

Version 1.0

## Brand Guidelines

# 2016



Developed by Ikone International



## LOGOTYPE

Construction  
Application

— 1

## COLOR

Primary/Secondary Palette

— 2

## TYPOGRAPHY

— 3

## CHECKLIST

— 4

### WHAT IS A BRAND IDENTITY?

A brand identity represents the values, services, ideas, and personality of this organization. It exists to increase recognition and build awareness of the organization in its target marketplace. This brand identity should be graphically represented and includes elements like the logo, color palette, and typography, and can use examples to visualize how a brand should be depicted across different visual media within its guidelines

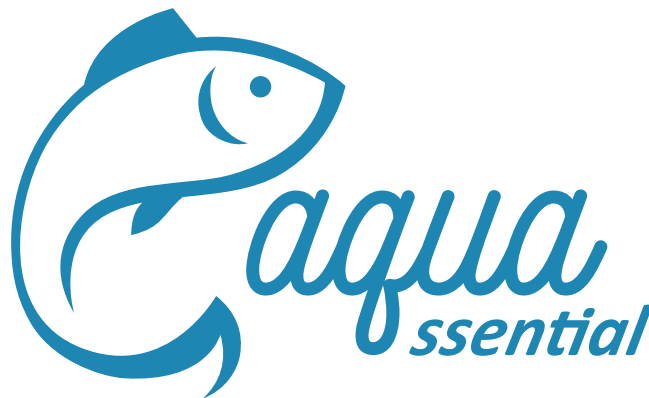
### WHY USE THESE GUIDELINES?

The corporate identity system in this document has been created to manage how this brand is represented across all visual media in various situations, and the guidelines herein explain how to correctly depict and embody the brand ethos consistently across different applications and in various markets to maintain brand authenticity.

## | LOGOTYPE



A simple fish graphic with flowing and modern typefaces combine to make Aquassential's logotype. Fluid and curved, the graphic captures the ever-moving behavior of fish, while clean lines help to modernize the graphic. 'Aqua' is cursive and flows like water, while 'ssential' utilizes a basic typeface to form the essential bedrock of the composition, similar to how the product will be in aquariums.



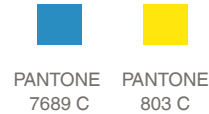


## COLOR

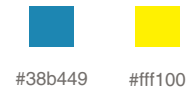
The following corporate color palette references are included to ensure accuracy when reproducing the palette in visual communications. Also included are the references for CMYK, RGB and HEX values for consistency across different media. Where possible, the logo should be reproduced in the CMYK color process. Equivalent colors can be composed using the RGB and HEX references included when the logo is used digitally. These are the corporate colors for the logo and text.



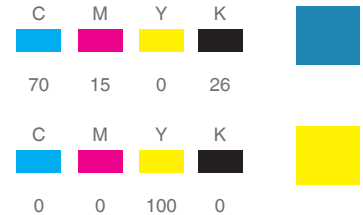
### Solid Colors



### Web Colors



### Process







## LOGOTYPE

### APPLICATIONS

To maintain the integrity of the logo, and to promote the consistency of the brand, it is important to use the logo as described in these guidelines.

- Always leave the logo some space to breathe. Use backgrounds displayed to the right when possible.
- If it's unavoidable to sit the logo on a color or a photo, use the negative logo.



### MISUSES

Possible misuses of the logo that should be avoided.

- Do not rotate the logo.
- Do not place the logo on bright colors.
- Do not use the negative logo on backgrounds that are too light.
- Do not add embellishment like drop-shadows, embossing, etc. to the logo.



## LOGOTYPE

### CONSTRUCTION

Grid based guides helped us to craft a logo that was spatially sound and visually appealing. We gave much weight to the fish graphic as the logo's unique identifying factor while still giving enough space to the brand name. Two fonts were chosen to help communicate different branding messages and to increase the impact that the logo would have on consumers.





## CHECKLIST

### THE LOGO

Only use the logo in an appropriate version, created from original digital artwork.

### BACKGROUNDS

The negative logo should not appear on light or cluttered images without being reversed out.

### GRAPHICS

Check that any supporting graphics or graphic elements do not marginalize, obscure or overpower the logo.

### TYPOGRAPHY

Check that the corporate typefaces have been used appropriately where applicable.

### DESIGN

Be sure to provide these guidelines to third parties or collaborating partners.



*Aller*

Regular

---

*A B C D E F G H I J K L M N O P Q R S T U V W X Y Z*  
*a b c d e f g h i j k l m n o p k r s t u v w x y z*  
*1 2 3 4 5 6 7 8 9 0*

**Open sans**

Bold Italic

---

*A B C D E F G H I J K L M N O P K R S T U V W X Y Z*  
*a b c d e f g h i j k l m n o p k r s t u v w x y z*  
*1 2 3 4 5 6 7 8 9 0*



## PACKAGING

