

INTRODUCTION

This Graphic Standards Manual defines and outlines how to use all identifying elements pertaining to **ECOAQUA**, Custom Life Time Aquariums, including logos, typography, fonts, electronic documents, website elements, stationery, and marketing and advertising materials.

It is critical to follow these rules and use only the authorized document templates in order to convey the traits and personality of the **ECOAQUA** as a brand, and do it consistently. Please treat this guide not only as the authority on what is and is not permissible, but also as a confidential guide with instructions that must be followed in full. As relevant situations arise, updates to these guidelines will be distributed.

The marketing and department of Studio 77 is the guarantor of this new visual identity. We are at your disposal for all your requests.

Any question about this manual and its contents should be directed to Mr Boris Knezevic, director of Studio 77, at +381 65 202 77 77 or office@webdizajn-beograd.com

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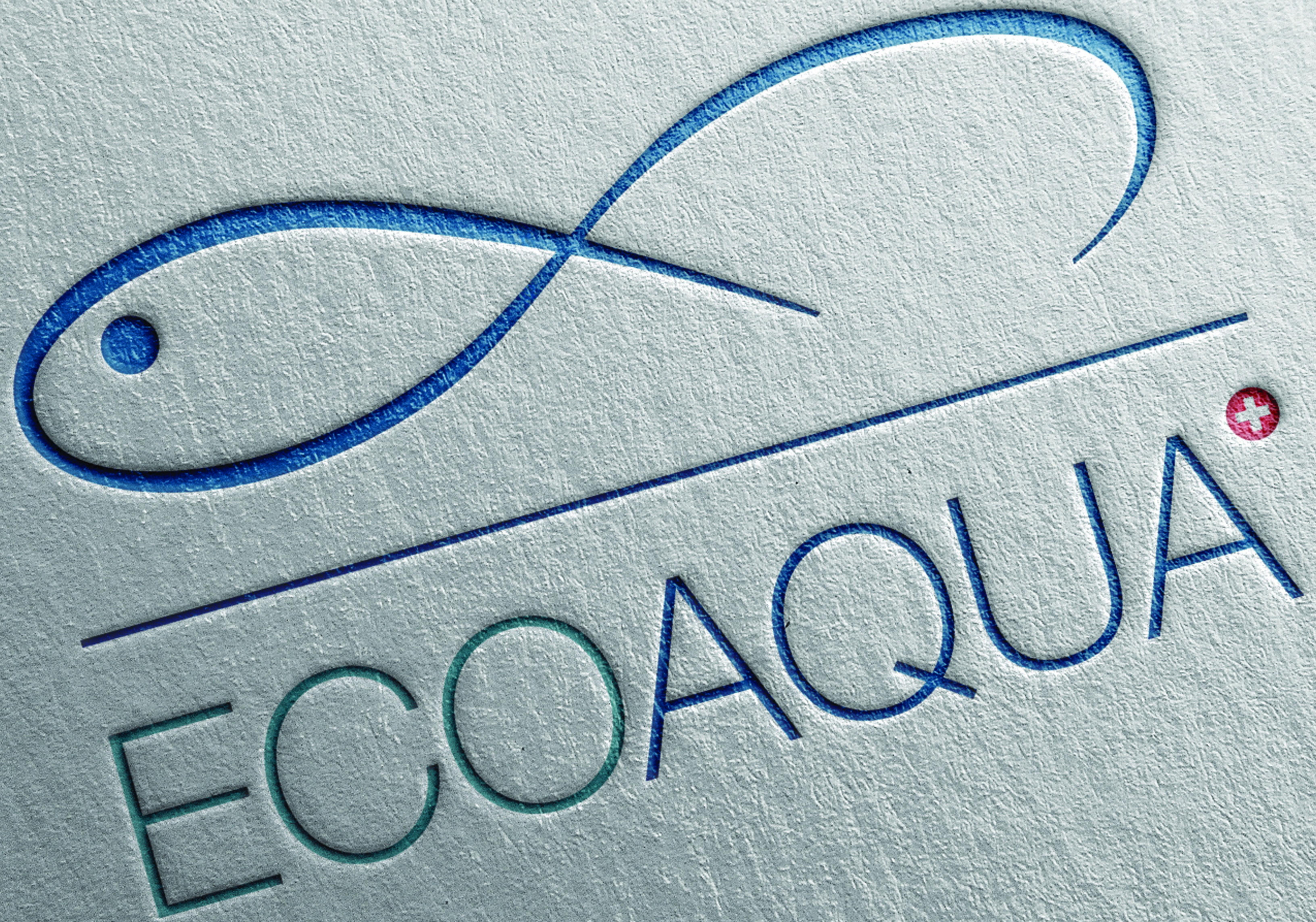
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01

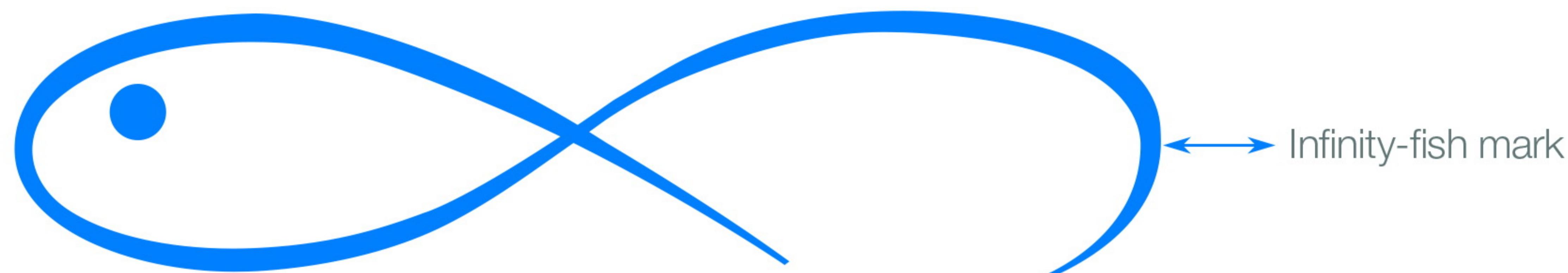
LOGOTYPE



LOGOTYPE DESIGN BY STUDIO 77 | WWW.WEBDIZAJN-BEOGRAD.COM

LOGOTYPE

Logotype design elements



The **ECOAQUA** logo represents basic graphical element of the visual identity of the firm and as such, it should appear on all **ECOAQUA** communications (paper based or electronic).

The **ECOAQUA** logotype refers to the specific, identifying graphic comprised of the word forms, red circle with a cross and the “infinity-fish” mark.

Standardized elements of the sign and logotype must always maintain consistency application in a standard format according to the given proportions. It is not allowed to construct, draw or to change the ratio of the line thickness, height and width or angles.

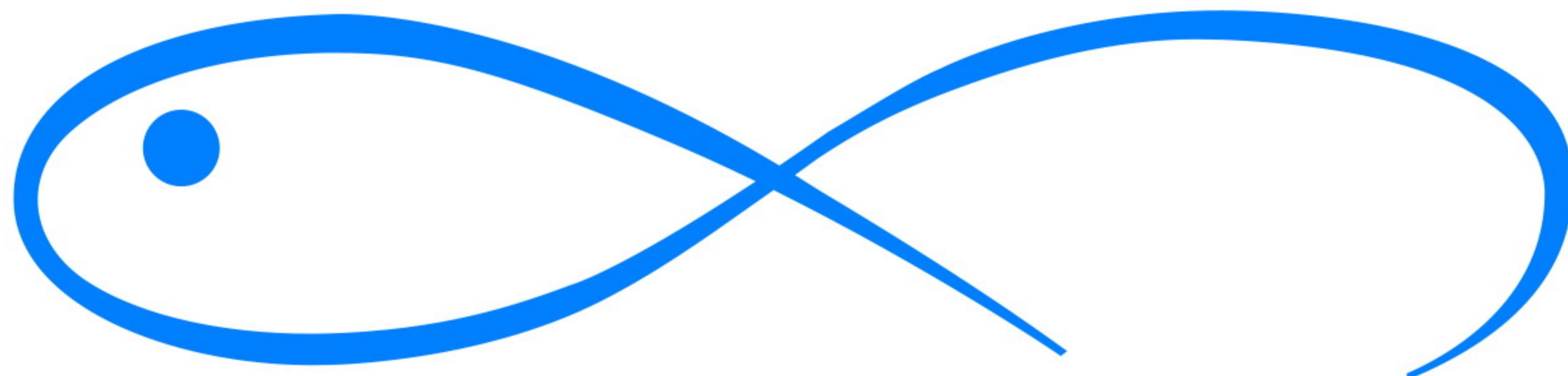
The logo is not only a symbol, but also a piece of artwork that should not be reproduced in type or used in body text, headlines, or the possessive, plural, or as a part of another word, nor should it ever be altered in any way.

Logotype **ECOAQUA** is composed of three elements:

1. **infinity-fish mark** whose contours, line thickness and shape are not allowed to change.
2. **red circle** with a cross in the middle, symbolizing the Swiss flag, quality and standard.
3. **word forms**, whose contours, line thickness and all caps format are not allowed to change.

LOGOTYPE

Symbolic meaning of words



ECO AQUA⁺

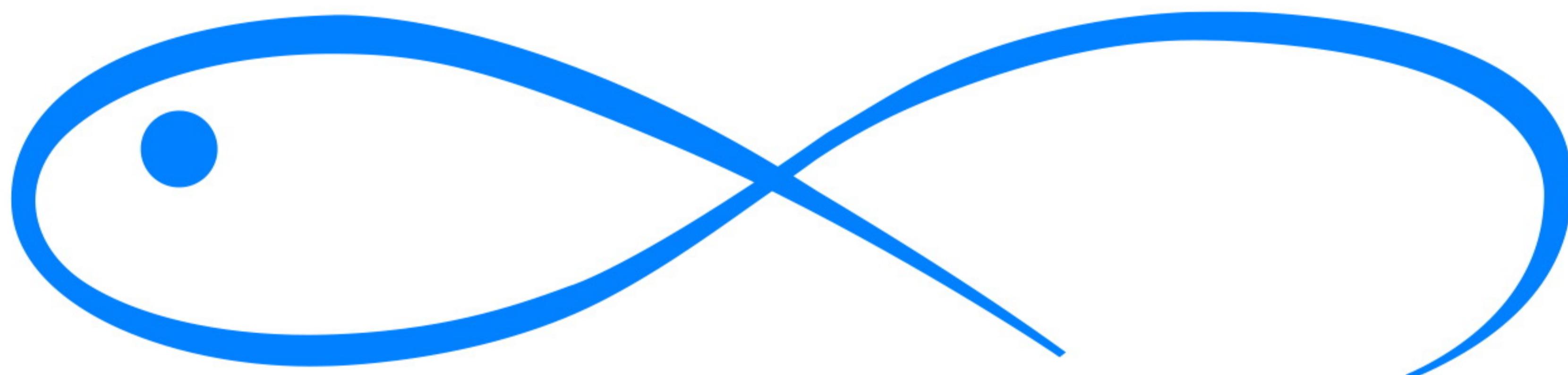
SYMBOLIC MEANING OF WORDS

ECO A prefix mostly relating to ecological or environmental terms. It comes from the Greek word *Oikos* (house). This is a word that carries only positive connotations.

AQUA Forming element meaning water from Latin word *Aqua*. Symbolizes freshness, energy, wisdom, serenity, wholeness, creativity, emotional balance, good luck, spiritual grounding, friendship, love, joy, tranquility, patience, intuition and loyalty.

LOGOTYPE

Symbolic meaning of mark



SYMBOLIC MEANING OF MARK

FISH

This element symbolizes the fish, aquatic world and aquarium.

INFINITY SIGN

The *infinity* sign explains the longevity of the **ECOAQUA** ecosystem and the aquarium, and the fact that the water does not have to be changed for a period of two years.

LOGOTYPE

Logotype configurations

The **ECOAQUA** logotype exists in two configurations that allow for use in a variety of situations: standard stacked version and horizontal version.

The approved versions and their preferred usage are as follow.

STANDARD STACKED VERSION

This is the preferred usage of the **ECOAQUA** logotype. Please use it whenever possible.



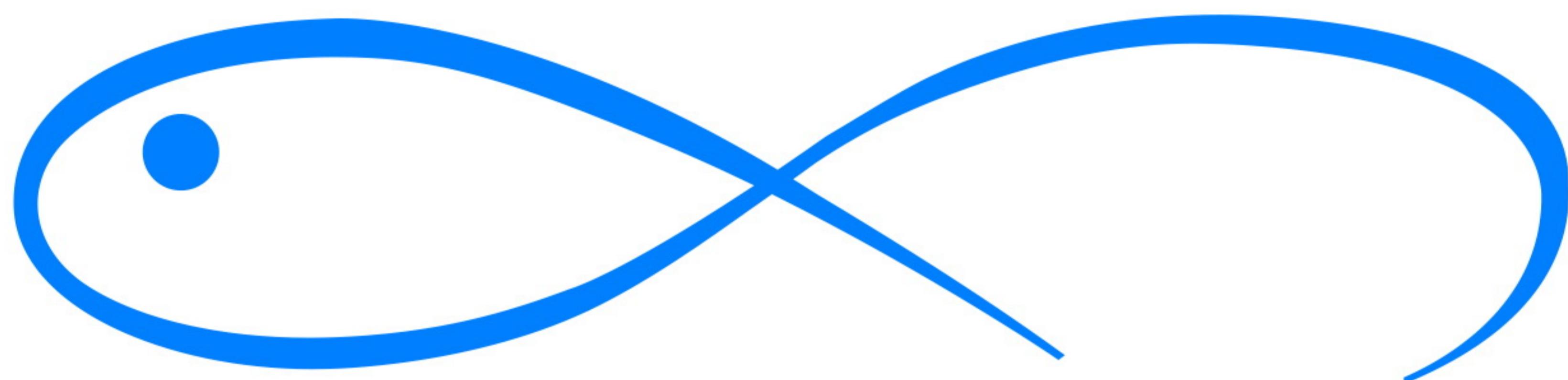
HORIZONTAL VERSION

This version is to be used when space is limited and a more horizontal application would fit much better.



LOGOTYPE

Logotype colors usage



ECOAQUA⁺

It is preferred that the **ECOAQUA** logotype is used in its color format of **Aqua Blue** and **Azure Blue** on a white background with red circle with white cross in middle, which symbolize Swiss flag.

PRIMARY COLORS

PANTONE	CMYK	RGB	HEX	RAL
Direct printing (offset)	Four-color printing (offset, numeric)	Digital usage (PPTX, website etc)	Support with special constraints	Standard colors for paint and coatings
PANTONE 485C	CMYK 0-100-100-0	RGB 250 - 0 - 0	HEX #ff0000	RAL 5011
PANTONE 2130 C	CMYK 100-50-0-0	RGB 0 - 127 - 255	HEX #007fff	RAL 5014
PANTONE 7471 U	CMYK 52-0-13-0	RGB 0 - 255 - 255	HEX #00ffff	RAL 6027

LOGOTYPE

Secondary colors usage

When standard colors format are not practical, the black, grayscale, or white versions on the next page may be used.

SECONDARY COLORS

BLACK

Pantone Black

CMYK 0-0-0-100

HEX #000000



WHITE

Pantone White

CMYK 0-0-0-0

HEX #ffffff



GRAY

Pantone Cool Grey

CMYK 0-0-0-70

HEX #737373



LOGOTYPE

Logotype size restrictions

MINIMUM SIZE

The minimum size for use of the preferred (stacked) **ECOAQUA** logotype will depend on media or how it is produced. Use the following as a rule and refer all exceptions to Marketing Department for review. When using the horizontal version of the logo, size comparably.

Print: 20 mm in height
Digitally: 72 pixels in height



Measurement should always be from the top of the “infinity-fish” mark to the bottom of the letter (text) in “ECOAQUA”.

Standard computer screen resolution is 72 pixels per inch so a 72 pixel high logotype would be one inch in height.

Recommendations for minimum size (height) of the logotype refers to all variations of logotypes.

MAXIMIM SIZE

There is no maximum size for the **ECOAQUA** logotype usage. However, attention needs to be paid to the integrity of the logo as distortion and image quality can often become a factor in larger-format processes.

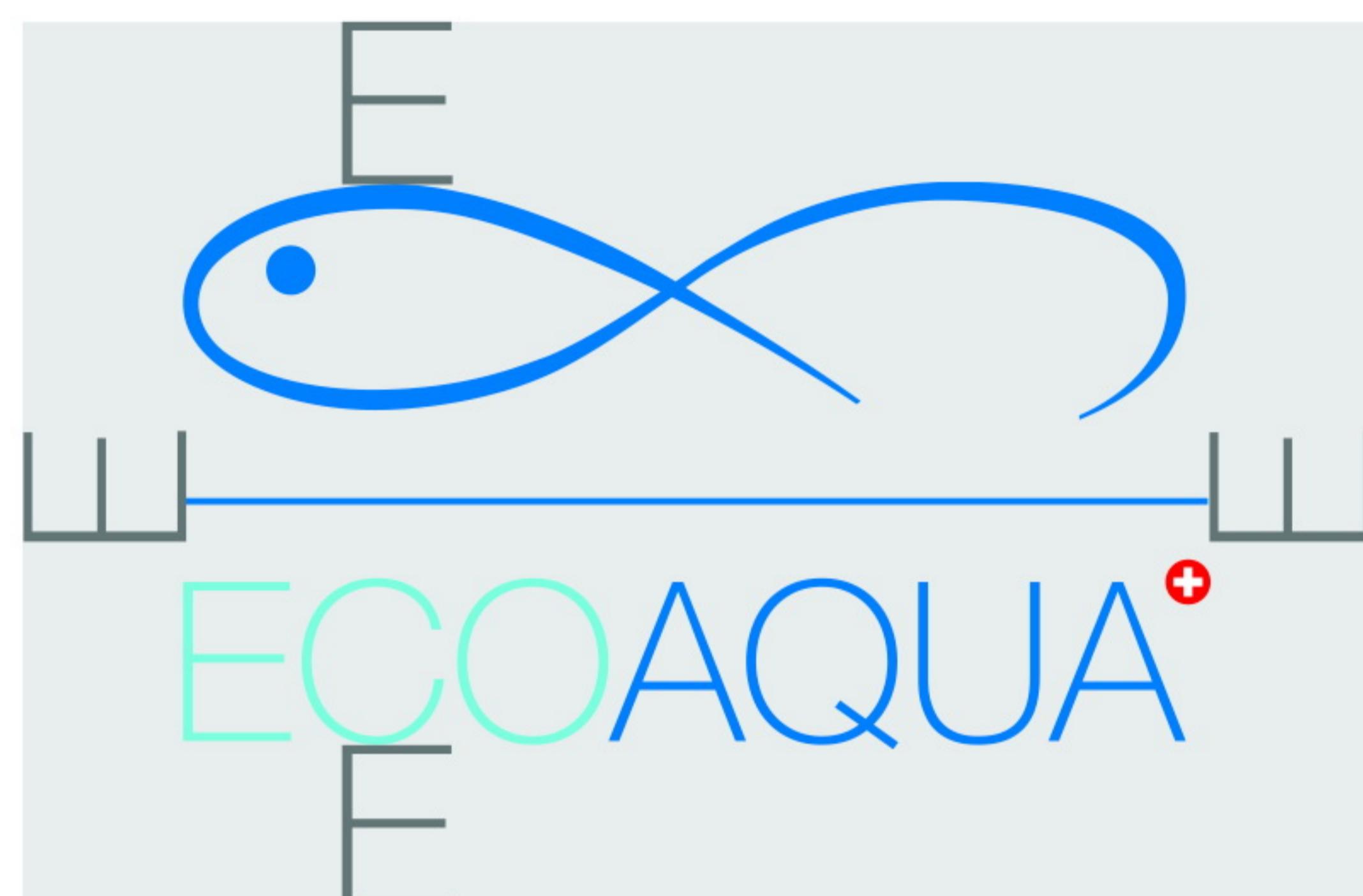
PROPORTIONS

If you are using the logotype on a non-template document, be sure to size the logotype proportionally to fit your materials. Never stretch or compress the logotype in any way as this distorts the artwork and is no longer a true representation of the brand **ECOAQUA**.

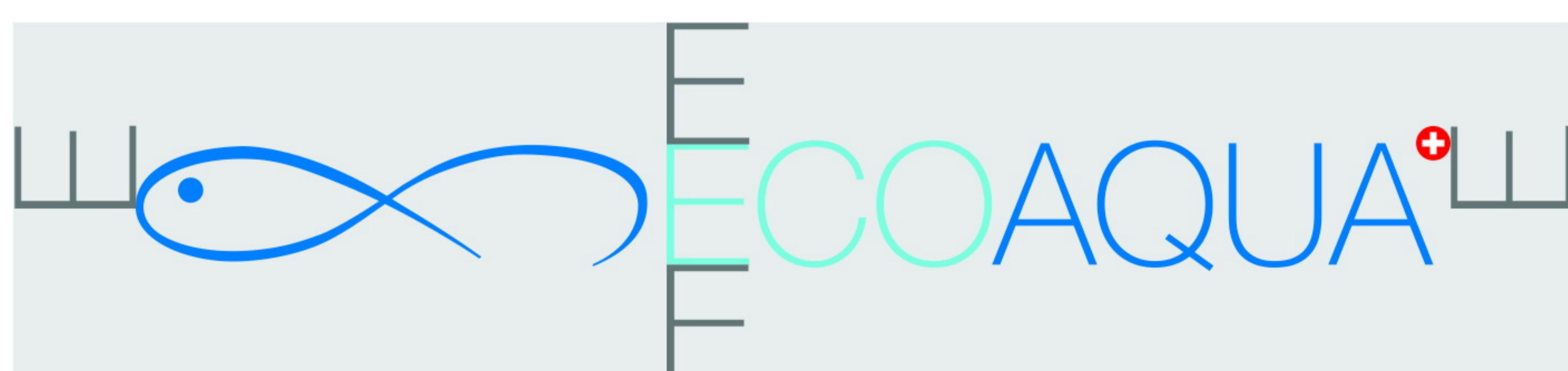
LOGOTYPE

Clear space

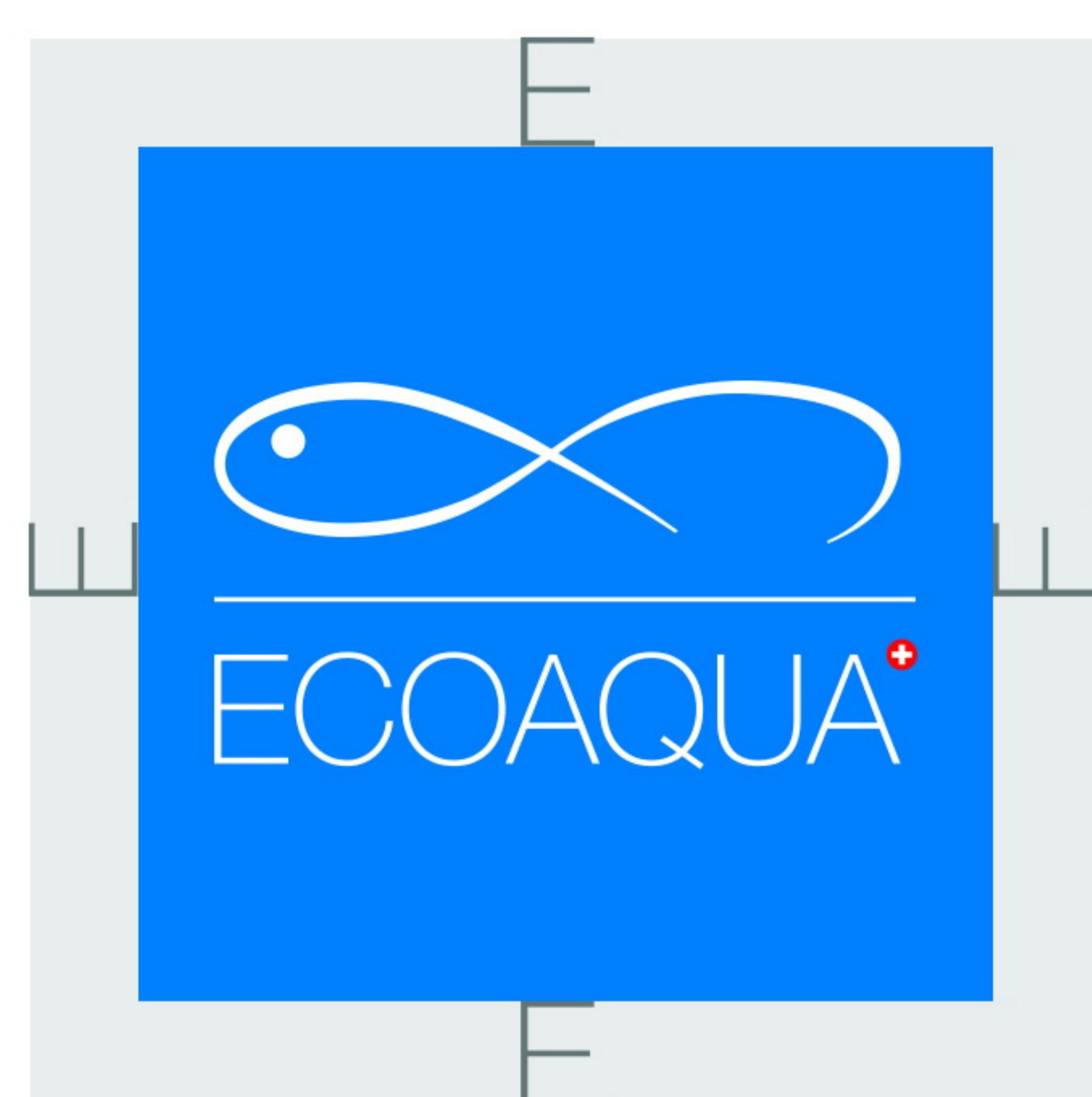
To ensure maximum impact, all applications of the **ECOAQUA** logotype must include clear space around the logotype equal to the space between the top of “infinity-fish” mark to the baseline of “ECOAQUA text.



Clear space around logotype without background



Clear space around horizontal logotype



Clear space around logotype with background

LOGOTYPE

Alternate logotype applications

The following examples are of acceptable alternate **ECOAQUA** logotype color usages when standard full-color usage is not possible or practical as on a solid colored background or in a newspaper.

WHITE AND BLACK VERSION

White version is reversed out of a dark color and vice versa. Please, do not use other colors as logotype background.



AZURE BLUE

AQUA BLUE



WHITE AND BLACK VERSION OF CIRCLE WITH CROSS (SWISS FLAG)

It is allowed to use black and white version of circle representing Swiss flag whenever is more appropriate to use these basic colors.

LOGOTYPE

Logotype backgrounds

PROPER USAGE OF BACKGROUNDS

The **ECOAQUA** color logotype should always appear on a white background if possible. When this is not possible, the background should be clean, clear and solid (avoid of any patterns and variations of color).

Recommended background colors are *Aqua Blue* and *Azure Blue*.

However, when necessary, the background image may be altered to make the logotype more visible. It is not acceptable to alter the logotype. If the color of the background is a darker color, use the white version of the **ECOAQUA** logotype.



On white



On Azure Blue background



On Aqua Blue background



On dark background



On light background



On solid background

LOGOTYPE

Unacceptable logotype usage

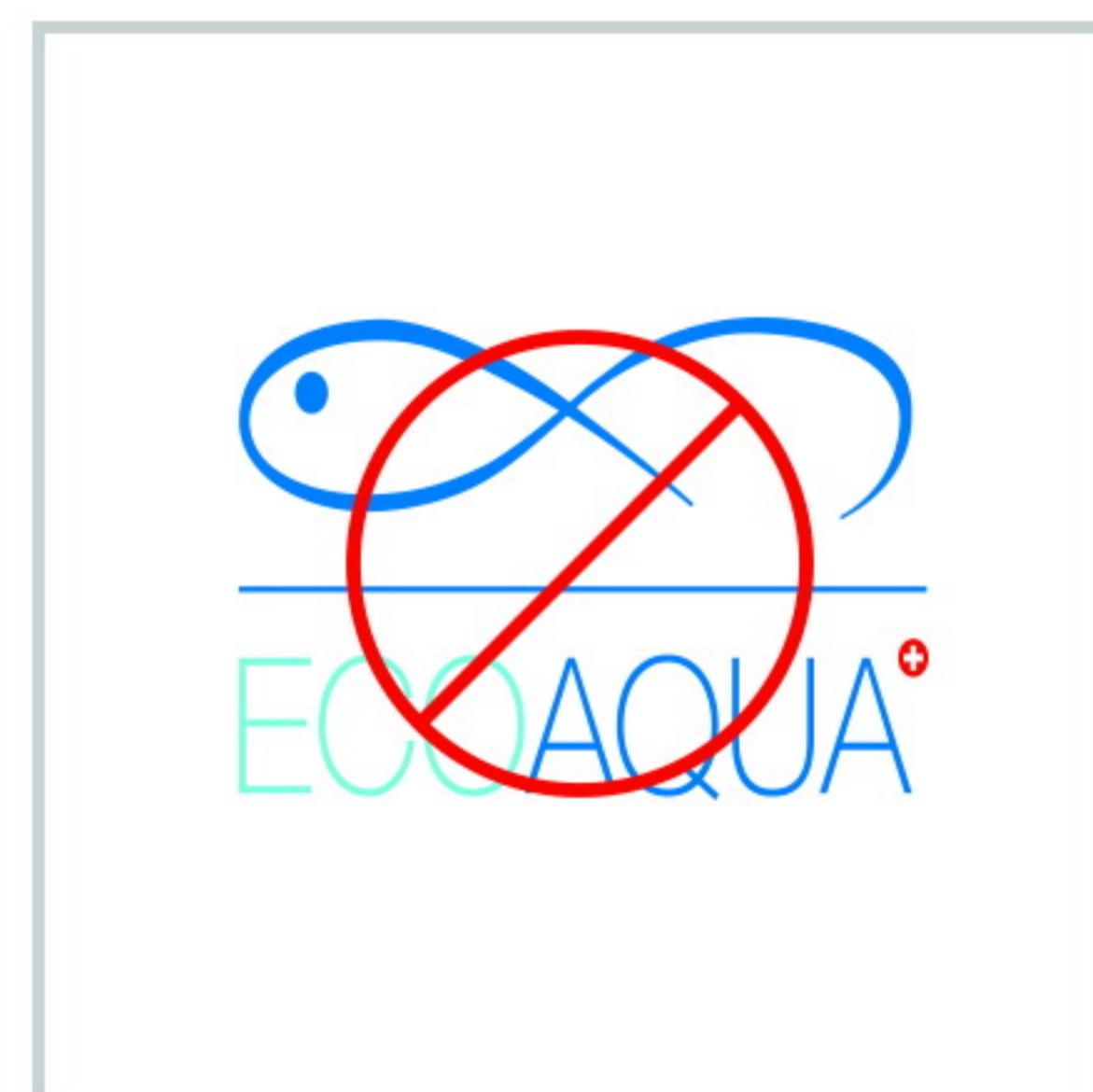
IMPROPER USAGE OF LOGOTYPE AND BACKGROUNDS

As previously stated in this manual, the **ECOAQUA** logo must not be altered. The following are some examples of how the logotype may *not* be used.

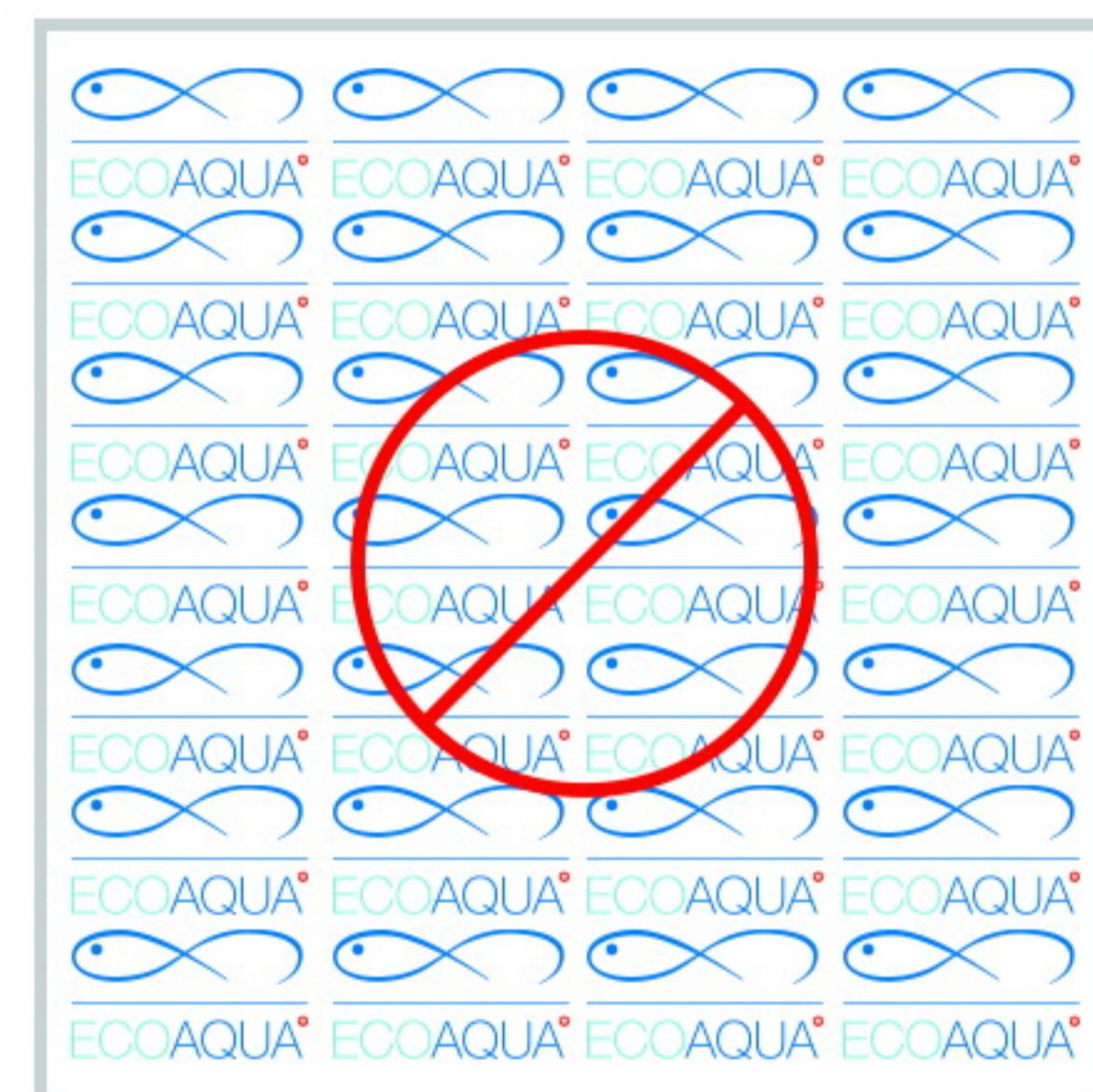
Examples of unacceptable use of the mark include using the wrong logotype, colors or text distortion, stacking incorrectly, and using the logotypes to create a pattern.



Logotype distortion



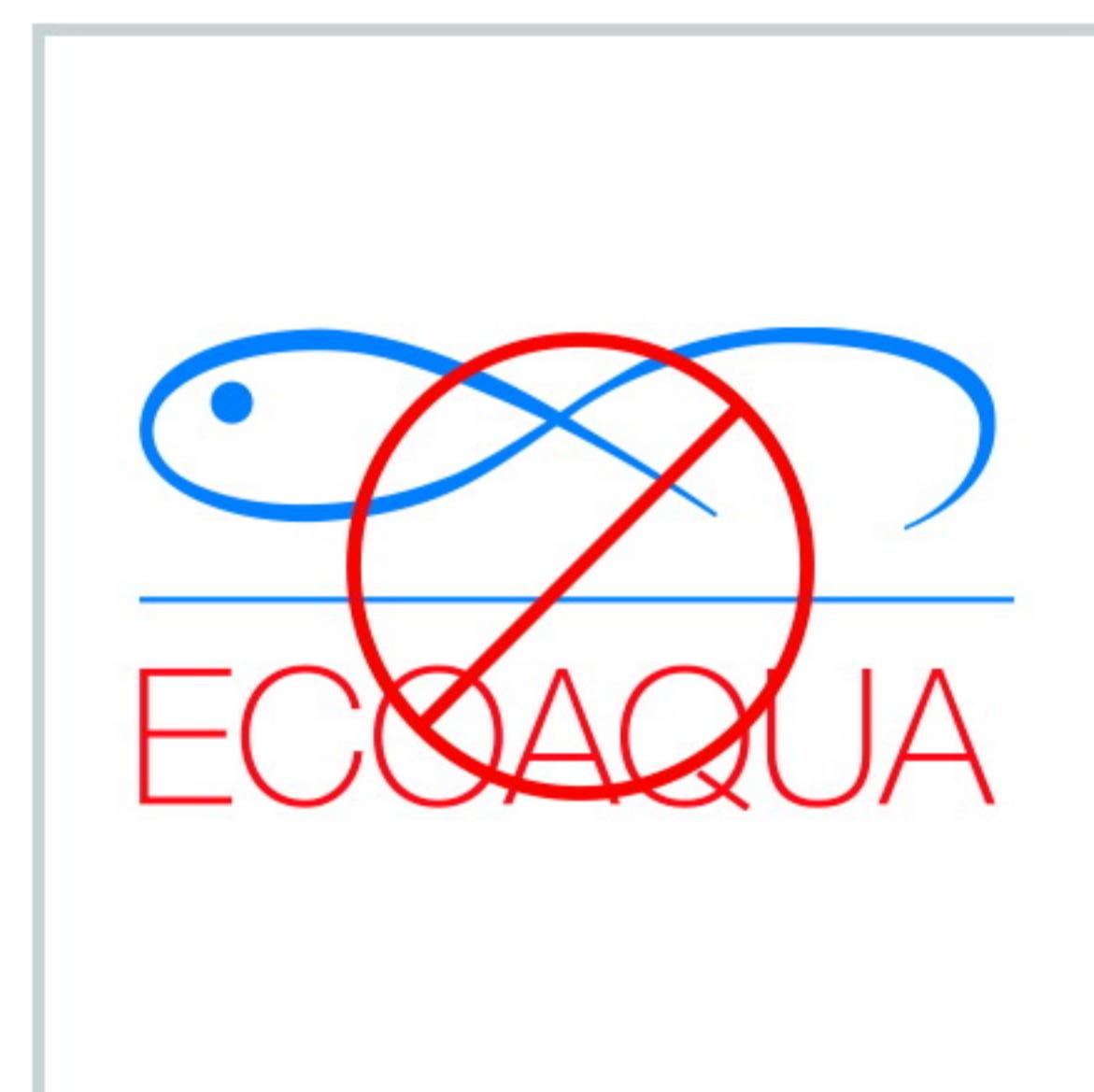
Logotype distortion



Pattern creation



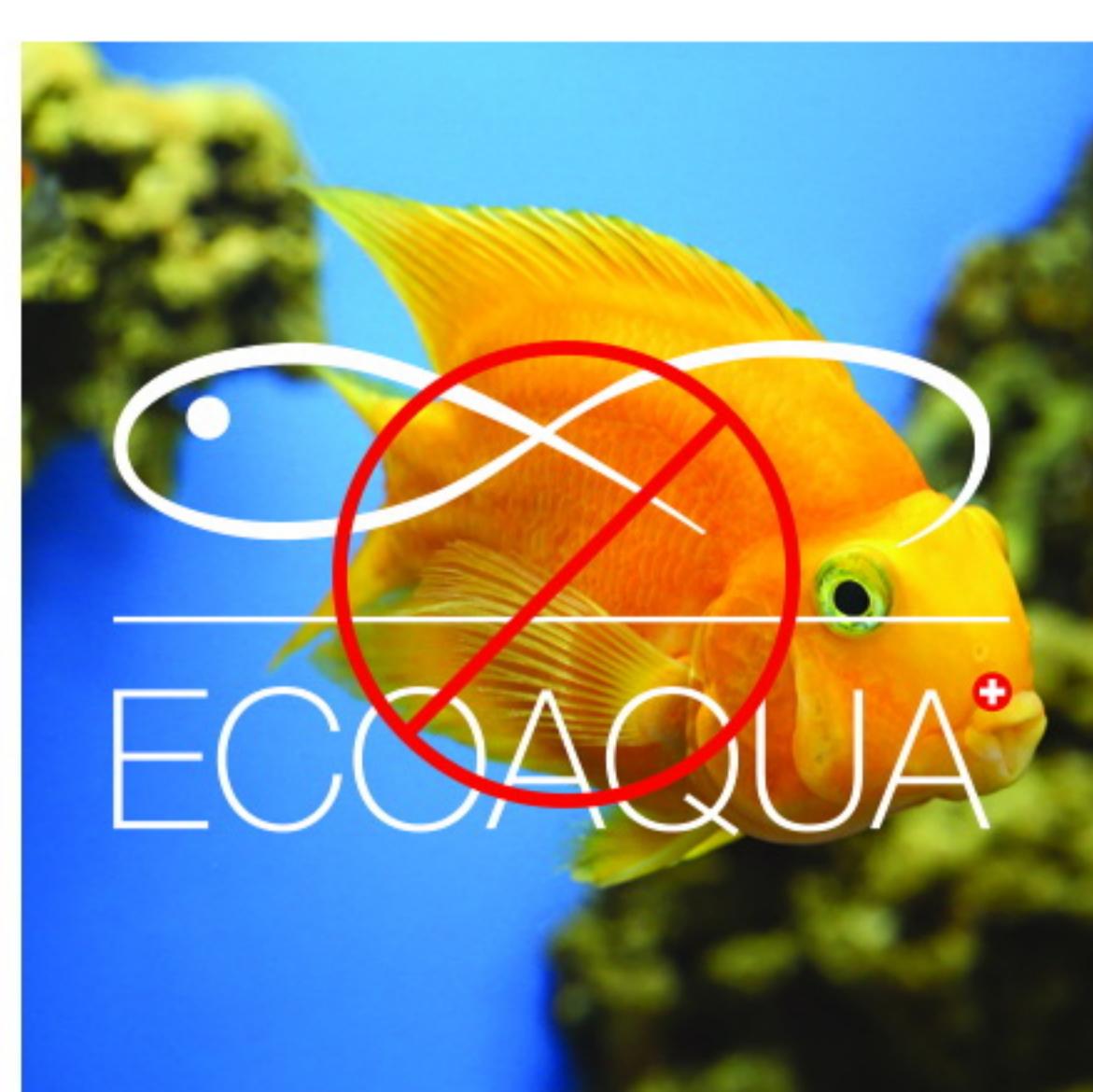
Color change



Color change



Mark distortion



On dark images



On dark images



On light background

02

TIPOGRAPHY

TYPOGRAPHY

Helvetica Neue LT Std

Fonts, or typefaces, are also a key visual components in communicating a brand and elements of the visual identity. ECOAQUA official fonts are **Helvetica Neue** for headers, subheaders and body text and **Optima** as well.

In case of working on a personal computer without these fonts, use Roboto for headers and subheaders and Calibri for body text.

Helvetica Neue LT Std 45 Light

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z 0 1 2 3 4 5 6 7 8 9 . , / ; ' " : ` ~ ? | () ! @ £ \$ % ^ & * _ - + =

Helvetica Neue LT Std 65 Medium

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z 0 1 2 3 4 5 6 7 8 9 . , / ; ' " : ` ~ ? | () ! @ £ \$ % ^ & * _ - + =

Helvetica Neue LT Std 55 Roman

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z 0 1 2 3 4 5 6 7 8 9 . , / ; ' " : ` ~ ? | () ! @ £ \$ % ^ & * _ - + =

Helvetica Neue LT Std 77 Bold Condensed

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z 0 1 2 3 4 5 6 7 8 9 . , / ; ' " : ` ~ ? | () ! @ £ \$ % ^ & * _ - + =

Helvetica Neue LT Std 77 Heavy Condensed

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z 0 1 2 3 4 5 6 7 8 9 . , / ; ' " : ` ~ ? | () ! @ £ \$ % ^ & * _ - + =

Minimum size

Minimum size = 7pt	ECOAQUA	The minimum size of font's use to preserve readability is the 7pt. Above this threshold, the readability can not be ensured.
	ECOAQUA	

TYPOGRAPHY

Optima

Two basic types of fonts used for the printed format and graphic design are **Helvetica LT Std** and **Optima**. It si allowed to use all font variations of these fonts in printed documents.

Optima Thin

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z 0 1 2 3 4 5 6 7 8 9 . , / ; : ' ? ! @ » \$ % & * _ - + =

Optima Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z 0 1 2 3 4 5 6 7 8 9 . , / ; ' " : ' ~ ? ! @ £ \$ % ^ & * _ - + =

Optima Italic

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z 0 1 2 3 4 5 6 7 8 9 . , / ; ' " : ' ~ ? ! @ £ \$ % ^ & * _ - + =

Optima Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z 0 1 2 3 4 5 6 7 8 9 . , / ; ' " : ' ~ ? ! @ £ \$ % ^ & * _ - + =

Minimum size

Minimum size = 7pt

ECOAQUA

The minimum size of font's use to preserve readability is the 7pt. Above this threshold, the readability can not be ensured.

ECOAQUA

ECOAQUA

ECOAQUA

WEB FONTS

Roboto

Two basic types of fonts used for the electronic documents and formats are **Roboto** and **Open Sans**. It is allowed to use all font variations of these fonts in electronic documents. It is not allowed to use *serif fonts* in electronic documents. Serif fonts (fr. serif) in typography, a serif is a small curved line attached to the end of a stroke in a letter or symbol (Times, Times New Roman etc).

Roboto Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789 .,/;''`~?|()!@£\$%^&*_-=

Roboto Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789 .,/;''`~?|()!@£\$%^&*_-=

Roboto Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789 .,/;''`~?|()!@£\$%^&*_-=

Roboto Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789 .,/;''`~?|()!@£\$%^&*_-=

Roboto Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789 .,/;''`~?|()!@£\$%^&*_-=

Minimum size

Minimum size = 7pt

ECOAQUA

The minimum size of font's use to preserve readability on electronic documents is the 12px.
Above this threshold, the readability can not be ensured.

ECOAQUA

ECOAQUA

ECOAQUA

WEB FONTS

Open Sans

It is recommended to use **Open Sans** font for body text. It is not allowed to use Serif fonts in electronic documents. Serif fonts (red serifs) In typography, a serif is a small curved line attached to the end of a stroke in a letter or symbol (Times, Times New Roman etc).

Open Sans Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789 .,/;''':`~?|()!@£\$%^&*_-=

Open Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789 .,/;''':`~?|()!@£\$%^&*_-=

Open Sans Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789 .,/;''':`~?|()!@£\$%^&*_-=

Open Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789 .,/;''':`~?|()!@£\$%^&*_-=

Open Sans Extrabold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789 .,/;''':`~?|()!@£\$%^&*_-=

Minimum size

Minimum size = 12px ECOAQUA

The minimum size of font's use to preserve readability on electronic documents is the 12px.
Above this threshold, the readability can not be ensured.

ECOAQUA

ECOAQUA

ECOAQUA

03

COLOR USAGE

COLORS

Color usage

The purpose of the color palette is to help quickly identify communication standards and pieces from **ECOAQUA**. They can be used for visual accents like graphic shapes, backgrounds, promotional materials etc. Primary colors are to be used to directly represent **ECOAQUA** and should be the prominent colors in any kind of digital and printed communication from the **ECOAQUA**. Secondary colors (black, white and all shades of gray) should be used primarily as bases and in addition to the primary (basic) colors of brand.

PRIMARY COLORS

PANTONE	CMYK	RGB	HEX	RAL
Direct printing (offset)	Four-color printing (offset, numeric)	Digital usage (PPTX, website etc)	Support with special constraints	Standard colors for paint and coatings
PANTONE 432C	CMYK 65-43-26-78	RGB 51 - 63 - 72	HEX #1d2c3a	RAL 5011
PANTONE 2130 C	CMYK 100-50-0-0	RGB 0 - 127 - 255	HEX #007fff	RAL 5014
PANTONE 7471 U	CMYK 100-0-0-0	RGB 0 - 255 - 255	HEX #00ffff	RAL 6027

SECONDARY COLORS

BLACK	WHITE	GRAY
Pantone Black	Pantone White	Pantone Cool Grey
CMYK 0-0-0-100	CMYK 0-0-0-0	CMYK 0-0-0-70
HEX #000000	HEX #ffffff	HEX #737373
BLACK 100	WHITE 0	GRAY 70

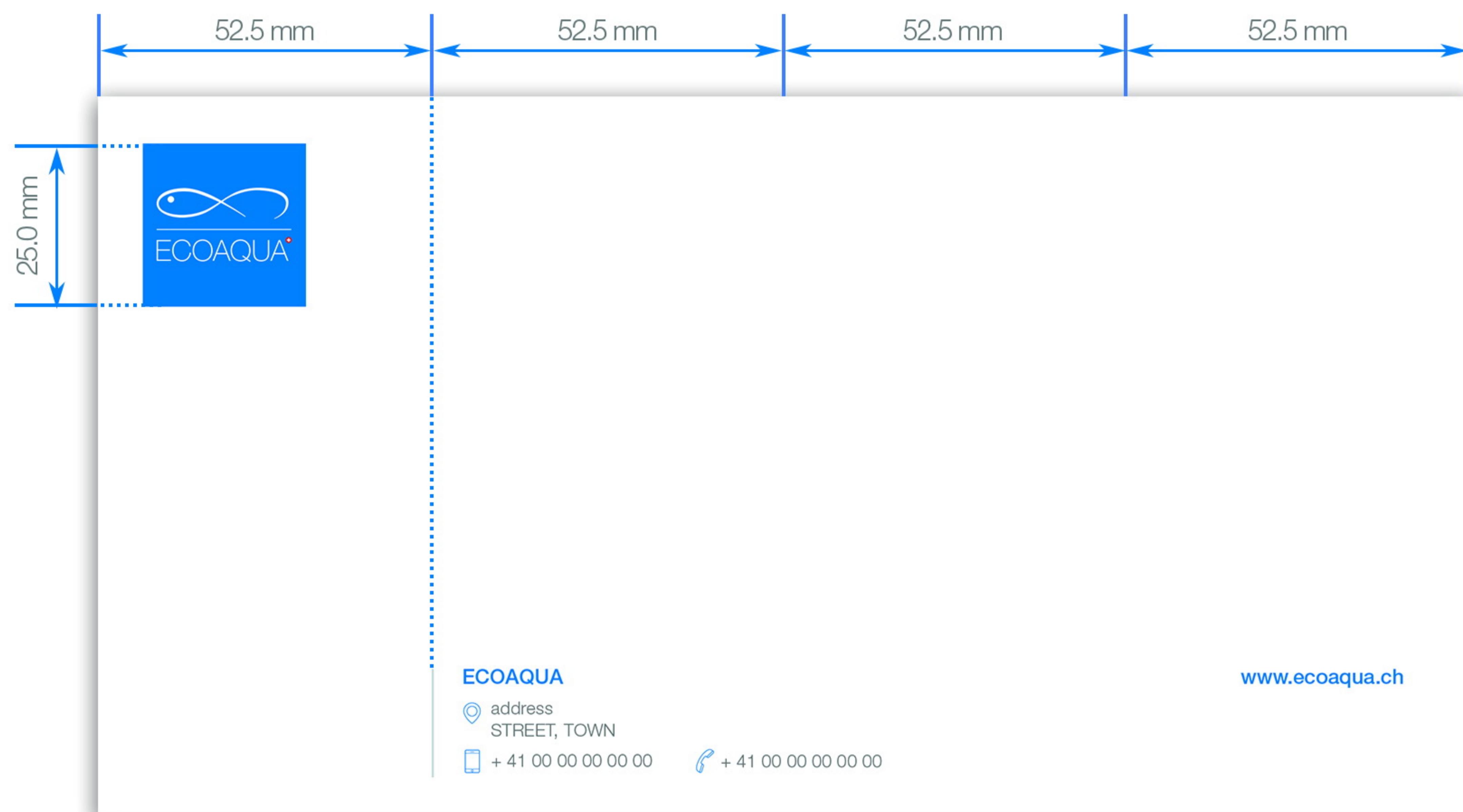
04

STATIONERY

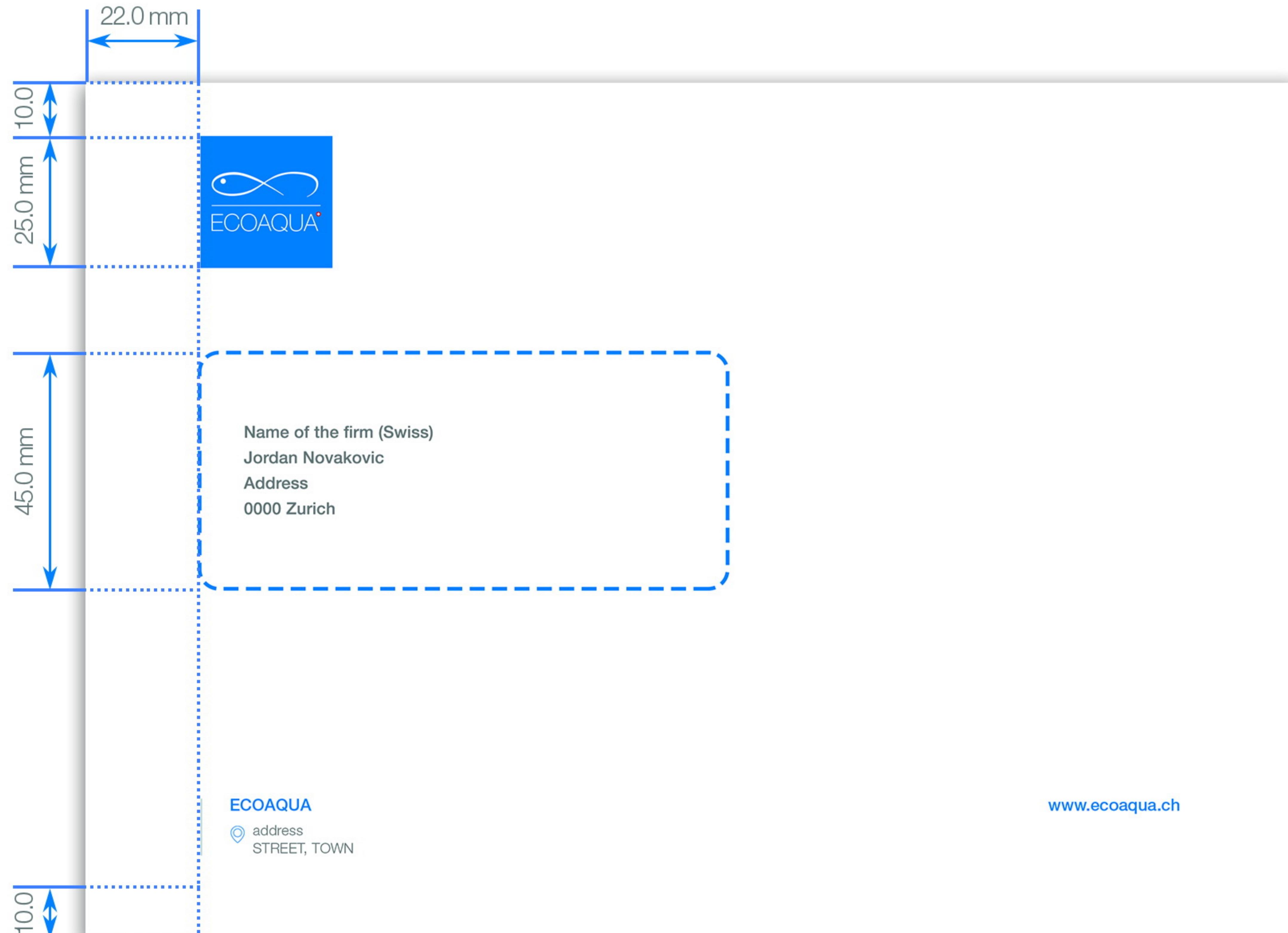
ENVELOPE

Envelope

DL (220 x 110 mm)

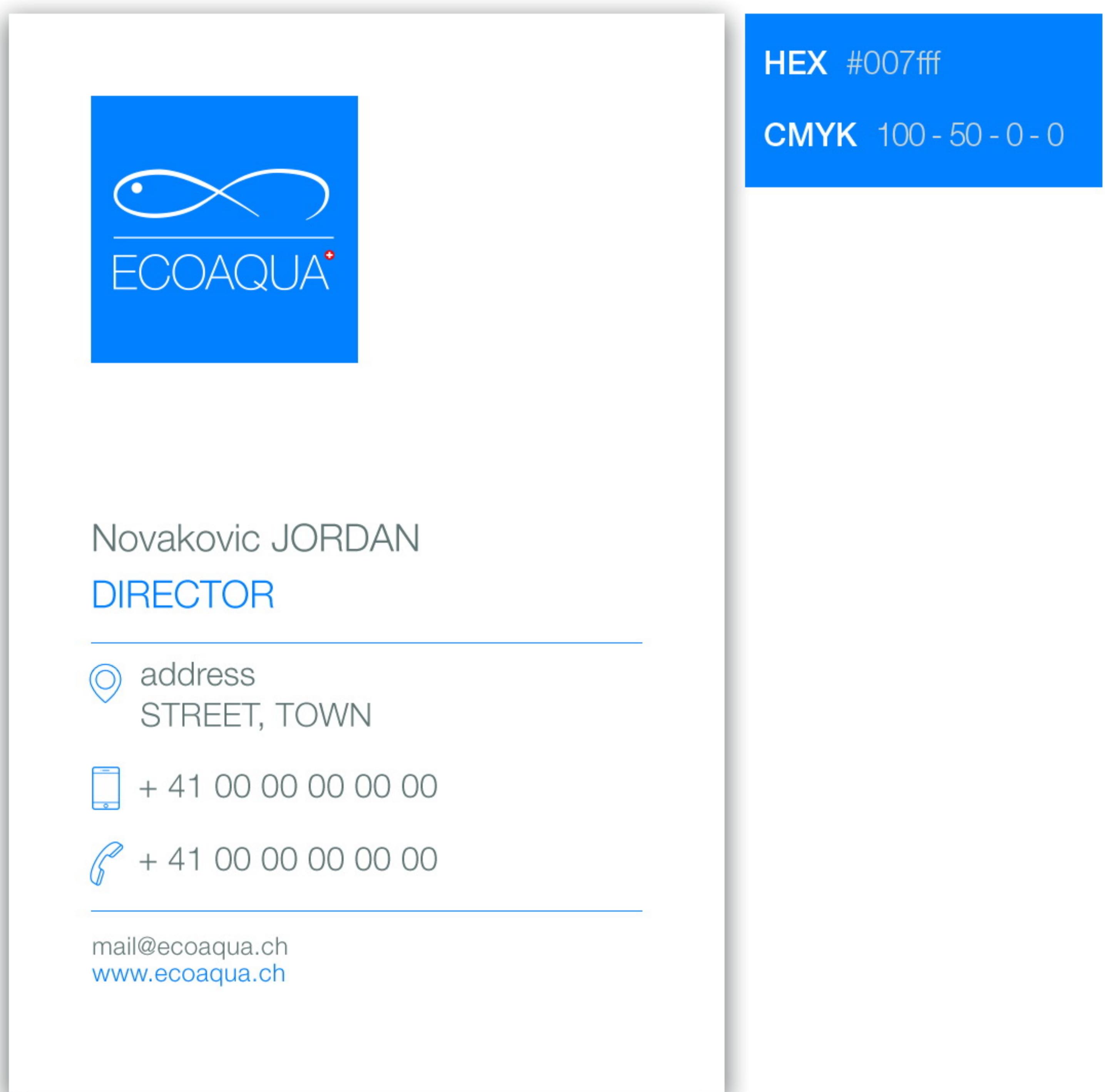
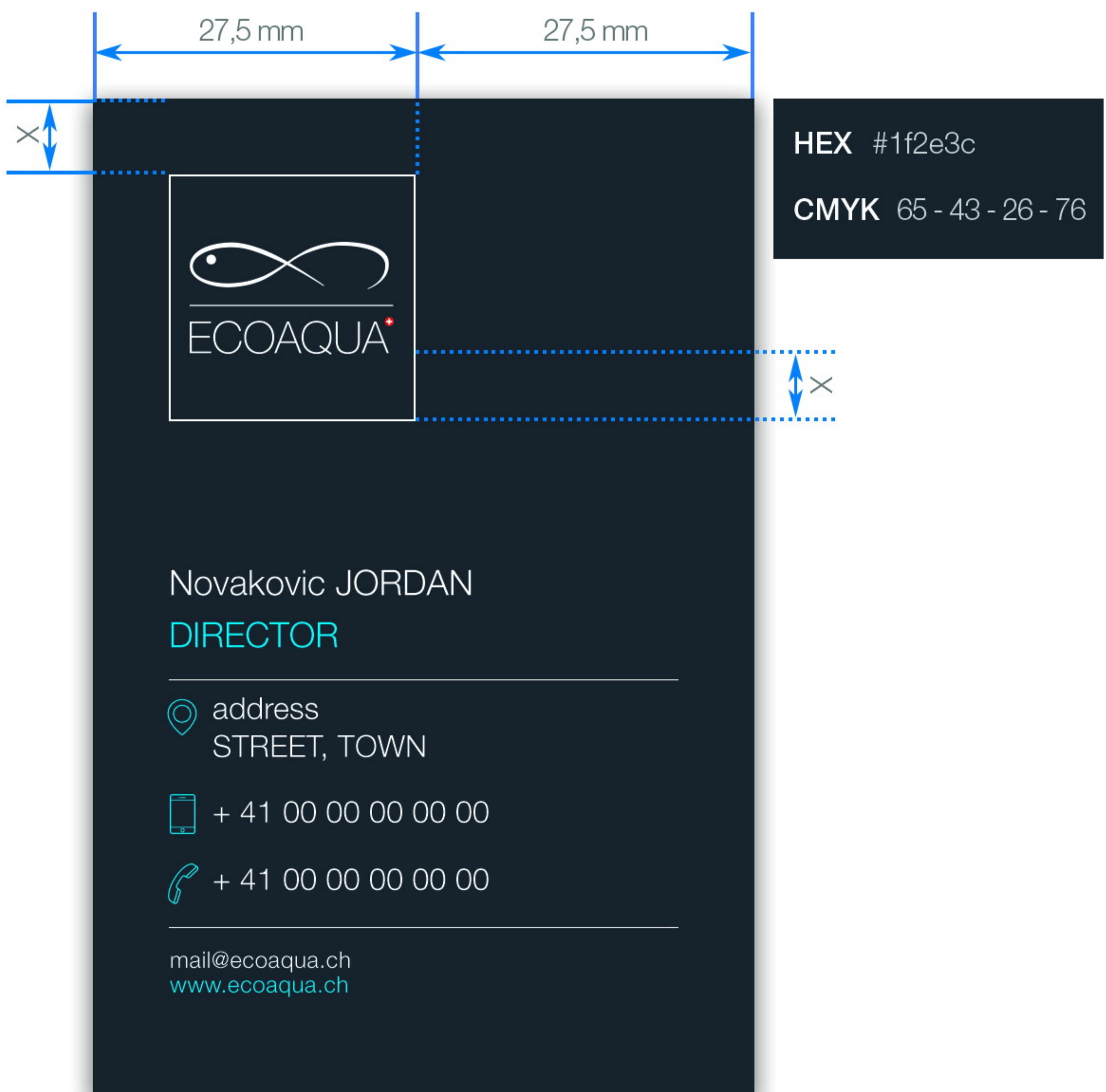


C5 (162 x 229 mm)



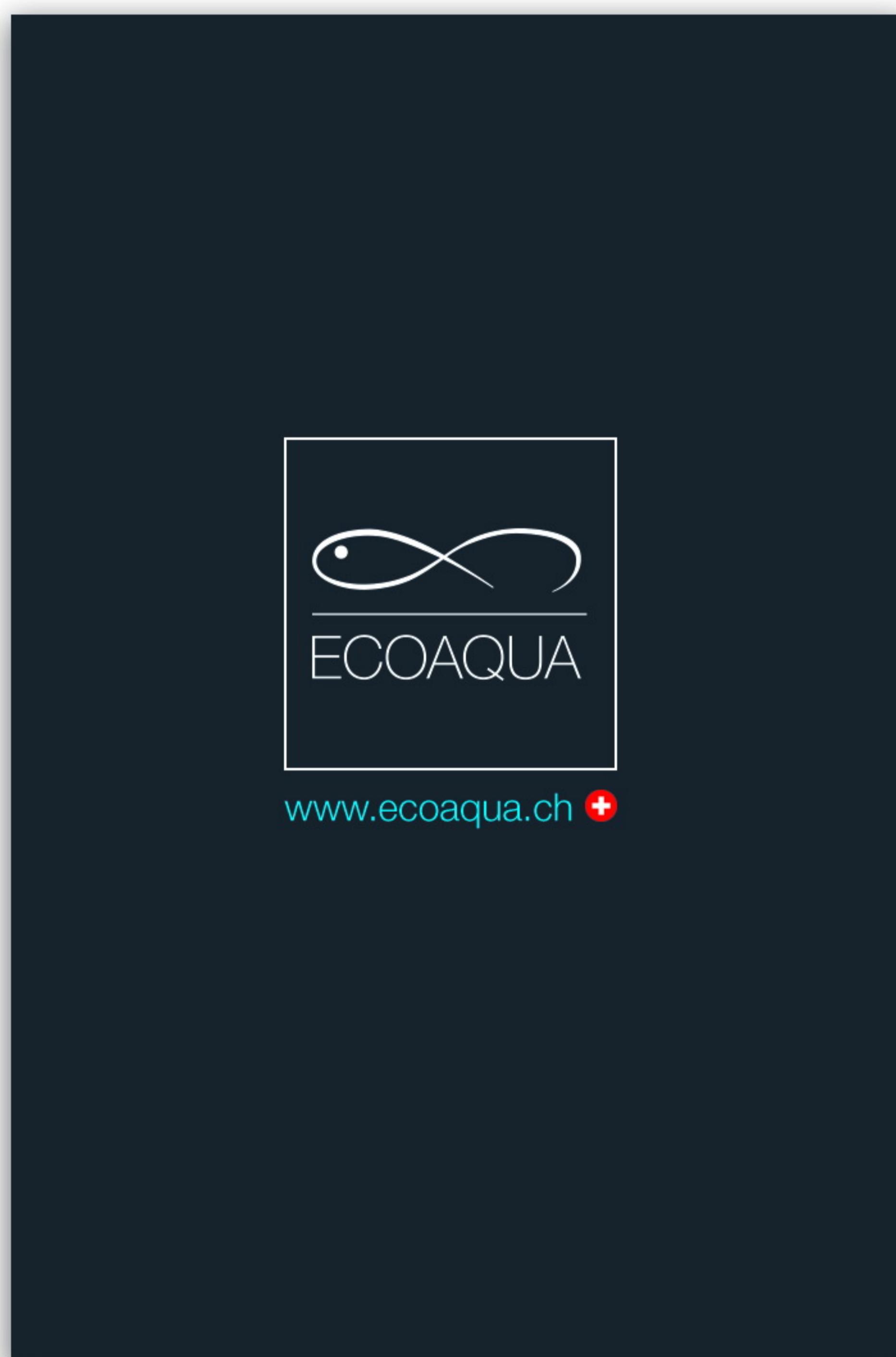
BUSINESS CARD

Business card back side



BUSINESS CARD

Business card front side



HEX #1f2e3c

CMYK 65 - 43 - 26 - 76

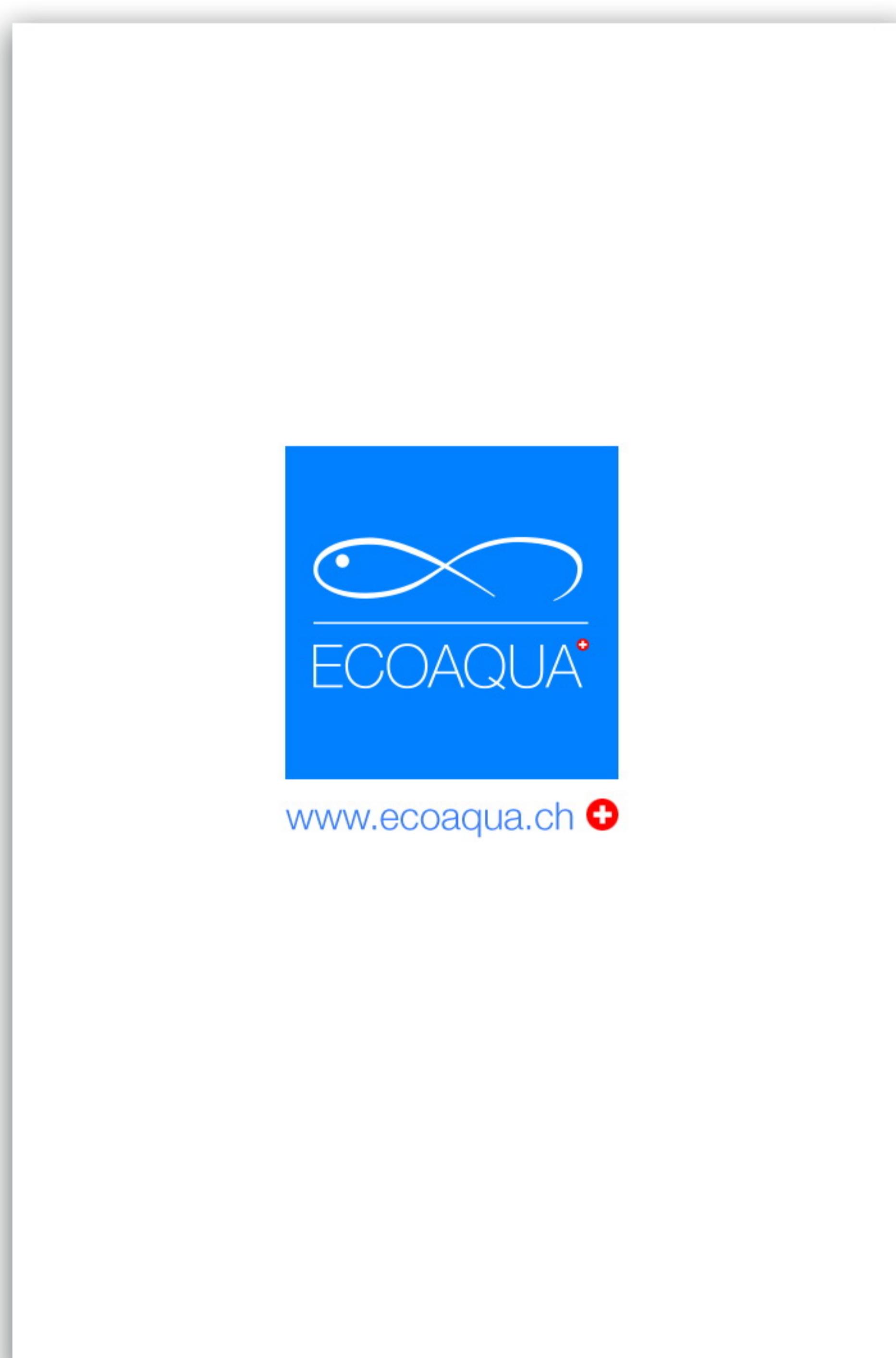


HEX #007fff

CMYK 100 - 50 - 0 - 0

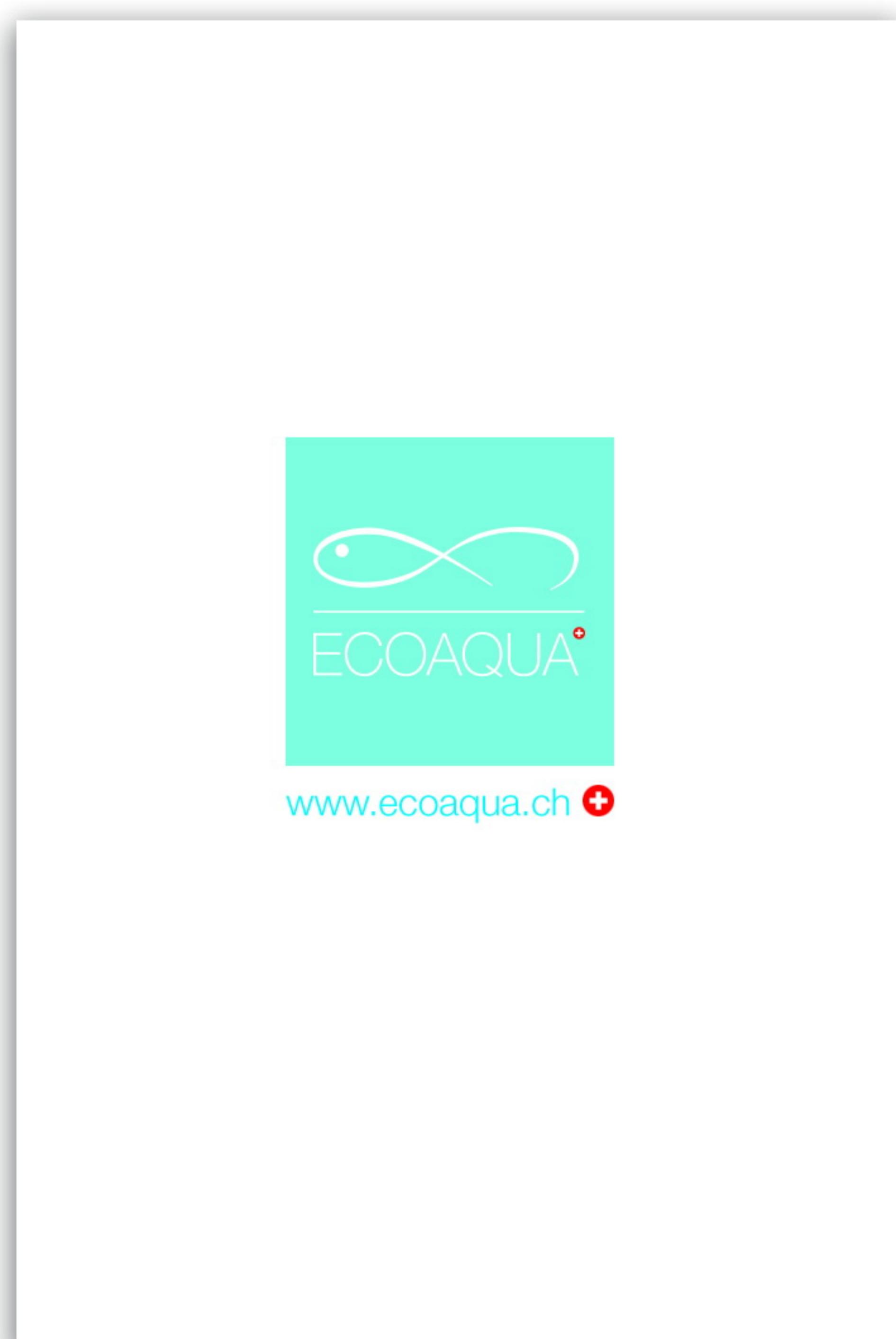
HEX #c6cdd1

CMYK 10 - 4 - 4 - 14



HEX #007fff

CMYK 100 - 50 - 0 - 0

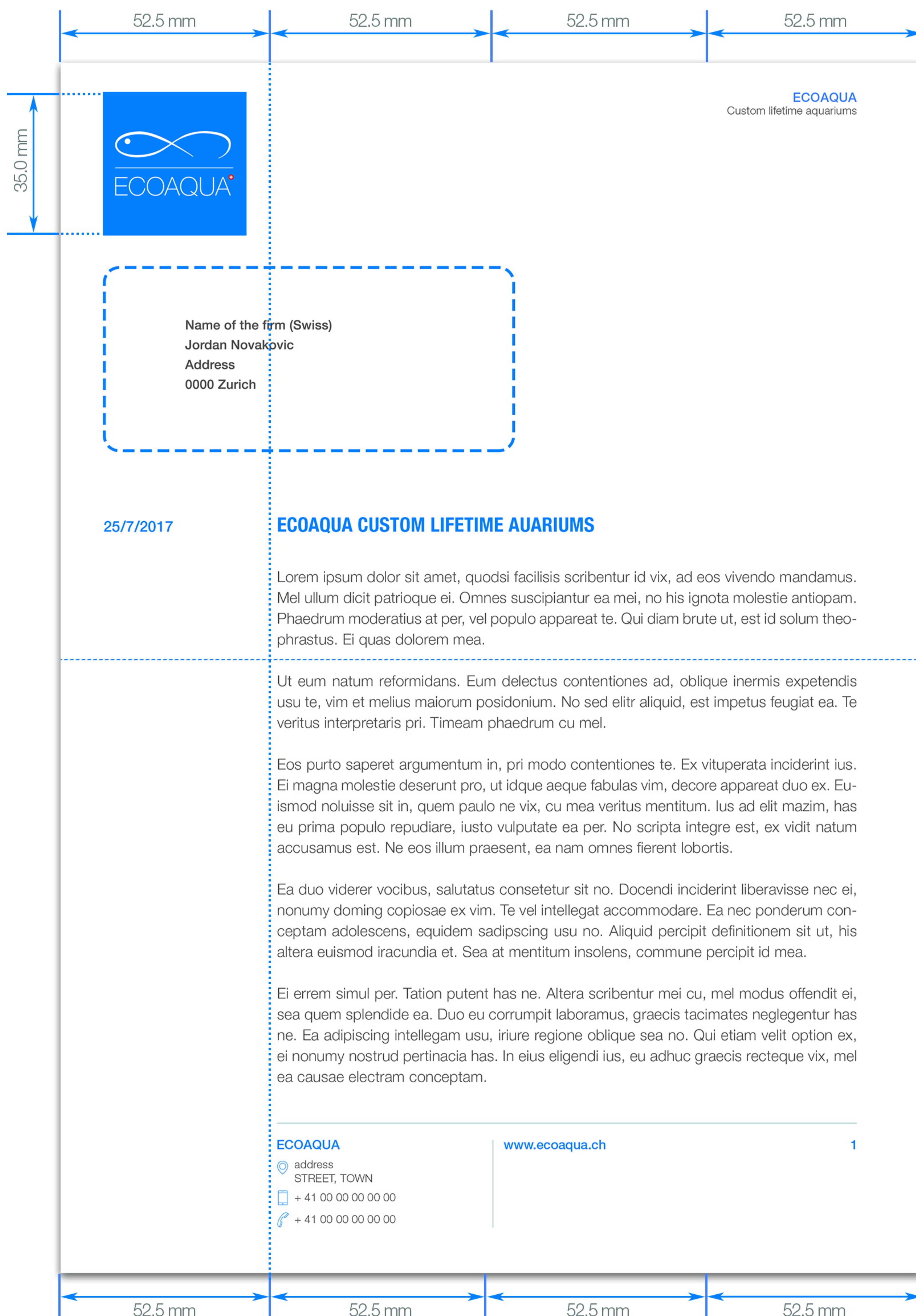


HEX #00ffff

CMYK 52 - 0 - 13 - 0

MEMORANDUM

Memorandum



MEMORANDUM

Memorandum



PAPER FOLDER

Paper folder



05

WEB STANDARDS

WEBSITE

Website home page

The home page structure, font types and sizes and responsive design should not be changed or reorganised. All images must have adequate title and ALT text.

The screenshot shows the ECOAQUA website home page with several annotated sections:

- Top panel**: Top panel should always be fixed to the top of home page.
- Slider**: Maximum number of slides is five. Image size is 1366 x 662 px.
- The most important key facts**: Use these fields to emphasize the most important facts about products.
- New products promotion**: Use these fields to promote last three products in Switzerland.
- Video material**: Use these field to promote production process and product. The video material should not be longer then 60 seconds.
- Call to action (CTA)**: Use CTA to encourage potential customers to contact you.
- Footer**: Use this field for social network promotion and for newsletter opt-in.

E-SIGNATURE

E-signature in e-mail

The signatures in e-mail could be used in image format, in case of missing font support. Below is presented electronic signature with recommended font usage, colors and logotype application.



Novakovic JORDAN ← Roboto Bold 16 px, Tahoma 16 px
Azure blue
HEX: #007FF

DIRECTOR ← Roboto Regular 16 px, Tahoma 16 px
Light Grey Color
HEX: #717273

Address: Street | Zurich | Switzerland ← Open Sans 15 px, Tahoma 15 px
Phone: +41 79 00 00 000
Mobile: +41 79 00 00 000
Web: www.ecoaqua.ch | E-mail: office@ecoaqua.ch
Light Grey Color
HEX: #717273

06

PHOTOGRAPHY

PHOTOGRAPHY

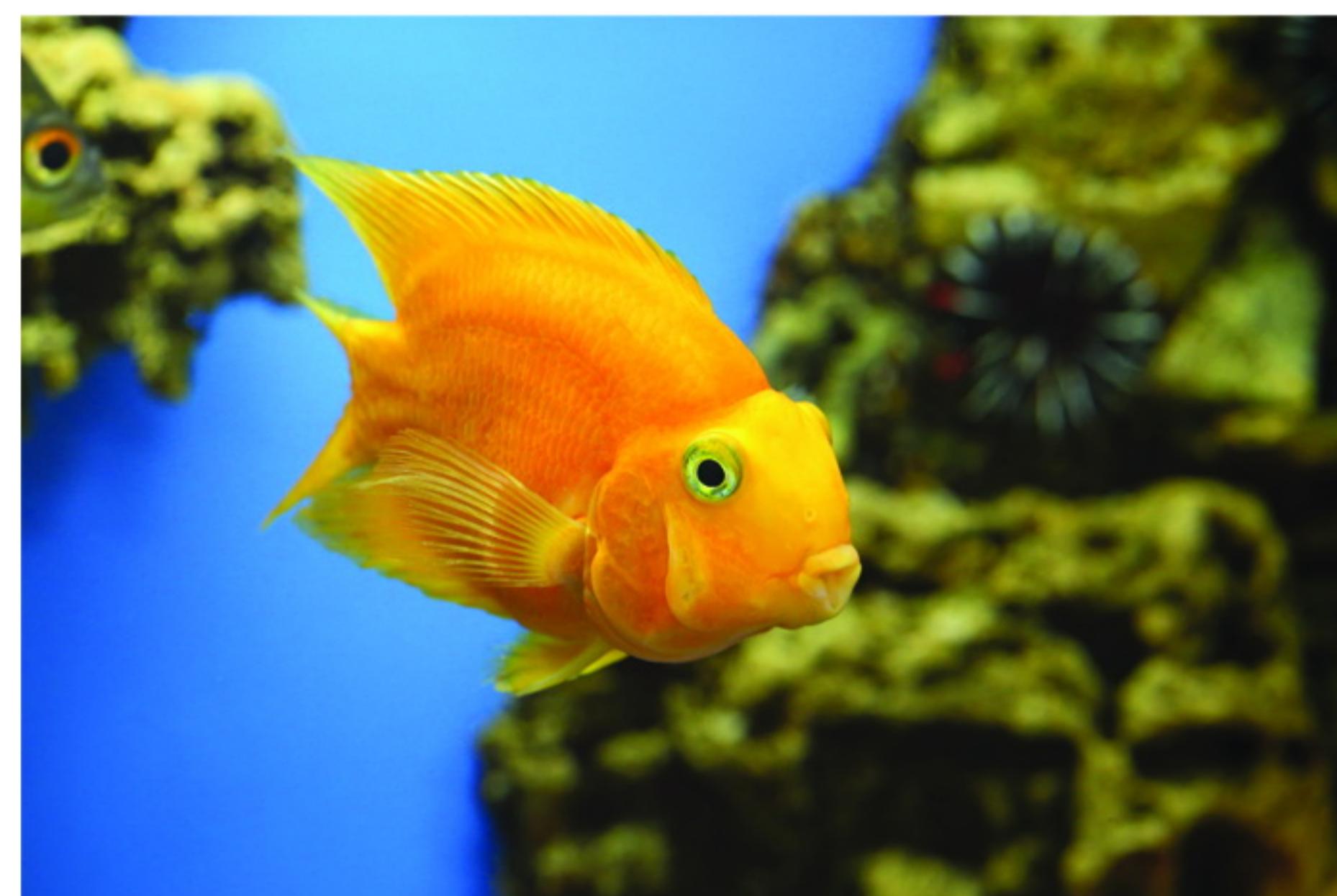
Using photography

Photography is a vital part of portraying the identity of ECOAQUA. Photography should feature the aquariums with a vibrant and exciting environment, aquatic world, fish and background.

The people should not appear staged or posed, but caught in a genuine moment showing a positive emotion. People should not be looking directly into the camera.

In case you should you not find an image that fulfills your needs, stock photography may be used, but all such photos must be cleared through Marketing department.

PHOTOGRAPHY USAGE IN PRINTED MATERIALS



All photos should be at least 300 dpi. For printed materials, it is recommended to use RAW and TIFF format of photos.

Photos used in printed materials should relate directly to the content (aquariums and aquatic world) and not be chosen simply because they are beautiful or scenic.

All photos taken, should not use on camera-flash. It is recommended to use natural light or professional equipment for this purpose.

IMAGES USAGE IN WEB PAGES

File type is RGB jpeg. The preferred image size (of aquariums) is at least 412 x 275 px @72 dpi. The IPTC information that doesn't apply to that particular shoot is forbidden. Photographers should review their images and edit the photos down before they are delivered.

07

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