The Akvo logo is simple and straightforward. The font is heavy, communicating robustness - we’re a solid partner to work with. The thick outline gives it a stamp like appearance; an indication of quality. It’s a predominantly black logo, communicating clarity and simplicity - a key trait we bring to the table. The dot is a reference to the URL we used to have as our logo and to our roots in software development. It also makes a statement: Akvo. Full stop. We’re the ones you want to work with. The dot can change colour showing that, despite being robust, we can also be flexible and adjust to our partners’ needs.

As this document is set up predominantly in black and pink, the logos opposite also have those colours. There are other colours available (see next page), pink does not take preference over them, but is on an equal level.
The Akvo colour palette consists of four bold colours and a shade of black. Each colour is chosen deliberately to convey some of Akvo’s key traits (more about this in the following pages) and add to the personality of the Akvo brand and its story. Leaving one of the colours out changes the dynamic.

However, in general we will only use black plus one of the brand colours. This brings simplicity and clarity to any piece of communication. The sum of multiple documents together will communicate the whole image of our branding.

To convey simplicity and clarity, each piece of communication material only uses black plus one accent colour.
Orange red

Colour psychology

Combining the attributes of both orange and red, this colour shows we’re passionate, energetic, assertive, determined, motivated and courageous.

On the negative side, it can be seen as unsafe and aggressive, which is why we use it sparingly.

Don’t mix colours together. Only ever use one of our four bold brand colours at a time, and combine it with off-black and white only.
If you’re not sure which colour to choose for your document, have a look at the psychology of each colour. Which subliminal message would work best for your audience?

Blue

Blue

PMS  Blue 72 U
CMYK 90 75 0 0
RGB  64 72 152
HEX  #40 48 98

Colour psychology

Blue communicates that Akvo is intelligent, efficient, trustworthy, forward thinking and communicative.

On the negative side it can be seen as a bit conservative, which is why it’s a great colour to use for our letterheads, presentation slides and other communication materials.
Turquoise green

These attributes mean that this colour is great for concept notes, proposals and marketing materials.

This deep turquoise gives Akvo an inspirational edge. It’s innovative, creative, efficient and conveys clarity of thought as well as compassion.

If you’re overlaying text on an image, then sometimes it’s simply about finding a colour that matches an element in the photograph, ensuring the text and the image fit together naturally.
Even though we only use one brand colour in each piece of collateral, the combination of those different pieces will tell the whole Akvo story.

**Pink**

- PMS: Rhodamine Red U
- CMYK: 0 80 0 0
- RGB: 24 77 149
- HEX: #E0 4D 95

**Colour psychology**

All the colours in the Akvo palette are bold, but this strong pink leads in its boldness. It’s optimistic, energetic, confident and adds a bit of fun.

It’s a key element of our personality which we only use sparingly, as the colour can quickly become overpowering.
Black

Off black

PMS P179-14U
CMYK 0 0 0 90
RGB 25 25 25
HEX 191919

Soft grey

PMS P179-1U
CMYK 0 0 0 8
RGB 242 242 242
HEX F2F2F2

Colour psychology

Black communicates power and security. It’s serious as well as dynamic, efficient and in control.

Too much black comes across as oppressive and heavy. That’s why Off black is only used for text, never as a background colour, as highlights, icons or other elements.

Keep in mind

Soft grey is not a brand colour, but a supporting colour. This means that it is never used on its own, but can provide a helpful contrast and change from white where necessary.