

Brand guidelines

AQUA4D®

Design

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Company profile | values

AQUA4D is an **innovative high-tech** Swiss company solving water-related issues without the use of chemicals.

The company currently serves three different sectors: Precision Irrigation, Sustainable Buildings and Animal Health. Its **unique technology** is the **most efficient science-based water treatment on the market**. All solutions are bespoke projects, with clients receiving ongoing consulting and monitoring to get the most out of their AQUA4D® system.

The patented technology is **ecological and sustainable**. In Irrigation, it achieves an average of 20-30% water savings & fertilizer efficiency, improvement of soil health, and enhanced root development. In Buildings and Animal husbandry, the technology prevents limescale, biofilm and corrosion in water systems.

HIGH-TECH
INNOVATION
SUSTAINABILITY
EFFICIENCY
PRECISION

Design perspective

Accessible



Exclusive

Traditional



Progressive

Serious



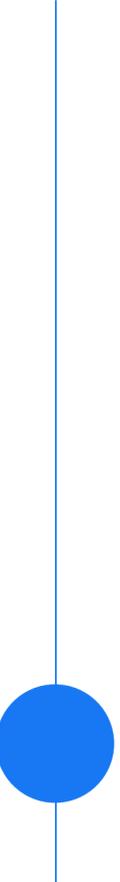
Cheerful

Natural



Technological

Feminine



Masculine

Tagline

Swiss efficiency.



Brand manifesto

***WE SUPPORT SUSTAINABLE
TRANSITIONS AROUND
THE WORLD WITH THE
MOST EFFICIENT WATER
TECHNOLOGY ON THE
MARKET.***

AQUA4D proudly carries the legacy of Swiss work ethic. Its clean, cutting-edge technology ecologically improves the efficiency of water use, saving resources and costs.

We are known for meticulous attention to detail. Every project is carefully tailored to our clients' needs to achieve the best possible results.

Key messages

Leading water-smart technology.

Market-leading water efficiency.

Swiss precision with every drop.

Changing the world, one drop at a time.

Game-changing clean technology.

A revolutionary approach to irrigation.

Unlock the potential of your water. /
Unlock the true potential of your
irrigation system.





Aqua Blue RGB 24/120/243 CMYK 86/60/0/0



Aqua Dark Blue RGB 17/23/47 CMYK 92/93/59/51



Irrigation green
RGB 0/204/138 CMYK 74/0/64/0



Buildings orange
RGB 255/190/30 CMYK 0/55/89/0



Animal Health red
RGB 235/65/45 CMYK 5/91/84/0

Roboto thin
for highlighted
text blocks.

Use uppercase and lowercase

50 pts. 70 pts. 90 pts.

Aa

123 Bold

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for titles.**

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Style of photography

1. **Stock images with high contrast, low depth of field**
lush, dark greens
2. **Brand photography**
field work, we show our team in action.



Logo

AQUA4D®

Logo

+ corporate version

AQUA4D®

- by Planet Horizons Technologies SA -

4D

definition

4D, meaning the 4 common dimensions, is an important idea in physics referring to three-dimensional space (3D), which adds the dimension of *time* to the other three dimensions of *length*, *width*, and *depth*.

Suppose there is a physical quantity **X** which depends on base dimensions M (Mass), L (Length) and T (Time) with respective powers a, b and c, then its dimensional formula is represented as: **[M^aL^bT^c]**

A dimensional formula is always closed in a **square bracket []**.

Logo

+ tagline *(use this version whenever possible)*

AQUA4D®

[Swiss efficiency.]

AQUA4D®

[Swiss efficiency.]

AQUA4D®

[Swiss efficiency.]

A high-speed, close-up photograph of water splashing, creating numerous bubbles and droplets. The water is clear and dynamic, with a strong sense of movement. The background is a soft, out-of-focus light blue-grey.

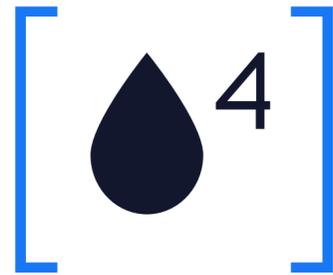
AQUA4D®

[Swiss efficiency.]

AQUA4D®

[Swiss efficiency.]

Stamp/short variations



Safe area

AQUA4D[®]

[Swiss efficiency.]

Correct use



AQUA4D®

1. **Do not alter corporate colors**



AQUA4D®

2. **Do not distort/deform logo**



AQUA4D®

3. **Do not rotate logo**



AQUA4D®

[Do not change]

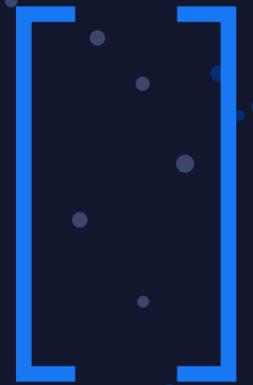
4. **Do not change tagline**



AQUA4D

5. **Do not take out ®**

Graphic elements



Examples of applications





We support sustainable transitions around the world with the most efficient water technology on the market.

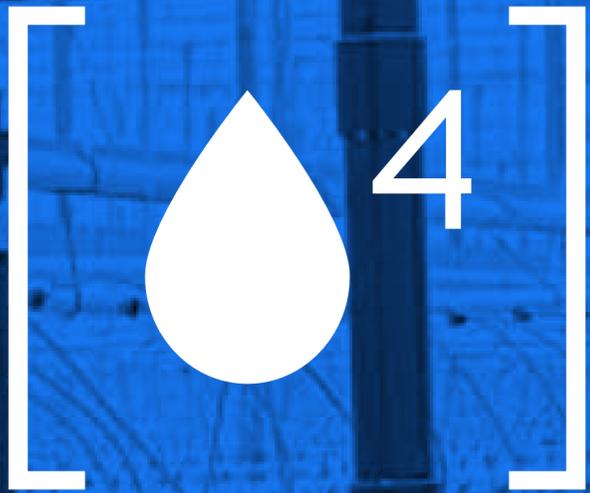
AQUA4D[®]

[Swiss efficiency.]



AQUA4D®

[Swiss efficiency.]





AQUA4D®





Swiss
precision with
every drop.

AQUA4D®
[Swiss efficiency.]

AQUA4D®
[Swiss efficiency.]



A
revolutionary
approach to
irrigation.

AQUA4D®
[Swiss efficiency.]



Changing the world,
one drop at a time.

AQUA4D®



AQUA4D®
Swiss efficiency.

[+]

We support sustainable transitions around the world with the most efficient water technology on the market.

AQUA4D®
(Swiss efficiency)



AQUA4D®

AQUA4D®
by Planet Horizons Technologies SA®
Ecoparc de Daval A 9, 3960 Sierre, CH

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AQUA4D®
[Swiss efficiency]

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Dear Mr. Valencia

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Javier Meyer
Marketing Director – Chief Sustainability Officer

John Powell

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Kind Regards,

AQUA4D®

Javier Meyer
Marketing Director – Chief Sustainability Officer

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