

An aerial photograph of a coastal residential area. The image shows a sandy beach on the left, with waves breaking onto the shore. To the right of the beach, there are several houses with different roof colors (brown, grey, blue) and some greenery. The overall scene is captured from a high angle, looking down at the landscape.

AQUANA

A *GEOSPACE* COMPANY

Aquana
Geospace Technologies
Houston, TX

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ii. Brand Universe
1A. Logo
1B. Versions

1C. Rules
1D. Rules (cont.)
1E. Rules (cont.)
2. Typography

3A. Color
3B. Color (cont.)
4A. Print
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Introduction

Aquana provides advanced water management capabilities to municipal utilities and multi-unit residential and commercial properties. The Aquana product set and IoT cloud platform deliver capabilities for wireless water monitoring and remote valve control for water billing, payment collection, asset protection, and conservation compliance.

Aquana seeks to simplify water management by providing universally compatible, remote water management technology. Integration of the Aquana product will help customers unlock more value in their utility billing systems and protect their properties from costly damage. Aquana branding should enable a simple and intuitive customer experience, while instilling a sense of environmental awareness. Images used in media should reflect the diversity of this audience and communicate the company's wide scope.

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Brand Universe



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The Aquana logo utilizes a sans serif typeface with a custom type "Q." The "Q" is evocative of a wave and ties back to Aquana's purpose as a water metering brand. The logo is bold and the sans-serif makes it easy to read. As likely the first customer touch-point, the logo should communicate a modern and confident simplicity. This product is innovative and easy to use.

LOGO

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1A

Logo

This is the primary logo for the brand. It is to be used where recognition is key. E.g. website, business cards, signage.



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1B

Versions

The wider portfolio of logos are to be used in instances where the audience has longer to engage with the branding. E.g. printed collateral, letterhead, web app.



AQUANA
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Usage

This shillouette is to be used again a solid background, preferably Aquana blue.



Usage

This shillouette is to be used over Aquana images, that have been darkened by 60%



Usage

The "Q" is to be used in either of these blue/white layouts for web icons.

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1B.	Versions	2.	Typography	4B.	Digital

1C

Rules - Clear Space

When placing the logo in any type of print or digital application, a clear space margin must be used to ensure clarity and brand integrity.

The clear space is measured by the size of the Q in the logo. This is the smallest space allowed between other graphic elements. If this distance compromises design, apply best judgement in application.



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1B.	Versions	2.	Typography	4B.	Digital

1D

Rules - Minimum Size

The Aquana logo should always be scaled to size. When laying out the Aquana logo, emphasis should always be placed on clarity and legibility. A small logo has little or no impact and does not further brand recognition.

The logo should never be small enough where the "Geospace" text underneath is smaller than 12pt.



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1D

Rules - Incorrect Usage

To maintain consistent brand identity, avoid distorting or altering the logo in any way that is not approved in these guidelines.

1. Do not alter the color of the logo to any color outside of the brand guidelines. Do not mix colors from the brand palette. Do not apply a gradient to the logo.

2. Do not print pixelated versions of the logo. Do not stretch, distort, or skew the logo.

3. Do not apply lighting or other 3D effects to the logo.



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The font Avenir conveys the simple, usable, and modern experience Aquana offers to its customer base. Its light weight complements the bold AQUANA logo, and its san-serif allows for clear communication without detracting attention from the nuances of the technology it is used to describe.

TYPOGRAPHY

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2

Typography

Apart from the logo, Avenir should be used for all typography and communications.

Header 1 should be set in Avenir Medium, all caps, and tracking should be set to 100.

Header 2 should be set in Avenir Medium, sentence case, and tracking should be set to 100.

Body text should use Avenir light, sentence case, and tracking should be set to 0.

Logo font is:

AKZIDENZ GROTESK BLACK

all caps, with custom type "Q."
This font is reserved for the logo only.

Avenir

abcdefghijklmn

opqrstuvwxyz

0123456789

Light
abcdefghijklmn
opqrstuvwxyz
0123456789

Medium
abcdefghijklmn
opqrstuvwxyz
0123456789

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Aquana's water metering system is easily usable for clients, and provides a service that benefits the environment by raising awareness of water usage and protecting infrastructure.

Aquana's use of colors should be both intuitive (i.e. green, amber and red for valve positions) and evocative of nature and the environment.

COLOR

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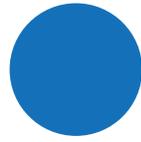
3B. Color (cont.)
4A. Print
4B. Digital

3A

Color Palette - Primary

Aquana's Blue is the signature color of the brand, used primarily for logo applications and branding highlights. Aquana Blue may also be used as a background in digital media.

Alice Blue adds brightness and contrast to the more rich Aquana Blue, and should be used as a backdrop for presentation slides and in text-heavy portions of the website.



Aquana Blue

Web#: 1d71b9
CMYK: 86%|53%|0%|0%
RGB: 29 | 113 | 185



Alice Blue

Web#: e1f0fb
CMYK: 10%|1%|0%|0%
RGB: 225 | 240 | 251

3B

Color Palette - Secondary

Secondary colors complement the primary palette of the Aquana brand. These colors should be used for design featured, interior elements and navigational elements in web design.

This navy is a darker complement to Aquana Blue, and should be used to highlight and accent the rich color palette represented in Aquana's imagery.



Navy

Web#: 003661
CMYK: 5%|1%|0%|60%
RGB: 0 | 54 | 97

Valve Positions



Vale Open
#4575b0



Valve Reduced
#f8971d



Valve Closed
#ea382a

Use of Primary Colors in Secondary Applications

Aquana Blue and Alice Blue can be used for mobile and web buttons. Alice Blue should be used for buttons on an Aquana Blue background, and Aquana Blue may be utilized for buttons on a white or Alice Blue background.

These two colors should be used instead of similar blues to maintain consistency.

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All previously outlined guidelines should be followed when creating print and digital collateral.

PRINT & DIGITAL

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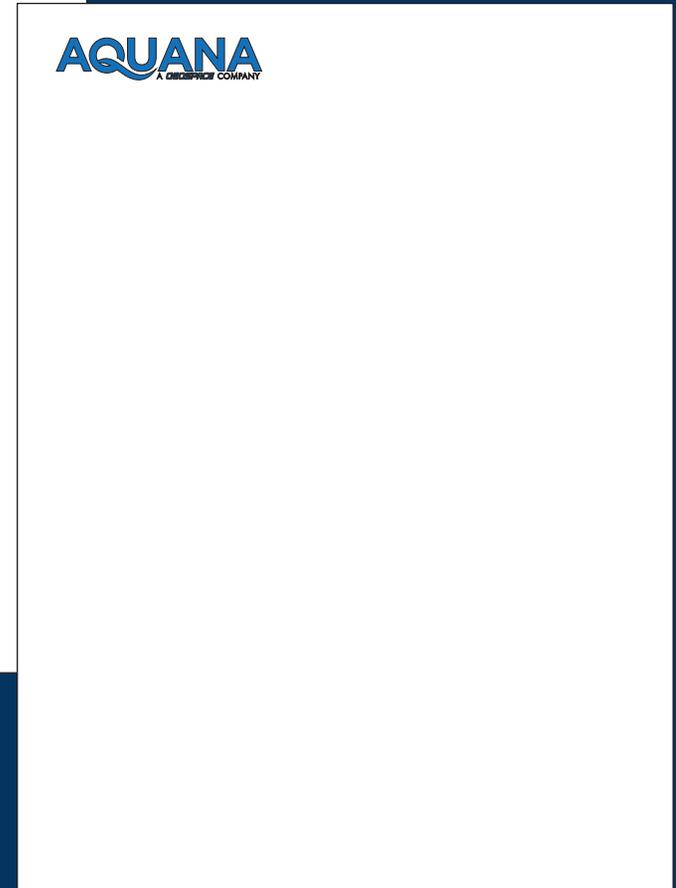
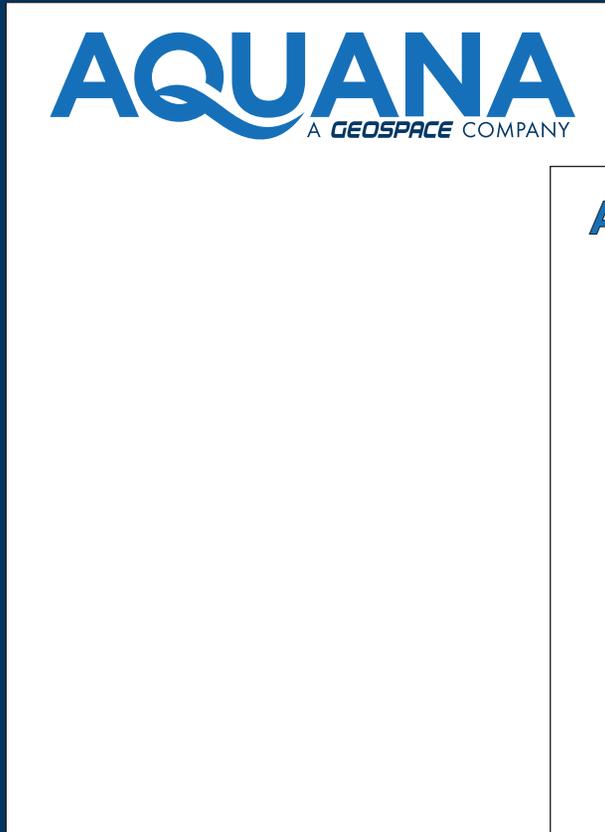
- 3B. Color (cont.)
- 4A. Print
- 4B. Digital

4A

Print Design

Aquana branding in printed collateral uses the primary logo in blue, with a white background.

In places where the logo fills more than 50% of the width of the page, it should be center justified. If the logo fills less than 50% of the width of the page, it should be left justified.



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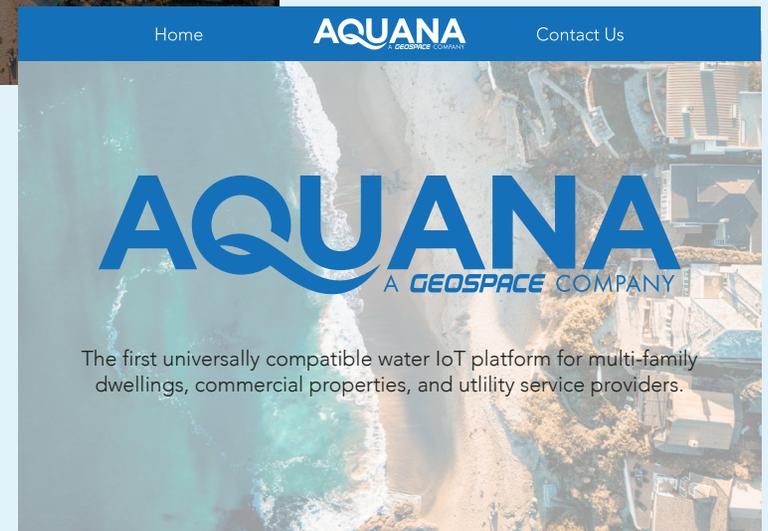
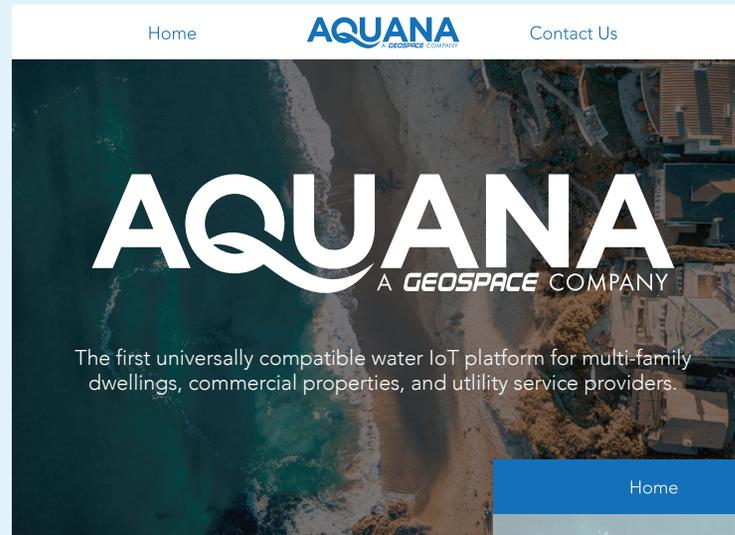
- 3B. Color (cont.)
- 4A. Print
- 4B. Digital

4B

Digital Design

The Aquana website is a destination for clients, partners, and suppliers.

It should embody the brand's mission to simplify water management through an intuitive interface. Imagery should evoke a sense of environmental awareness, and verbiage should highlight what sets Aquana apart from its competitors.





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