

Logo

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.

Black and pink

Primary logo



Secondary logo



Black and orange-red

Black and blue

Black and turquoise green

Primary logo



Secondary logo

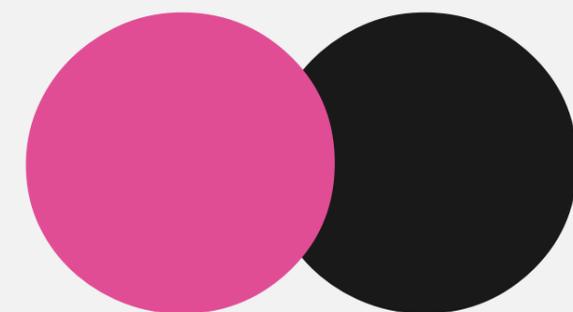
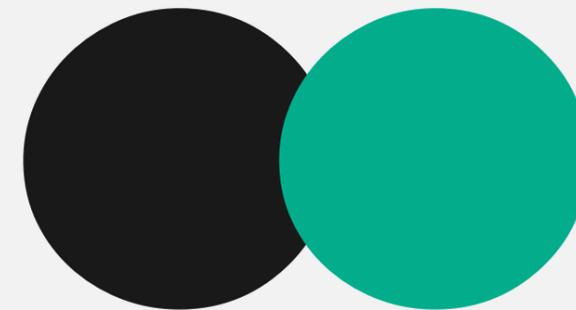
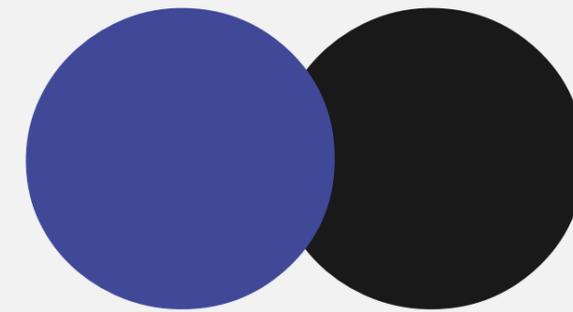
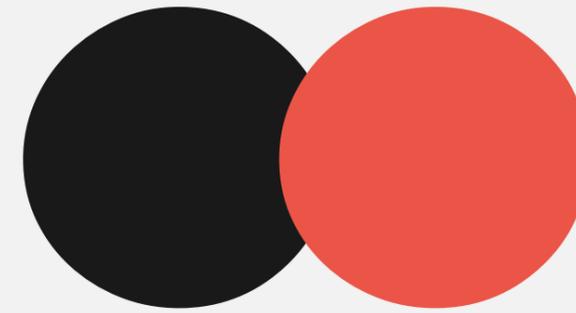


Colour

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

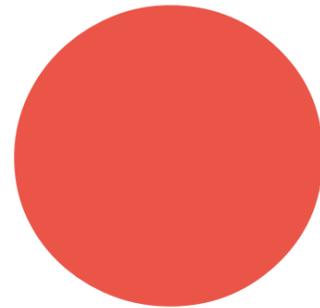
Orange red

PMS Bright Red U

CMYK 0 80 70 0

RGB 234 85 71

HEX #EA5547



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

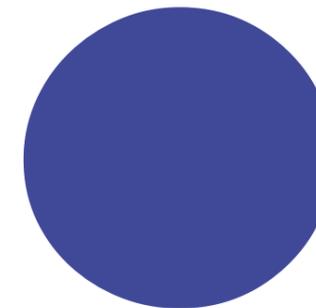
and white only.

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

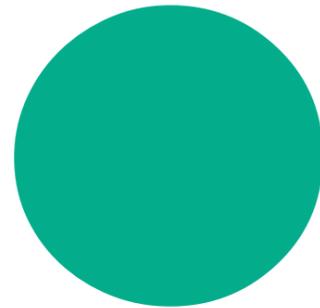
Blue communicates that Akvo is intelligent, efficient, trustworthy, forward thinking and communicative.

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

Turquoise green

PMS Green U
CMYK 90 0 55 0
RGB 3 173 140
HEX #03 AD 8C



Colour psychology

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

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

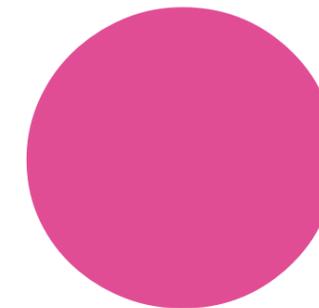
If you're overlaying text on an image, then sometimes it's simply about finding a colour that matches an element in the photograph, ensuring the text and the image fit together naturally.

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

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 it's 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

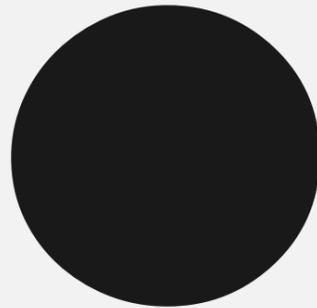
Off black

PMS P179-14U

CMYK 0 0 0 90

RGB 25 25 25

HEX 191919



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.

Soft grey

PMS P179-1U

CMYK 0 0 0 8

RGB 242 242 242

HEX F2F2F2



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.