



# Branding guidelines 2024-2027

# Excellence through Quality and Innovation

Internal

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# 1.0 Logo

**AquaBioTech Group**'s logotype is formed by two elements. The first being the round layered circle (symbol) and the second the name of the company (wordmark).

**These two elements are inseparable and must always be together with the specifications collected in this document.** This is a company trademark and it must be represented as such.

Nevertheless there are other ways to apply the branding depending on the type of document or platform.

**The wordmark is registered as part of the trademark as well and should be written with a capitalised "A", "B", "T" and "G".**

You can find the logo files, along with other related graphics in the following server address:

<W:\ABTG~CorporateData\CompanyLogo>



## 1.1 Axis

The general orientation of the logo is vertical (*Figure 1*). Its counterpart, horizontal, has special usage as it is shown.

As the logo is unbreakable as a whole, the horizontal representation of the brand has several ways of being displayed.

The first representation is without the logo, as shown in the *Figure 2*. For this usage the wordmark is only in use and is not the full representation nor the official trademark.

**It is necessary that the full registered logo (Figure 1) is in/on the same layer/page/ space for the wordmark (Figure 2) to be used.**

The second representation uses the logo followed by the wordmark. This uses 50% of its vertical length from the center of the image as shown in *Figure 3*.

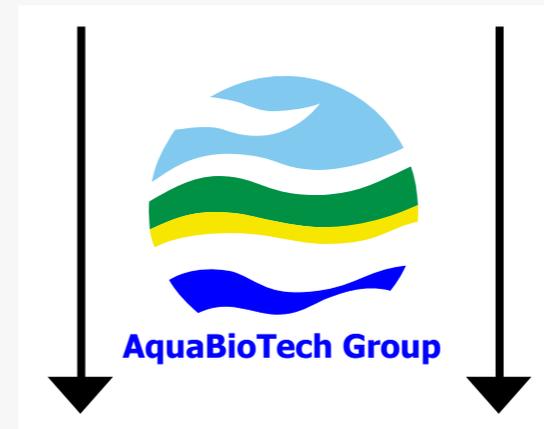


Figure 1  
Vertical layout of elements

**AquaBioTech Group**

Figure 2

*The use of this representation is for special and specific situations in which the utilization of the logo could cause contextual redundancy.*

*Only to be used when there are another proper representations within the same page/slide/space. (Like in this page, for example).*



Figure 3

## 1.2 Legibility

To avoid overlay and spacing problems a white space around the logo has been set. This area is provided by the **“Group”** word length around it, as shown on the *Figure 4*.

For a faster reference, this length is equal to a 30% (approx.) of its axis dimensions.

Besides the buffer, the logo must have a **minimun size of 10mm or 45 pt at 300DPI when printed and a minimun size of 100px at 72DPI for screens.** *Figure 5*

As displayed on *Figure 4 and Figure 5* the **AquaBioTech Group** logo must be **square-shaped**.

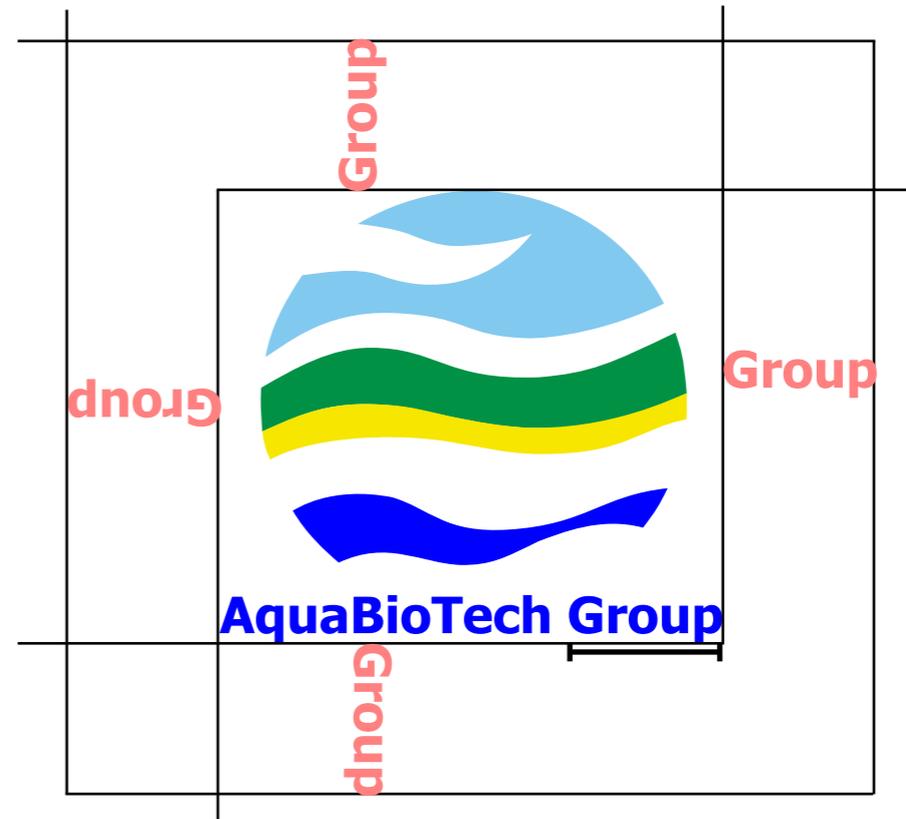


Figure 4

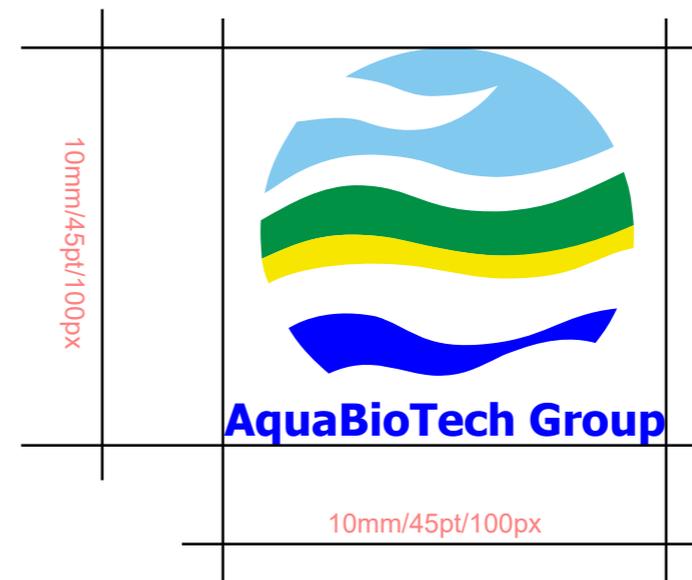


Figure 5

## 1.3 Negative & Grayscale

When possible the logo must go over a white or light background with all the colours (Figure 6). If this is not possible to achieve, a negative version of the logo shall be used (Fig. 7, 8, 9).

As shown in Figure 7, the negative color will be white.

In other instances where the background is diffuse or difficult to create contrast from, a blue layer (RGB 0,0,255) can be used as the image (Figure 8).

At last, when using it on photocopies (Black & White) or on non coloured screen documents the logo must be shown as displayed in Figure 9.

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Figure 6

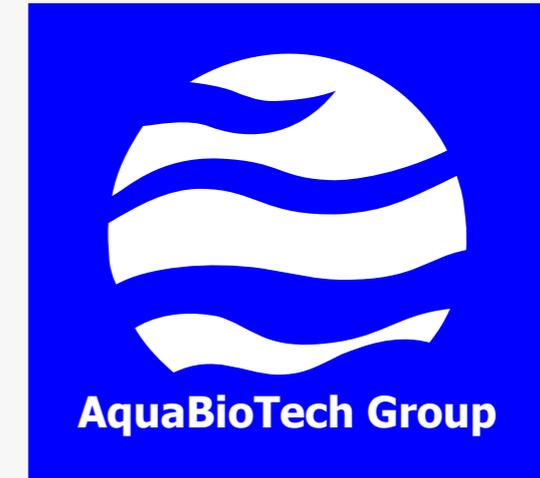


Figure 7



Figure 8



Figure 9

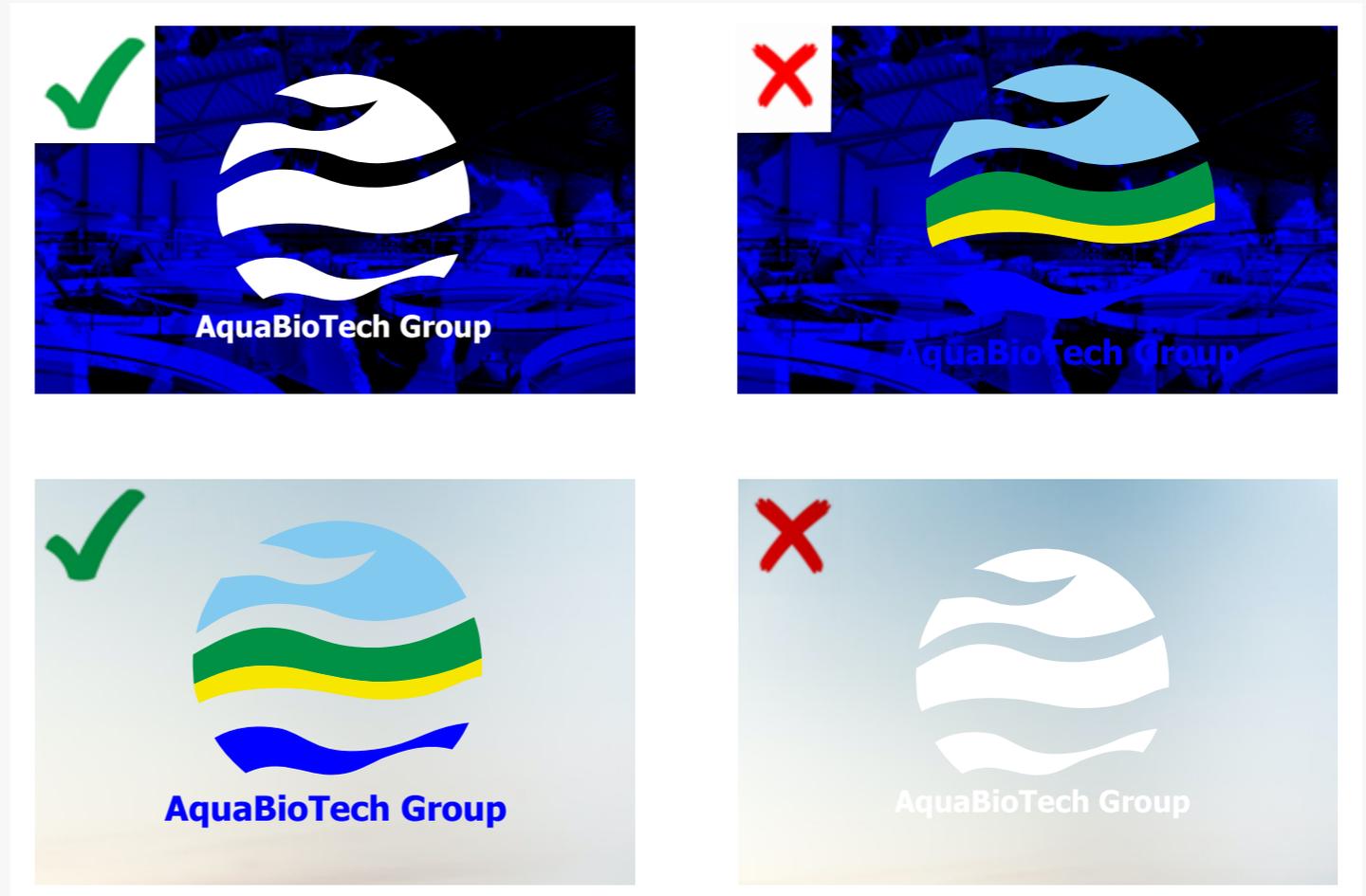
## 1.4 Background images

Aside of solid backgrounds the logo can be placed/overlayed onto photos, graphics or any other type of formats.

Here, the same rules from solid backgrounds can be applied as seen in this page *Figure 10*.

If the required contrast between logo and background cannot be obtained, a white solid background should be applied taking into account the buffer area, as seen in *Figure 11*.

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Figure

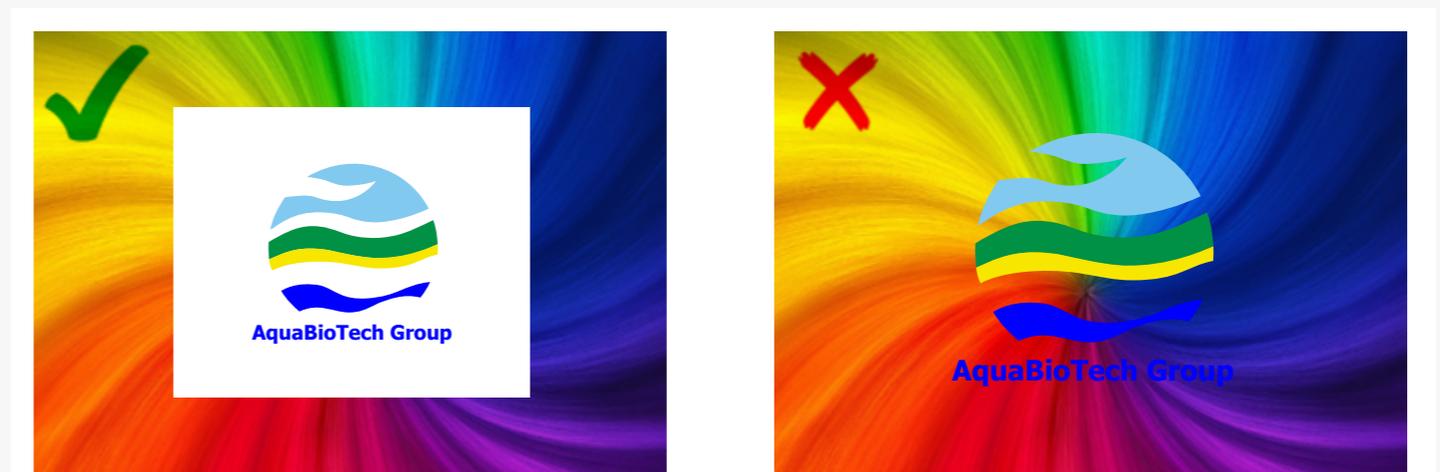


Figure 11

## 1.5 How NOT to use it

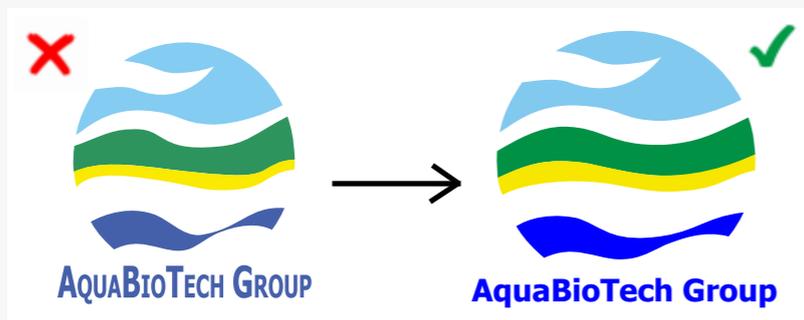
**AquaBioTech Group's** logo is a registered trademark and it **should not be modified** in any of the following ways: colour tone, colour luminance, proportions, elements or orientation.

Here are some examples of wrong usage: *Figure 12.*

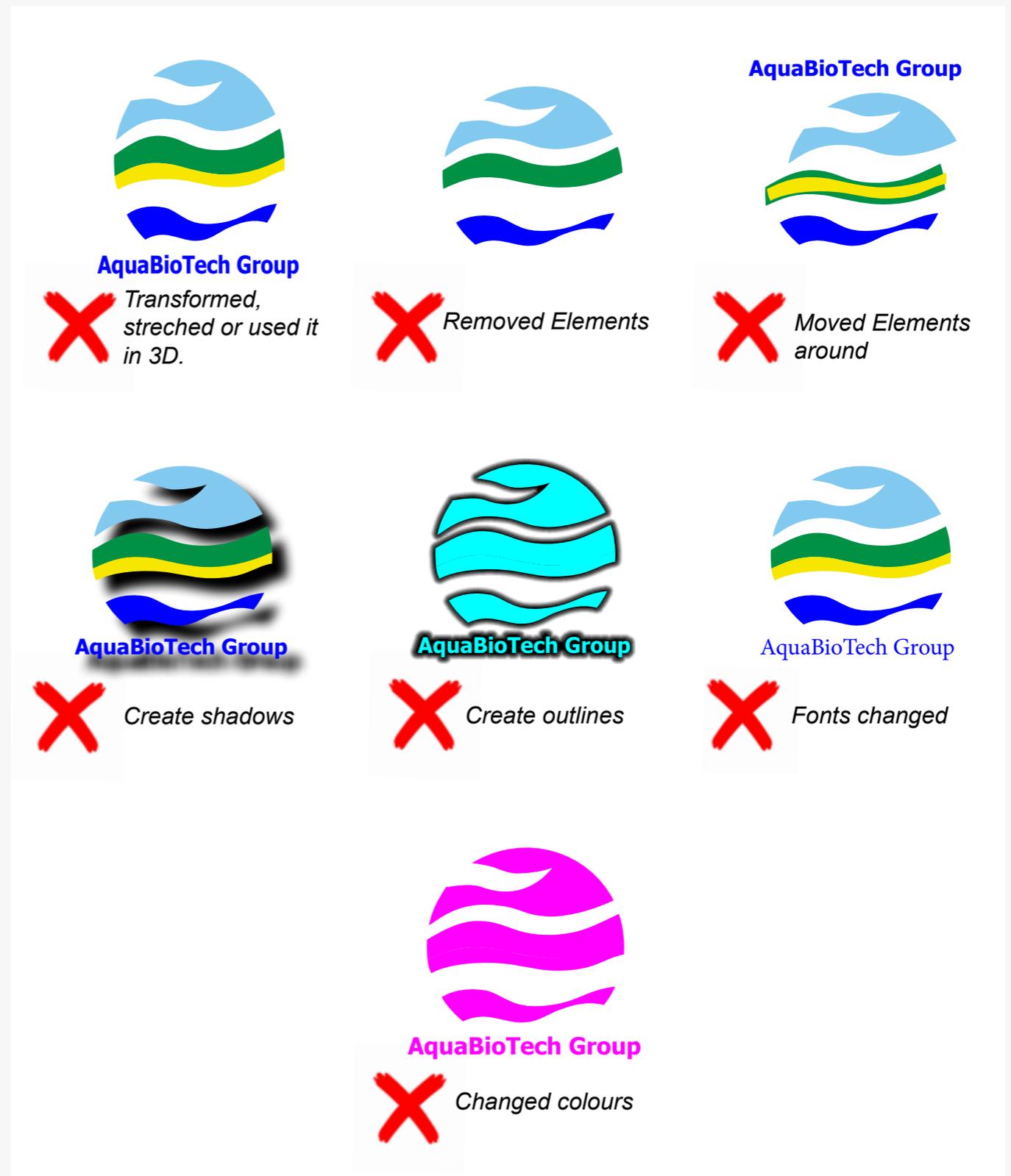
If there is any further example not collected in this document, please contact our Marketing Department.

In 2023 **AquaBioTech Group** logo was updated (*figure 13*) so you may encounter previous files and prints with another image. The pre-2023 version was oval-shaped and had different spacing.

Please, ensure you double check you are using the correct logo form from any documents pre-2023.



*Figure 13*



*Figure 12*

## 1.6 Videos and animations

When it comes to represent the brand on a video, a *fly* (fixed small logo) should be positioned either in one of the four (4) corners of the screen. The final place will depend on the content and the partners involved.

In a normal basis the best place will be on the right bottom corner or top corner. This *fly* can be either in full colour or with some transparency using the grey version of it. (Screen blend in most of the Adobe software)

**Any use of animations must not distort, crop or affect any of the logo's colours during the sequence. The logo must revert back to the original.**

Thus the best way to create an animation will be playing with transparency and dynamics.

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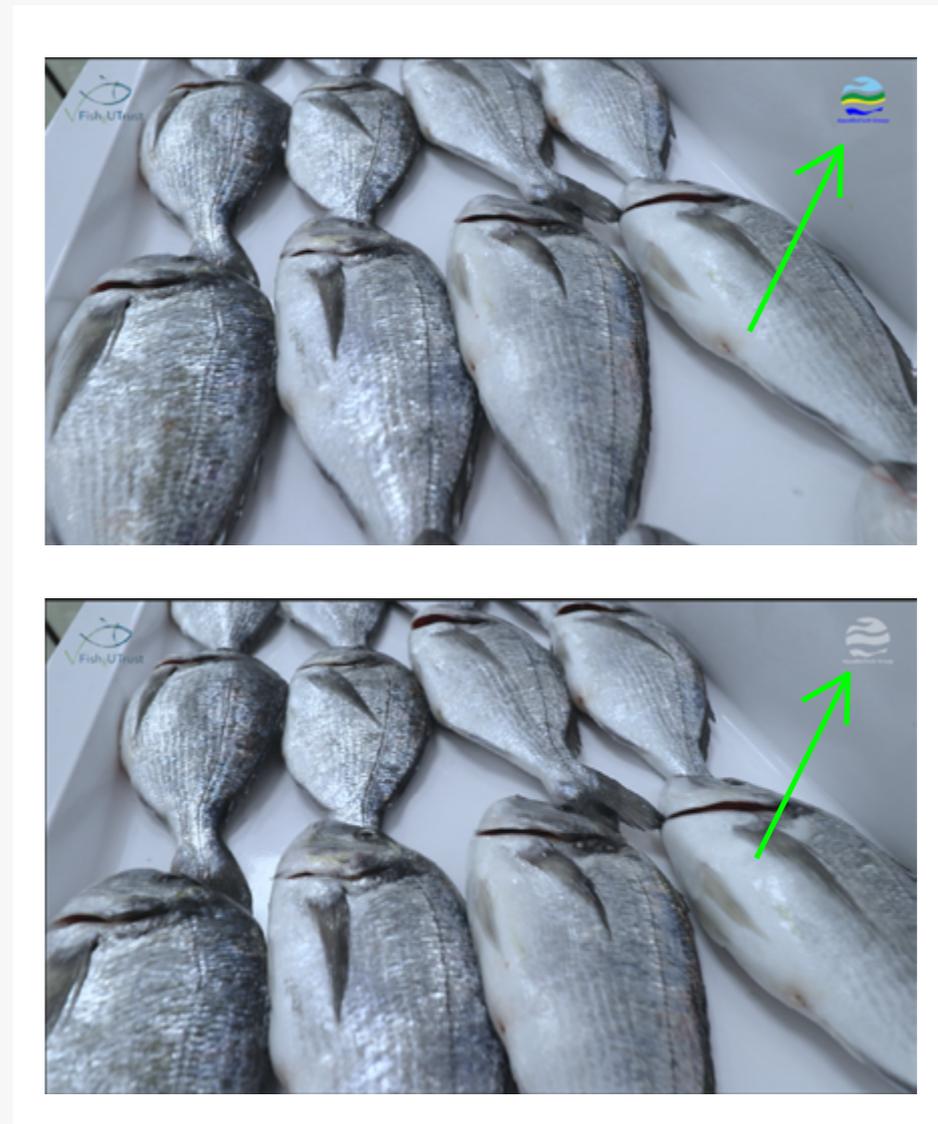


Figure 14

## 1.7 Favicon

This graphic is only used in the internet browser tabs from our website, ***www.aquabt.com*** (**Figure 15**), and it is the only exception regarding the composition of the logo as the wordmark is removed (**Figure 16**) due to size reasons.

A favicon can never be used as a replacement for the **AquaBioTech Group** logo.

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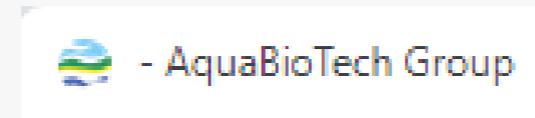


Figure 15



Figure 16

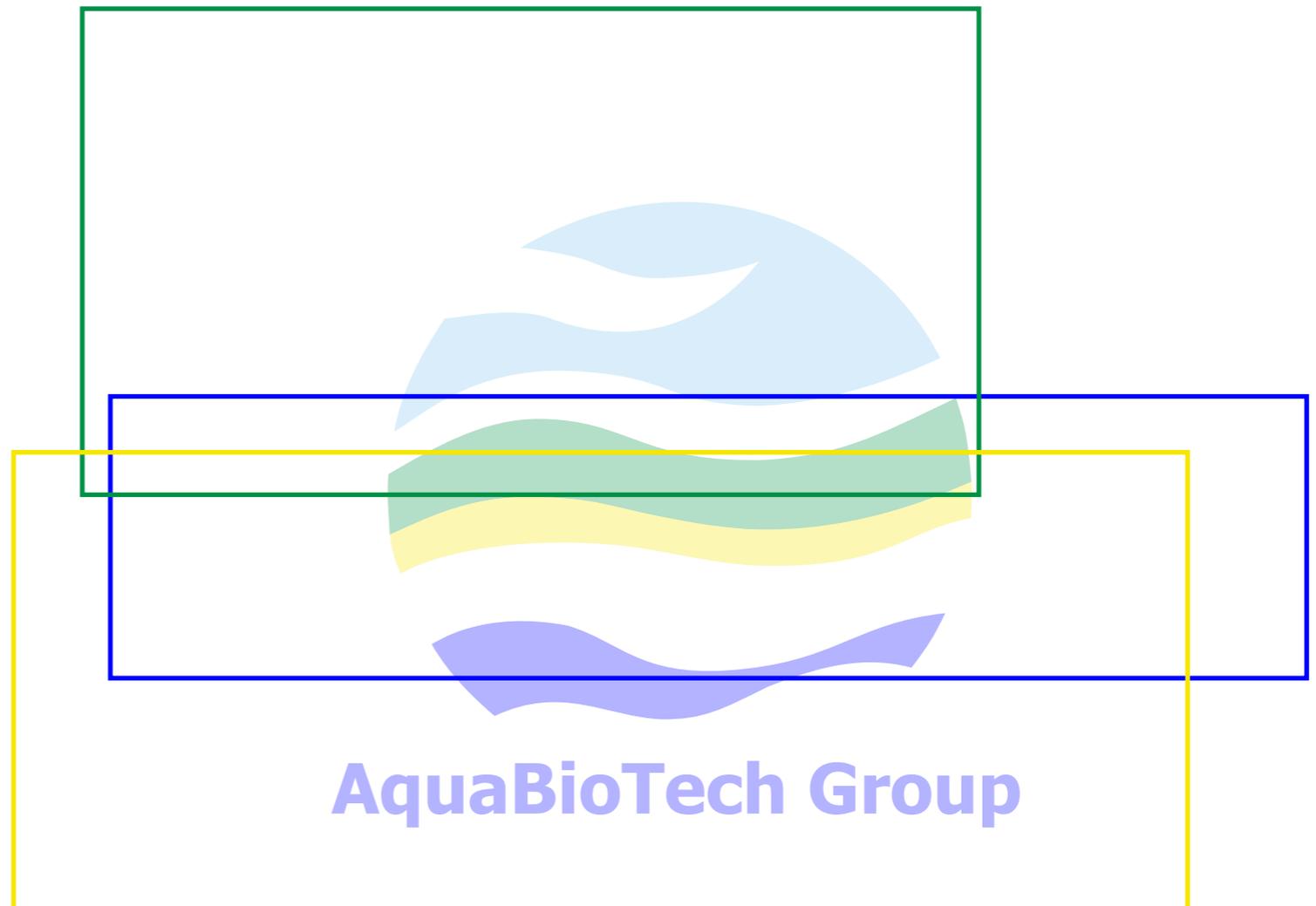
# Visual elements

Colours

Typography

Brand

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## 2.1 Colours

The brand uses four (4) different colors that come from the logo. These colours represent the main tones of a coastal/shore image:

- **Light Blue** - Sky
- **Green** - Flora
- **Yellow** - Beach
- **Saturated Blue** - Ocean

The **main colour used for branding purposes is the saturated blue (RGB 0,0,255)** and can be used along the other three (3) tones when the context allows it.

**White is the other main tone** that joins the brand with the secondary colours. It is most often used as a background/contrast tool.

The company can refer to these colours as follows:

- **AquaBioTech Group Blue**
- **AquaBioTech Group Cyan**
- **AquaBioTech Group Green**
- **AquaBioTech Group Yellow**

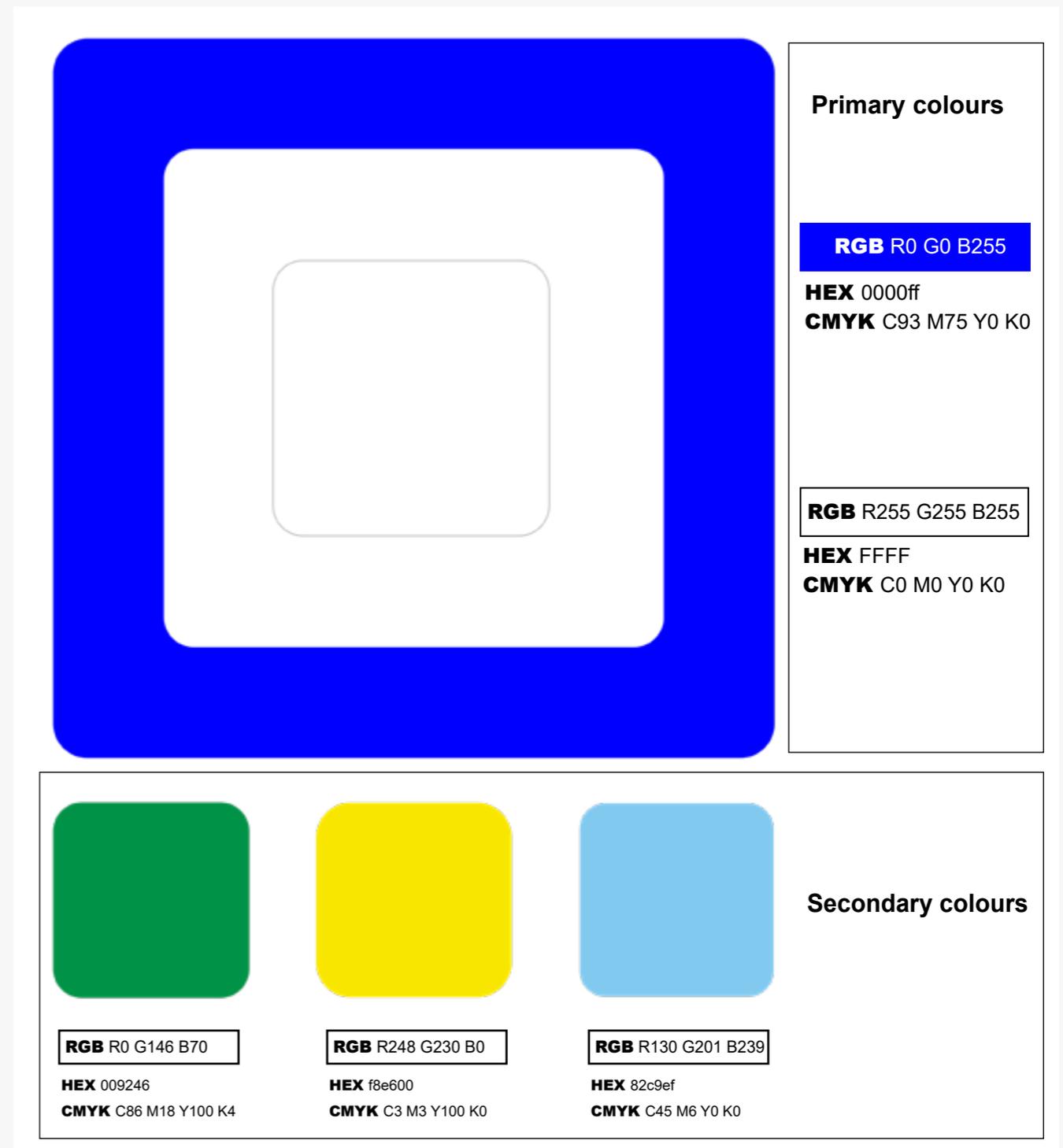


Figure 17

## 2.2 Typography

**AquaBioTech Group**'s wording must always (when strictly possible) be written using **Tahoma Bold** and using the main blue tone (RGB 0, 0, 255).

This typography might also be used for other specific titles or names, but never for plain text. There is one example of this regarding **ABT Innovia** which is explained in the next slide.

The text for any document property of **AquaBioTech Group** must be written in **Arial** regular using, when possible and at convenience, the following parameters:

- **Size: 11**
- **Line spacing: 1'5**
- **6pts before and after**

In other formats, different weights and variations of Arial can be used.

You can find all the templates for the Microsoft Word and PowerPoint that **AquaBioTech Group** uses in the following folder link:

W:\ABTG~CorporateData\Templates

Or in the [ABTG Portal](#)

### TAHOMA

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890

**Title**

**Title**

### ARIAL

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
0123456789  
!@#\$%^&\*()

**Title**

Figure 18

## 2.3 Brand variations

**Tahoma Bold** acts as the root for the brand variations in which they differ in colour depending, in this case, on the department of **AquaBioTech Group**.

Only **ExperiRAS™** is registered, among these other names, as a trademark. The rest of assets in *Figure 19* are not. Nevertheless when referring to them it always should be as shown.

In the case of **ABT Innovia**, the colour can be spread throughout as a thematic, *Figure 20*.



Figure 19



At present **ABT Innovia** is not an official registered trademark. However to create a brand identity for **ABT Innovia** this colour tone is used across the company collateral, within the company guidelines.

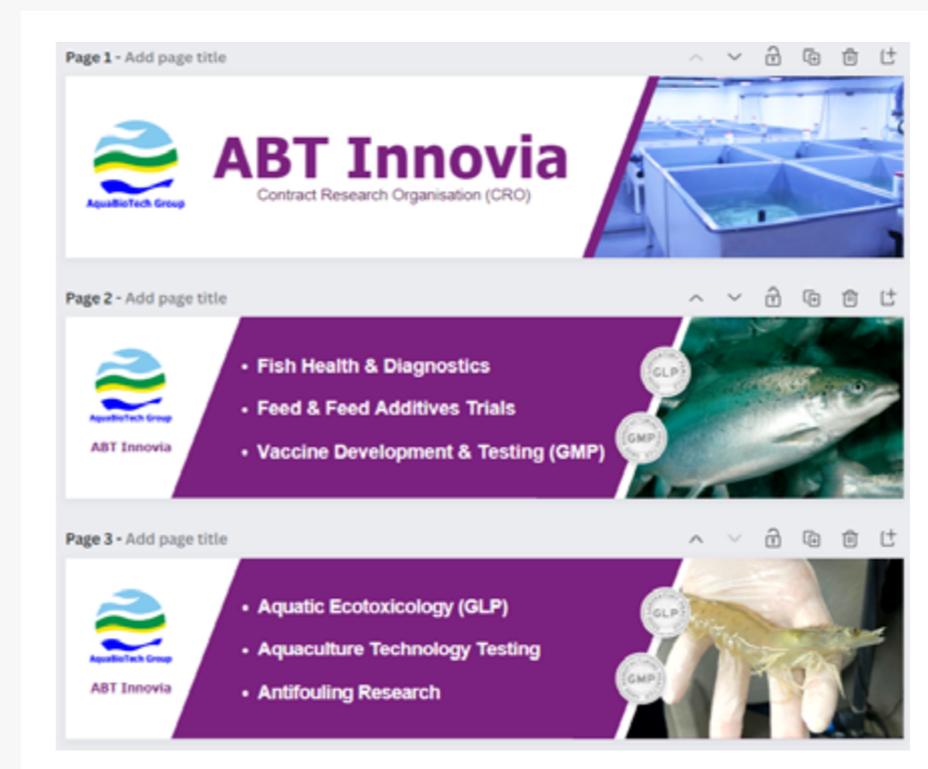


Figure 20



# Trademark

Registration

Copyright



## 3.1 Registration

As previously mention, **AquaBioTech Group** is a registered trademark since 2019 through the Commerce Department of Malta.

Although this registration gives no right to the exclusive use of the words “Aqua”, “Bio”, “Tech” and “Group” a claim was made to the Pantone colour variations of the logo: 297C, 247C, 3955C and 2726C when represented on the trademark.

At the same time, the trademark is only valid as a whole element (slide 6) as displayed in Figure 21. CYMK (printed) version of the logo was registered.



**AquaBioTech Group**

Trade mark status  
Registered

Status date  
01/06/2019

Application number  
58219

Registration number  
58219

Kind of IPR  
Trade mark

550 Trade mark type  
Combined

Kind of mark  
Individual

Application language code  
en

Nice classification  
44

Claimed colour(s)  
297C

Mark disclaimer  
Registration gives no right to the exclusive use of the words 'AQUA', 'BIO', 'TECH' and 'GROUP'. A claim is made to the colours Pantone:297C, Pantone:347C, Pantone:3955C and Pantone:2726C as appearing on the mark.

[Show less](#)

Search for trade marks with similar images

Figure 21

Vienna code	
01.15.24	Waves
26.01.10	Circles containing one or more triangles or lines forming an angle (precise the content)
26.01.12	Circles containing one or more other geometrical figures (precise the content)
26.01.13	Circles containing representations of heavenly bodies or natural phenomena

Figure 22

*Note: while the usage of the updated logo is not officially registered, it does follow the Vienna Code (Figure 22) from the registered mark and it shall be considered as such until future updates.*

*Thus the colours are unchanged and the wordmark is allowed to be on lower case Tahoma font while complying with the registered characteristics.*

**ExperiRAS:** registered trademark from **AquaBioTech Group**. It can operate individually. Figure 23 (CYMK version). It has a claim to the **AquaBioTech Group's blue** colour (RGB 0,0,25 5) when appearing.

This information can be shown at: <https://ips.gov.mt/NR/>



Figure 23

## 3.2 Copyright

Any multimedia file or document produced by **AquaBioTech Group** must have a copyright on it.

This can be achieved via accompanying text or showed within the file (*Figure 24*) when possible as:

© Copyright AquaBioTech Group /YYYY/

The copyright may vary depending on where it is provided. To learn more about this visit: <https://aquabt.com/copyright/>



Figure 24

# Sharing files

Vector

Raster Graphics

Usage

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## 4.1 Vector

A vector image is *made up of lines and shapes that are mathematically defined.* *Figure 25.*

The main advantage is the lossless<sup>1</sup> quality when it is scaled up or down or transferred. Because of this, the preferred way to share graphic files within ABTG is a vector file.

**Vector files for AquaBioTech Group** logo are available on SVG, AI, EPS and PDF. Request when necessary and if you have any question do not hesitate to contact the Marketing Team.

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*Figure 25*

<sup>1</sup>-Type of file that do no lose quality or data while compressed into an specific format.

## 4.2 Raster graphics

A raster graphic: *is a collection of pixels arranged in a plain grid made of columns and rows. The more density of pixels per space the more quality of the image. Figure 26.*

Raster graphics should be used for web site-related content and for non-scalable files.

**AquaBioTech Group** logo is available on PNG and JPG. Request when necessary and if you have any question do not hesitate to contact the Marketing Team.

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[bdd@aquabt.com](mailto:bdd@aquabt.com)



Figure 26

## 4.3 Usage of images

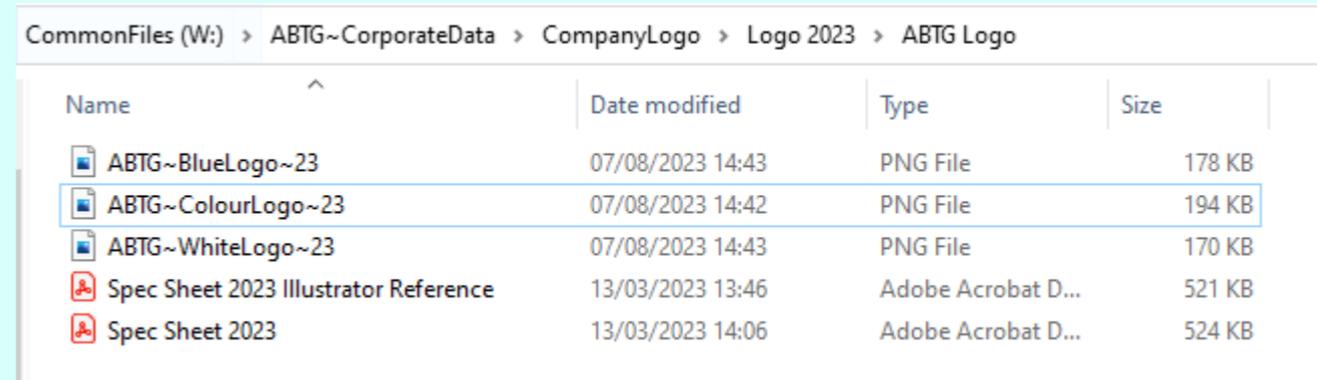
The appropriate format must match the document file parameters in order to achieve the maximum quality of image.

As stated in the previous two sections, a vector file should be used when possible but when this is not possible a maximum quality rasterized image can be used.

A standard resolution for a logo on the Internet is 500 x 500 pixels, but this is low for a printed document or any online text document as it will get blurry.

Thus in the **CorporateData** folder (*Figure 27*) you can find a raster version, PNG file, with a resolution of 4301 x 4020 pixels next to the vector file format (PDF). *Figure 28*

Note that the format PNG is the only one that allows transparency (alpha channel). When the background is **NOT** Paper White, this format shall be used.



Name	Date modified	Type	Size
ABTG~BlueLogo~23	07/08/2023 14:43	PNG File	178 KB
ABTG~ColourLogo~23	07/08/2023 14:42	PNG File	194 KB
ABTG~WhiteLogo~23	07/08/2023 14:43	PNG File	170 KB
Spec Sheet 2023 Illustrator Reference	13/03/2023 13:46	Adobe Acrobat D...	521 KB
Spec Sheet 2023	13/03/2023 14:06	Adobe Acrobat D...	524 KB

*Figure 27*

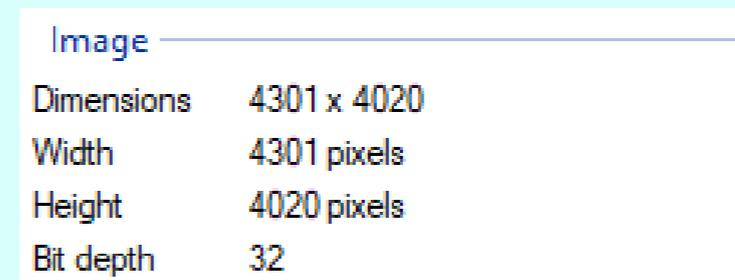


Image	
Dimensions	4301 x 4020
Width	4301 pixels
Height	4020 pixels
Bit depth	32

*Figure 28*