



Aquaponics AI Brand Guidelines v1.4

Our logo represents the very core values that unite us as a company.

In the symbolism you'll find aquaponics, love of ecosystems, unity, balance, and regeneration.

These guidelines are to ensure that your usage of the brand communicates these values in a consistent manner.

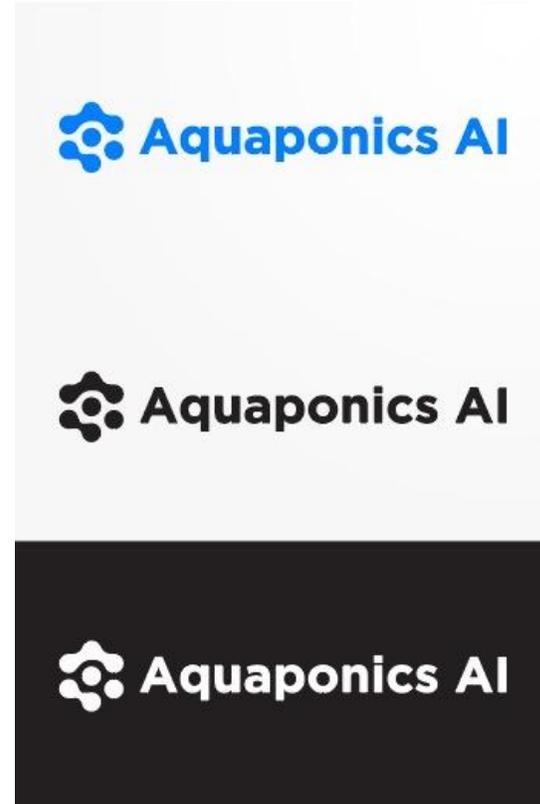


The **horizontal lockup** contains the logo and wordmark next to each other and should be used in most cases.

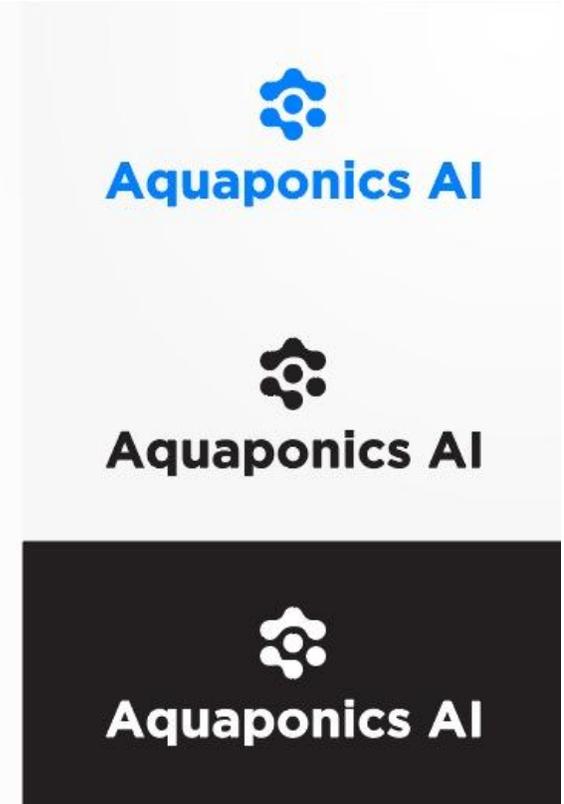
The **vertical lockup** can be used where the ratios are closer to that of a square while still keeping the text visible and legible.

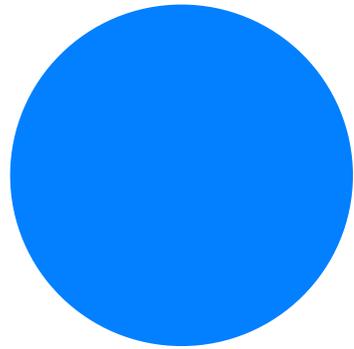
The **inverted versions** can be used in situations where the background doesn't allow for a blue logo. There still must be adequate contrast so our brand is still identified clearly.

Horizontal Logo



Vertical Logo





RGB
(0, 128, 255)

HEX
#0280ff

CMYK
(77, 50, 0, 0)

Safe spacing must be provided to allow proper distinction of the logo and other elements on the page.

The margin must be at least half the height of the logo.



Use the logo in its intended and provided form.



Do not use unapproved colors



Do not outline the logo



Do not modify or stretch



Do not use mid-sentence



Do not crop the logo



Do not use the text without logo



Thank you.