

# Brand Guidelines

Pioneering the Future of Digital Consultancy

v1 2026

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01

Logo



## Logos

### Wordmark + Submark

The logo consists of the name and **wordmark 'Aqovia'**, followed by the **'Q' submark** aligned in the upper right hand side. The logo must always appear in this complete form.

The elements of the logo are at no point to be altered, rearranged, stretched or squeezed. All proportions must always remain constant.

The 'Q' submark however, may be used separately from the wordmark as an icon.



### Wordmark Clearspace

This is a visual guide to the spacing and positioning of the wordmark and submark.



## Logos

### Logo Palette

These are the approved colour ways of the full logo.

**Teal Logo** must be used on Sage, White and Black backgrounds.

**Pure White Logo** must be used on a Teal background.

Ensure the logo colour contrasts clearly against all backgrounds using Teal or White.

*Use [Contrast Checker tool](#) to check.*

PURE WHITE ON TEAL

AQOVIA



TEAL ON SAGE

AQOVIA



TEAL ON WHITE

AQOVIA



TEAL ON BLACK

AQOVIA



## Logos

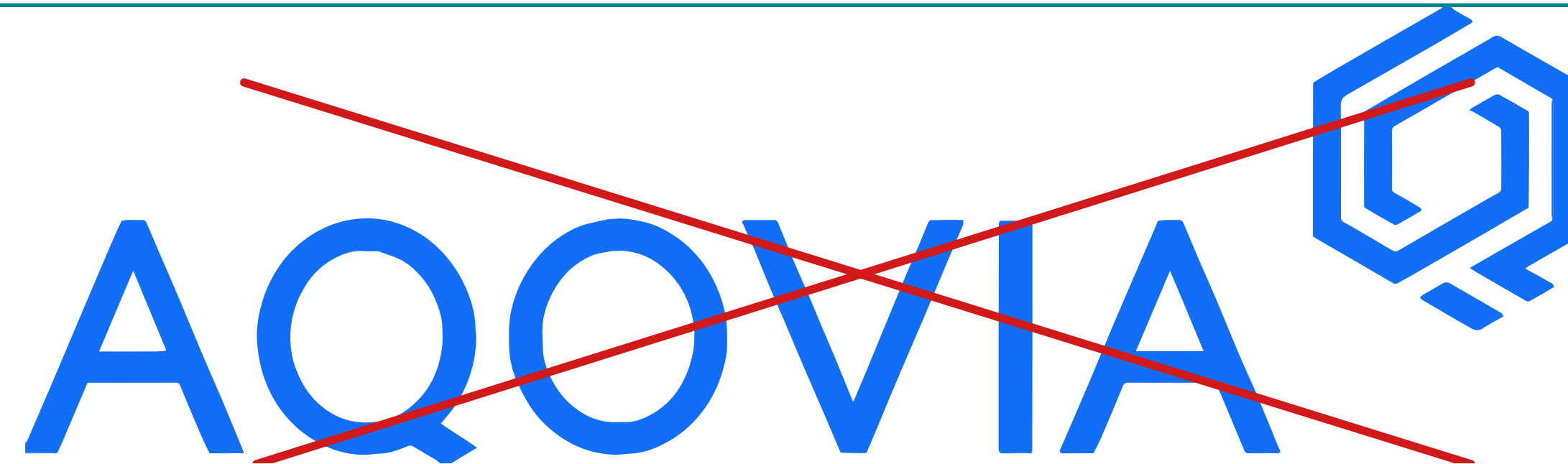
### Colour Don'ts

To maintain brand consistency, do not modify the logo's colour palette. Use only the official colour versions provided

DON'T DO: SAGE



DON'T DO: COBALT



DON'T DO: ORANGE



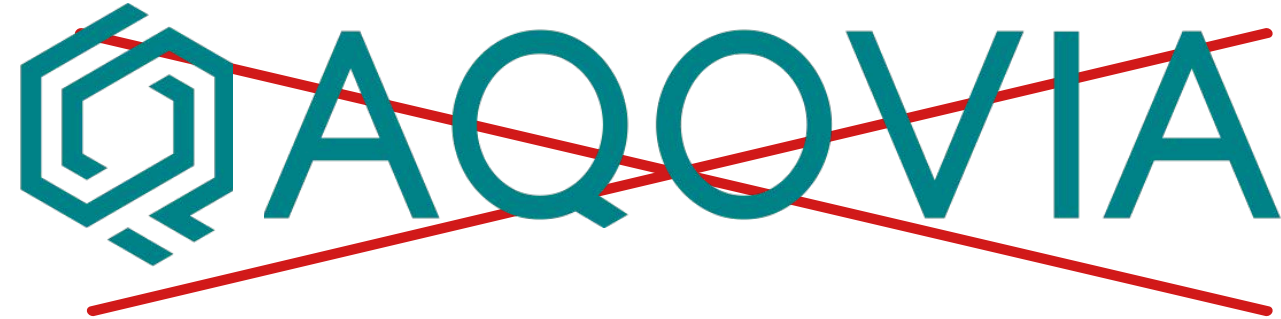
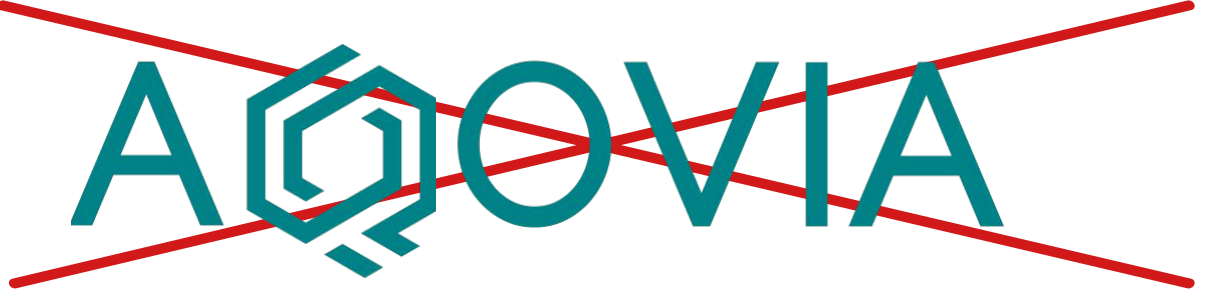
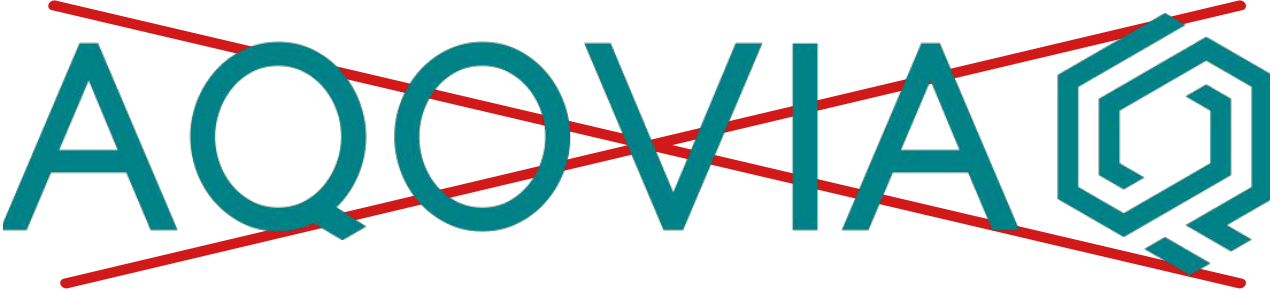
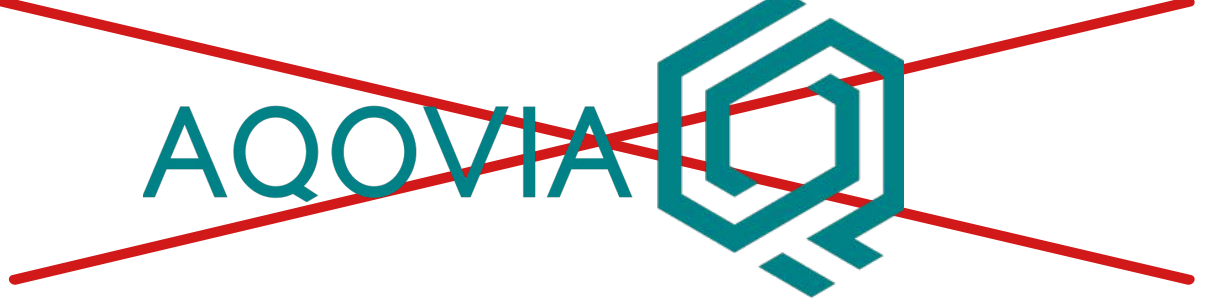
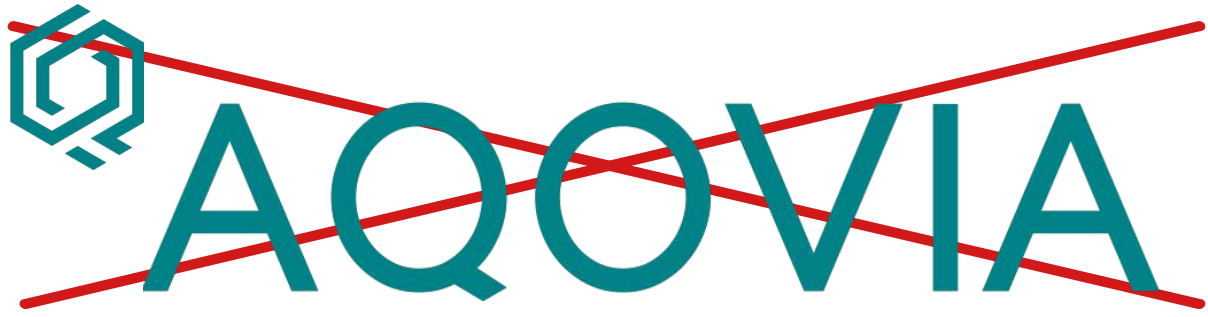
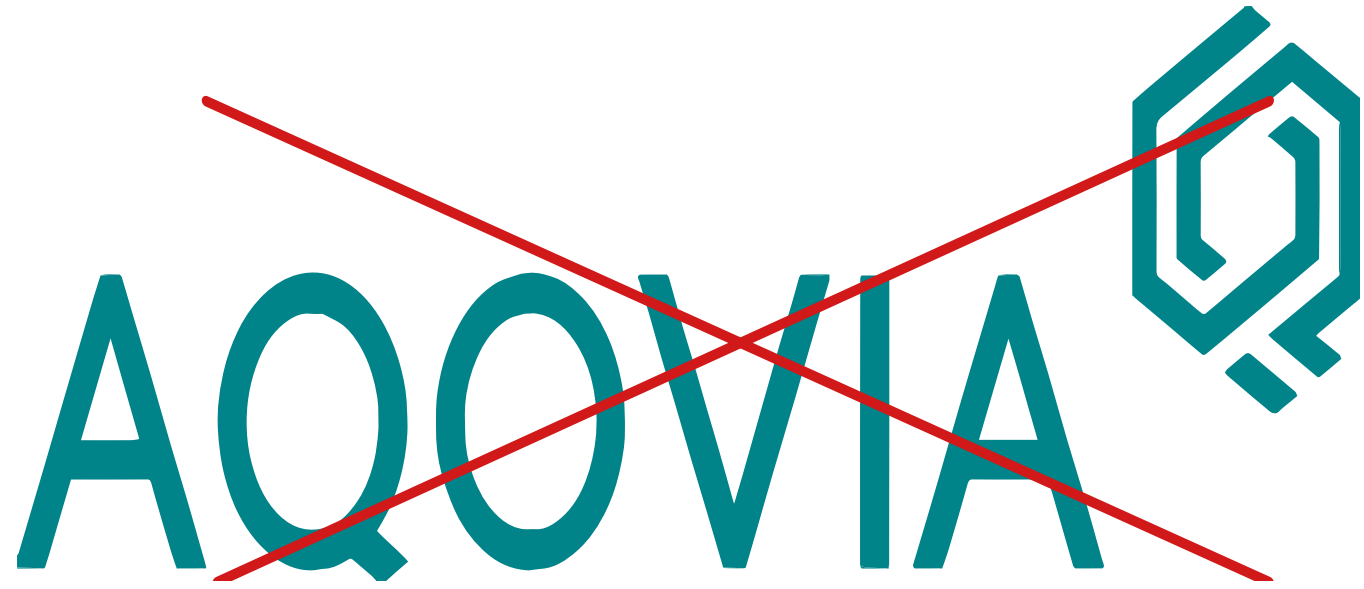
# Logos

## Full Logo Don'ts

Keep the logo's original shape and layout.

Do not move or rearrange the parts of the logo in any way.

MISTAKEN USE OF THE LOGO:



## Logos

### Submark

The 'Q' submark may be used independently when space is limited. Do not use it if there is enough room for the full logo.

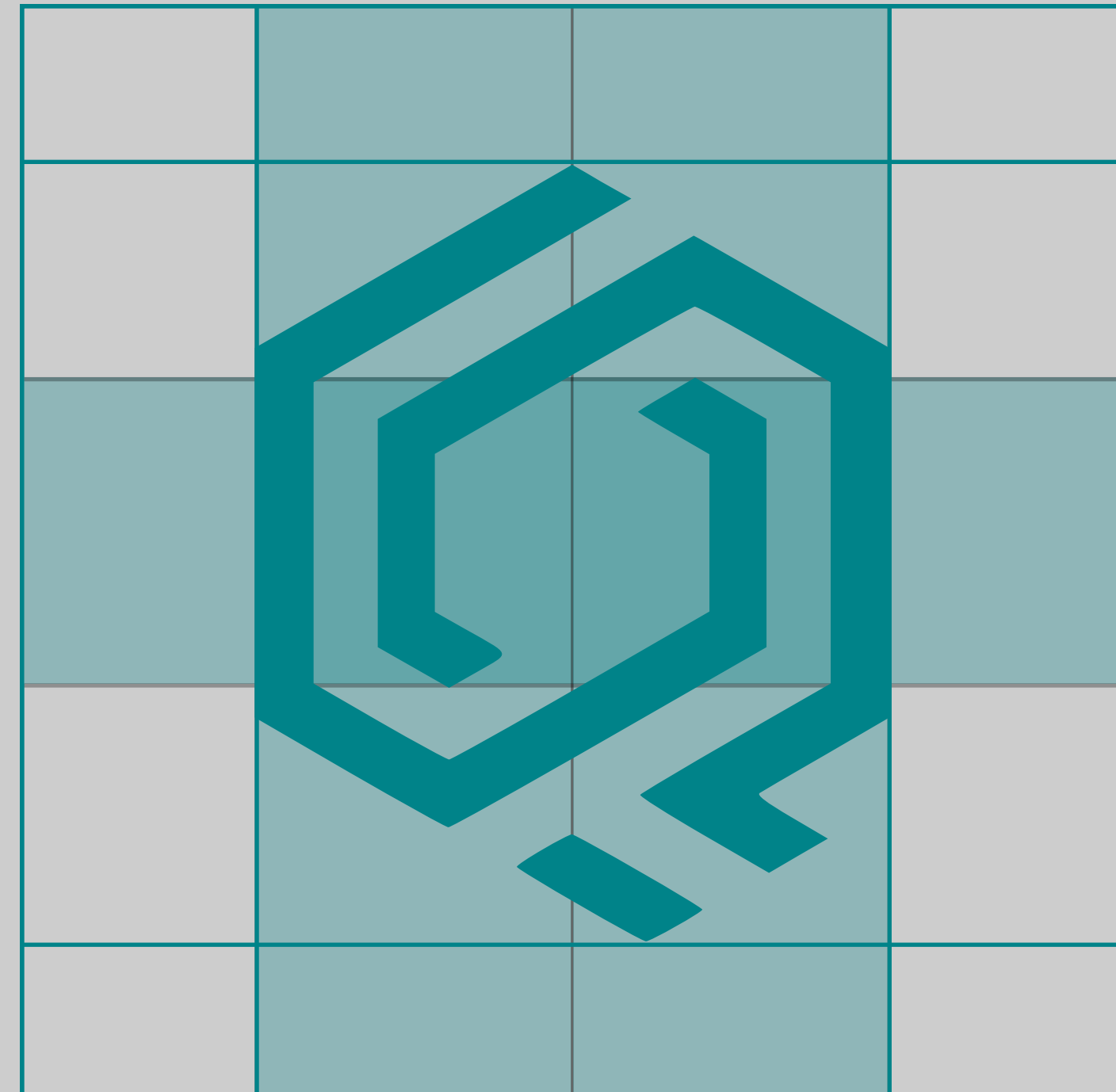
It can be used for:

- App icons and mobile use
- Social media avatar
- Small footer areas or watermarks
- Slide presentation brand signifiers



## Submark Clearspace

This is a guide to the spacing and positioning of the submark.



## Logos

### Submark Palette

The approved colour ways of the submark.

**Teal Logo** must be used on Sage, White and Black backgrounds.

**Pure White Logo** must be used on a Teal background.

Ensure the submark colour contrasts clearly against all backgrounds using Teal or White.

*Use Contrast Checker tool to check.*

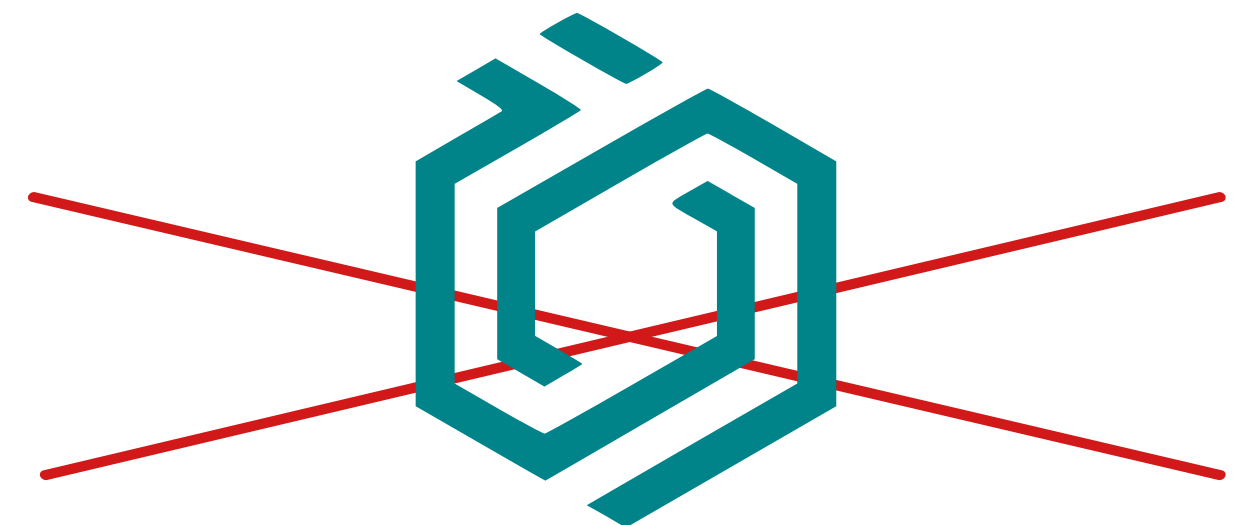
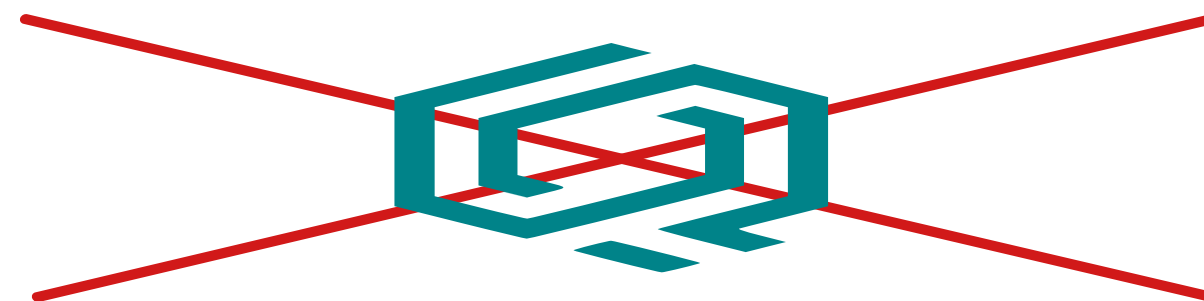
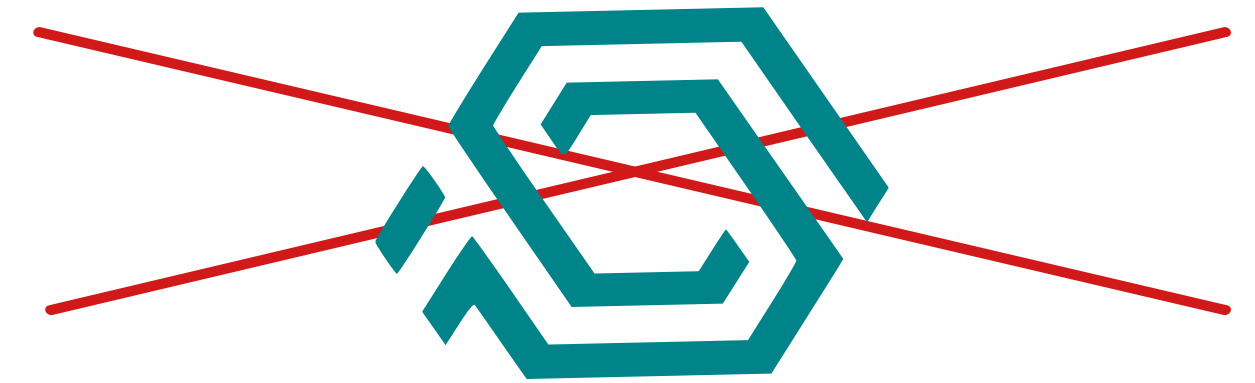
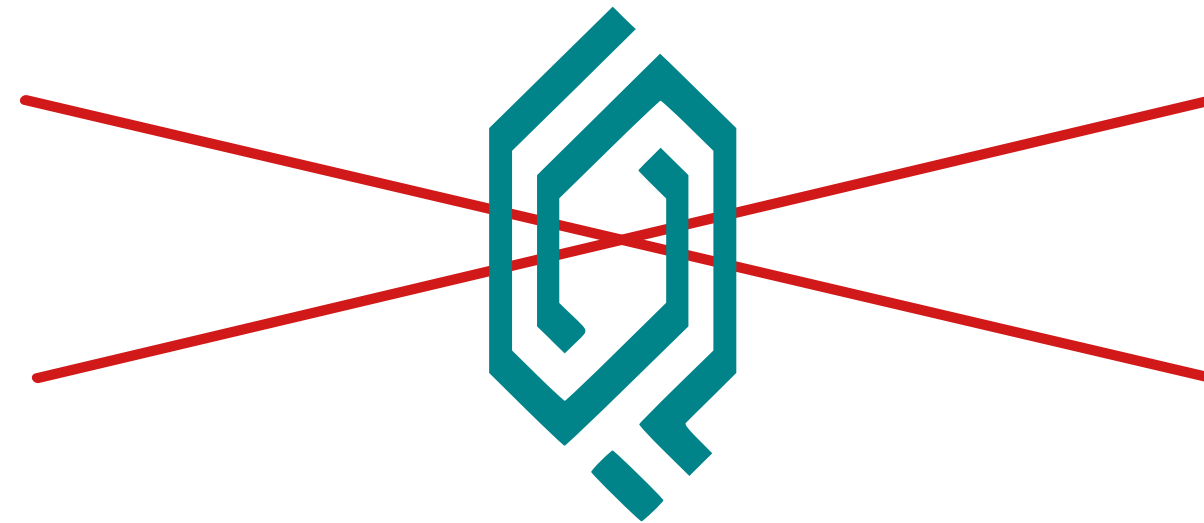
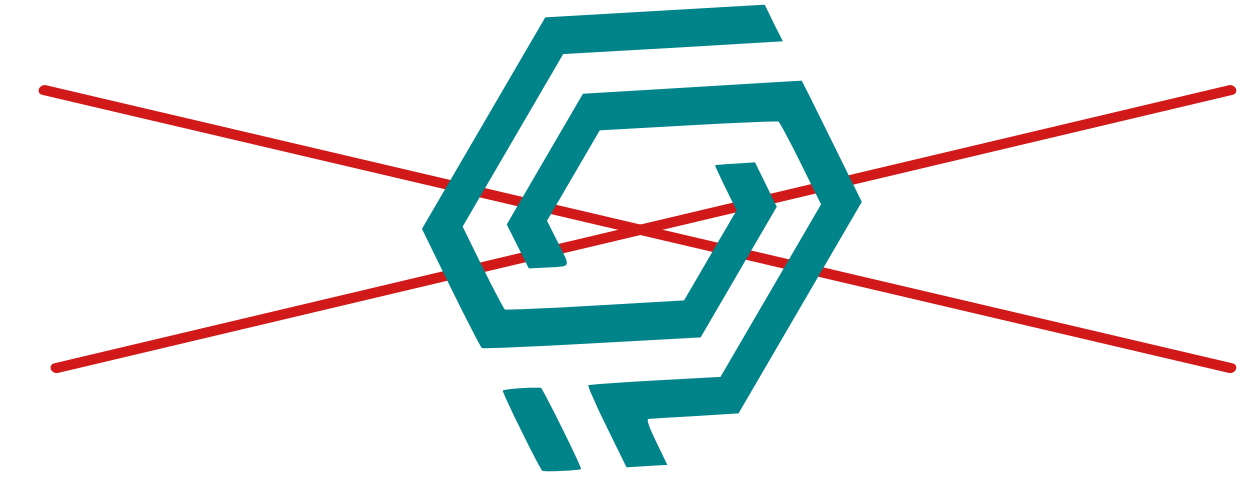
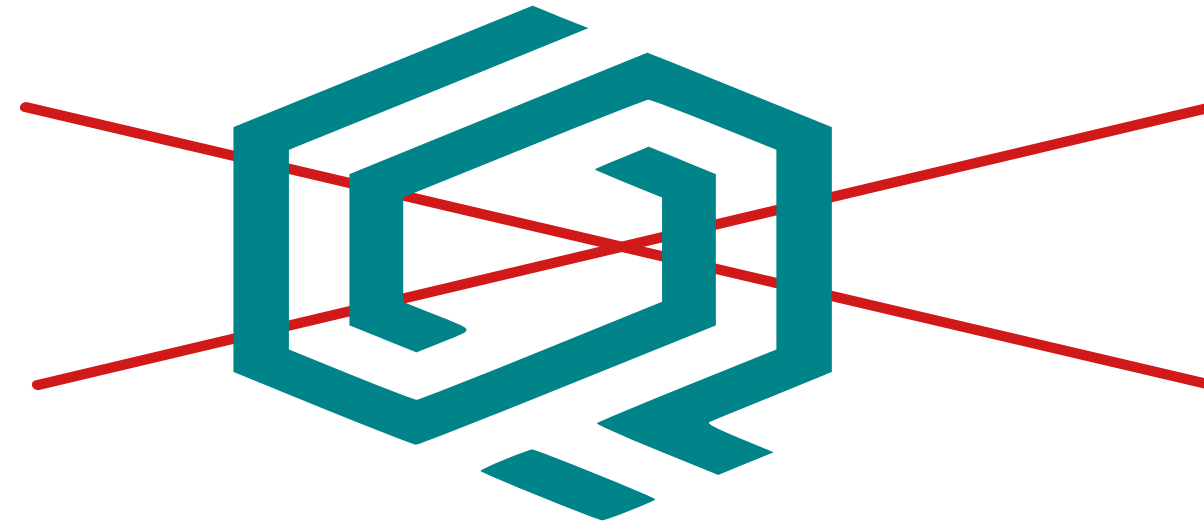


### Submark Don'ts

Keep the submarks original shape and layout.

Do not move or rearrange or rotate the submark in any way.

MISTAKEN USE OF THE SUBMARK:



02

Colour



Aqovia

## Primary Palette

Our Primary Colour defines our brand.

Colours must be applied to accessibility standards.

HEX for Web and App Design

RGB (R, G, B) for Digital screens

CMYK(C, M, Y, K) for Printing (Business cards/Flyers)

## Primary Colour

### Teal:

HEX: #00838A

RGB: 0, 131, 138

HSL: 183, 100, 27

CMYK: 100, 5, 0, 46

## Secondary Colour

### Sage:

#B4D2C2

RGB: 180, 210, 194

HSL: 148, 25, 76

CMYK: 14, 0, 8, 18

### Pure White:

#FFFFFF

RGB: 255, 255, 255

HSL: 0, 0, 100

CMYK: 0, 0, 0, 0

### Jet Black:

#030303

RGB: 3, 3, 3

HSL: 0, 0, 1

CMYK: 0, 0, 0, 99

## Colour

### Secondary Colours

The Secondary Palette supports the primary Aqovia Teal.

These colours should be used for backgrounds, accents to create a balanced and professional look.

Always use the provided codes to maintain a clean brand appearance

HEX for Web and App Design

RGB (R, G, B) for Digital screens

CMYK(C, M, Y, K) for Printing (Business cards/Flyers)

### Teal

### Sage

### Vivid Orange:

### Cobalt:

#FF6700

RGB: 255, 103, 0

HSL: 24, 100, 50

CMYK: 0, 60, 100, 0

#126EF8

RGB: 18, 110, 248

HSL: 215, 94, 50

CMYK: 97, 56, 0, 3

# Accessible Colour Ways

Colour combinations must meet the latest WCAG accessibility standards. We will meet AA or above.

Foreground: Hex Value #00838A, Color Picker, Alpha 1, Lightness slider.

Background: Hex Value #FFFFFF, Color Picker, Lightness slider.

Contrast Ratio  
**4.55:1**

[permalink](#)

## Normal Text

WCAG AA: **Pass**

WCAG AAA: **Fail**

The five boxing wizards jump quickly.

## Large Text

WCAG AA: **Pass**

WCAG AAA: **Pass**

The five boxing wizards jump quickly.

Foreground: Hex Value #00838A, Color Picker, Alpha 1, Lightness slider.

Background: Hex Value #000000, Color Picker, Lightness slider.

Contrast Ratio  
**4.61:1**

[permalink](#)

## Normal Text

WCAG AA: **Pass**

WCAG AAA: **Fail**

The five boxing wizards jump quickly.

## Large Text

WCAG AA: **Pass**

WCAG AAA: **Pass**

The five boxing wizards jump quickly.

Foreground: Hex Value #B4D2C2, Color Picker, Alpha 1, Lightness slider.

Background: Hex Value #000000, Color Picker, Lightness slider.

Contrast Ratio  
**12.93:1**

[permalink](#)

## Normal Text

WCAG AA: **Pass**

WCAG AAA: **Pass**

The five boxing wizards jump quickly.

## Large Text

WCAG AA: **Pass**

WCAG AAA: **Pass**

The five boxing wizards jump quickly.

Foreground: Hex Value #FF6700, Color Picker, Alpha 1, Lightness slider.

Background: Hex Value #000000, Color Picker, Lightness slider.

Contrast Ratio  
**7.19:1**

[permalink](#)

## Normal Text

WCAG AA: **Pass**

WCAG AAA: **Pass**

The five boxing wizards jump quickly.

## Large Text

WCAG AA: **Pass**

WCAG AAA: **Pass**

The five boxing wizards jump quickly.

Foreground: Hex Value #126EF8, Color Picker, Alpha 1, Lightness slider.

Background: Hex Value #000000, Color Picker, Lightness slider.

Contrast Ratio  
**4.61:1**

[permalink](#)

## Normal Text

WCAG AA: **Pass**

WCAG AAA: **Fail**

The five boxing wizards jump quickly.

## Large Text

WCAG AA: **Pass**

WCAG AAA: **Pass**

The five boxing wizards jump quickly.

Foreground: Hex Value #126EF8, Color Picker, Alpha 1, Lightness slider.

Background: Hex Value #FFFFFF, Color Picker, Lightness slider.

Contrast Ratio  
**4.55:1**

[permalink](#)

## Normal Text

WCAG AA: **Pass**

WCAG AAA: **Fail**

The five boxing wizards jump quickly.

## Large Text

WCAG AA: **Pass**

WCAG AAA: **Pass**

The five boxing wizards jump quickly.

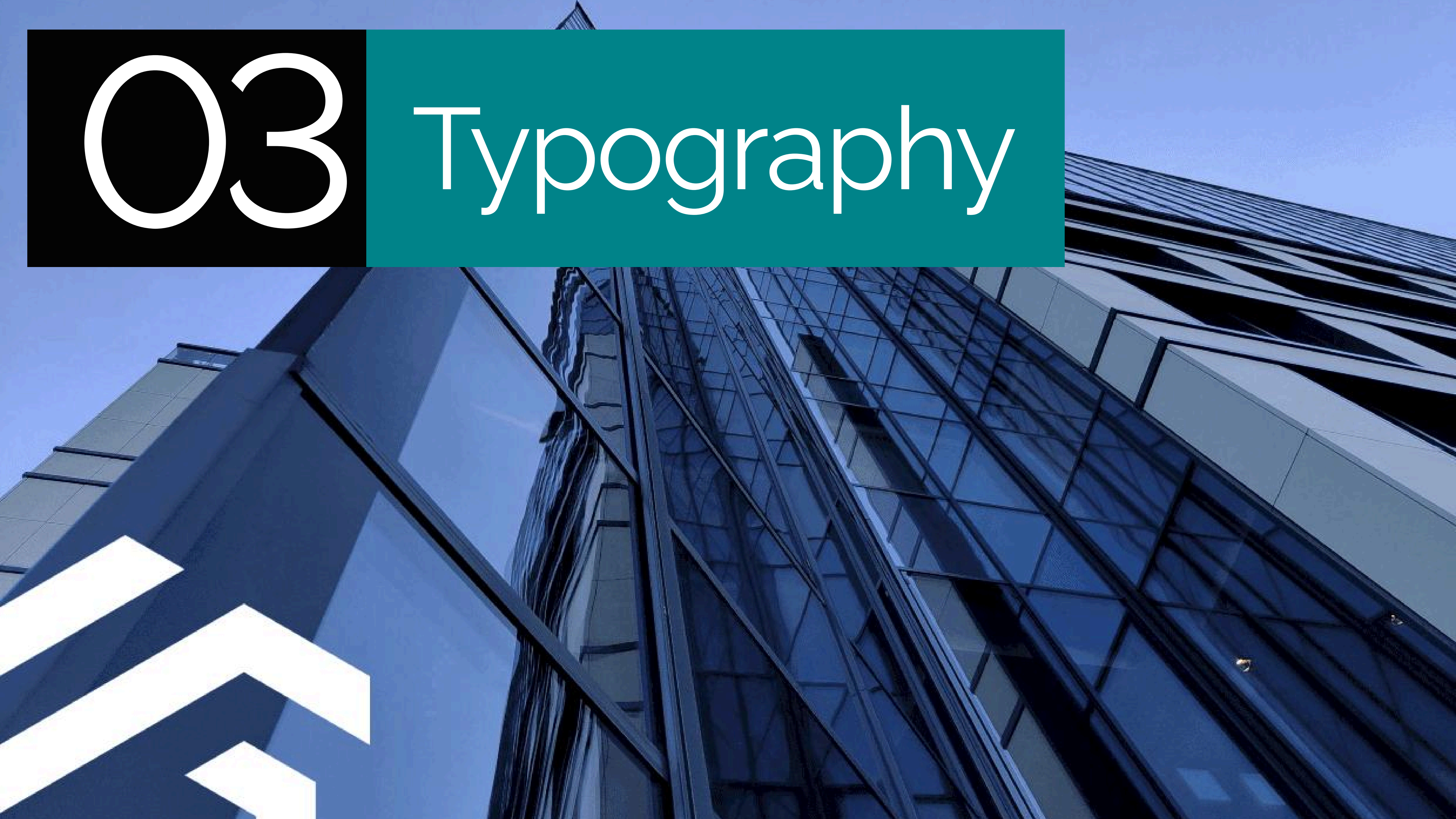
## Colour Code Guide

Guide for colour code application.

Format	When To Use	How To Implement
HEX	Digital and Web	Use for CSS, HTML and high-fidelity UI design (Figma).
RGB	Digital Displays	Use for video production, digital presentations and screen-based media.
HSL	UI Adjustments	Use for creating hover states, shadows or UI tints in code.
CMYK	Physical Print	Use for professional printing (Business cards, banners and stationery).

03

# Typography



## Typography

### Primary: Raleway

**Raleway** is a clean, modern sans-serif typeface that represents *Aqovia's Innovative Approach and Technical Excellence.*

It should be used for all high-level brand communications to maintain a visionary feel.

#### **Implementation:**

Use for all Primary Headings (H1, H2) and Hero statements along with secondary titles.

#### **Recommended Weight:**

Regular (400) for headlines; Medium (500) for sub-headers.

Primary Typeface

Raleway

## Secondary: Verdana

Verdana is our functional, highly legible typeface designed for screen readability.

It supports our *Client-Centric* mission by ensuring all technical information is accessible and clear.

### **Implementation:**

Use for all body text, paragraphs, and data-heavy reports

### **Recommended Weight:**

Regular (400) and no smaller than 16px for body text.

Secondary Typeface  
Verdana

## Typography

### Typeface Use

**Headings:** Title Case

**Titles:** Sentence case

**Body text:** Sentence case

To maintain accessibility friendly font use, **never use all capitals.**

To reflect our core value of Sustainability, avoid unnecessary *bold* weights in long documents to reduce digital energy consumption during screen rendering.

Element	Font	Weight And Size	Implementation Guide
Headings	Raleway	Regular 400 Large H1, H2, H3	Use for headlines, hero text, slide headings and statement snippets
Titles	Raleway	Medium 500 H4, H5	Use to categorise information, section titles, secondary titles and sub-headings
Body text	Verdana	Regular 400 Min 16px	Mandatory for general readability
Technical/ data/other	Verdana	Regular 400 Min 10px	Use for all note style text and where size on screen and page is minimal

04

# Iconography And Graphics



### Iconography Style

Our iconography reflects our identity as a collective of thinkers, creators and revolutionaries.

By using the Google Material library, we ensure our digital solutions are accessible to all and intuitive.

Customise Icons And Symbols:

#### **Library:**

Google Material Symbols and Icons. Never mix icon libraries.

#### **Visual Weight:**

Use **300 stroke weight** to mirror the clean lines of the Raleway typeface.

#### **Grade and Fill:**

All icons should be **normal** grade i.e 0, and have **no fill** state.

#### **Colour:**

All icons and symbols must be applied using the official brand colours.

#### **Meaning:**

Every icon must "speak directly to our clients' unique needs". If an icon's meaning is not immediately clear, it must be accompanied by a label in Verdana

## The Q-Frame Graphic

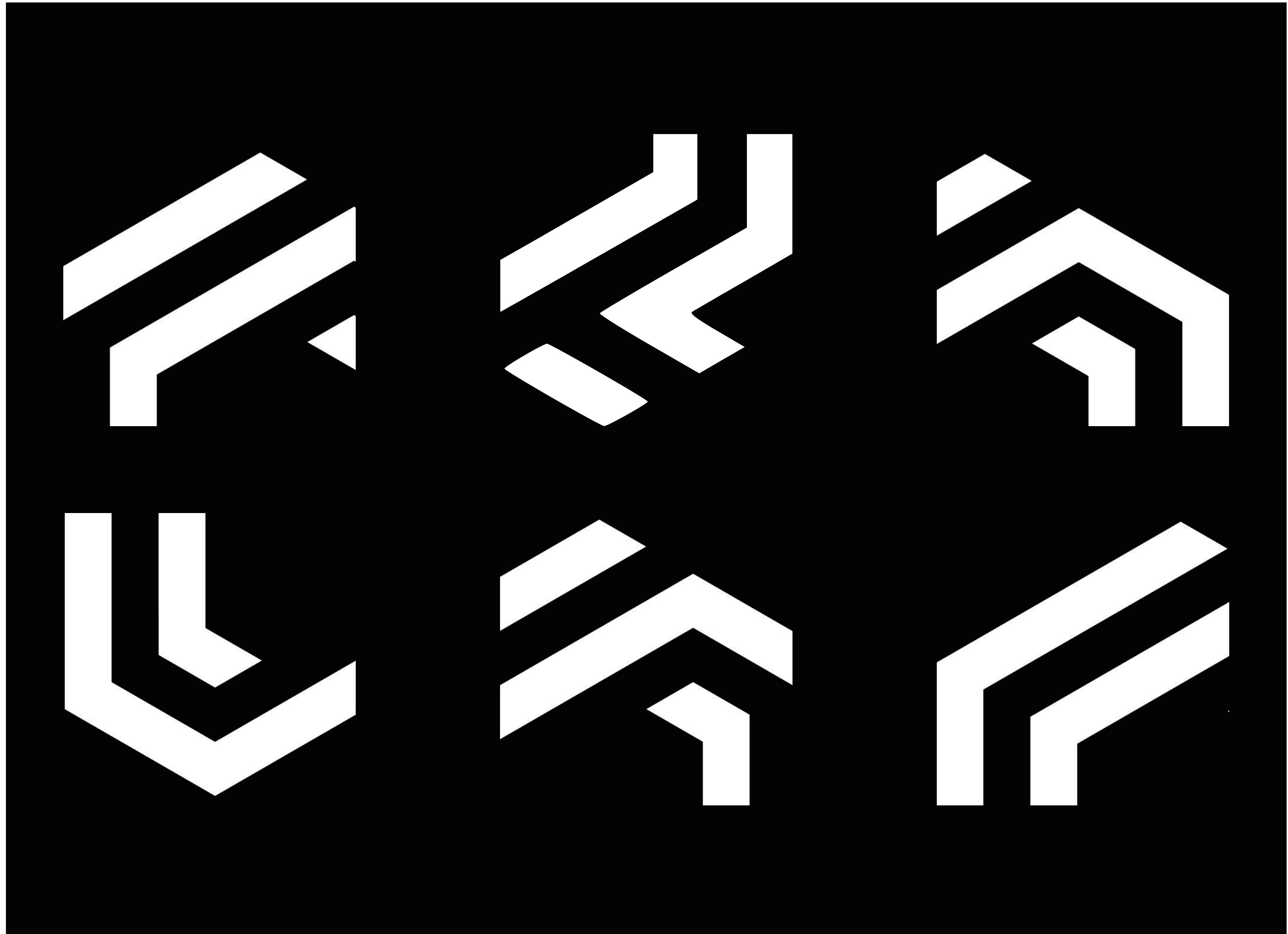
To reinforce our *Innovative Approach*, we use specific quadrants of the Aqovia "Q" logo as decorative frames.

This graphic represents our heritage of providing *Technical Excellence* solutions by literally framing our work with our brand mark:

### *The Q-Frame*

#### **Implementation:**

Overlay a single quadrant at the outer corner of images and pages only.



05

# Imagery

## 4 Pillars Of Aqovia Imagery

There are 4 themes to reflect the purpose and position of the brand and our services.

### 4 Themes

#### **1. Human Collaboration**

Focuses on the *Dedicated Team* and the interaction between humans and technology.

#### **2. Business Infrastructure**

Represents the *Digital Terrain* where transformation and business objectives align.

#### **3. Macro Nature**

Symbolises our *Global Community* and our ability to handle large-scale, ambitious challenges.

#### **4. Micro Nature**

Reflects our *Detail-Oriented* approach and *Intelligent Design*, drawing on biomimicry.

### Style And Format

To maintain a smarter, more inclusive look, we apply two specific colour formats and our signature brand graphic: the Q-frame.

### Visual Treatment

- 1. Black and White** (Human-Centric images)  
Used for collaboration scenes to convey *Trust* and *Expertise*. This keeps the focus on *Technical Excellence* and our brand graphic becomes a highlight within the image.
- 2. Full Colour with Dark Overlay** (Nature & Pattern images)  
Used to evoke *Optimism*, *Progress* and *Emotion*.
- 3. The Q-Frame:**  
All images must include a quadrant of the "Q" logo placed at an outer edge corner to signal the framing of our solution.

## Imagery

### Human Collaboration

This theme captures the precise and purposeful interaction between our experts and the technology we implement. It focuses on the dedicated team driving success through unwavering commitment.

**Colour Profile:** Presented exclusively in Black and White.

**Narrative:** Reinforces progress through action and intention, showing people seizing opportunities in real-time.



## Imagery

### Business Infrastructure

This theme represents the digital terrain of the modern business world, our transformation strategies take focus and we capture the environments where "business meets possibilities". It reinforces our role as a "beacon of innovation".

**Colour Profile:** Full-colour photography with a dark overlay.

**Perspective:** Images are often profiled towards the sky to symbolise motivation, growth and belief that the "sky's the limit".



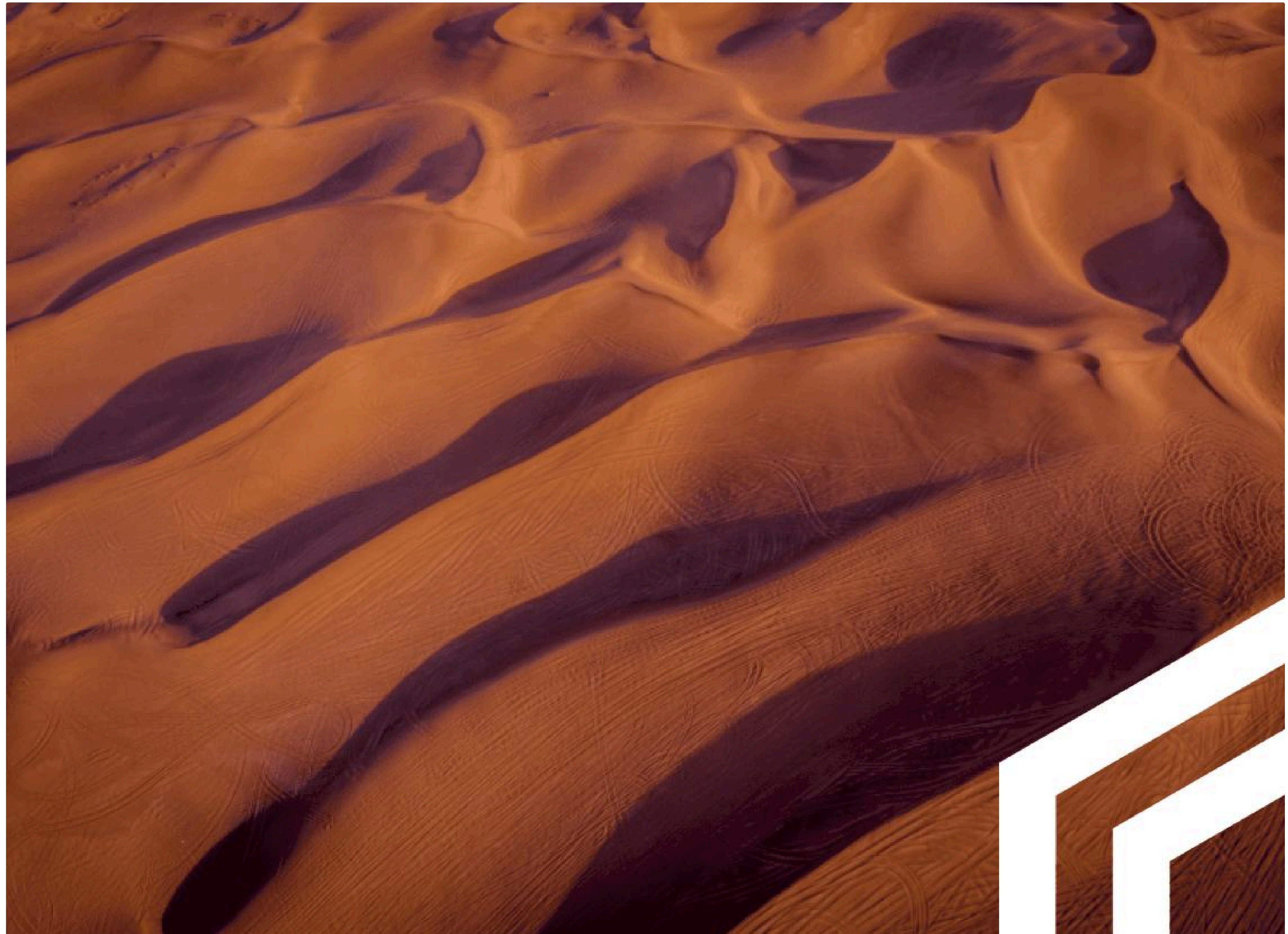
## Imagery

### Macro Nature

This theme represents our ability to act as a trusted enabler, transforming complex, global challenges into achievable outcomes. It visually reinforces the message that no task is too ambitious. We are capable of delivering change that transcends industries and borders.

**Colour Profile:** High-quality, full-colour photography with a dark overlay.

**Visual Focus:** Vast landscapes and bright organic patterns that symbolise optimism and progress.



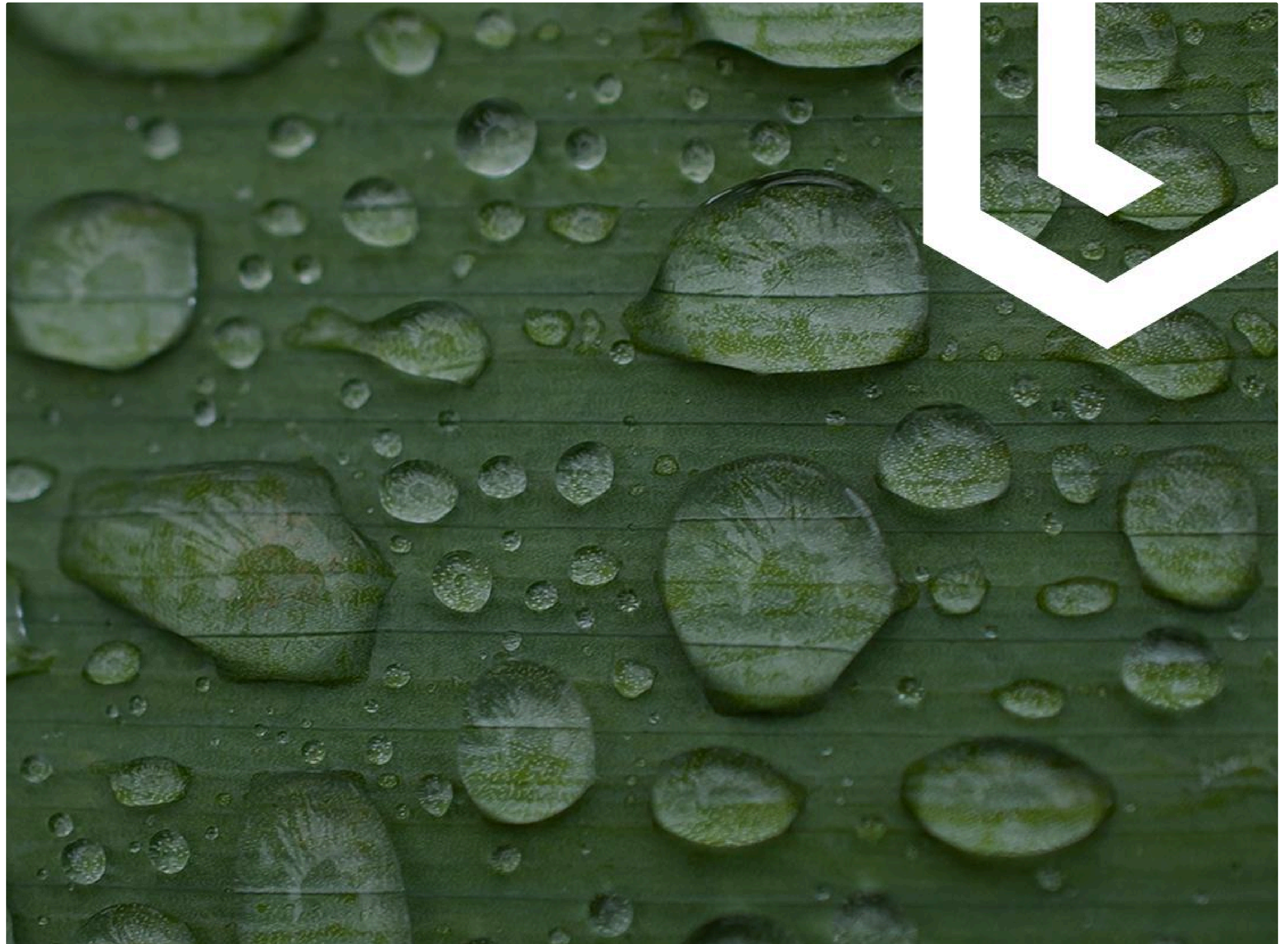
## Imagery

### Micro Nature

This theme reinforces our identity as detail-oriented, precise and grounded in expertise. It draws on biomimicry, (innovation inspired by nature) to mirror our commitment to intelligent design and cutting-edge solutions.

**Colour Profile:** High-quality, full-colour photography with a dark overlay.

**Visual Focus:** Intricate details, bright colours," and organic forms found in nature (leaf patterns, crystalline structures, elements of nature)



# Imagery Strategy

Our visual language is a testament to our unwavering commitment to excellence.

- **High quality** images must always be used
- Use **inclusive** images when choosing human-centric themes
- Limited AI generated images
- Avoid "stocky" or clichéd posed images
- **Harmonious** with brand values and positioning
- Keep images simple, **clean** and positive
- Commercial rights: only use images with a valid Commercial Use license
- Attribute free to use images as per the images rights guidance

## QUICK REFERENCE CHECK:

### *Step 1*

**Check Source:** Valid commercial license?

### *Step 2*

**Check Style:** B&W (Human) or Colour plus Overlay (Nature)?

### *Step 3*

**Check Detail:** Is it uncluttered and intuitive? Avoiding "stocky" feel?

### *Step 4*

**Apply Brand:** Is the Q-cutout graphic correctly corner-anchored?

06

# Tone Of Voice



## Tone Of Voice

### **Authoritative, not academic**

Write with confidence and expertise. Our copy demonstrates deep sector knowledge while remaining accessible and human.

### **Clear, not clever**

Choose clarity over creativity. Use plain language, short sentences, and everyday words. If a simpler word exists, use it.

### **Precise, not pedantic**

Every word should earn its place. Cut unnecessary words. Avoid abbreviations unless universally understood.

### **Professional, not performative**

Be warm and approachable, but never forced. Avoid exclamation marks, ALL CAPS, quirky language, or anything that tries too hard.

### **Customer-focused, not company-focused**

Write for the reader, not about ourselves. Ask: does this help our customer understand, decide, or act?

### **Accurate, always**

Proofread everything. Typos undermine trust. If you're unsure, check. Then check again.

### **Jargon-free in customer-facing content**

Technical language is fine internally or with technical audiences. In customer-facing copy, translate complexity into clarity.

## Language

Tone of voice within the brand is just as important as the way it looks.

The tone of voice should evoke the sense of Quality and Professionalism.

This should be the benchmark of every communication.

### **Do:**

- Write like you're explaining something to a smart colleague
- Use active voice ("We built this" not "This was built by us")
- Front-load key information
- Break complex ideas into digestible steps
- Read your work aloud, if you stumble, rewrite

### **Don't:**

- Use corporate clichés ("leverage," "synergy," "best-in-class")
- Bury your point in long paragraphs
- Assume the reader knows what you know
- Write to impress, write to inform
- Let a single typo slip through

## In Practice

Use this slide to create your own brand guidelines sections. Swap in a relevant image, or replace it with whatever you need.

07

# Vision, Mission, Values



# Our Vision For 2026

- <sup>01</sup> Accelerate revenue growth
- <sup>02</sup> Put customer satisfaction at the centre of everything we do
- <sup>03</sup> Build an empowered, skilled workforce, appropriately structured, making decisions accordingly
- <sup>04</sup> Scale the organisation responsibly and sustainably, while preserving operational excellence, compliance and customer trust

# Our Vision For 2026

## Empowering a Connected Future: Innovating for a Smarter, More Inclusive World"

We aim to be at the forefront of technological evolution, driving change that transcends industries and borders. We envisage a future where technology is an enabler and a catalyst for a smarter, more connected world. Our ambition is to create digital solutions that are pioneering and inclusive, ensuring that the benefits of technology are accessible to all.

We are committed to breaking down barriers, fostering a global community where innovation, efficiency, and sustainability lead the way. Through our work, we aspire to inspire, challenging the status quo and setting new benchmarks in digital excellence.

## Our Mission

Our mission at Aqovia is to transform the digital landscape of businesses, large and small, through bespoke, cutting-edge solutions. We are dedicated to understanding and addressing each client's unique challenges, offering personalised strategies that drive growth and success.

Our commitment extends beyond business transformation; we aim to enrich lives by making technology more accessible, intuitive, and beneficial to society as a whole.

As passionate advocates for digital empowerment, we strive to foster an environment of continuous learning, innovation, and inclusivity. Our journey is not just about reaching new heights in technology; it's about creating a lasting, positive impact on businesses and communities worldwide.

Our core mission is to transform businesses through technology.

# Our Core Values

At Aqovia, our culture is built on collaboration, respect, and continuous learning. We encourage creativity, embrace diversity, and foster an environment where ideas flourish. Our values are not just words; they are the principles guiding our every action:

## <sup>01</sup> Collaboration

<sup>01</sup> Our workplace cherishes every voice and values diverse input, fostering seamless teamwork towards our shared goals. Together, we tackle challenges and consistently add value to our endeavours.

## <sup>02</sup> Innovation

<sup>02</sup> Innovation is in our DNA, driving us to stay on the cutting edge of technological advancements. We are dedicated to R&D and crafting pioneering solutions that lead the way and deliver meaningful impacts for our clients.

## <sup>03</sup> Technical Excellence

<sup>03</sup> We set an unwavering standard for technical excellence, ensuring that every solution we provide adheres to the highest quality and performance benchmarks. Our commitment to excellence is at the heart of our mission to provide our clients with the best.

## <sup>04</sup> Recognition

<sup>04</sup> We take pride in recognising and celebrating the hard work and achievements of our employees, ensuring they feel valued and appreciated for their outstanding contributions.

## <sup>05</sup> Sustainability

<sup>05</sup> Sustainability is our promise, and environmental stewardship is our legacy. Through innovation and collaboration, we relentlessly aim to achieve net-zero carbon emissions.

Useful Links

[Vision, Mission, Values](#)

[Logos and submarks](#)

[Icons](#)

[Graphics & Assets](#)

[Media Banners](#)

[Meetings Backgrounds](#)

[Slide Deck Template](#)

(copy and paste the template)



# Thank You.

For enquiries or questions please contact design.

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