



# AQUASERV

Visual ID

# Logo(s)

Original version:



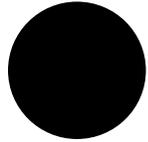
Black version:



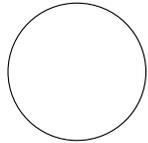
White version:



# 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

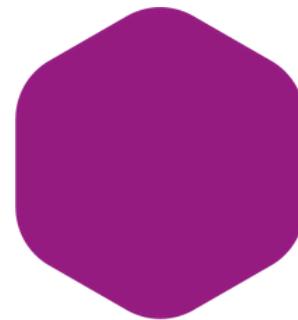
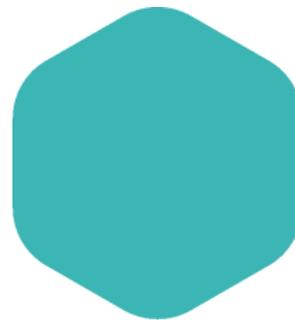
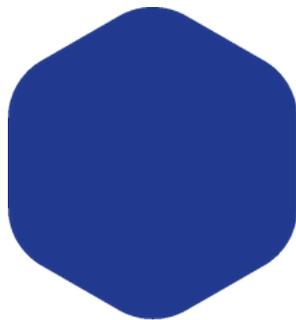
# Texts with background color

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

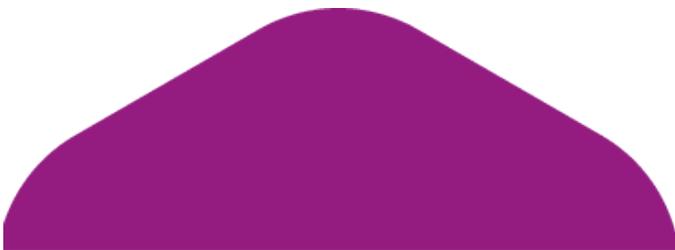
# Molecules

- 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 fineline and, transparent background
- Rounded edges: 10 px
- On print documents: use these guidelines for headings

