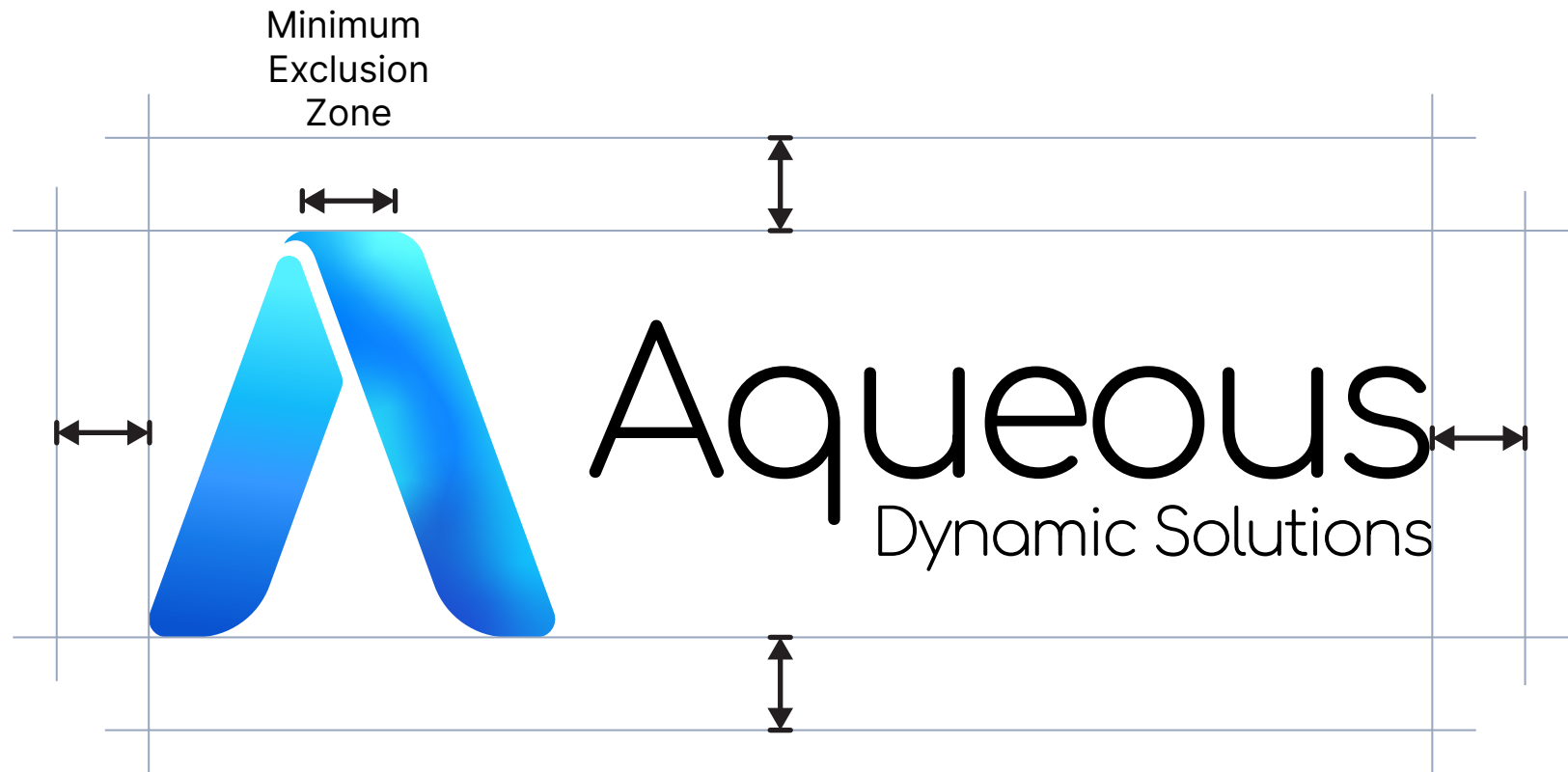
The Primary Logo consists of three main elements, the **Icon**, the **Name**, and the **Tagline**. These elements provide the basis for **Geometric Variations** of the logo.

The Primary Logo also contains the **Primary Colours**, which provide the basis for **Colour Variations** of the logo

Variations of the logo **must only** be used when text on the logo becomes **illegible** (small spaces), the area for the logo may of **incorrect proportions** to satisfy the **Minimum Exlcusion Zone** (square or portrait spaces), or the background does not provide **suffcient contrast** with the logo (coloured spaces).

Name

Aqueous
Dynamic Solutions

Icon

Tagline

Aqueous
Document Title
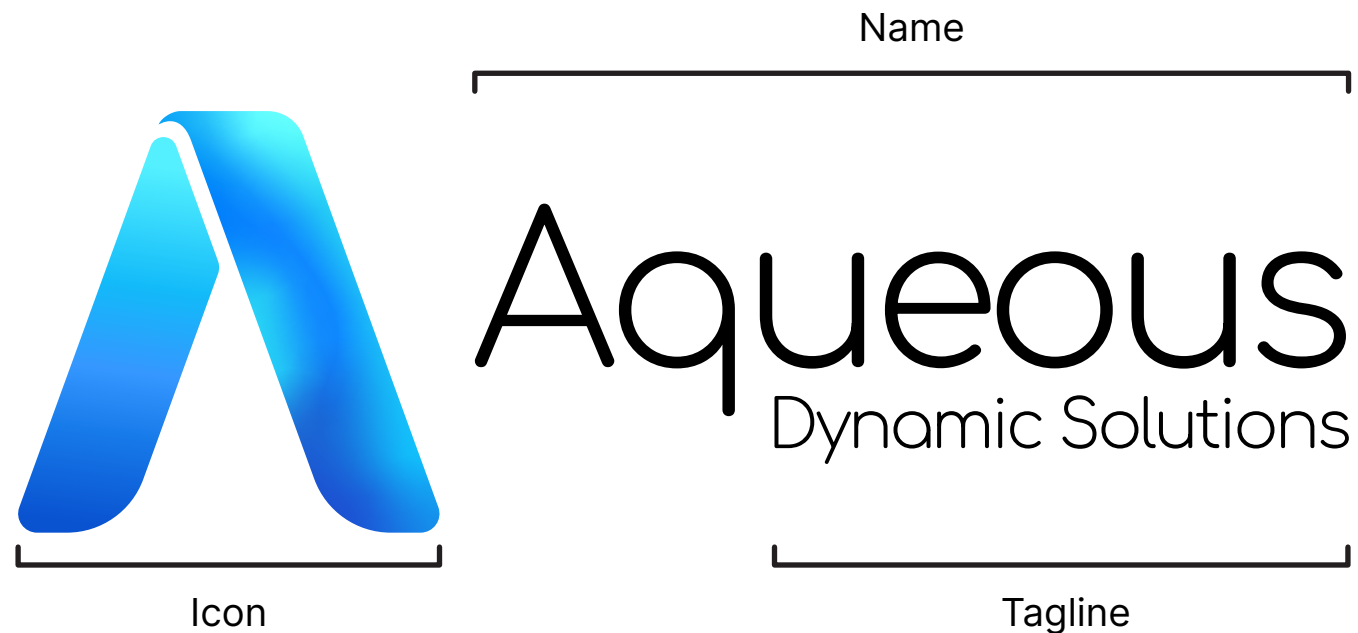
The 'Title' variation of the logo is to be used **exclusively** to replace the Primary Logo on document title pages where packaging the title with the logo is favourable.

Aqueous
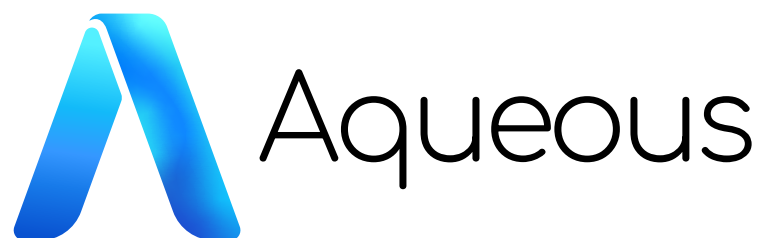
The 'Name' variation of the logo may be used when the **Tagline** becomes **too small** to be effective and readable. It may also be used where the formatting requires more balance from the content.

The 'Icon' variation of the logo is to be used in **small spaces** where the Primary Logo or the Name Variation **cannot be placed**. It may also be used as a watermark to **supplement Graphic Elements**.

The 'Outline' variation of the logo is to **exclusively** be used as a **graphic design element**, or as an unnofficial representation of the team. It **must never** replace other variations of the logo.

Geometric
Variations

The logo **Icon** and **Name/Tagline** may be formatted with a white infill. This **must only** be applied to logos on backgrounds of **Bright Navy Blue** and **Blue Whale**, or **Black**. It may also be applied to **darker images** where minimal branding is preferred.

Aqueous

On a **white background**, the Icon may be changed to **block colour** of one of the Primary Colours, with **Brilliant Azure** as preffered. This is to mostly accomodate for printing processes, such as embroidery, that are **limited by colour variation**.

Aqueous
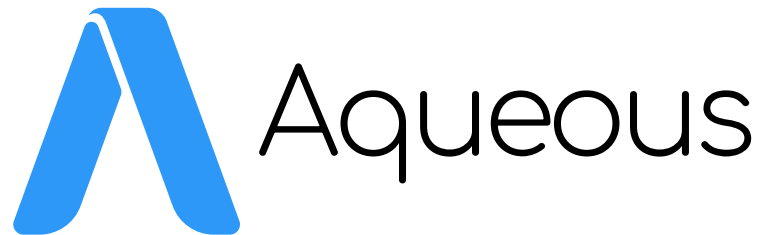
The logo colours **may** be converted to black and white, **if and only if** the formatting of any printed elements **cannot be done in colour**. Greyscale **must** not be used on **digital** documents.

Aqueous
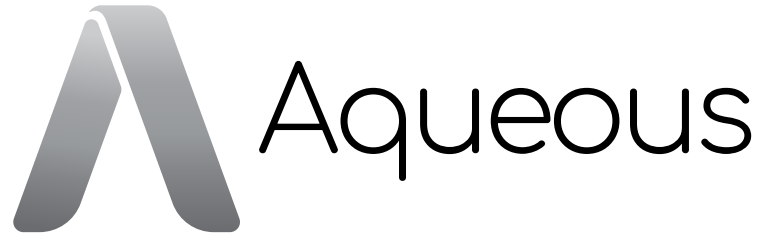
Typeface

The typeface, like colours, acts as a way to cohesively and effectively bind all project elements together.

Aa

For Title Text, **Comfortaa** is the appropriate font, as it complements the **organic** and **curved nature** of our brand. It is to be used on **titles**, **headings**, and **subheadings**. It may also be used for Body Text in **Visually Focused Documents** (see Document Formatting).

Typeface
Title Text

Aa

For Body Text, **Inter** is the preffered font. It balances the **clean** and **minimalist** nature of our brand as a sans serif font, but is still **optimised for readability**. Inter is to be used on all paragraphed **body text**, **footnotes**, **captions**, and **diagrams** in **Information Focused Documents** (see Document Formatting).

Graphic Elements

Our brand's graphic elements are the unique features of our image, and like the logo, must remain consistent to best represent us.

The 'Wave' Element

The 'Wave' element is derived from the **fluidic nature** of our logo, our values, and our representation. The wave is the most **universal** and **commonly used** graphic element of our brand, and **must** be used in conjuction with the logo on **any** Aqueous branded material as a **core representation** of our brand.

The Wave is defined as a set of **three overlapping solid colour shapes**, or 'wave sub-elements' placed against the **edge of a page** or content space.
Each wave sub-element, **must** have a **curved**, **organic edge** when the edge is not adjacent to a page border.
The colour of each of the three wave sub-elements **must** be a **Primary Colour**. The sub-element adjacent to the page background must have the **lowest contrast** with the page **background colour**. The colours **must** be in order from either darkest to lightest or lightest to darkest. The shape of the wave sub-elements should mostly consist of **low amplitude**, **occasionally crossin**g curves, on approximately **alternate phases**.

The Wave element may be oriented at **any angle**, only on the **edge or corner** of a page, but **never** in the middle.

Graphic
Elements

Rounded Geometry

Any **shapes**, **forms**, or **geometric features** of our brand **must** have **rounded edges**, **verticies**, or **corners**. This **does not** apply to the Wave element.

Rounded geometry should be **consistent with the context** of the document, and should not be excessive (i.e. no circles, unless strictly nessacery).

Examples of rounded geometry include **borders**, **boxes**, **images**, and **divider elements**.

Any geometry with rounded corners **must** be offset from **any other near objects**, including page borders, by at **least the radius** of the rounded geometry, except where the radius is very large in proportion to the size of the rounded object, where at least half a radius offset is required.

Graphic
Elements
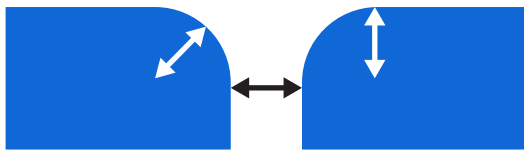
Title Formatting

All titles **must** be formatted in **Comfortaa**, and be **at least 1.5 times** the size of the largest body text. Titles **must not** be formatted such that words are mixed-case.

Any titles associated with **large amounts of written content**, **multi-paragraphed content**, or **content arranged in columns**, must be **underlined** with a text divider. The underline must have a **minimally visible stroke**, **Pewter Blue** as its colour, and must extend the **full width** of the **widest object** in the associated content.

Any titles associated with **short**, **single paragraphs** may not be underlined, but a **text highlight/divider** must be used along the **aligned edge** of the text to indicate that the title is associated with that section of text. The width of the text highlight must be **proportional** to the **size of the text**.

See examples below.

Title

| Body content

Title

Body content

Content Text Formatting

Content text, which includes, body text, captions, footnotes, etc., **must** be formatted according to the **type of document** in which the text is situated.

Visually Focused Documents are documents designed to almost purely represent our team from a **brand and impression** standpoint, and not to provide a significant quantity of detailed information. As a result, these documents can sacrifice some level of readability in favour of aesthetics.
In Visually Focused Documents, such as the Sponsorship Prospectus, content text **must** be formatted in **Comfortaa**, with **justified text alignment**, and only in **single columns**. This text may also have elements such as borders or shapes around it to separate images and diagrams.

Information Focused Documents are documents that prioritise the **delivery of information**, such as Portfolios and this document. Aesthetics of these documents must work around effective communication of the content.
In Information Focused Documents, text must be formatted in **Inter**, only be placed on a **white background**, and may have multiple columns or justified text alignment, depending on the context.

Body text must be formatted in **black**, and must be of sufficient size to be **clearly readable**.
Captions and footnotes **must** be coloured in one of the **Secondary Colours**, and be **two thirds** the size of body text.

Page Formatting

Every page in a document produced by the team must have a representation of our Logo in any one of the corners of the page. This logo may be any of the acceptable variations of the Primary Logo.

Where possible, pages must have a white background, however some Visually Focused Documents may have white text on any of the team colours.

All pages, where possible, must incorperate the Wave graphic element. Commonly, this may be incorperated with the page title, or as a header/footer element.

All pages must have page numbers, except the title page.

Document Formatting

Resources

Any brand resources, such as logo files or fonts, are available at:
https://teamaqueous.com/files/branding