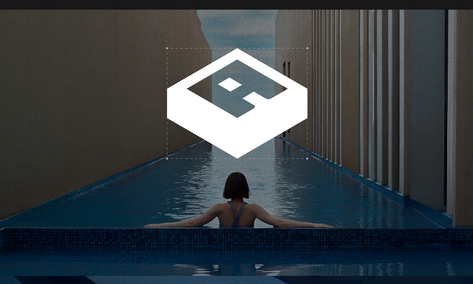
METAPHOR

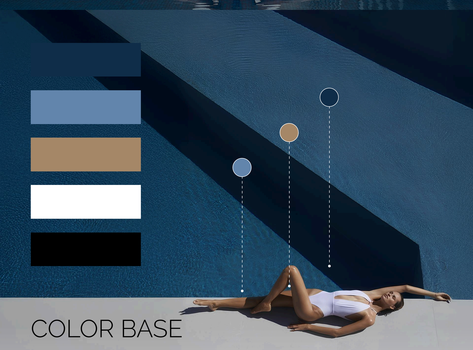
A

During the development of the logo, we used three key elements that together form the visual essence of the brand:

1. **The Pool**. A visual reminder of the company's main product — luxurious pools. This element evokes associations with water, the shape of a level, and spatial depth.
2. **Architectural Drawing**. Symbolizes engineering, precision, and professionalism. It emphasizes the company's technological approach to every project — from concept to execution.
3. **The Letter "A"**. The first letter in the name AQUATICS. It is embedded in the logo's foundation to ensure an immediate association with the brand and maintain recognizability.

As a result, these three components are combined in a single mark, which is both functional, symbolic, and aesthetic. The logo reflects the essence of the brand: thoughtful, reliable, engineered, while being modern and premium.





COLOR BASE

The chosen color palette strikes a balance between technology, premium aesthetics, and emotional trust.
Dark blue and **soft blue-grey** evoke a sense of stability, depth, and lightness.
Gold adds an accent of luxury and highlights the high-end nature of the services.
White and **black** serve as versatile base colors, ensuring flexibility across visual communications.

AQUATICS
INTERNATIONAL GROUP

RALEWAY
IBM PLEX SANS

The brand's typographic system is built around two fonts that combine modern aesthetics, functionality, and character

WITH CARE, SHATTICS
WHERE ELEGANCE MEETS SKILLS