




HydroNova

HYDRONOVA

Brand Guidelines

Contents



3	About Brand Guidelines
4	A Monolithic Brand
5	Assumed Name
6	MASTER BRAND LOGO
8	Versions
9	Colors and Background
10	Size and Clear Spaces
11	Don'ts
12	TYPOGRAPHY
13	Fonts
14	Replacement Fonts
15	Wordmark Fonts
16	Type Style Examples
19	COLOR
20	Complete Palette

HYDRONOVA

About Brand Guidelines

Purpose

The purpose of this document is to help licensed affiliates, partners and staff produce effective materials that speak with a common visual language. These guidelines give everyone inside or outside our organization a document to reference if they have a question about using our brand colors, fonts and more.

About Brand Visual Identity


Brand visual identity is one of the most important assets of our organization. It represents how we are perceived and recognized. If we convey a clear and consistent identity every time we communicate, people will come to know and appreciate who we are and what we stand for.

As our brand expands, reaching new communities and individuals, it is important that we present a consistent face to our clients and stakeholders.

To evolve this brand requires commitment from all who touch it. This set of visual communication guidelines is our first step on that journey. You are entrusted with this brand. It is vital that you follow these guidelines to ensure that every aspect of our visual branding is implemented correctly and with maximum impact.

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A Monolithic Brand



Brand architecture refers to the way a company chooses to embed and structure branding across its business and its offerings. A monolithic structure is where one name is used on all products and services offered by the company. It focuses on one Master Brand that is consistent across all branded relationships.

HydroNova is a monolithic brand and uses a single visual identity and prescribed visual language elements across its activities. As a monolithic brand, HydroNova requires a high degree of consistency to enable efficient and effective communication and to avoid confusion. Guidelines must be in place and implemented regularly.

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Assumed Name

HydroNova Assumed Name

An assumed name (trade name or DBA name) is a business name that is different from the officially registered name of a corporation. The Hydro Nova S.r.l. has registered the assumed name HydroNova. Moving forward, HydroNova will be used in the majority of communications. The legal name of the organization will remain Hydro Nova S.r.l.

Proper Usage

HydroNova can be used alone for all advertising, marketing, recruiting and project implementation purposes (for example, on its website, letterhead, employee bios, business cards, etc.).

Depending on preference or circumstances, you can use **“Hydro Nova S.r.l.”** or **“Hydro Nova S.r.l., doing business as HydroNova.”**

Hydro Nova S.r.l. must use its full legal name on all contracts and other legal documents. Additionally, Hydro Nova S.r.l. should continue to use its full legal name when communicating with governments and for all payroll functions, including legal and tax forms.



Master Brand Logo

HYDRONOVA

Master Brand Logo

The **HydroNova logo** is our unique symbol. It is our guarantee of quality, trust and integrity. It should be the most consistent element in our communications.

The **HydroNova water drop and rotary** brings to life HydroNova's positioning as an international water intelligence and engineering firm. It also embodies the broad scale and impact of the company.

The **HydroNova moniker wordmark** unifies the Greek word *hydro* and the Latin word *nova* to symbolize innovation in water technology. Each word is capitalized and colored differently to balance unity and distinction.

By including the tagline **"innovating water prosperity"** with our logo, we are ensuring that people know what we do and what we stand for.



HYDRONOVA

Master Brand Logo

Versions

Primary Usage: Logo + Tagline



Limited Usage: Horizontal logo when space is limited



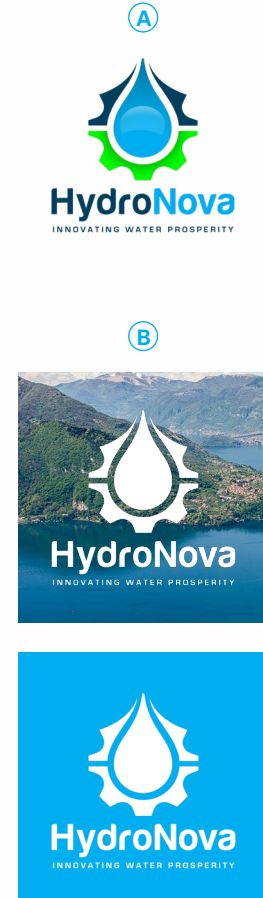
HYDRONOVA

Master Brand Logo

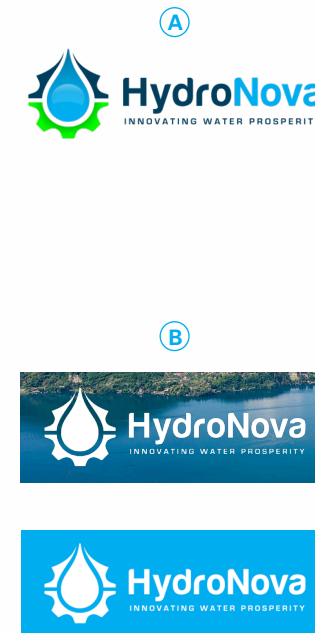
Colors and Backgrounds

- A** The **primary logotype** is multi-colored, and the preferred background color is white.
- B** The **logotype** can be used in white on photos or colored background where the multi-colored logotype is compromised.
- C** The **wordmark version** can be used without water drop and rotary icon or tagline where space is limited or when consistency with other graphic elements is required.
- D** The **water drop and rotary icon** can be used as a design feature.
- E** **Black and white logotypes** are for use only on materials that do not reproduce in color.

Primary Usage



Secondary Usage



Limited Usage



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Master Brand Logo

Size and Clear Space

Logo files are **provided at preferred size**, with clear space, for ease of placement.

The HydroNova .eps logo files **may be scaled to any size** necessary for the application, as long as the minimum size requirements are met. **.jpg logos should never be scaled up**, to avoid pixelization.

Always maintain the logo's aspect ratio when scaling.

Sizing and scaling

The **preferred size** for reproducing the **Primary HydroNova** logo in printed materials is 2" (5 cm) wide and 1.9" (4.8 cm) high . >>



The **preferred size** for reproducing the **horizontal HydroNova** logo in printed materials is 3" (7.7 cm) wide and 0.87" (2.2 cm) high . >>



Clear space

Always surround the HydroNova logo with the amount of clear space shown to ensure that the logo is easily identifiable as well as visible and legible wherever it appears.

Clear space is the minimum "breathing room" maintained around our logo. It also defines the minimum distance between the logo and the edge of a document.

The clear space around our logo is defined by the width of the "H" in the HydroNova logo as shown below in gray. Do not position any text, graphic elements or other visual marks inside the recommended clear space.

On digital, the clear space is about 70 px.



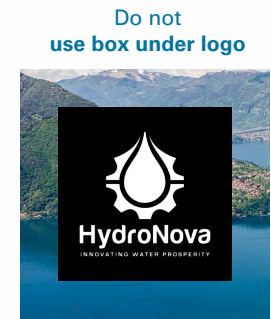
HYDRONOVA

Master Brand Logo

Don'ts

To preserve the integrity of our brand, our logo must have consistency in its appearance. Ensure that our logo is clearly recognizable by using it properly and do not alter it under any circumstances.

Consider the logo version and the background it is placed on to provide the best legibility. The examples shown here illustrate various improper applications of our logo.





Typography

HYDRONOVA

Fonts

Our typography not only helps ensure that our materials are recognizable as HydroNova communications, it also helps create a distinct visual identity.

HydroNova's two typefaces are:

- **Univers LT Std** (sans-serif)
- **Roboto Slab** (serif, display)

Univers LT Std

Water Intelligence

Aa Aa **Aa** Aa

Aa *Aa* ***Aa*** **Aa**

Light condensed

Condensed

Bold condensed

Roman /
Roman Bold

Roboto Slab

Water Intelligence

Aa Aa **Aa**

Aa ***Aa*** ***Aa***

Thin

Regular

Black

HYDRONOVA

Fonts

Replacement Fonts

Where Univers LT Std and Roboto Slab are unavailable, use **Arial Novo** and **Lato**.

Do not replace HydroNova fonts with any other fonts on your desktop.

Arial Novo

Water Intelligence

Aa Aa Aa Aa

Aa Aa Aa Aa

Light

Regular

Condensed

Bold

Lato

Water Intelligence

Aa Aa Aa

Aa Aa Aa

Thin

Regular

Black

HYDRONOVA

Fonts

Wordmark Fonts

The HydroNova logo uses **Harabara** and **Eurostile**.

These fonts are restricted for very limited use. **Do not replace HydroNova fonts with these wordmark fonts.**



HYDRONOVA

Typography

Type Style Examples

Text elements in HydroNova branding follow specific type specs as detailed on the following pages.

We have included our main and most **basic typesetting styles for Adobe software** (InDesign, Illustrator and Photoshop) on this page.

Only styles indicated in our design templates should be used in any HydroNova work that is produced.

Lorem Ipsum Dolor Sit Amet Volutpat Erat

consectetuer adipiscing, sed
diam nonummy nibh
euismod tincidunt.

consectetuer adipiscing elit, sed diam
nonummy nibh euismod tincidunt ut laoreet
dolore magna aliquam erat volutpat.
consectetuer adipiscing elit, sed diam
nonummy nibh euismod.

**Lorem ipsum dolor sit amet, consectetur
adipiscing elit, sed diam nonummy nibh
euismod tincidunt ut laoreet dolore
magna aliquam erat volutpat. Duis autem
vel eum iriure dolor.**

Lorem ipsum dolor sit amet, consectetur
adipiscing elit, sed diam nonummy nibh euismod
tincidunt ut laoreet dolore magna aliquam erat
volutpat. Duis autem vel eum iriure dolor.

HEADLINE (H1)

Roboto Slab **Black**

Size: **28 pt**

Leading: **32 pt**

Tracking: **-0.5**

SUBHEAD (H2)

Univers LT Std **Roman**

Size: **16 pt**

Leading: **18 pt**

Tracking: **-0.5**

BODY TEXT

Univers LT Std **Roman**

Size: **9 pt**

Leading: **14 pt**

Tracking: **0**

SUB BODY TEXT

Univers LT Std **Roman Bold**

Size: **8 pt**

Leading: **10 pt**

Tracking: **0**

CAPTION

Univers LT Std **Roman Bold**

Size: **6 pt**

Leading: **8 pt**

Tracking: **0**

HYDRONOVA

Typography

Type Style Examples: PC and Office Suite

On this page, we have include our main and most basic typesetting styles detailing **type specs for Microsoft Office software (Word, Powerpoint, etc.)**

Only styes indicated in our design templates should be used in any HydroNova work that is produced.

Lorem Ipsum Dolor Sit Amet Volutpat Erat

consectetuer adipiscing, sed
diam nonummy nibh euismod
tincidunt.

consectetuer adipiscing elit, sed diam
nonummy nibh euismod tincidunt ut laoreet
dolore magna aliquam erat volutpat.
consectetuer adipiscing elit, sed diam
nonummy nibh euismod.

Lorem ipsum dolor sit amet, consectetur
adipiscing elit, sed diam nonummy nibh euismod
tincidunt ut laoreet dolore magna aliquam erat
volutpat. Duis autem vel eum iriure dolor.

Lorem ipsum dolor sit amet, consectetur adipiscing elit,
sed diam nonummy nibh euismod tincidunt ut laoreet
dolore magna aliquam erat volutpat. Duis autem vel eum
iriure dolor.

HEADLINE (H1)

Lato **Black**
Size: **28 pt**
Leading: **30 pt**
Condensed: **0.2**
Color: **HN Blue**

SUBHEAD (H2)

Lato **Regular**
Size: **16 pt**
Leading: **18 pt**
Tracking: **0**
Color: **HN Gray-Medium**

BODY TEXT

Arial Novo **Regular**
Size: **9 pt**
Leading: **12 pt**
Tracking: **0**

CHART TEXT

Arial Novo **Condensed**
Size: **8 pt**
Leading: **10 pt**
Tracking: **0**

CAPTION

Arial Novo **Condensed**
Size: **6 pt**
Leading: **8 pt**
Tracking: **0**
Color: **HN Gray-Medium**

HYDRONOVA

Typography

Type Style Examples: Digital and Web

On this page, we have include our main and most basic typesetting styles detailing **type specs for digital and web use.**

Only styes indicated in our design templates should be used in any HydroNova work that is produced.

Lorem Ipsum Dolor Sit Amet Volutpat Erat

**consectetuer adipiscing, sed
diam nonummy nibh
euismod tincidunt.**

consectetuer adipiscing, sed
diam nonummy nibh euismod
tincidunt.

**consectetuer adipiscing, sed diam
nonummy nibh euismod tincidunt.**

Lorem ipsum dolor sit amet consectetur.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Duis autem vel eum iriure dolor.

PAGE TITLE (H1)
Roboto Slab Heavy
Size: **40 pt**
Line-height: **14 px**
Text color: #00bdf2

SECTION HEADLINE (H2)
Roboto Slab Heavy
Size: **20 pt**
Line-height: **11 px**
Text color: #636363

SUBHEAD (H3)
Helvetica Light
Size: **17 pt**
Line-height: **10 px**
Text color: #003e5d

SUBHEAD (H4)
Roboto Slab Heavy
Size: **16 pt**
Line-height: **6 px**
Text color: #003e5d

Links
Helvetica Bold
Size: **12 pt**
Text color: #003e5d

Other small text
Helvetica Regular
Size: **6 pt**
Text color: #636363

NOTE: #00BDF2 is used in replacement for HN BLUE in all digital applications.



Color

HYDRONOVA

Color

Complete Palette

The primary color for HydroNova branding is **cyan** – we call it **HN Blue**.

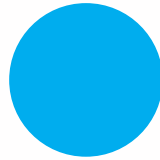
The core palette here presented is provide for use in conjunction with HN Blue.

The **extended palette** is provided for use in conjunction with HN Blue and the core palette.

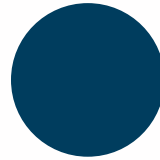
These accent colors should be used sparingly and never take precedence with HN Blue.

The complete HN palette also includes these custom variations of HN Blue.

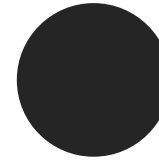
Core Palette



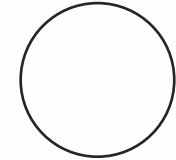
HN Blue
Pantone Process Cyan
CMYK 100 0 0 0
RGB 0 174 239
Hex #00AEEF



HN Dark Blue
CMYK 100 0 0 40
RGB 0 62 94
Hex #003E5E

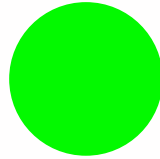


HN Black
CMYK 81 76 71 52
RGB 38 38 38
Hex #262626

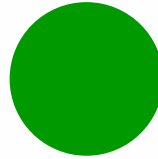


White
CMYK 0 0 0 0
RGB 255 255 255
Hex #FFFFFF

Extended Palette



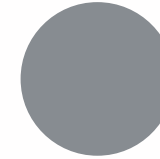
HN Green
CMYK 42 0 60 0
RGB 0 255 0
Hex #00FF00



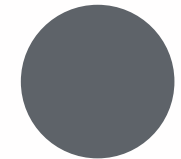
HN Dark Green
CMYK 70 3 99 12
RGB 0 255 0
Hex #009A00



HN Gray-Light
CMYK 3 3 6 7
RGB 227 225 220
Hex #E3E1DC



HN Gray-Medium
CMYK 23 16 13 37
RGB 135 140 146
Hex #878C92

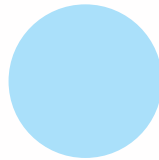


HN Gray-Dark
CMYK 30 22 17 57
RGB 95 99 106
Hex #5F636A

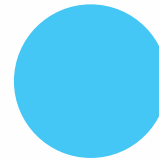
HN Blue Variations



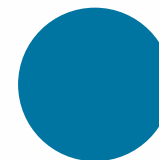
HN Blue -10%
CMYK 10 0 0 0
RGB 225 244 253
Hex #E1F4FD



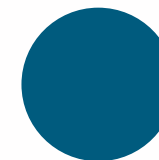
HN Blue -30%
CMYK 30 0 0 0
RGB 170 225 250
Hex #AAE1FA



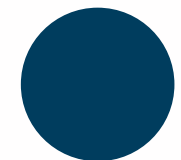
HN Blue -60%
CMYK 60 0 0 0
RGB 68 200 245
Hex #44C8F5



HN Blue +40%
CMYK 100 0 0 40
RGB 0 18 163
Hex #0076A3



HN Blue +60%
CMYK 100 0 0 60
RGB 0 91 127
Hex #005B7F



HN Dark Blue
CMYK 100 0 0 40
RGB 0 62 94
Hex #003E5E