

Visual Identity Guidelines



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aquagri-know.eu



[aquagri-know](https://www.linkedin.com/company/aquagri-know)



[AQUAGRI-KNOW](https://www.youtube.com/channel/UCqUgRI-KNOW)



[allabout_soil](https://www.instagram.com/allabout_soil)

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Introduction

The **AQUAGRI-KNOW** visual identity plays an essential role in promoting the project; as such, it is imperative to respect these guidelines when using the logo, fonts and colours for any external or internal communication, such as presentation templates, posters, brochures, flyers, social media, etc.

The following guidelines provide a framework for using the brand identity in a consistent manner. Consistency communicates reliability and provides the foundation for working together in an efficient way. While maintaining the highest quality standard, our choice of words and images are opportunities to show that we understand and engage with our audiences.

These visual identity guidelines are a living document and may be updated to accommodate changing requirements. If you require assistance, additional support materials, or adjustments for a specific situation, please contact the **AQUAGRI-KNOW** team. Likewise, if for any reason, you need to work outside the scope of these visual identity guidelines, please also contact a member of the **AQUAGRI-KNOW** team.

i IMPORTANT

The word “AQUAGRI-KNOW” should be written in capital latin alphabet letters.

MESSAGING

AQUAGRI-KNOW has the overarching objective of empowering farmers with practical knowledge and innovative solutions for efficient on-farm water management.

AQUAGRI-KNOW is
Agriculture. Rural Development.
Empower Farmers. Water management.
Water reuse. Agri-food sector.
Water Smart Crops. Water soil-interface

Messaging

Principles & Criteria

Simplicity	Simple enough to understand the project
Flexibility	Flexible enough to fit in brand needs
Memorable	Recognizable at first look
Timelessness	It will stay fresh now or in about 30 years
Readability	Works fine in any context, responsive enough to be scalable in different sizes without losing quality

VISUAL IDENTITY

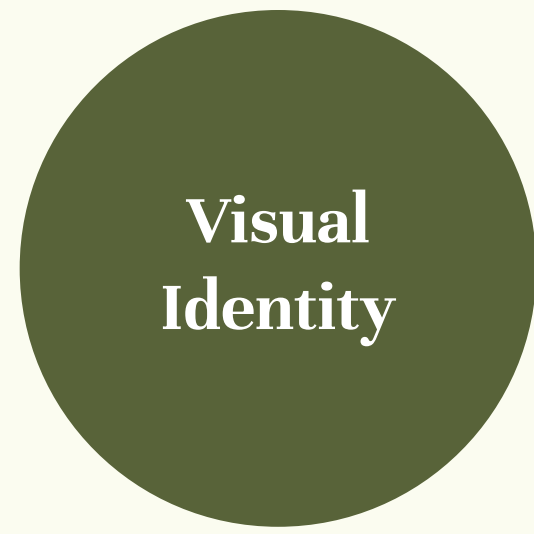
Visual
Identity

Primary - Main Logo

Main logo

This is the default version of the logo, to be used on white or light backgrounds.





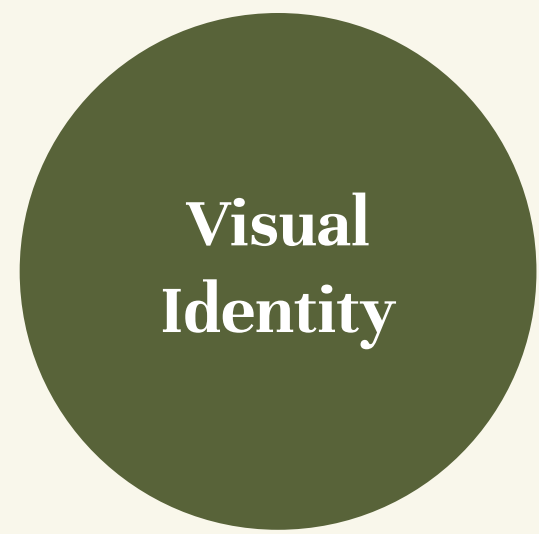
Secondary Logo

Horizontal logo

This is the default version of the secondary logo in horizontal version to be used on white or light backgrounds.



AQUAGRI-KNOW



Visual
Identity

Colour Variations

Options

We have different options to combine
the main logo with backgrounds colors.

AQUAGRI-KNOW





Colour Variations

Options
We have different options to combine the secondary logo with backgrounds colors.



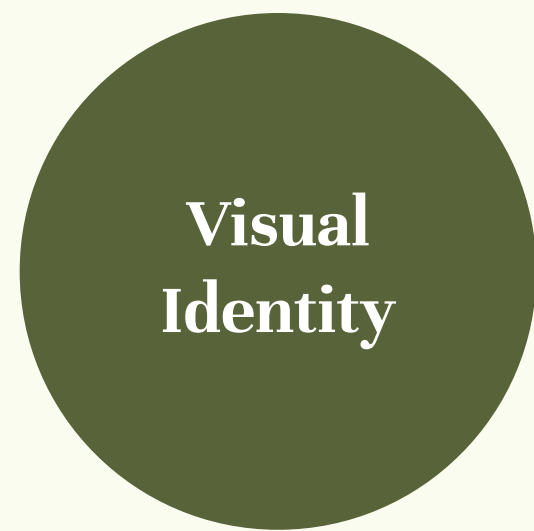
Visual
Identity

Icon Version

Options

We have different options to use the icon version of the main logo





Wordmark Version

Use

We have different options to combine the wordmark logo with different background colors.

AQUAGRI-KNOW

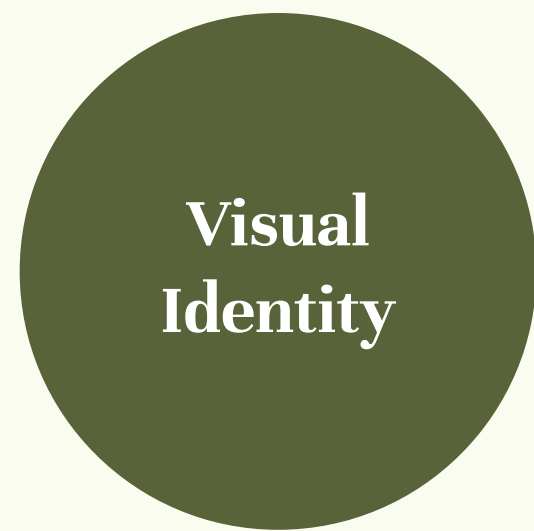
AQUAGRI-KNOW

AQUAGRI-KNOW

AQUAGRI-KNOW

AQUAGRI-KNOW

AQUAGRI-KNOW



Positive & Negative Logo

Black

This version of the logo is to be used on black and white layouts or documents with light backgrounds.

Negative white

This version of the logo is only to be used on darker colored backgrounds and photographs, when the color negative does not stand out enough.





Safe Area and Minimum Sizes

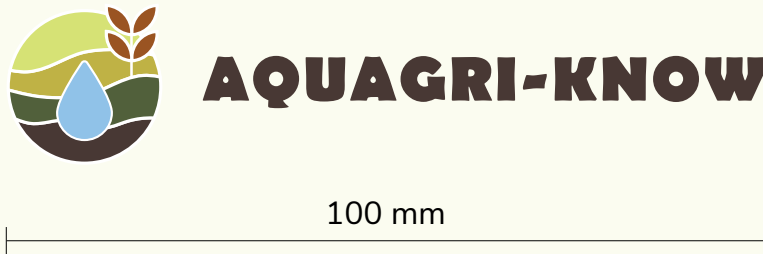
Safe area
Keep all other graphic elements, logos or margins at a minimum distance as defined by the “Safe area” line. The minimum space around the logo is equal to the 1/4 of the circle of the symbol.

The minimum sizes are:

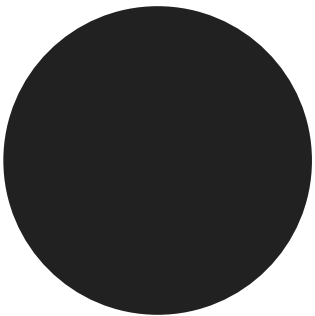
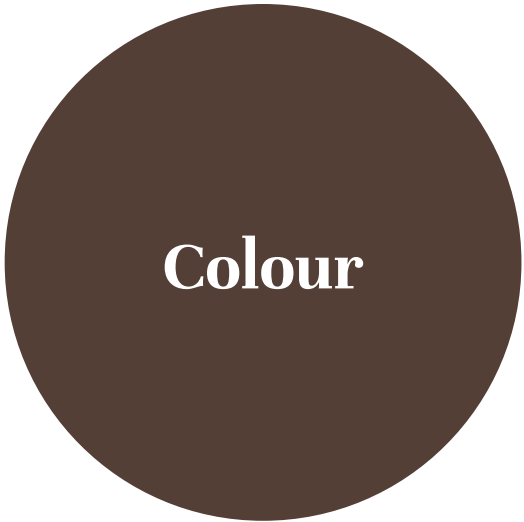
- 1. Main Logo: 40mm width
- 2. Secondary Logo: 100mm width
- 3. Icon: 20mm width



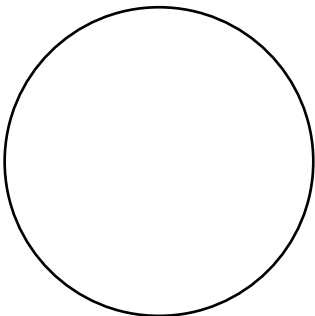
Minimum Sizes



COLOUR

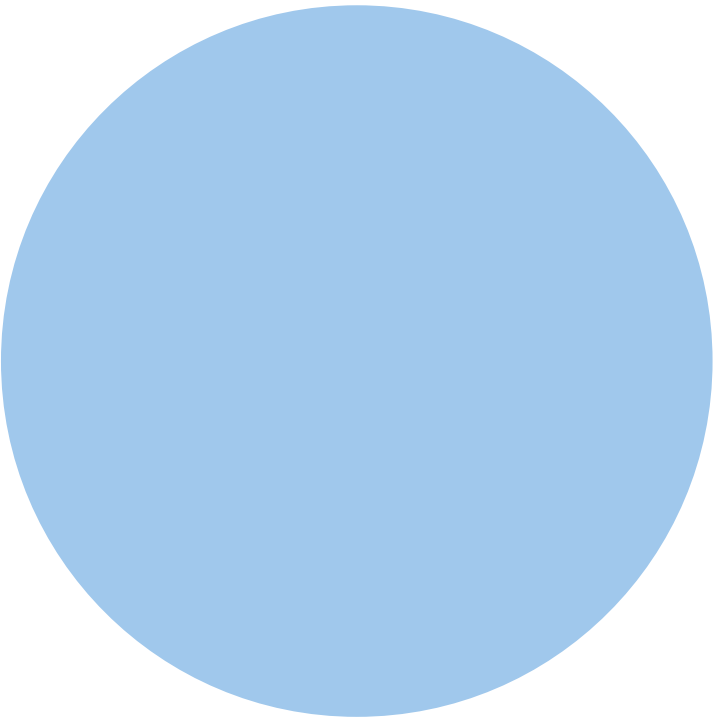


Black Text
RGB: 33, 33, 33
CMYK: 72, 66, 65, 73
HEX: #212121

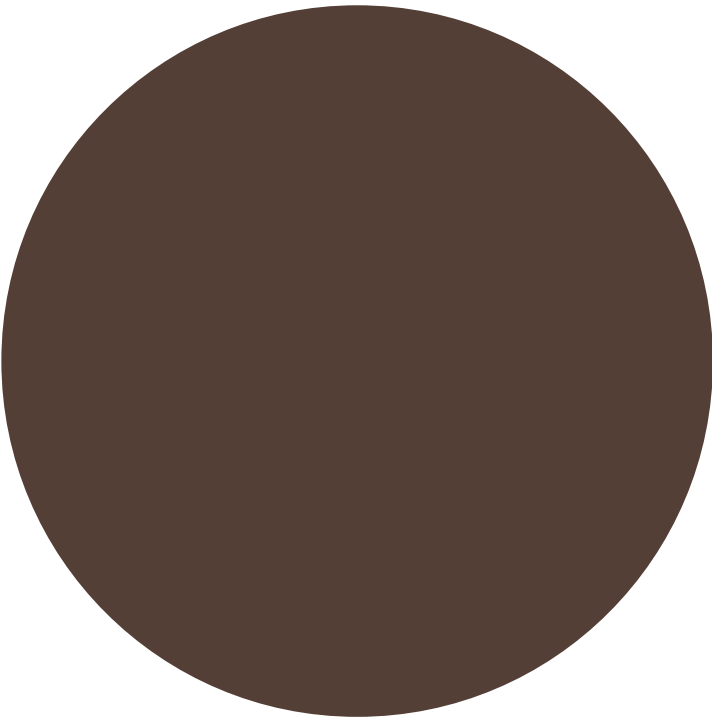


White Text
RGB: 255, 255, 255
CMYK: 0, 0, 0, 0
HEX: #ffffff

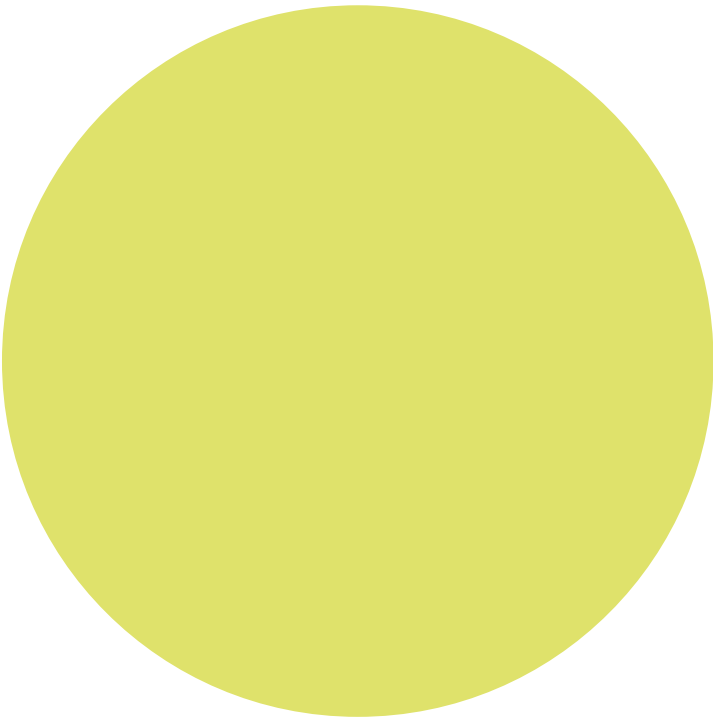
Primary colors



Blue Water
RGB: 160, 200, 236
CMYK: 41, 12, 0, 0
HEX: #A0C8EC

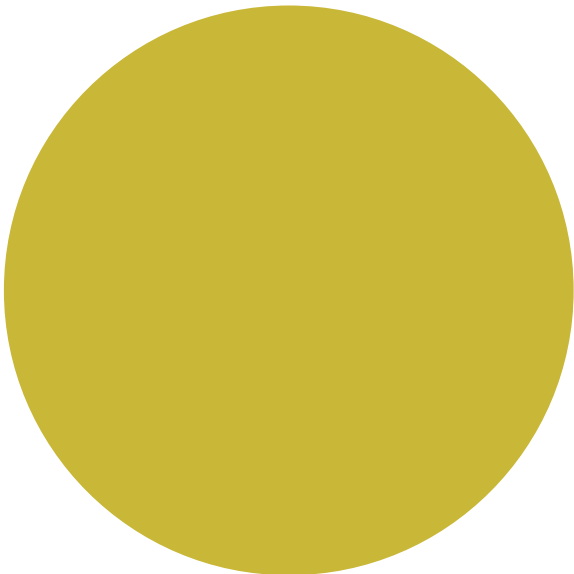


Dark Brown
RGB: 82, 63, 55
CMYK: 48, 58, 58, 61
HEX: #523F37

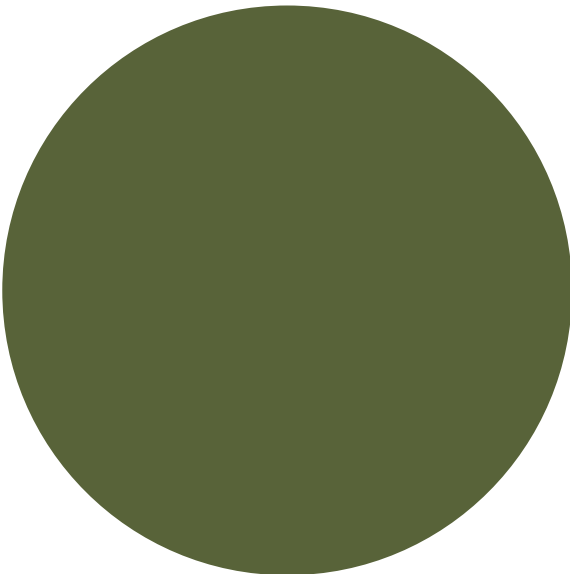


Light Green
RGB: 223, 226, 107
CMYK: 19, 00, 69, 0
HEX: #dfe26b

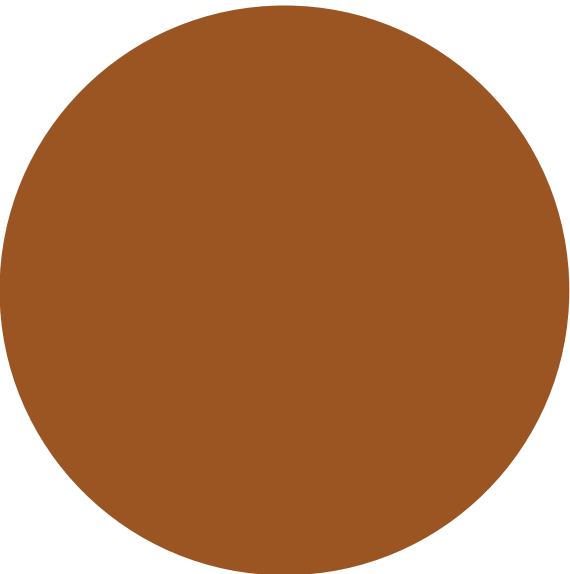
Secondary colors



Olive Green
RGB: 201, 183, 56
CMYK: 25, 20, 87, 4
HEX: #c9b738

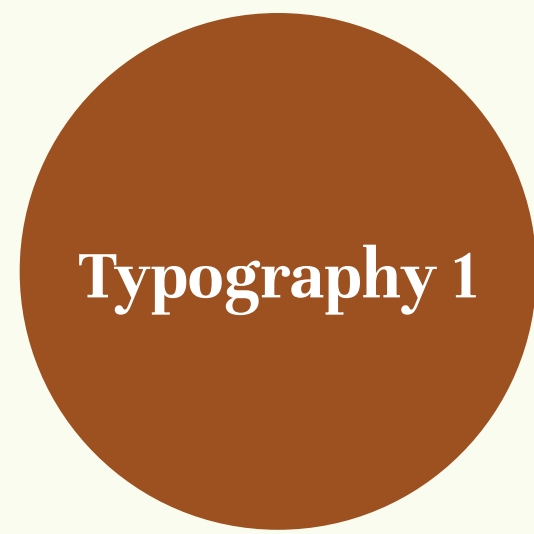


Dark Green
RGB: 88, 99, 57
CMYK: 63, 41, 82, 35
HEX: #586339



Light Soil
RGB: 160, 82, 23
CMYK: 27, 69, 100, 23
HEX: #A05217

TYPOGRAPHY



The typeface used for AQUAGRI-KNOW communications is Unna for big headlines titles and Nunito Sans for subtitles titles, regular font, etc.

Unna Bold

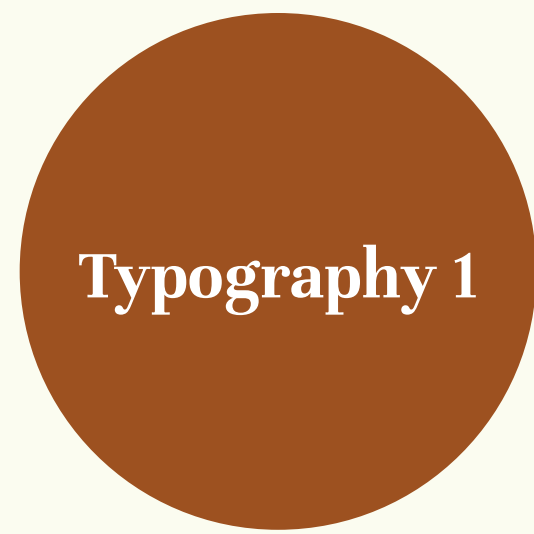
Unna Regular

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

Nunito Sans Bold

Nunito Sans Regular

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



Hierarchy

Headline

Font: Unna
Weight: Bold/Regular
Size: 40px and higher

Main goal
Reaching out local governments.

Paragraph

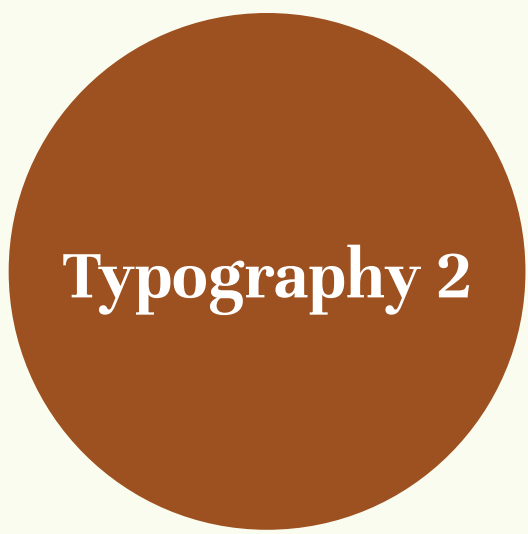
Font: Nunito Sans
Weight: Regular
Size: 18px - 24px and higher

AQUAGRI-KNOW aims to empower farmers across the EU to tackle water scarcity, improve resource efficiency, and boost agricultural sustainability. With a focus on the agri-food sector—responsible for up to 60% of water use—AQUAGRI-KNOW brings together innovative strategies to create a circular water value chain.

Call to action

Font: Nunito Sans
Weight: Semibold
Size: 14px - 20px

[Learn more](#)



When the recommended typeface is not available, AQUAGRI-KNOW communications are to use the system font Arial

Arial

Arial Bold
Arial Regular

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

Berlin Sans

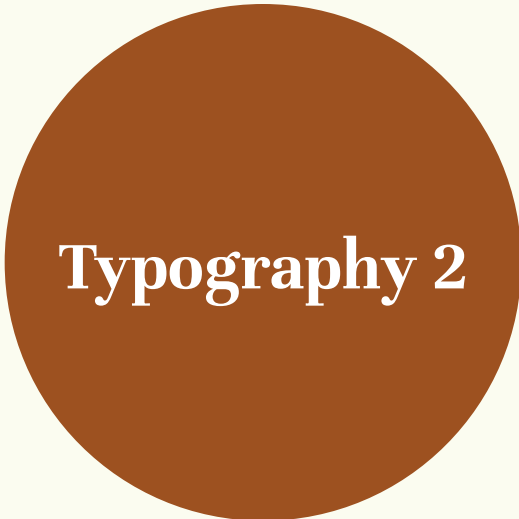
Berlin Sans Bold
Berlin Sans Regular

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

Aptos

Aptos Regular

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



Hierarchy

Headline

Font: Berlin Sans
Weight: Bold/Regular
Size: 40px and higher

Subtitle

Font: Arial
Weight: Regular
Size: 40px and higher

Paragraph

Font: Aptos
Weight: Regular
Size: 18px - 24px and higher

Call to action

Font: Arial
Weight: Semibold
Size: 14px - 20px

Main goal
Reaching out local governments.

AQUAGRI-KNOW aims to empower farmers across the EU to tackle water scarcity, improve resource efficiency, and boost agricultural sustainability. With a focus on the agri-food sector—responsible for up to 60% of water use—AQUAGRI-KNOW brings together innovative strategies to create a circular water value chain.

Learn more

Additional Branding

Other logos and mentions to include in
AQUAGRI-KNOW communications



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Contact

For any questions regarding these guidelines,
please contact the communication partner:

Contact:

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Project Manager

REVOLVE

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AQUAGRI-KNOW

Empowering farmers with practical knowledge and innovative solutions for efficient on-farm water management



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the European Union

aquagri-know.eu

