

Partnership Guidelines

Aquanow Watermarks

These guidelines govern the use of Aquanow’s brand assets and logos, applicable only after written consent has been obtained.

The “Powered by Aquanow” logo is used for any embedded services where Aquanow is directly providing service to the end users of a 3rd party platform.

The Badges:

A)	B)
A1. Horizontal, Light Background, Dark Logo	B1. Vertical, Light Background, Dark Logo
A2. Horizontal, Dark Background, Light Logo	B2. Vertical, Dark Background, Light Logo

Color:

- Use the official logo files provided.
- Apply the full-color version on light backgrounds, and the white or monochrome version on dark or complex backgrounds.
- Do not recolor or add effects such as shadows, gradients, or outlines.
- Maintain an appropriate contrast ratio for visibility and legibility.

Background:

- The logo must be placed against backgrounds that provide sufficient contrast to ensure maximum readability.
- On dark backgrounds, use the light (white) version of the logo.
- On light backgrounds, use the standard (full color) logo.
- Avoid placing the logo over busy or patterned backgrounds unless a solid-color container is used to maintain clarity.

Implementations

Sample implementation horizontal badge A1.

Note on clear space:

- Leave adequate clear space around the logo to ensure visibility and impact.
- Clear space should scale proportionately with the logo size.

Sample implementation vertical badge B2.

Note on size:

Ensure size is legible in relation to other elements on the platform

Placement

1.
Position the logo in a clear, visible location that signals Aquanow as the service provider.
2.
It should not be visually crowded by other logos, text, or graphics.
3.
Placement should reinforce transparency and attribution for end users.

Proportions

1.
Always use the logo in its original proportions.

2.
Do not stretch, compress, or alter its shape.

3.
Ensure the logo appears balanced relative to other brand marks present.

Where to Use the Logo

Registration & Onboarding:
Display the logo wherever users sign up for, or activate access to, services that are powered by Aquanow.

Service Interfaces:
The logo should appear on any app or web page where end users interact with financial or digital asset services delivered by Aquanow.

Advertising:
All web, print, signage, or other advertising for the embedded Aquanow service.