

# Aquatechinn

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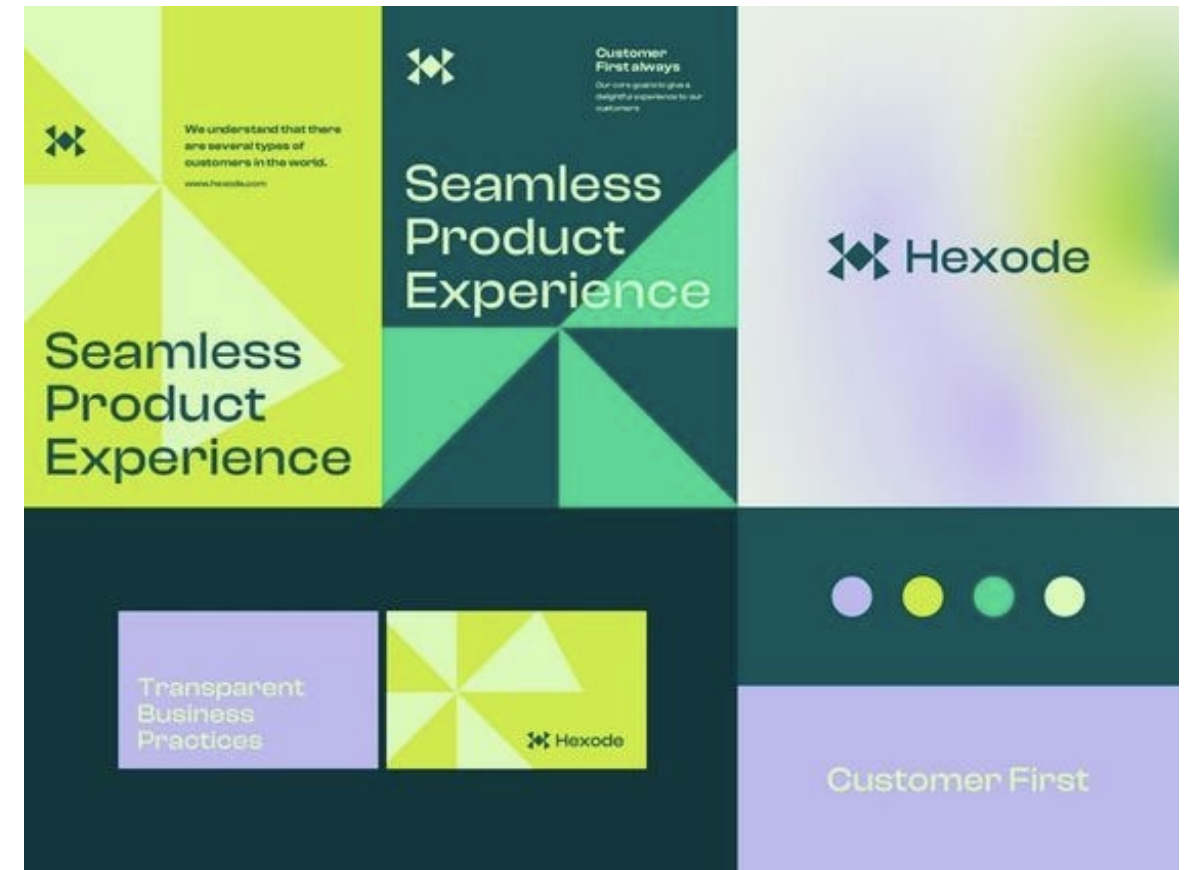
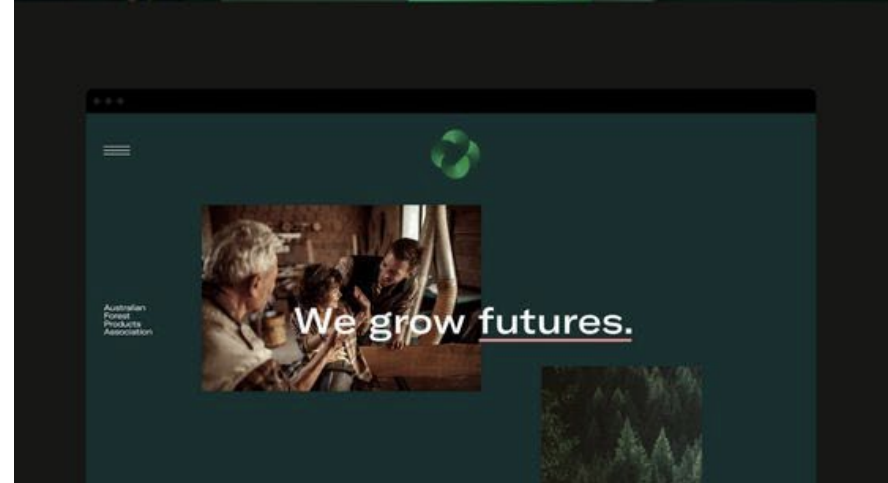
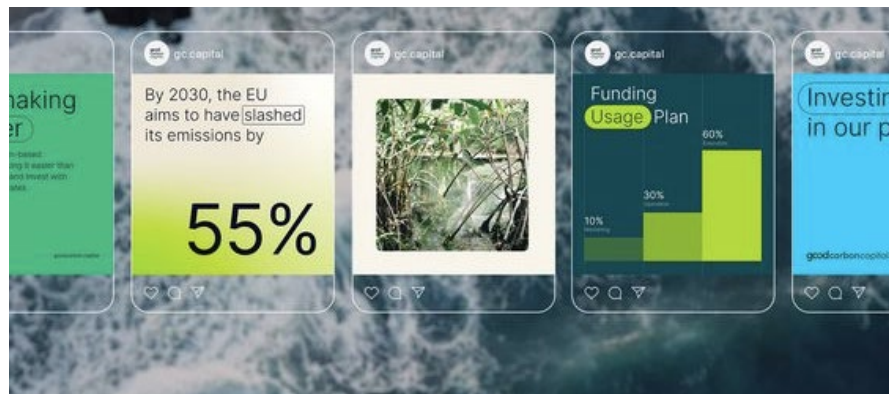
Presentation of the Visual ID  
**draft version**

# First step:

a taste of the existing logos in the aquaculture workfield



# Second step: Inspiration moodboard



## Second step:

### Considerations

- Showing **aquaculture** and the **learning** process
- **Stand out** from the other visual ID in the workfield
- Propose a visual ID that will be easily identifiable, **contemporary** and **visually appealing**

### Principal fonts

Lexend deca light

or

***Recursive Casual italic***

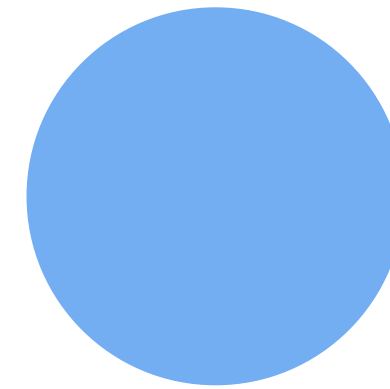
or

**Changa bold**

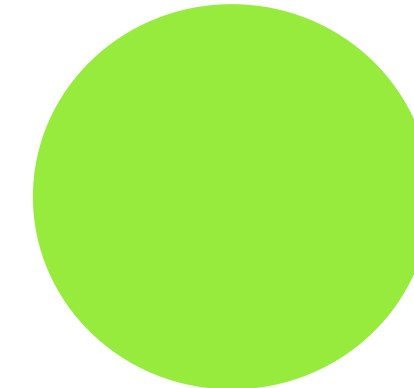
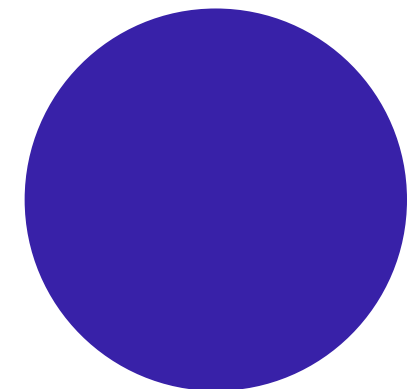
(depending on the logo choice)

### Principal color scheme

Water blue



RGB indigo

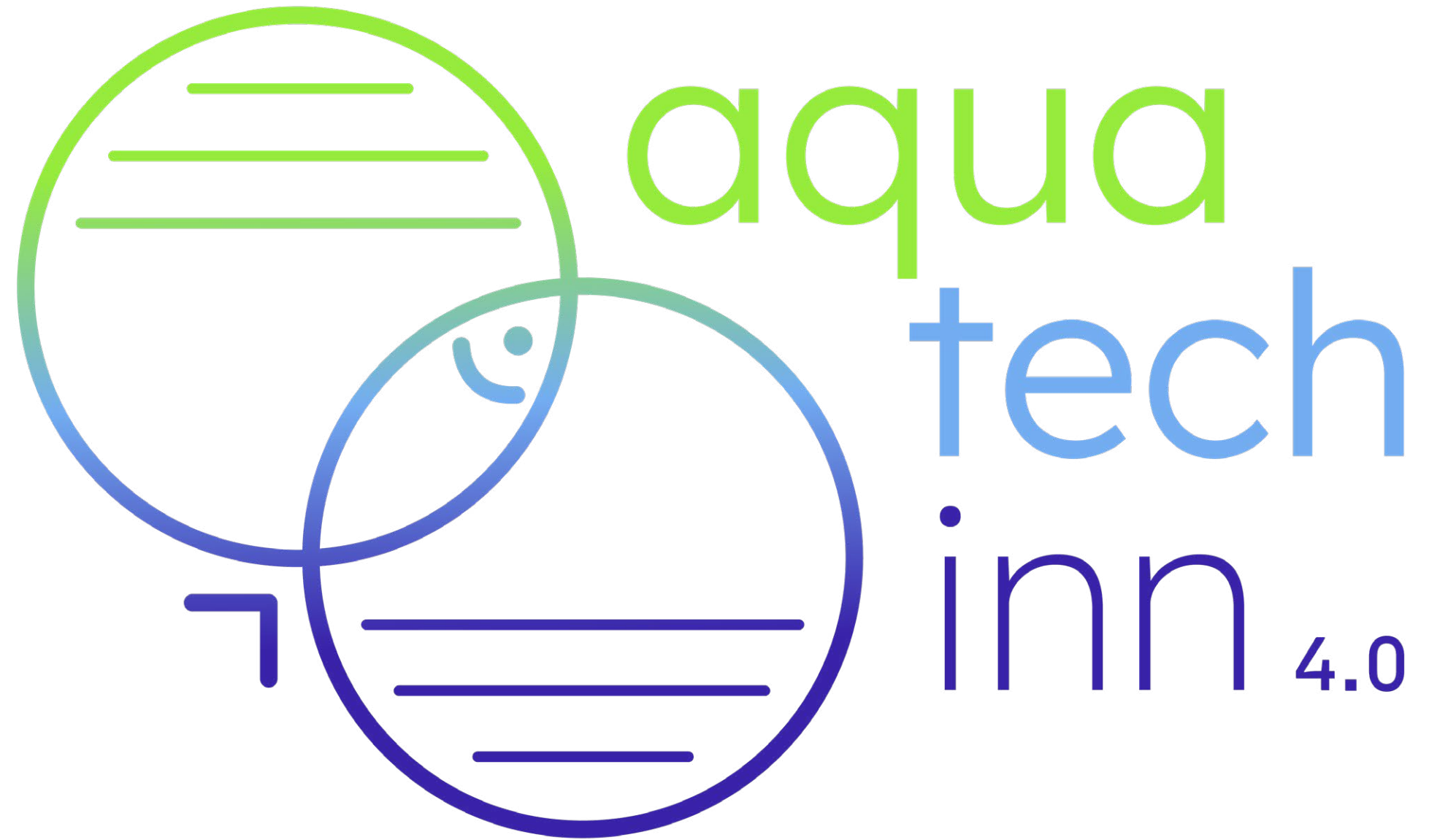


Bud green

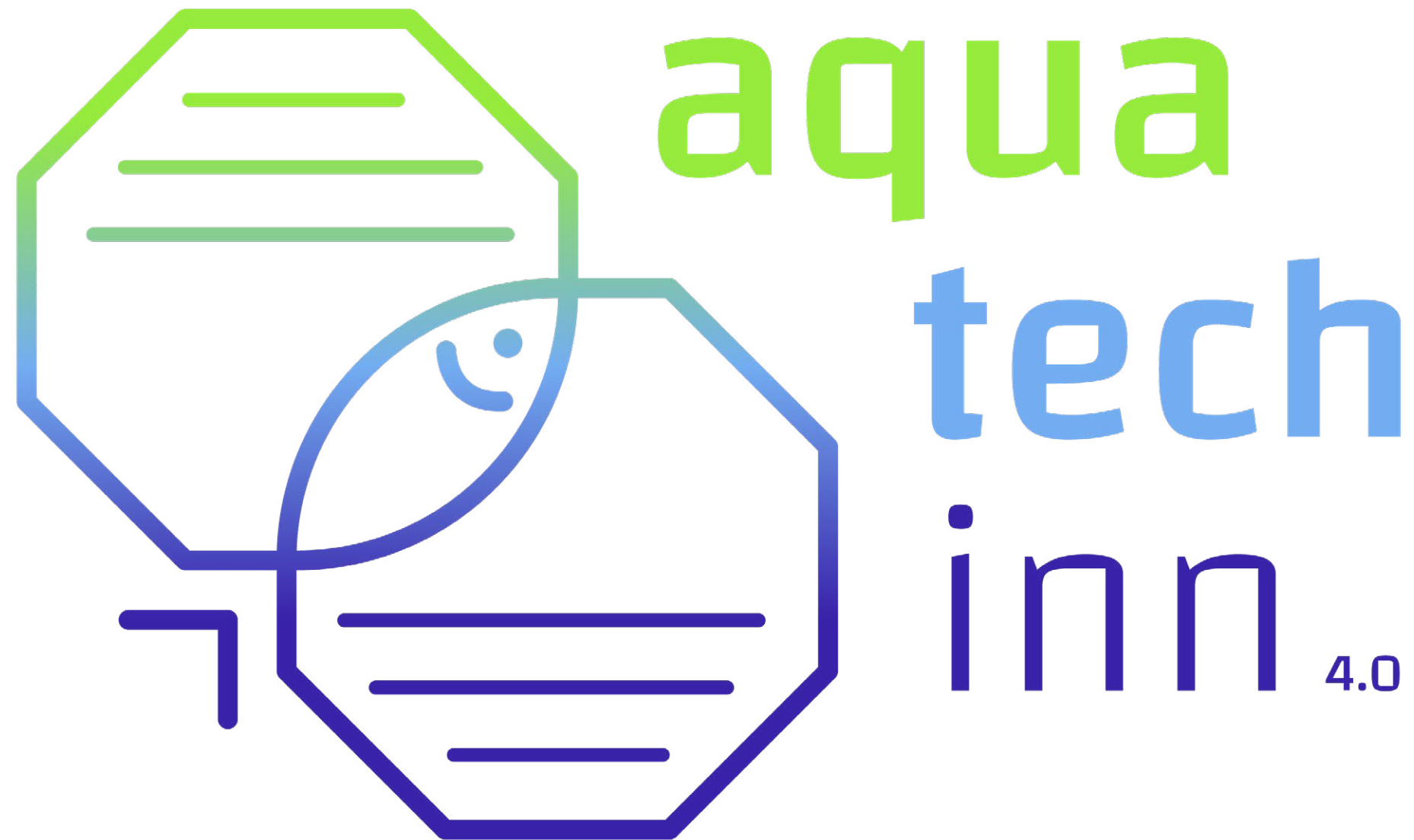
- Stand out and vibrant RGB colors
- Evoke the marine world without being too literal
- Contemporary colors

## Third step:

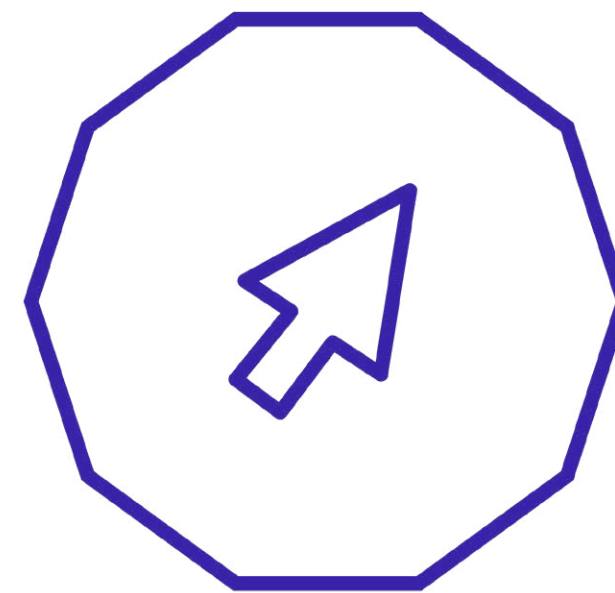
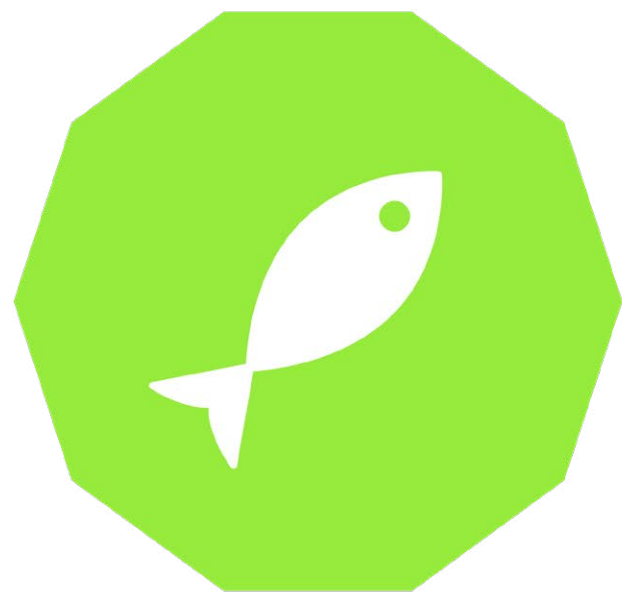
Proposition n°1a  
Inside the tank



Proposition n°1b  
Inside the tank



Proposition n°2  
1,2,3



*aquatech*inn 4.0

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