

## USAGE GUIDELINES

# Brand Do's & Don'ts

Maintain the integrity of our brand by following these guidelines when using Aquator assets.



### Clear Space

Always maintain a minimum clear space around the logo equal to the height of the compass icon. Never crowd the logo with other elements.



### Approved Colourways

Use only the three approved logo colourways: white on dark, white on orange, or black on light backgrounds.



### Minimum Size

The full logo should never be reproduced smaller than 120px wide for digital or 30mm wide for print to ensure legibility.



### Do Not Distort

Never stretch, skew, rotate, or apply effects to the logo. Always maintain the original proportions and orientation.



### Do Not Recolour

Never apply unapproved colours, gradients, or patterns to the logo. Use only the official brand colour versions.



### Do Not Alter

Never rearrange, separate, or modify logo elements. The compass icon and wordmark must always appear together.