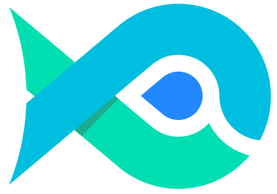


aquabuildr brand guide

For Internal Team Use Only

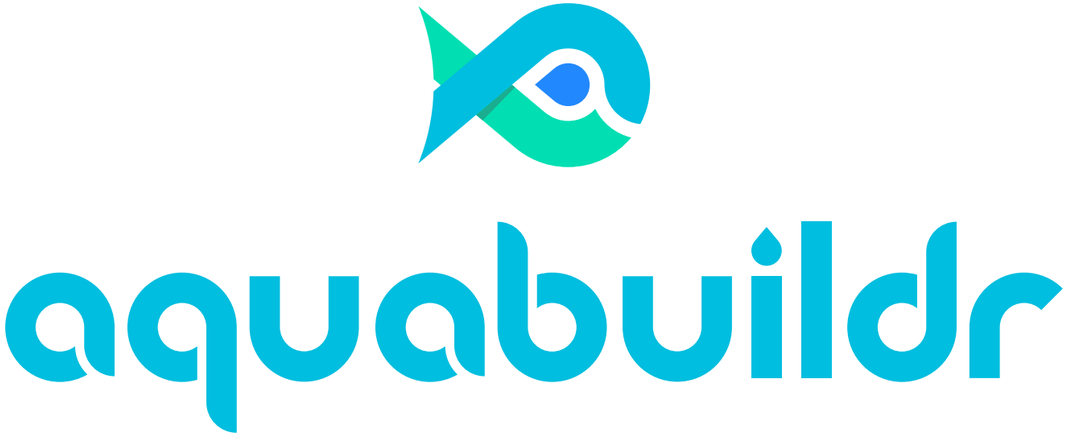
creative brief

AquaBuildr is the first-ever fish pairing app to help new and existing aquarium owners create the best fish ecosystem for their hobby. This document has been developed to help all internal team members understand what AquaBuildr stands for, how the brand was designed and what applications, colors and examples of the brand can be used. This document should not be used or shared outside the aqua Builder team.

01

our logo

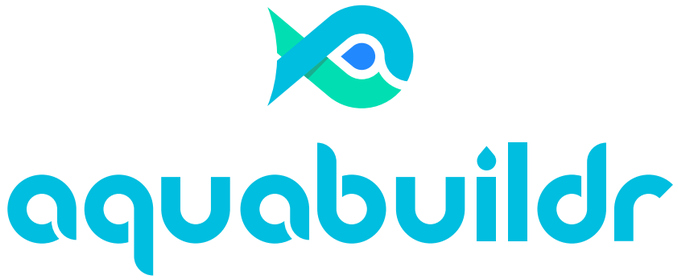
This section overviews the AquaBuildr logo design as well as its applications,anatomy, and restrictions. The design was built to be modern, yet functional. Any alterations to the guidelines in this section must be approved by the AquaBuildr team.



The modern fish mark is made up of three shapes. The top shape represents fresh water fish, the bottom shape represents salt water fish and the water drop represents the aquatic industry that AquaBuildr resides in.

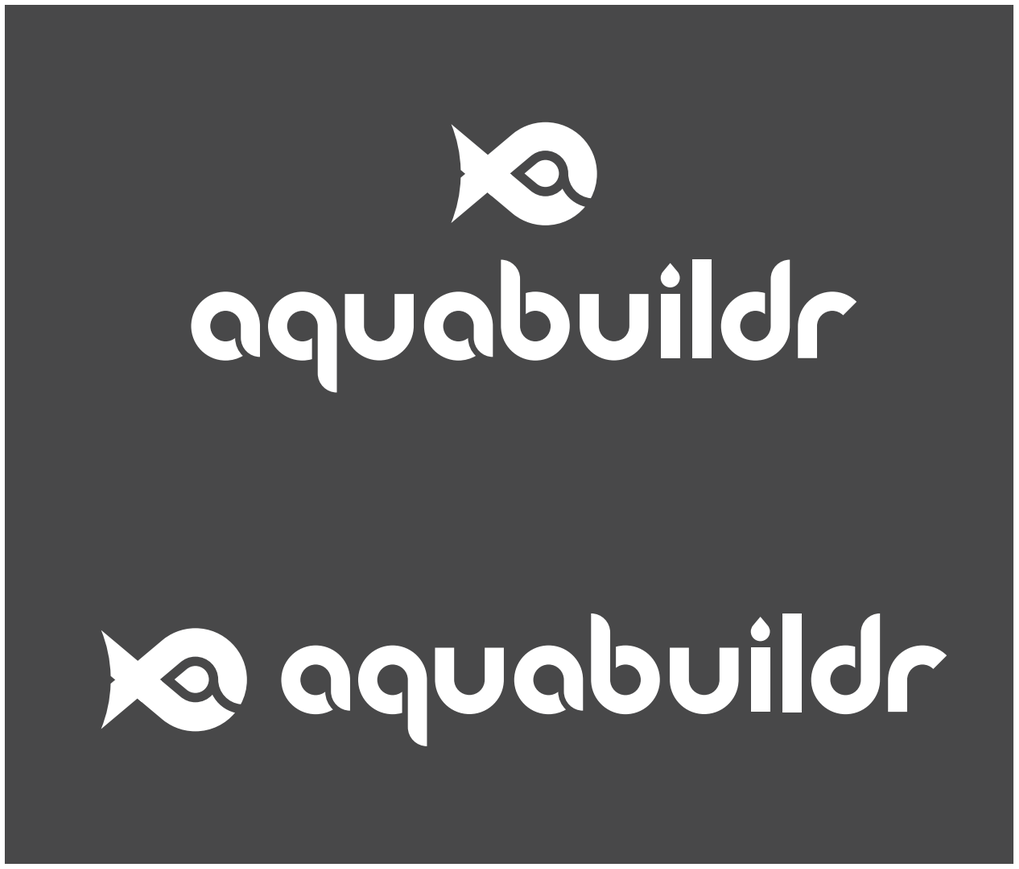
Primary Logo

The primary logo can be used in two different positions: vertical or horizontal. The logo should not be used at any angles or altered from the below states without express permission from AquaBuildr.



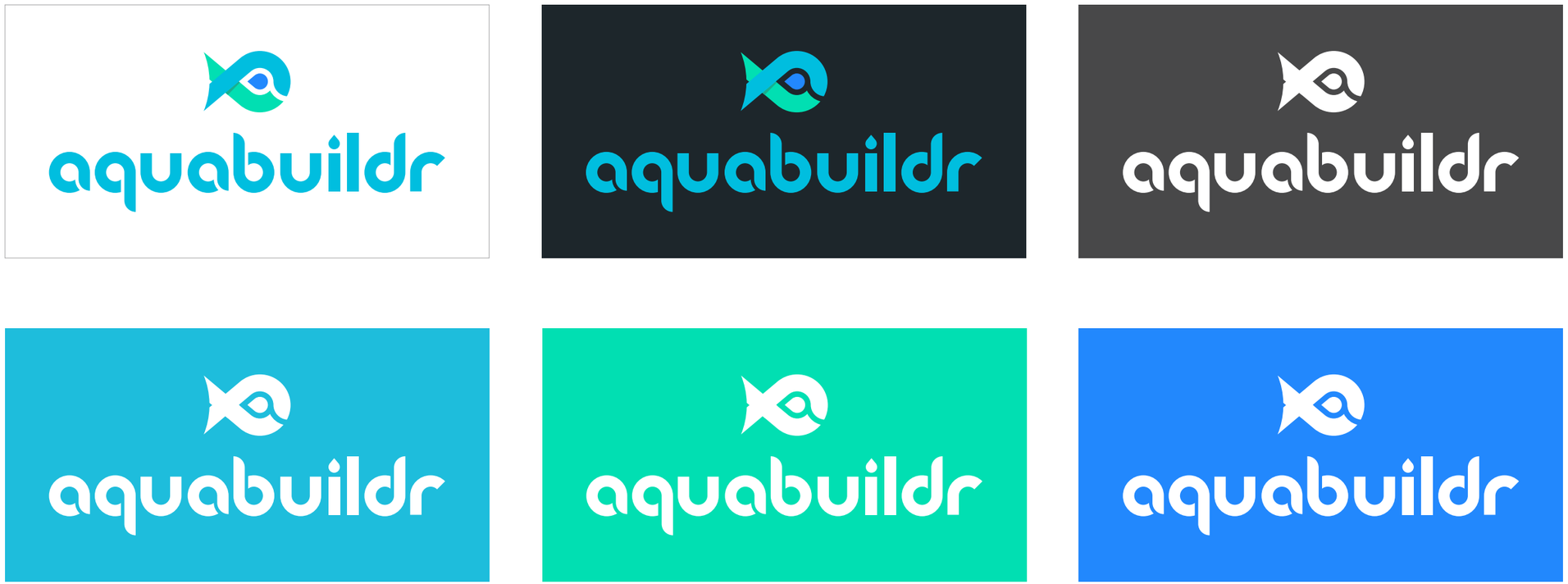
Primary Logo - Inverse

For applications where the primary logo wouldn't be legible, or if printing restrictions limit the ability to do so, the logo can be altered to an inverse layout as shown below. Whenever possible, the logo should be used with color.



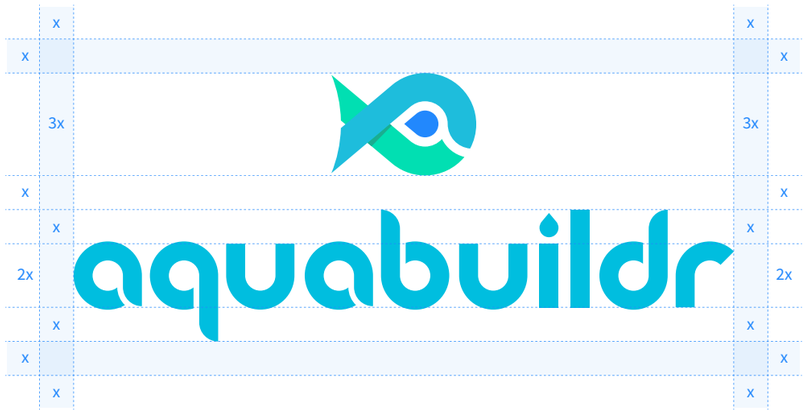
Logo Color Application

Below are the suggested color applications for the AquaBuildr logo. Any color combinations that vary from the suggested layouts below must be approved by the AquaBuildr team before use.



Primary Logo - Clear Spacing

The primary logo should have ***at least*** the suggested spacing below whenever apply to any print or web asset. This will help the logo have consistency regardless of its application.



Minimum Logo Size

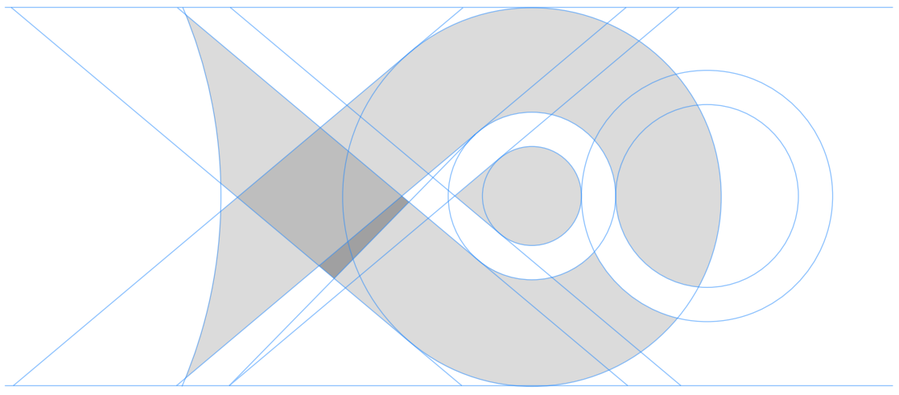
For website applications, the wide version of the logo should be used to fit within navigation menus. On mobile applications, both tall and wide versions can be used to best fit the use case.

For the vertical logo a minimum size of 100px wide is preferred. For the horizontal logo a minimum size of 26px high is preferred.

Mark Anatomy

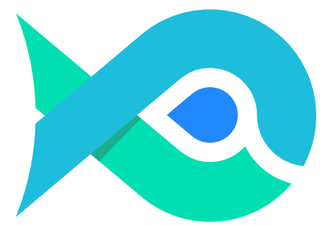
This is the anatomy of the AquaBuildr logo mark. The symmetrical lines embody the shape of the fish and the water drop symbolizes the aquatic industry.

Overall the mark helps visually communicate the essence of what Aquabuildr is all about: pairing fish together with ease.



Mark Applications

The mark is recommended to be used with the type treatment whenever possible. In the case of a mobile application icon, the mark is allowed to be used on its own.



Not Approved Applications

our logo | mobile app icon mockup

02

typography

The next few screens will outline the approved typography for AquaBuildr. If there is a need to use an alternate font, please contact the AquaBuildr team for approval.

Typography Application

Below is a collection of the different typography applications that are approved for use with print, web and application use. Any font combinations outside of the listed typography treatments below must be approved by the AquaBuildr team before use.

Logotype

aquabuildr

Avant Garde Gothic Demi

Pair the right fish every time.

Source Sans Pro Light

Pairing the right fish is the core of what we do. AquaBuildr makes it simple to choose the best fish for your aquarium every single time. When you're ready to add more fish to your existing tank, we can help you with that too.

Avant Garde Gothic Demi

Pair the right fish every time.

Roboto Condensed Italic

- Johnny Appleseed

03

color

The colors in the next section are intentional and help personify the fish we help customers pair.

Primary Colors

These are the primary identity colors for the AquaBuildr logo and shoul do be used in the format shown in the logo section. These colors should not be altered from their original state. They are acceptable for background colors as well.

Clear Blue

#1EBDDC
C69 M1 Y11 K0
PMS 305C

Ocean Blue

#01DFB2
C64 M0 Y45 K0
PMS 333C

Deep Ocean

#2288FD
C73 M46 Y0 K0
PMS 279C

Supporting Colors

These are alternate colors for the AquaBuildr logo that can be used for brackground colors. These should NOT be used on the logo or typography itself. Only the primary colors can be used for the logo.

Midnight

#1D262B
C79 M67 Y60 K67

Slate Gray

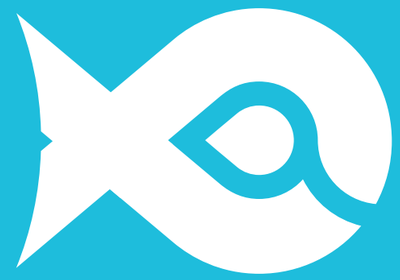
#484848
C79 M67 Y60 K67

aquabuildr

#01DFB2

aquabuildr

#1EBDDC



aquabuildr