AQUATIC IDENTITY
GUIDELINES OVERVIEW

The Aquatic identity is composed of the water drop symbol and wordmark incorporating the company name with a graphic representation of water that reflects Aquatic’s business and products.

To promote Aquatic consistently and effectively the identity should whenever possible be used as a complete unit as shown in the examples on the right.

IDENTITY MARK COLORS

To achieve the strongest visual impact it is preferable to use the Aquatic identity mark in a three color presentation.

PMS colors for printing are PMS 635 and PMS 638 and Pantone Cool Gray 8. In order to maintain consistency these should be the only colors used when reproducing the identity mark. When printing four color process the CMYK electronic file should be used.

Certain circumstances may only permit a one color presentation of the identity mark. There are three variations that may be used, PMS 638 only, Black, or reversed. Anytime the identity mark appears on a dark background it is preferable to use the reverse version.

The identity mark color variations shown at right are all provided in digital format to allow flexibility and ease of use while maintaining consistency across corporate communications.

CLEAR SPACE

When using the identity mark it is preferable to give it a prominent position, not too large and not too small in relation to other design elements in the layout. It is also preferable to provide an ample amount of clear space around the identity in order to avoid clutter and set it off.

When placing the identity mark near or around other design elements a minimum clear space should always be maintained. The minimum clear space is equal to the height of the letter A in Aquatic and is proportional at any size.

The example at right shows the minimum clear space applied to all sides of the identity mark.