



AQUASERV

Visual ID

Logo(s)

Original version:



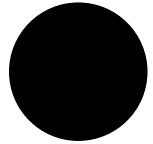
Black version:



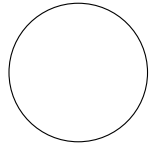
White version:



Primary Colour Palette



R0 G0 B0
#000000



R255 G255 B255
#ffffff



R33 G58 B143
#213a8f



R218 G218 B218
#dadada

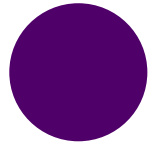


R149 G27 B129
#951b81



R60 G181 B181
#3cb5b5

Secondary Colour Palette



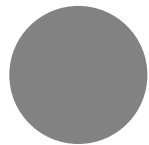
R80 G0 B105
#500069



R101 G113 B208
#6571d0



R146 G229 B213
#92e5d5



R130 G130 B130
#828282

Typography

Headings

Fira Sans bold, 30 px, Aquaservcolor

Subtitles

Space grotesk bold, 24 px, Aquaservcolors

Paragraph titles

Space grotesk regular, 20 px, Aquaservcolors

Text body

Fira sansregular, 16 px, black. (wix theme: paragraph1)

Small text(e.g., in Footer, imagecaptions)

Fira sansbold, 12 px(wix theme: paragraph2), Aquaservcolors

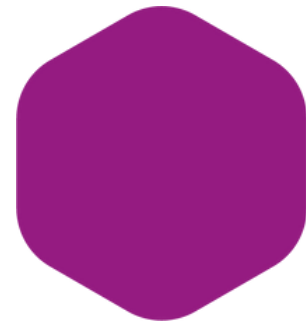
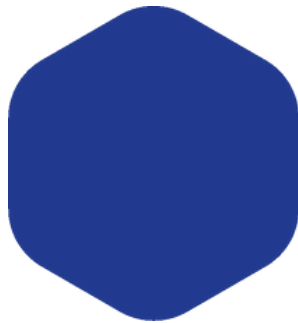
Texts with background color

- When colorbackground:
 - Use white text on purple or dark blue background
 - Use dark blue text on grey or white background

Molecules

- Can be used as background in very specific cases
- As bulletpoints
- As a container for quotes or highlight (very short texts)

Note: They should be used in the four main AQUASERV colours present on the logo.



Molecules variation 1



Molecules variation 2



Text boxes

- 1 pt line & background colour

- OR full colour/ transparency (min 40%) + no outline

Big images

- No outline
- Favour the fullscreen pictures, without borders on the sides
- Possible to have an overlay text (caption):
 - bottomcorner, in Fira Sans bold in a contrasting color of the brand identity
 - and if not readable, with a rectangular solid colorbackground (see example below).

Big images



Open Call: Apply until January 8th 2025

Smaller images



- For smaller pictures, favour using a two columns structure and fit the image in one of those columns.
- It should fit half of the document/website width.
- The caption should always be below the image.

Open Call: Apply until January 8th 2025

Portraits



- No outline
- Molecule shape

Caution:

- Limit those kind of images to 3 in the width of the document
- Be careful with the vertical spacing: those images should be aligned vertically with one another and respect a whitespace of half the size of the image vertically between each other.

Names



Name Surname

Leader of Work Package 10

- Name and surname in AQUASERV **purple**, in Space Grotesk bold, 24px.
- Title or function in AQUASERV **dark blue**, in Fira Sans regular, 16px.

Menu items& buttons(website)

- Names in Space Grotesk capital letters (only short sentences up to ~ 8 words)
- Solid colour background or 1px finelineand, transparent background
- Rounded edges: 10 px
- On print documents: use these guidelines for headings

