



BRAND MANUAL

LOGO

The visual identity of Watersens conveys fluidity and adaptability, inspired by water as a living, moving resource. It also reflects technological innovation through a clean, modern, and digital style.

The logo consists of a circular icon and a typographic logotype. The icon features fluid waves that evoke the movement of water, circularity, and interconnectedness. The text, in lowercase, reinforces a friendly, accessible, and modern tone. Overall, the visual style is characterised by minimalism and versatility, making it easy to apply across various digital and print media.



Watersens icon

Watersens App icon

Logo variations



Gradient version (White background)



White version (Dark background)



Monochromatic versions

COLOUR PALETTE

Deep Electric Blue

#003EEB

R=0, G=62, B=235

C=100%, M=74%, Y=0%, K=8%

Sky Blue

#0193EB

R=1, G=147, B=235

C=100%, M=38%, Y=0%, K=8%

Turquoise Blue

#03D3ED

R=3, G=211, B=237

C=99%, M=11%, Y=0%, K=7%

Aqua Green

#0FECDD

R=15, G=236, B=214

C=94%, M=0%, Y=9%, K=7%

GRADIENT



0% | Deep Electric Blue

33% | Sky Blue

66% | Turquoise Blue

100% | Aqua Green

TYPOGRAPHY

Lorem ipsum dolor sit amen.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Poppins is the selected typeface for titles.

Poppins

Open Sauce is the selected typeface for plain text.

Open Sauce

Regular

Regular Italic

Medium

Medium Italic

Bold

Bold Italic

LOGO USAGE

Light background



Colour version

Dark background



White version

Image background



White version



Blue version



Colour/Blue version



Colour version

LOGO USAGE



Do not change the corporate colors



Avoid applying effects to the logo



Do not use hollow or outlined typography



Do not elongate the logotype



Maintain the relative size of the icon to the text



Do not change the logo's typography



Do not tilt the logo.

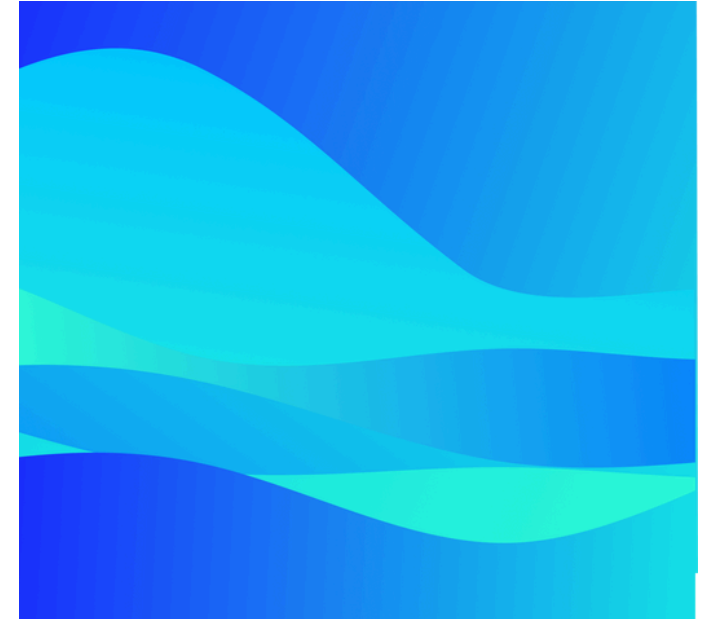


Avoid placing the logo in colored rectangles



Keep the icon and text together; do not separate them

VISUALS



VISIBILITY OF EU FUNDING

All beneficiaries, managing authorities and implementing partners of EU funding must use the EU emblem in their communication to acknowledge the support received under EU programmes. An important obligation in this context is the correct and prominent display of the EU emblem, in combination with a simple funding statement, mentioning the EU support.

https://ec.europa.eu/regional_policy/information-sources/logo-download-center_en

1 EU Flag with yellow stars + Funded by EU text

Horizontal form



Vertical form



The typeface to be used in conjunction with the EU emblem can be any of the following: Arial, Calibri, Garamond, Trebuchet, Tahoma, Verdana. Italic and underlined variations and the use of font effects are not allowed.

More information about EU funding guidelines:
[Operational guidelines for recipients of EU funding 2021-2027](#)

2. For any formal document or publication please add the following disclaimer:



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