



AQUATICA
ADVENTURE TOURS





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ABOUT COMPANY

Aquatica Adventure Tours is at the forefront of delivering high-quality underwater research and ecological diving experiences. Our guided tours to exotic underwater destinations not only provide thrilling adventures but also advocate for marine conservation and sustainable tourism practices. We are committed to protecting and preserving the underwater environment for future generations.

CONTENT

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VERTICAL LOGO

Whenever feasible, we prioritize the use of the logo in its vertical format. Both the logo text and emblem are meticulously aligned at the center to maintain symmetry.



HORIZONTAL LOGO

The horizontal logo serves as our secondary version. In this rendition, the text is right-aligned, while both the text and emblem are horizontally centered to maintain balance and visual harmony.



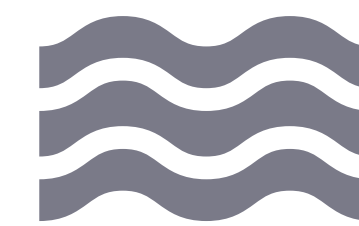
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EMBLEM

The logo emblem features a minimalist fusion of the company's initial letter "A" and ocean waves, creating a distinctive visual identity. Notably memorable and original, it stands out effortlessly, whether in small icons or on expansive billboards and signs, ensuring easy recognition from varying distances.



+



Letter A

Ocean wave

GEOMETRY

Logo emblem is created by using geometric system. Thanks to which all lines and spaces between them is symmetrical.

Maintaining the proportions of the emblem is crucial. Disproportional logo sizing is strictly prohibited.



SAFETY ZONE VERTICAL LOGO

In this zone, no other objects or text should encroach. The safety zone also dictates the minimum space necessary between the edges of both printed and digital documents.

The safety zone is established by the height of the letter "A", the initial letter of "AQUATICA". Distance between the text and the logo emblem should mirror this same distance, maintaining the integrity of the safety zone.

Similarly, the space between the main text and subtitle should adhere to the height of the letter "A", representing the initial letter of the word "ADVENTURE".

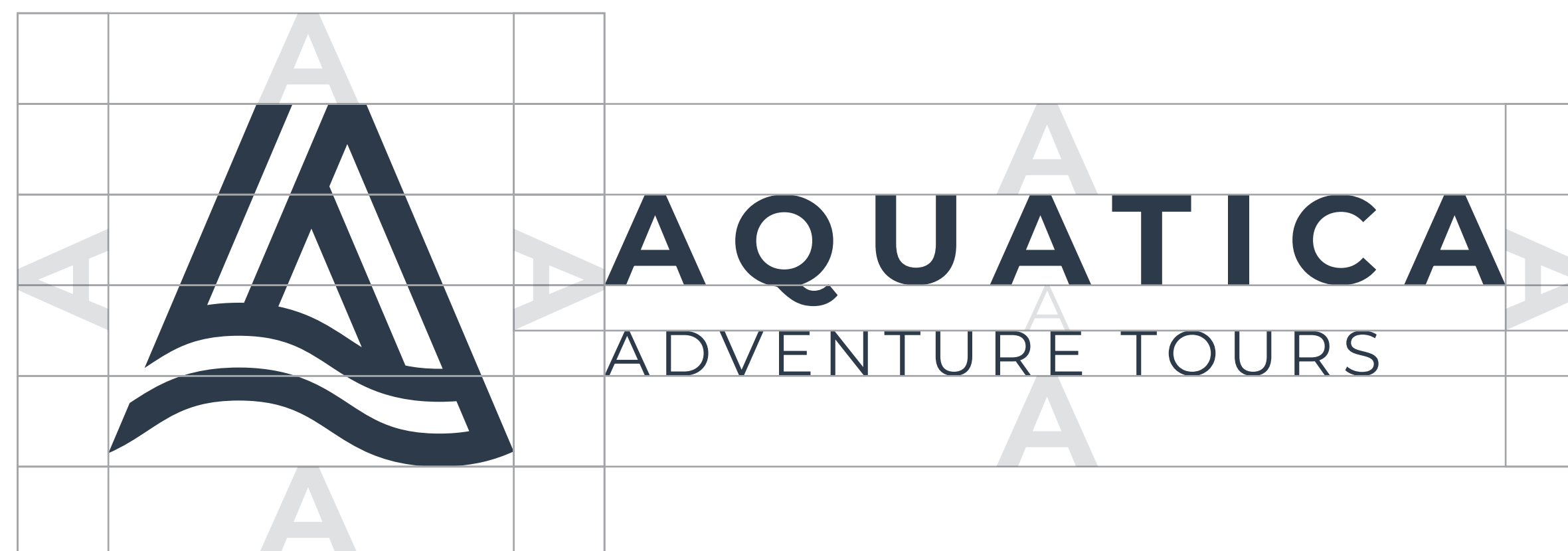


SAFETY ZONE HORIZONTAL LOGO

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MINIMAL SIZE

The minimum size of the logo determines the smallest possible size for correct legibility and the ability to recognize the logo. The specified dimensions must be adhered to in pixels at a resolution of 72ppi. For printed materials, the minimum resolution is 300ppi.

The minimum dimension of the logo emblem alone to ensure good visibility is 13 mm in height.

Consideration must be given to the capabilities of the technology processing the logo. Smaller logo sizes are prohibited.



HORIZONTAL SIZE AND RATIO

The minimum dimensions of the logo in the horizontal version to ensure readability of the text is 13 mm in height for the emblem.

Consideration must be given to the capabilities of the technology processing the logo. Smaller logo sizes are prohibited.

The emblem / text size ratio is precisely 4x the vertical height of the main text, ensuring prominence and clarity.

These ratios must not be changed.

All text letters maintain the same height as the starting letter "A," with the exception of the letter "Q." This applies to both text lines.



VERTICAL SIZE AND RATIO

The minimum dimension of the logo emblem in the vertical version to ensure readability of the text is 16 mm in height for the emblem.

Consideration must be given to the capabilities of the technology processing the logo. Smaller logo sizes are prohibited.

The emblem / text size ratio is precisely 5x the vertical height of the main text, ensuring prominence and clarity.

These ratios must not be changed.

All text letters maintain the same height as the starting letter "A," with the exception of the letter "Q." This applies to both text lines.



FONT STYLES

Using the Sans Serif font Montserrat in a logo company name ensures optimal visibility and readability, enhancing brand recognition.

Its clean lines and modern aesthetic make it ideal for creating a professional and impactful impression.

Montserrat's versatility makes it a solid choice for conveying a sense of clarity and sophistication in your brand identity.

Aa

MONTSERRAT BOLD

Aa

MONTSERRAT REGULAR

HEADLINE FONT

Montserrat Bold has been meticulously selected as the primary font for headlines, owing to its remarkable visual impact and versatility. Its bold and assertive appearance ensures that it not only captures attention but also provides a strong foundation for future designs, guaranteeing that they will be visually engaging and captivating to the audience.

Aa

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
1 2 3 4 5 6 7 8 9 0

MONTSERRAT BOLD

TEXT FONT

For long texts, has been selected the font Montserrat Regular. Its contrast with Montserrat Bold provides a visually appealing balance, ensuring readability and enhancing the overall aesthetic. Montserrat Regular is not only practical and effective but also versatile, making it an ideal choice for conveying information clearly and engagingly.

Aa

Aa Bb Cc Dd Ee Ff
Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

MONTSERRAT REGULAR



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COLOR PALETTE

Color palette is made by two colors with hex codes #0463ef and #2c3a49.

Nautical blue primarily serves practical purposes. It stands out prominently against light backgrounds and is easily recognizable from a great distance.

In general, the color blue evokes a sense of reliability, instills trustworthiness, and promotes a feeling of positivity and calmness.

Dark grey is used for company name. It complements nautical blue beautifully, producing a striking contrast. Moreover, it offers excellent visibility and readability, further enhancing its practicality and aesthetic appeal.



#0463ef



#2c3a49

WHITE LOGO

When the logo is placed on a dark, colorful background or a photo, it should be used exclusively in full white color.

On a colorful background, we consistently prioritize using the color #0463ef, or a pre-designed color background (more details about backgrounds can be found on page 24).





LOGO ON WHITE

When the logo is positioned on a white background, it should be utilized solely in its colorful version. This entails using the logo emblem in #0463ef and the accompanying text in #2c3a49.

Whenever possible, we always chose this particular version.





BLACK LOGO

The black version of the logo is reserved for essential cases only, such as during engraving and similar tasks. Typically, we prioritize using the color or white version.



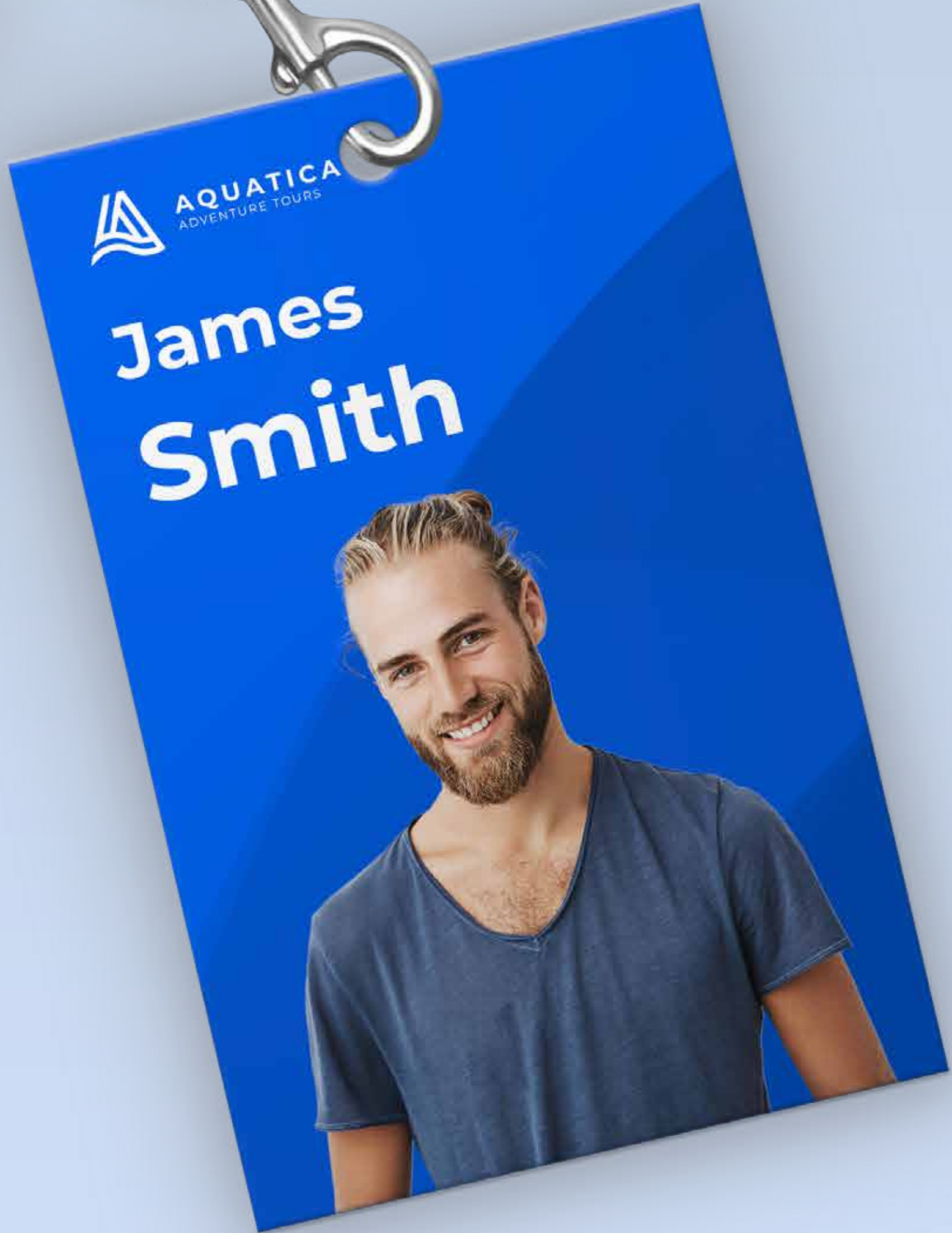


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COLOR PATTERN

The pattern depicts waves and sunlight filtering through in a spectrum of blues, evoking a profound and captivating ambiance. Against this backdrop, the logo is exclusively presented in its white version.





LOGO ON PHOTO

The logo may be applied onto a plain photo, provided it remains clearly visible and the text maintains its legibility and easy recognition.

Primarily, we opt for photos with darker hues, complemented by the logo in its white variant.





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**BEST
OCEAN
ADVENTURES**



VISIBILITY ON PHOTO

If the photo contains excessive details that would compromise the logo's readability, we must incorporate a colored or patterned background to ensure optimal legibility and visibility.







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