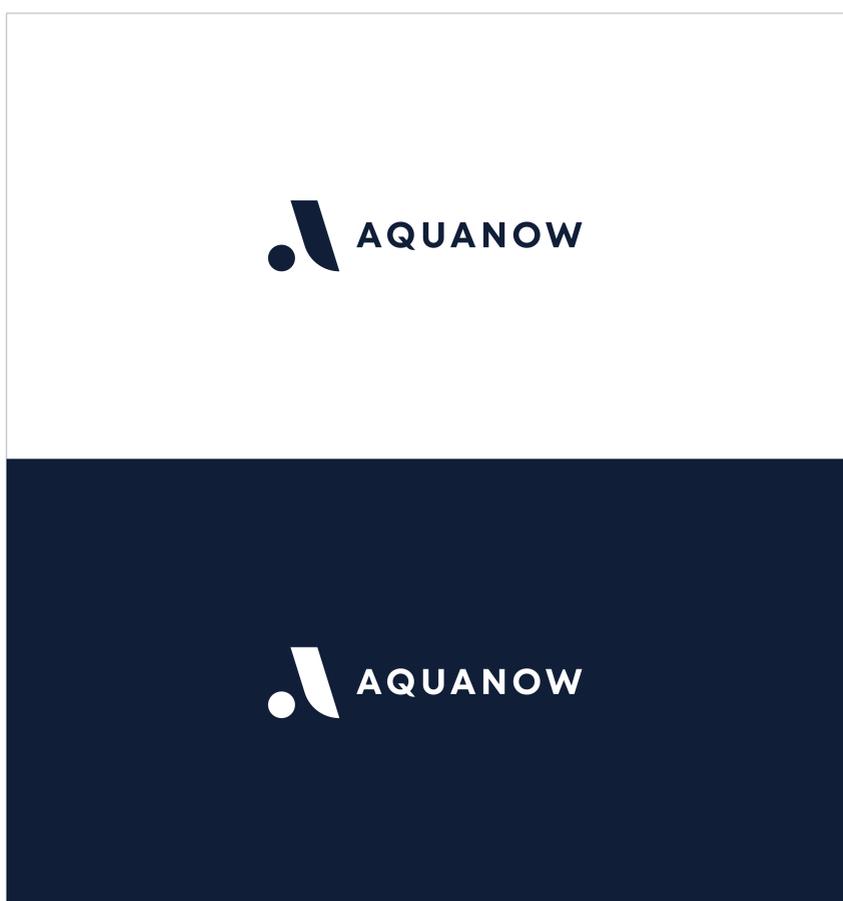


Logo

Wordmark

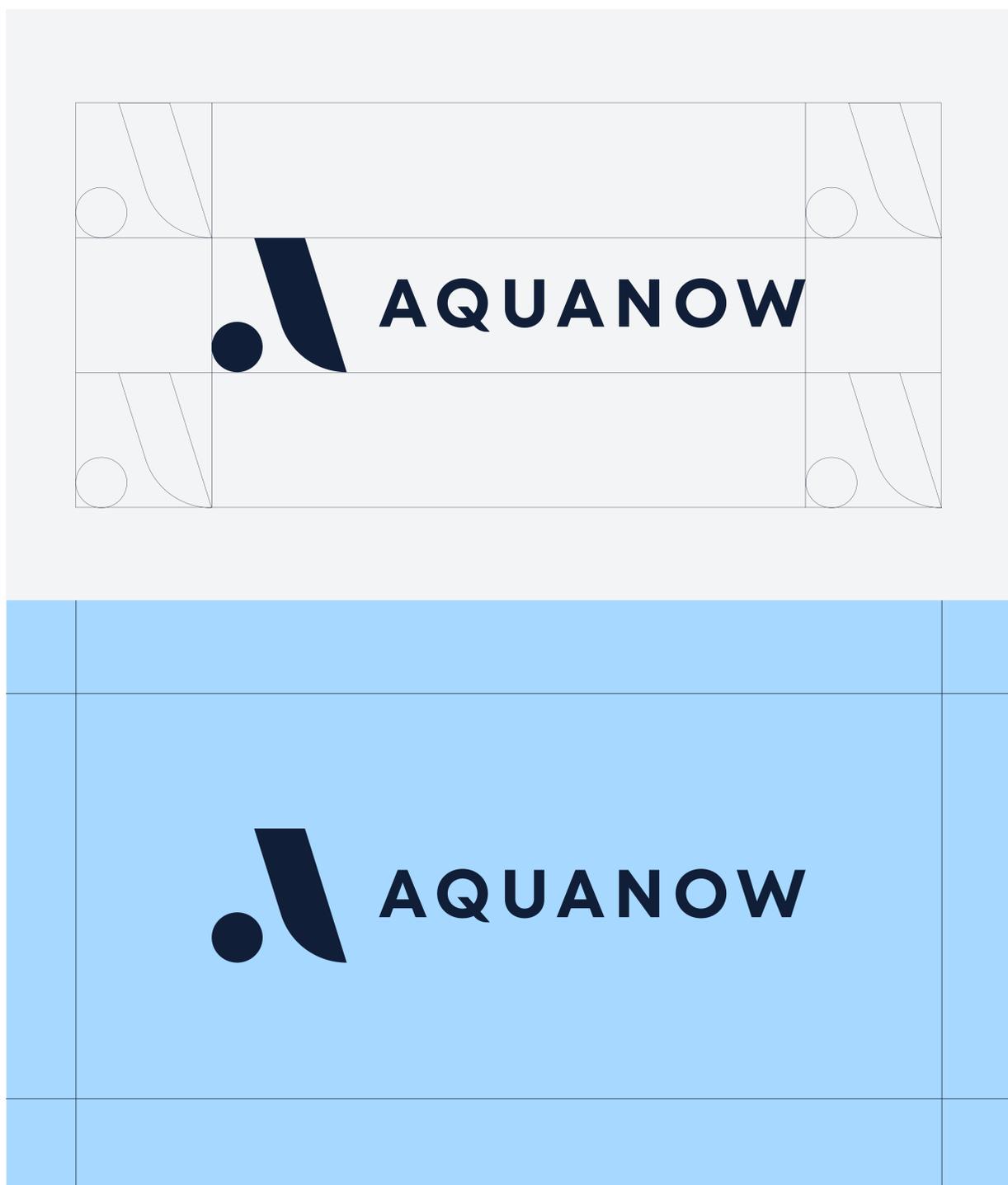
The Aquanow logo serves as the primary expression of our brand identity, and should be present in all internal and external brand communications.

This wordmark must never be altered or distorted in any way.



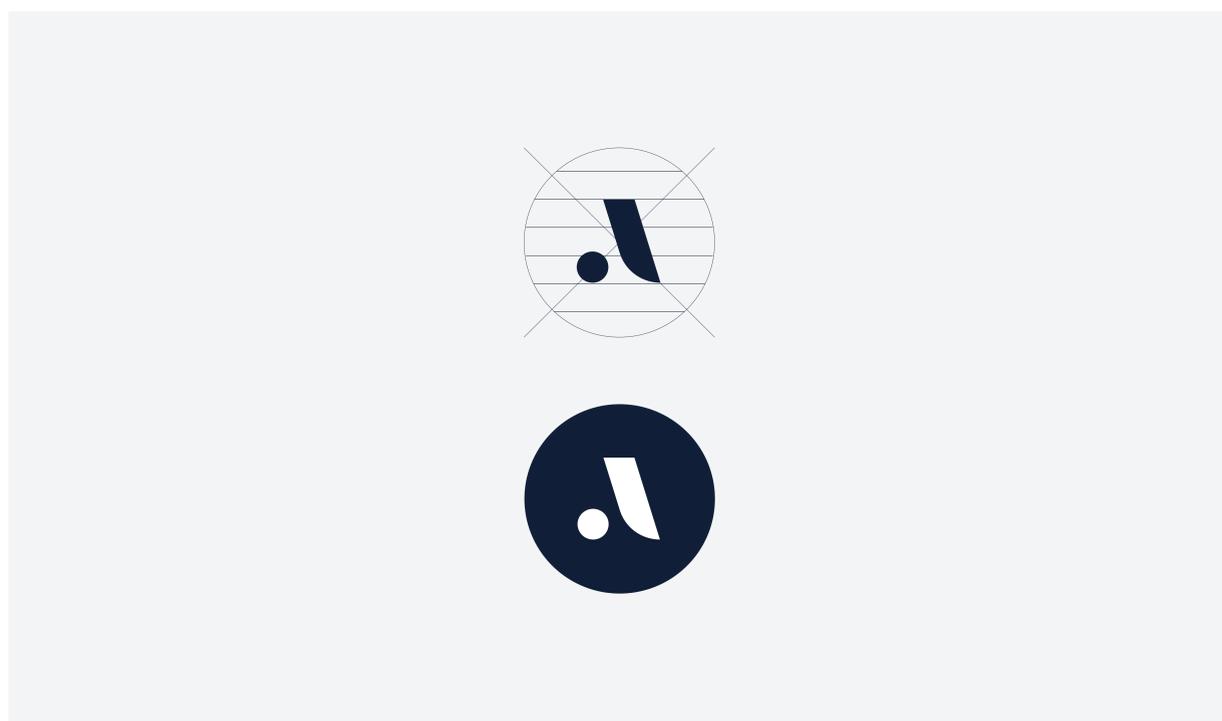
Logo Clear Space

To maintain the integrity of the Aquanow logo and prevent overcrowding in compositions, a minimum space around the wordmark should be kept clear from all other graphics.



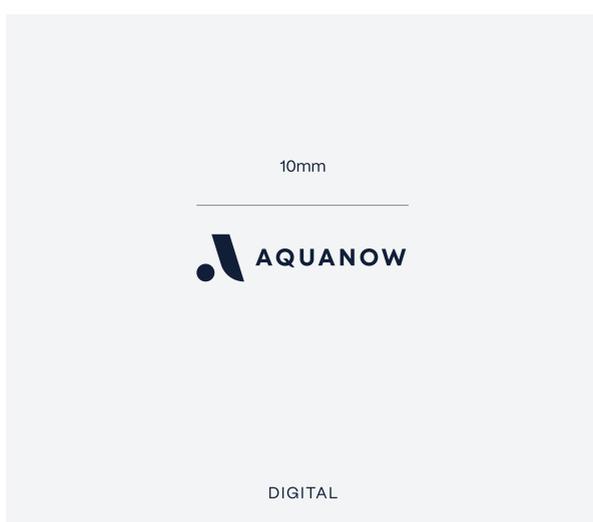
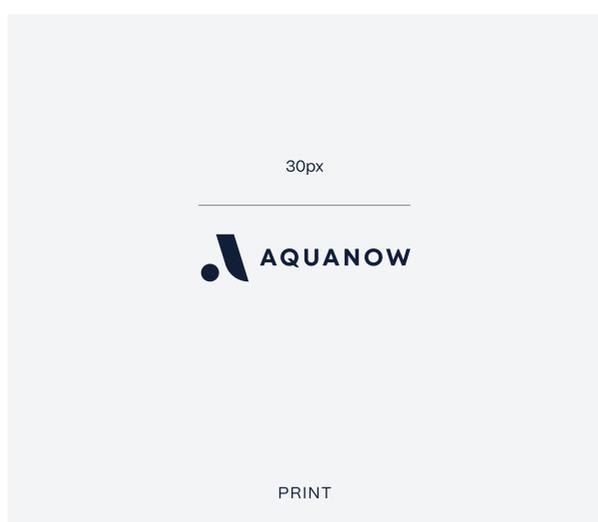
Social Iconography

As each social platform has their own way of framing their avatars and icons, the Aquanow social icons are constructed using a specific grid. This maintains a consistency through all platforms.



Minimum Sizes

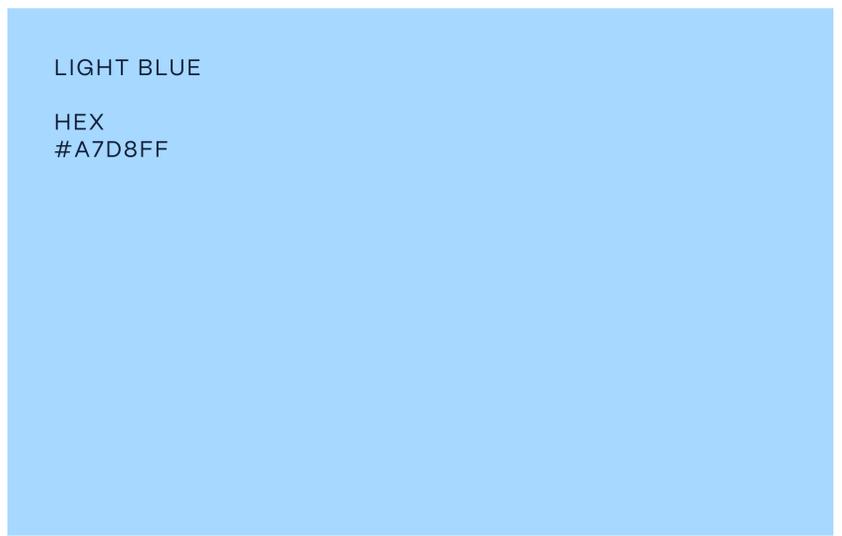
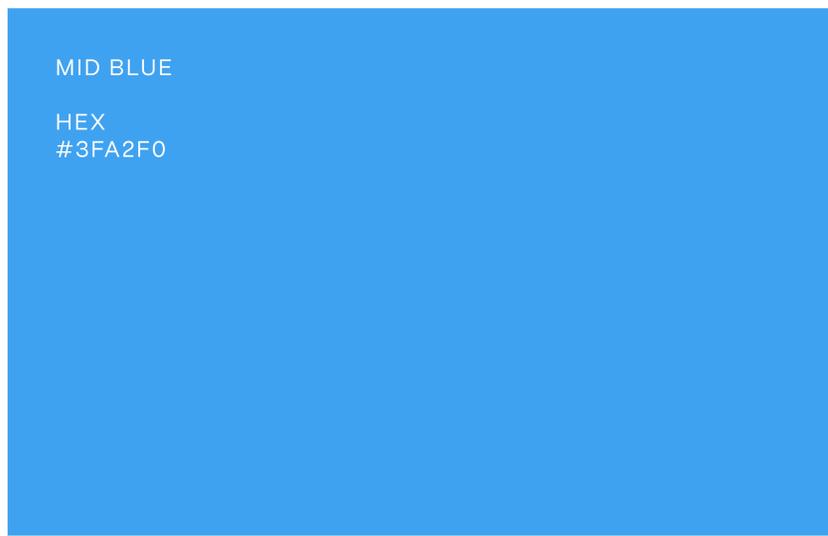
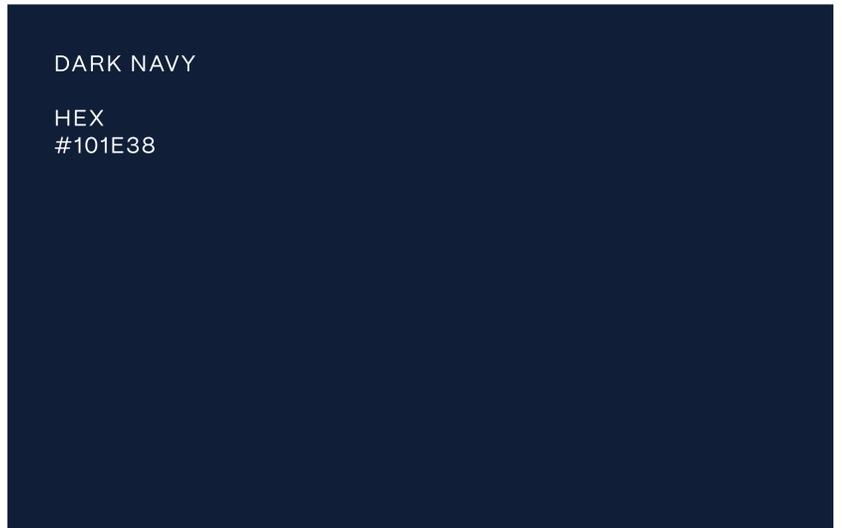
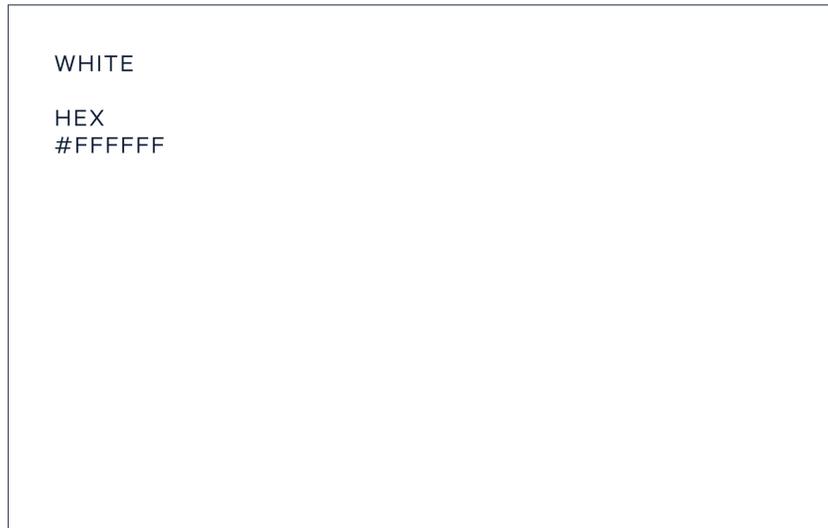
A clean and legible logo requires a minimum reproduction size. When used on any collateral, both in print and digital, the logo must never appear smaller than the sizes specified below.



Color Palette

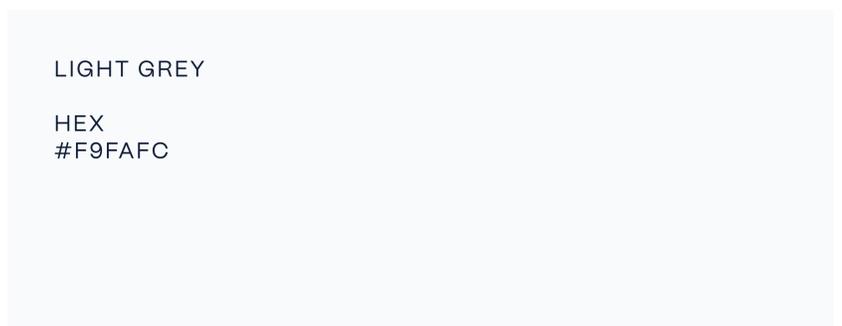
Primary Colors

Aquanow’s primary colors are White and Dark Navy, paired with Mid Blue and Light Blue accents. The colour combination is balanced between neutrals and a memorable accent colours for minimal appeal that is both timeless and trustworthy.



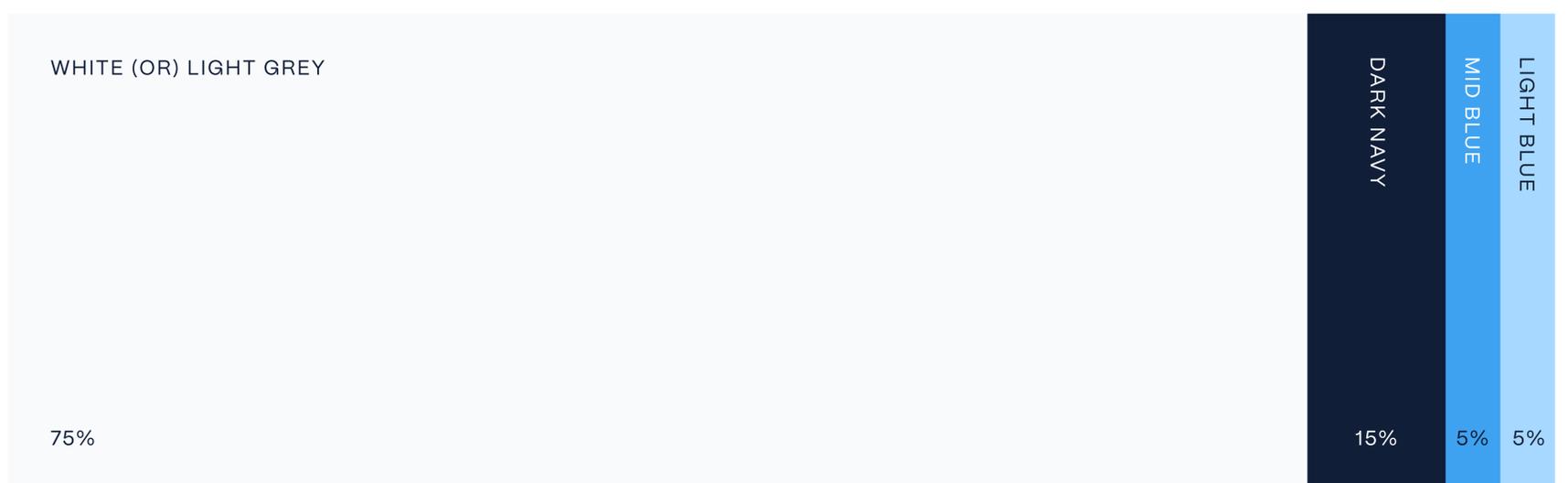
Greys

These two colours support our Primary colours to create separation and give more options for backgrounds and separation.



Color Weighting

Our brand is light, sophisticated, minimal and solid. We rely mostly on our lighter palette, while ensuring communication is set in Dark Navy, and accented by blues.



Typography

PP Mori

Mori is a versatile and sophisticated gothic sans serif inspired by contemporary Japanese design, with subtle defining characteristics.

[Learn more](#)

AaBb

Typographic Specimen

Mori

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890

Hierarchy

Create distinct difference by aiming to use intentional size difference between headlines, large enough to feel impactful at Regular font weight.

H1 Mori Regular

H1
Leading: 100% (Tight at larger size)
Tracking: -2%

H2 Mori Regular

H2
Leading: 110%
Tracking: -2%

H3 30pt Mori Regular

H3
Leading: 110%
Tracking: -2%

Subhead / Emphasis
Mori Semibold

Subhead / Body titles
Leading: 135%
Tracking: 0%

Body
Mori Regular

Body / Paragraph
Leading: 135%
Tracking: 0%

Hierarchy In Use

The reference below shows to how to create the scale and hierarchy.

This is a headline, typeset in PP Mori Regular

This is a subtitle, always in PP Mori Semibold

This is some body copy, typeset in PP Mori Regular

Font Alternatives

In cases where use of the official font PP Mori is not possible, alternative font for other non-marketing materials can be replaced by Helvetica Neue. The font Inter has been approved for product interface usage until resources allow for re-testing and re-implementation of the new brand fonts.