



Branding guidelines 2024-2027

Excellence through Quality and Innovation

External

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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*.

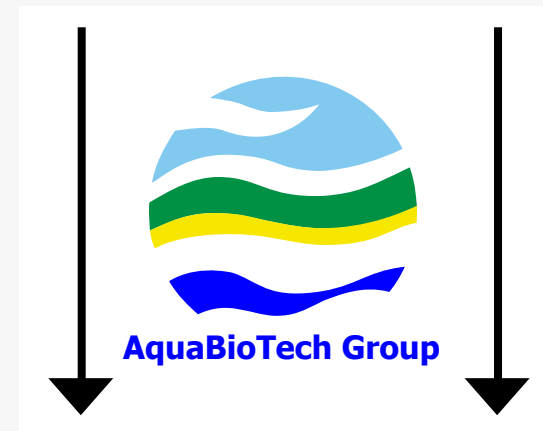


Figure 1
Vertical layout of elements

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**.

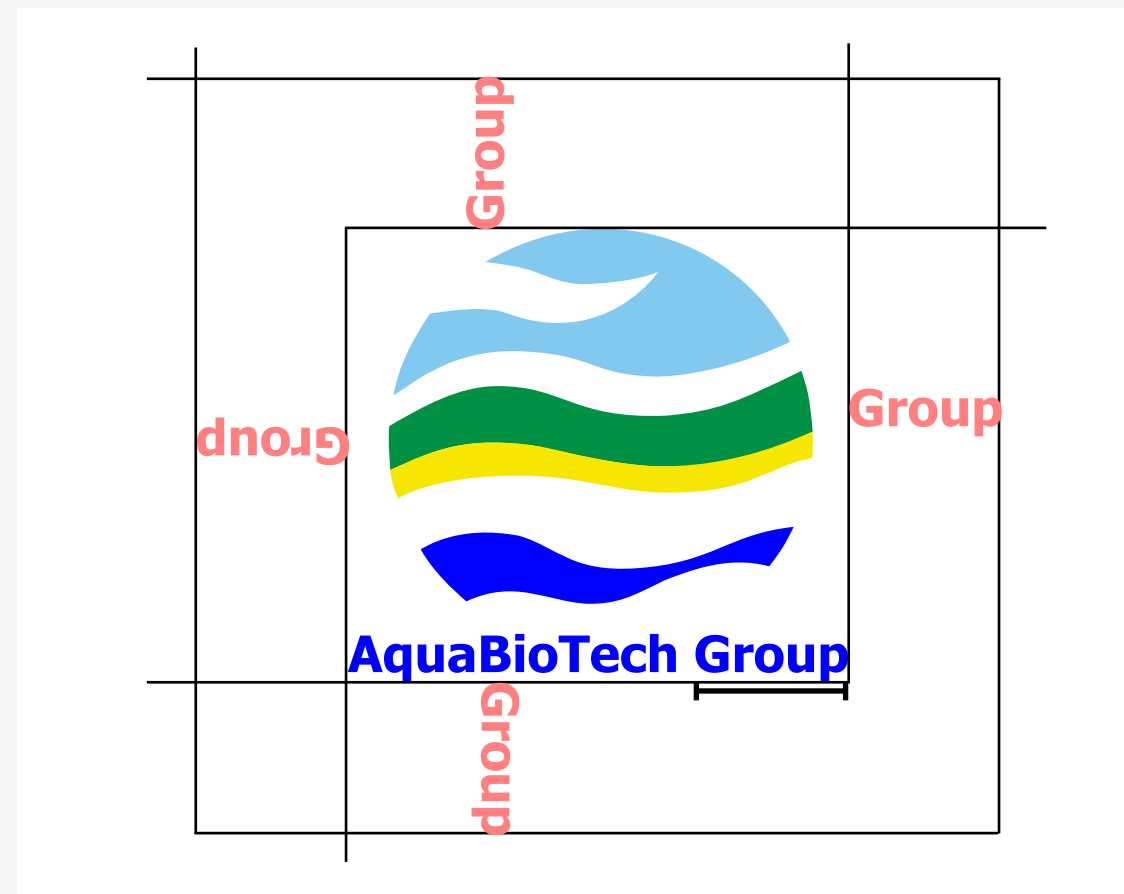


Figure 4

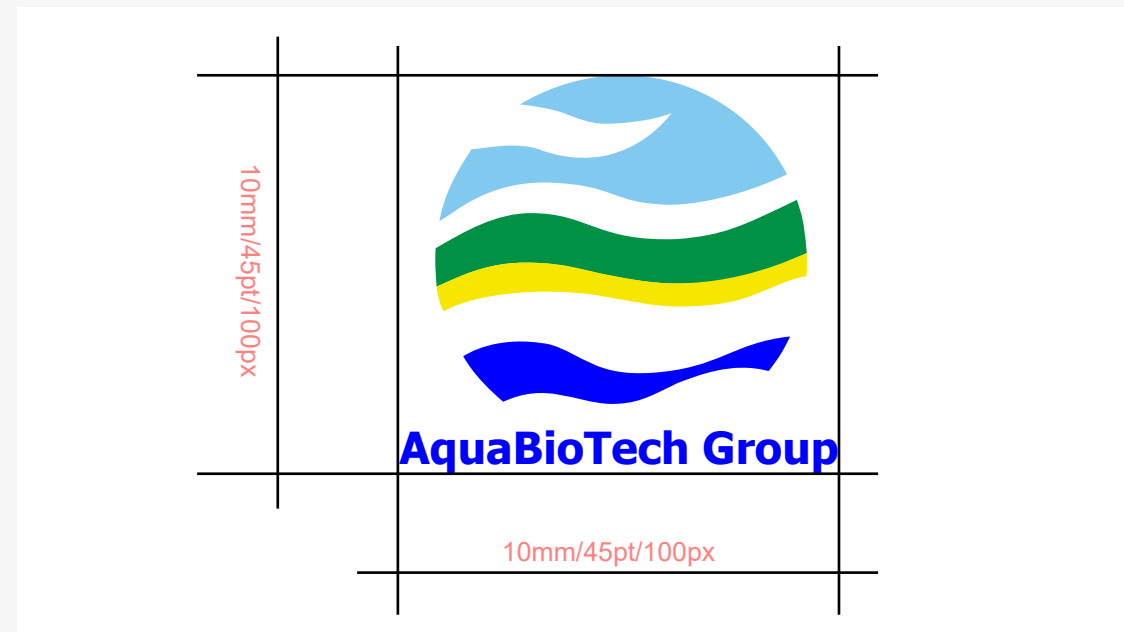


Figure 5

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*.



Figure 6

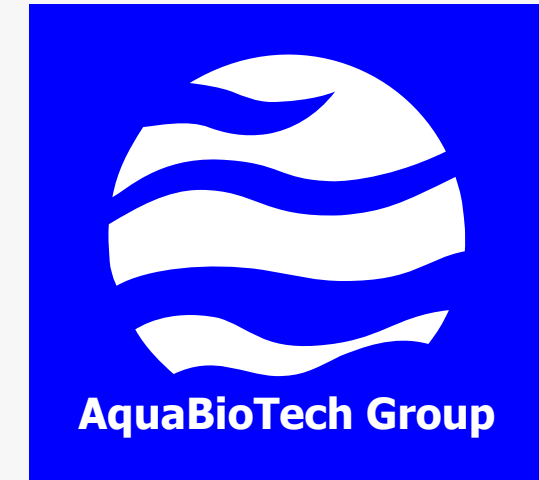


Figure 7



Figure 8



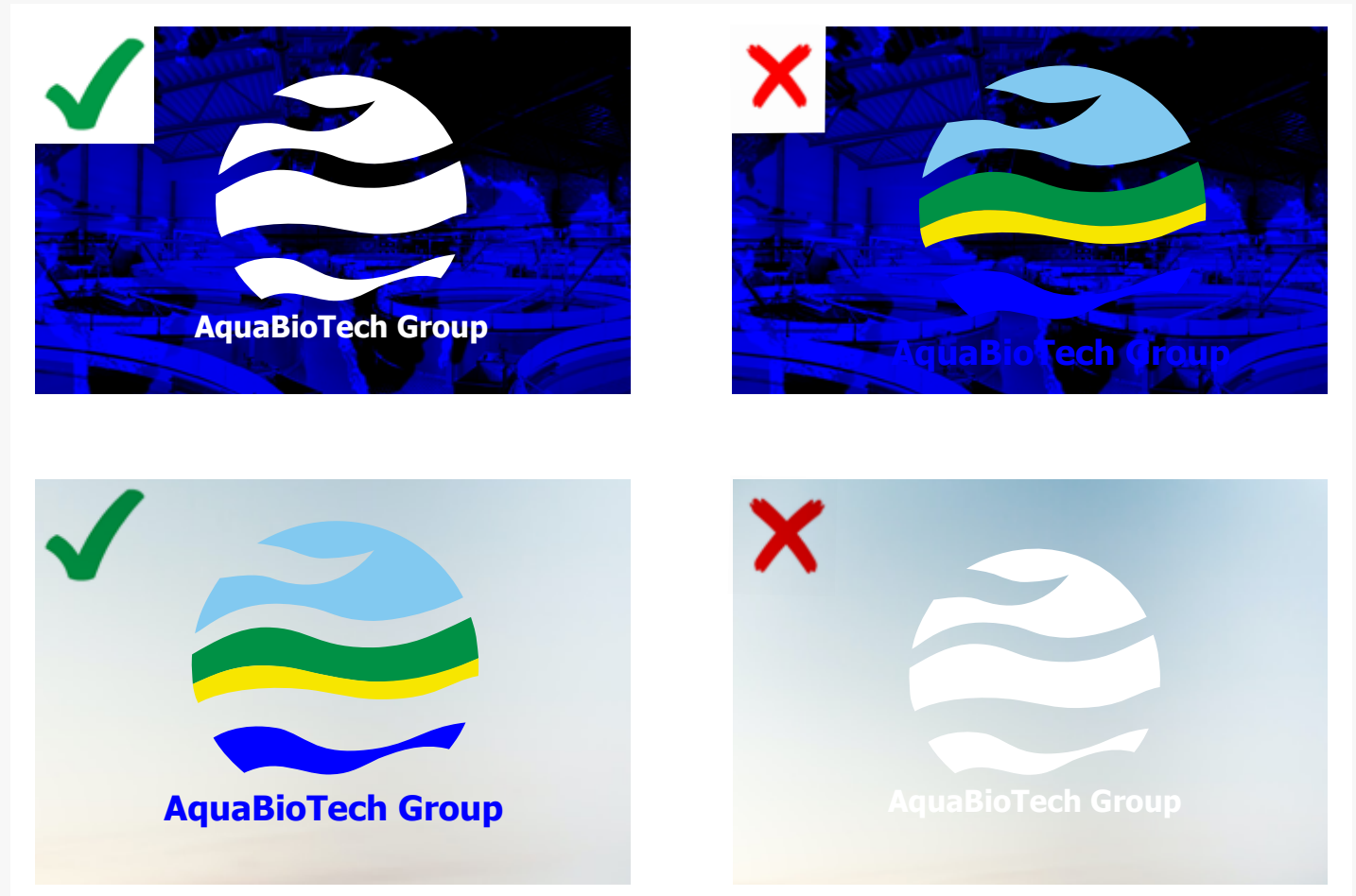
Figure 9

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*.



Figure

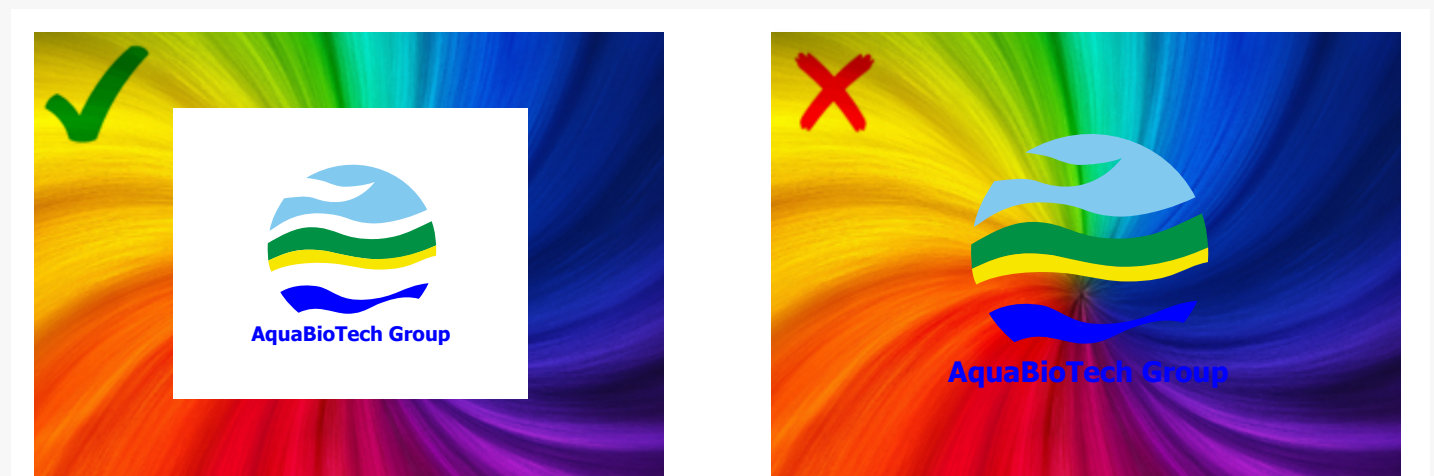


Figure 11

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.

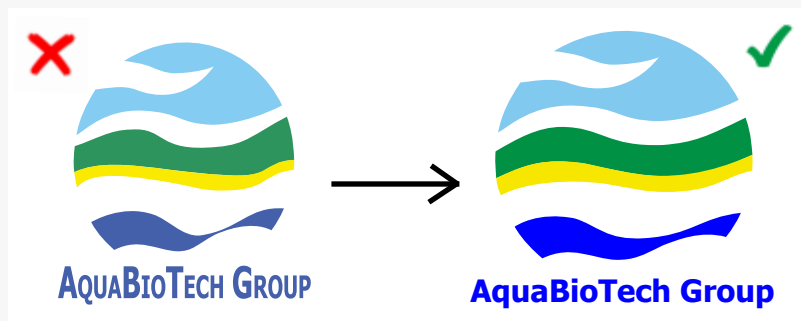


Figure 13

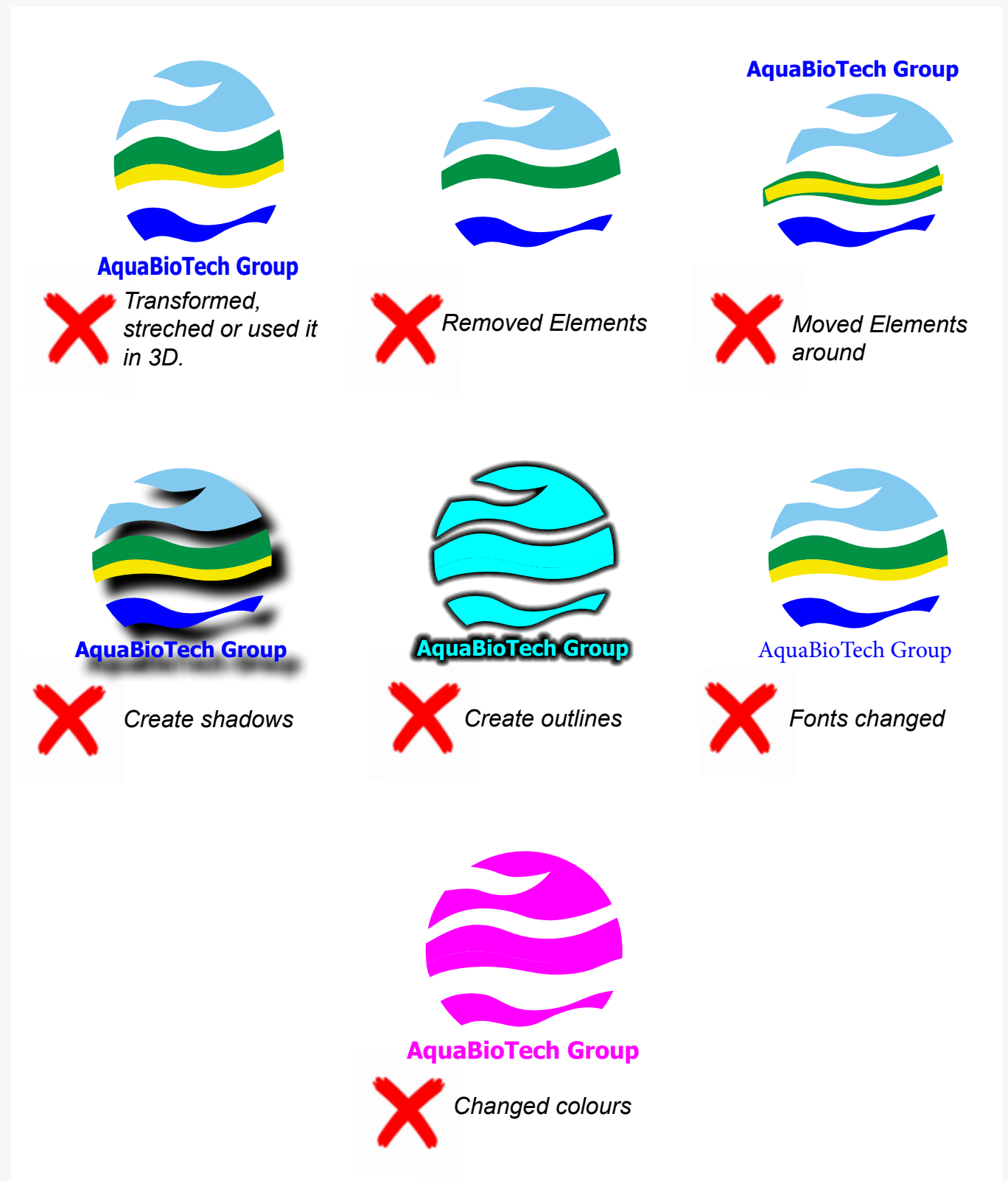


Figure 12

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.

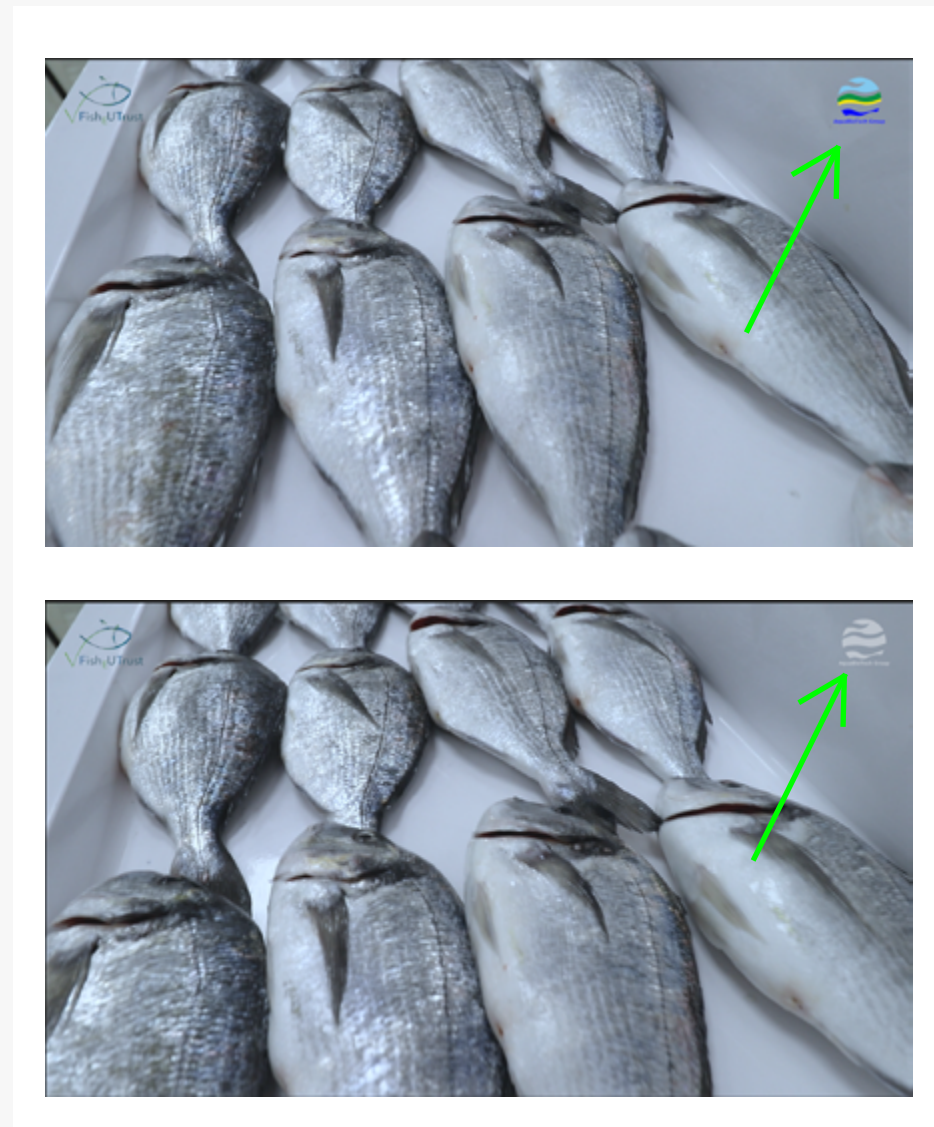


Figure 14

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.

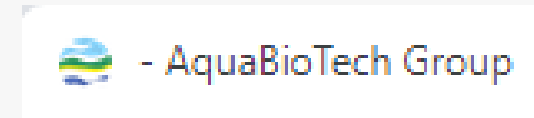


Figure 15



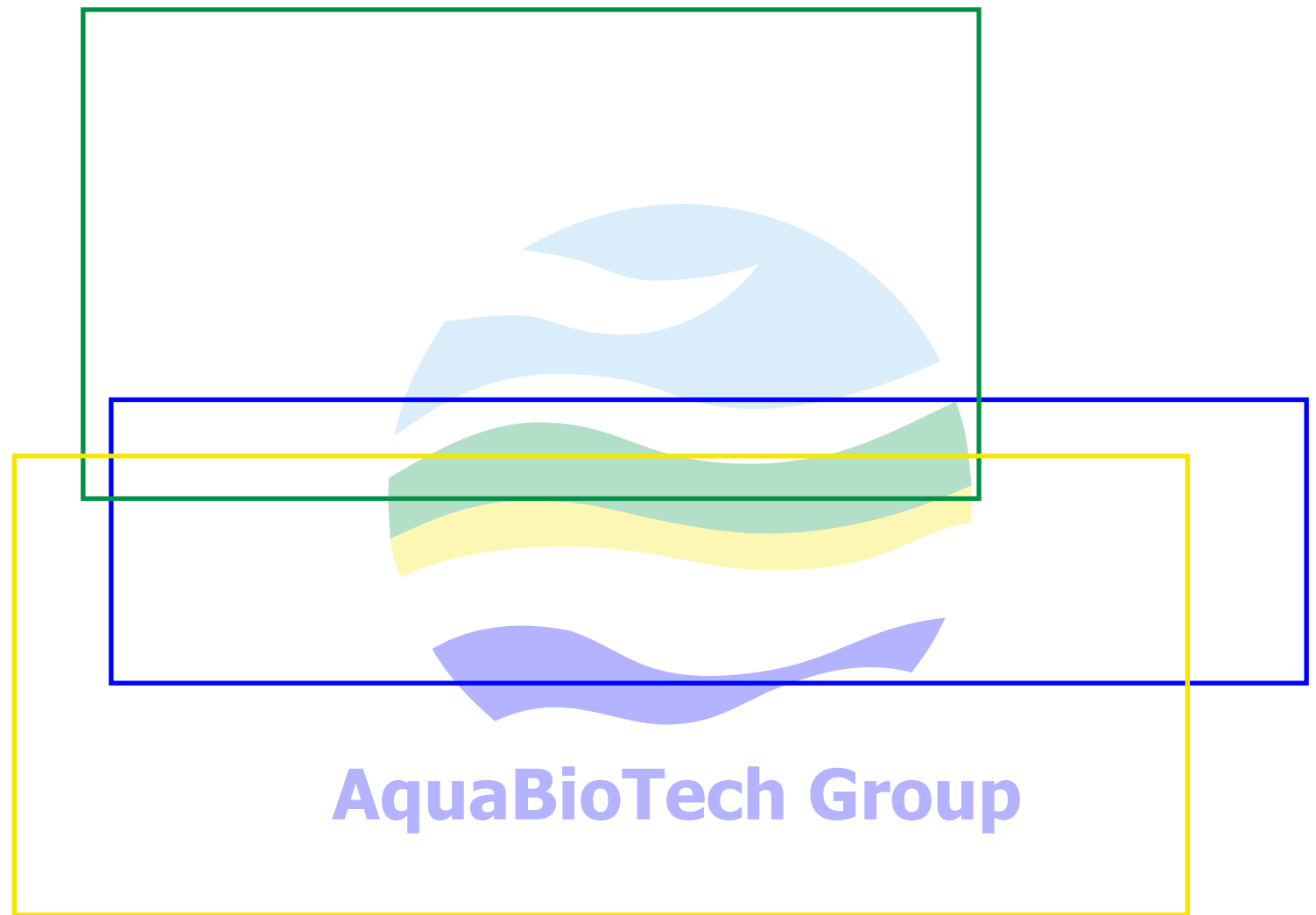
Figure 16

Visual elements

Colours

Typography

Brand



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**

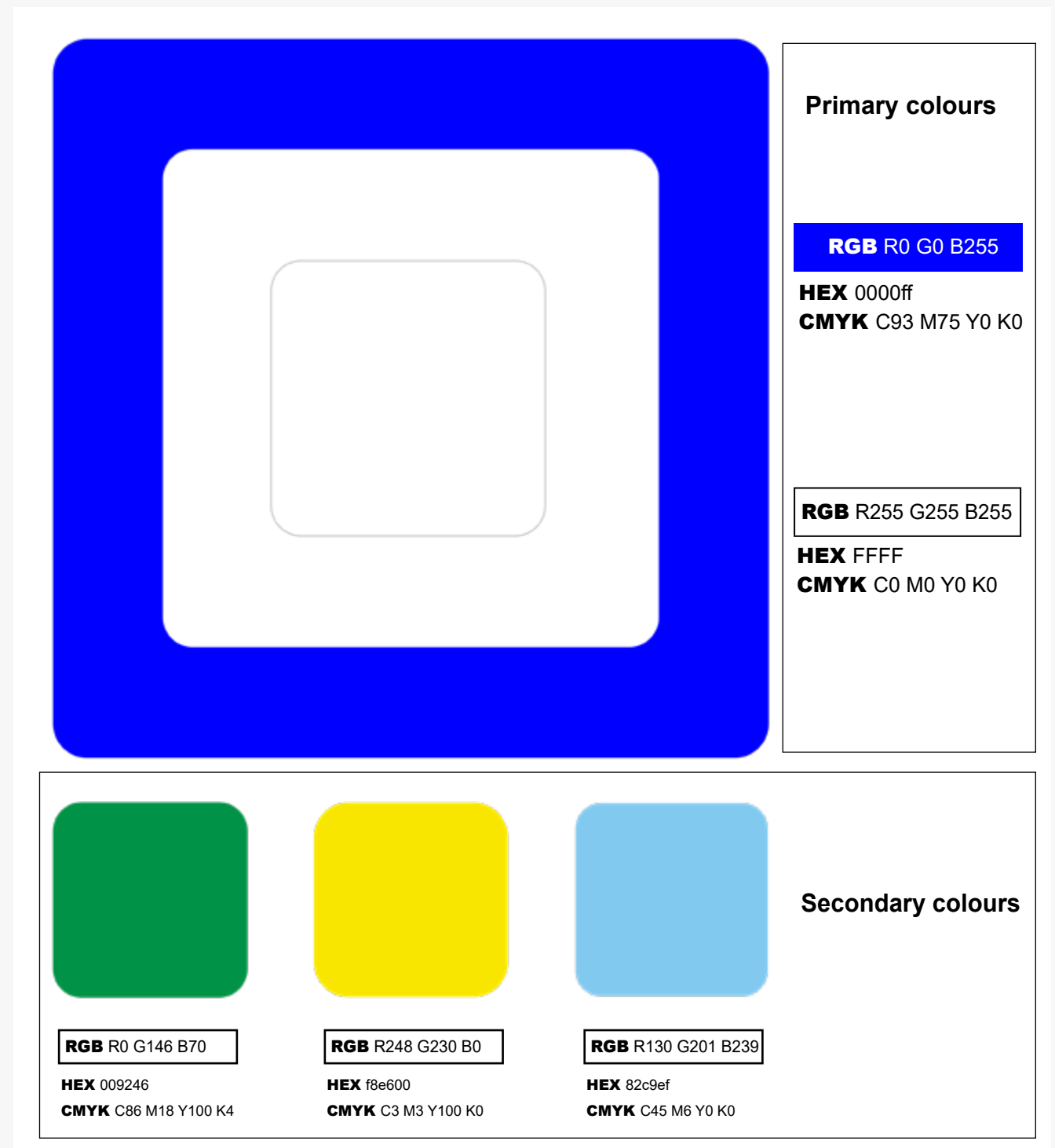


Figure 17

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



RGB R123 G34 B128

HEX 7b2280

CMYK C64 M99 Y3 K1

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.

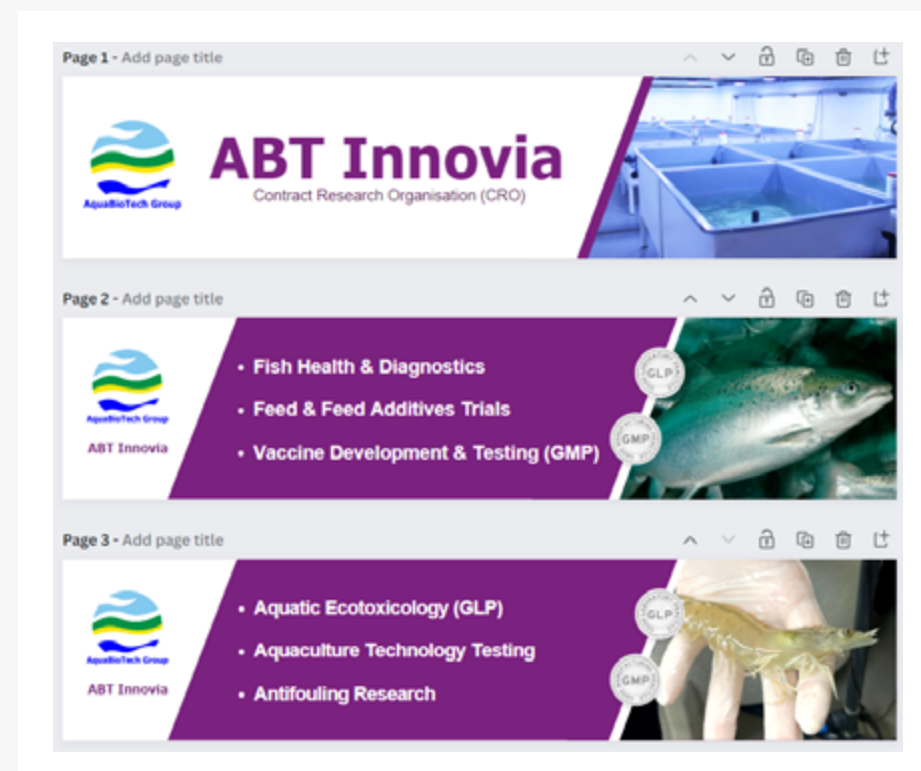


Figure 20



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

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/>

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



ExperiRAS

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