

# 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.

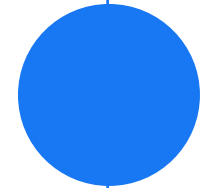
The company currently serves three different sectors: Precision Irrigation, Sustainable Buildings and Animal Health. Its **unique technology** is the **most efficient science-based water treatment on the market**. All solutions are bespoke projects, with clients receiving ongoing consulting and monitoring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

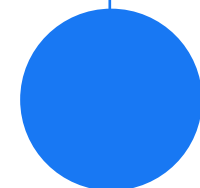
# Design perspective

Accessible



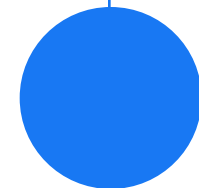
Exclusive

Traditional



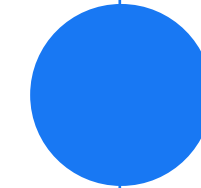
Progressive

Serious



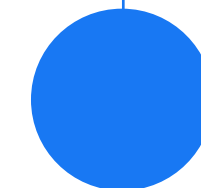
Cheerful

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.

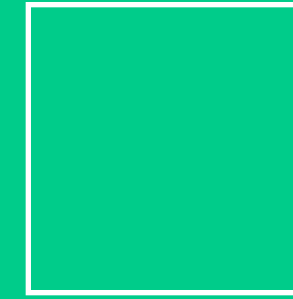




**Aqua Blue** RGB 24/120/243 CMYK 86/60/0/0



**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

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50 pts. 70 pts. 90 pts.

Aa

123 Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

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**Roboto bold  
for titles.**

**Use uppercase and lowercase**

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Roboto light  
for sub-titles.

Use uppercase and lowercase

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Open sans  
for bodycopy.

Use uppercase and lowercase

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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:  **$[M^a L^b T^c]$**

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. ]



The image features a dynamic background of water splashing and bubbling. The text 'AQUA4D' is centered, with 'AQUA' in black and '4D' in blue. A registered trademark symbol (®) is positioned to the upper right of the 'D'. Below the main text, the phrase '[ Swiss efficiency. ]' is enclosed in blue brackets.

# AQUA4D®

[ Swiss efficiency. ]



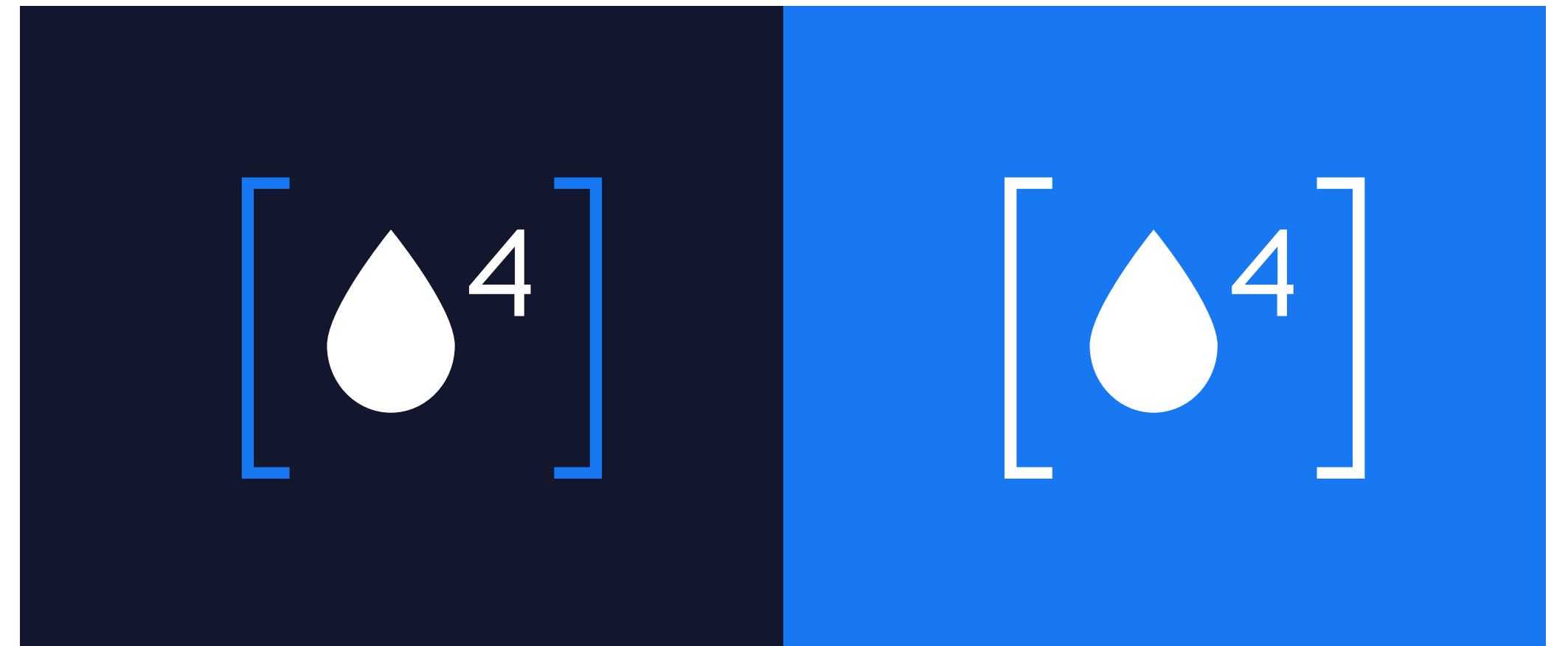


# AQUA4D<sup>®</sup>

[ Swiss efficiency. ]



# Stamp/short variations



**Safe area**

AQUA4D®

[ Swiss efficiency. ]

## Correct use



AQUA4D<sup>®</sup>

1. **Do not alter corporate colors**



AQUA4D<sup>®</sup>

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



AQUA4D<sup>®</sup>

3. **Do not rotate logo**



AQUA4D<sup>®</sup>

[ Do not change ]

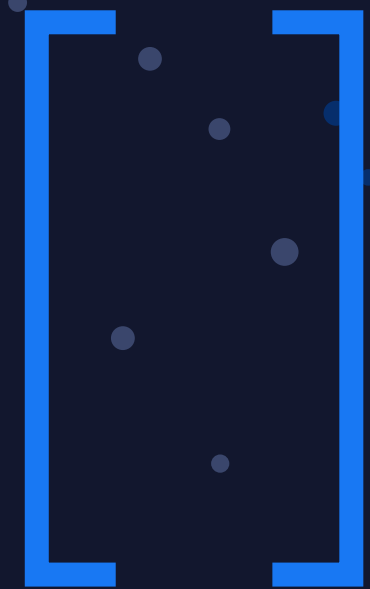
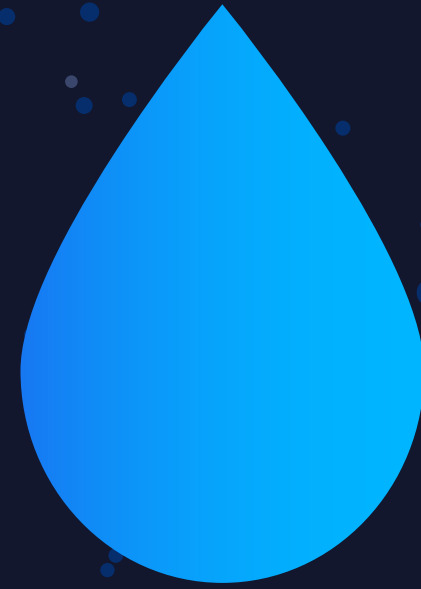
4. **Do not change tagline**



AQUA4D

5. **Do not take out <sup>®</sup>**

# Graphic elements





## Examples of applications







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

AQUA4D®

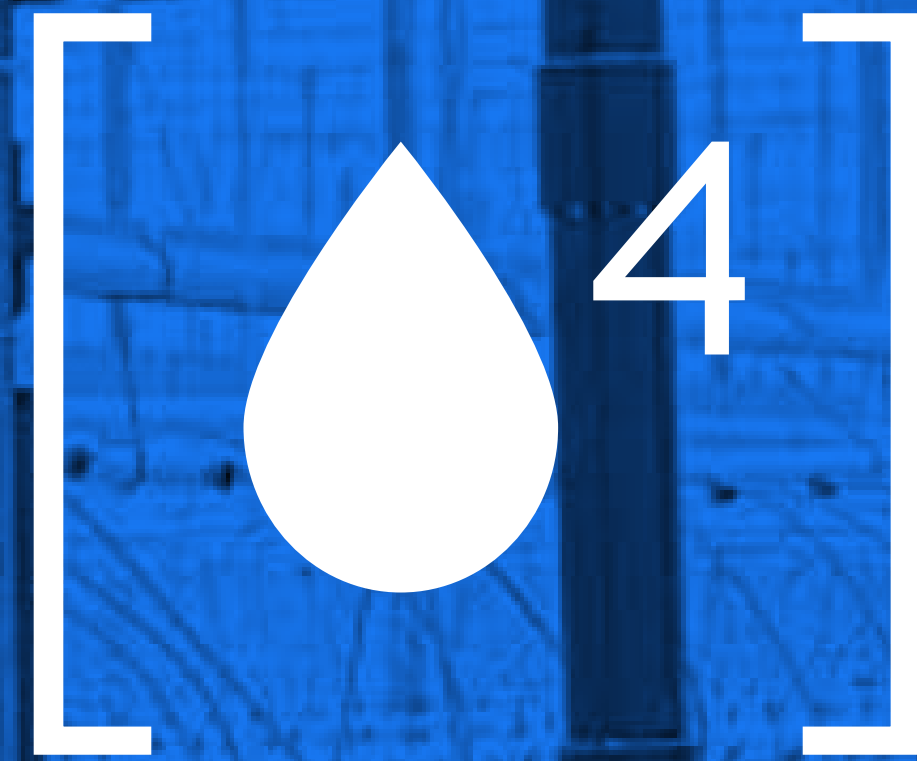
[ Swiss efficiency. ]





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®  
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AQUA4D®  
[ Swiss efficiency. ]

Javier Meyer  
Marketing Director – Chief Sustainability Officer

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Dear Mr. Valencia

Fusce scelerisque sem sem, non interdum ligula gravida id. Curabitur sit amet molestie elit. Pellentesque ac congue diam. Duis varius suscipit elementum. Ut ac volutpat arcu, id commodo erat. Suspendisse tempor diam ut nunc egestas finibus. Maecenas quis porttitor dolor, a accumsan odio. Phasellus nisl metus, consectetur ut venenatis sit amet, imperdiet at nunc.

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Javier Meyer  
Marketing Director – Chief Sustainability Officer

John Powell



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Kind Regards,

AQUA4D®

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Marketing Director – Chief Sustainability Officer

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