

# HYDRATEQ

## Brand Identity

A sustainable water management system, which enables users to efficiently harvest rainwater.

### Client Name

Hydrateq

### Project Duration

2 Months

### Estimated Time

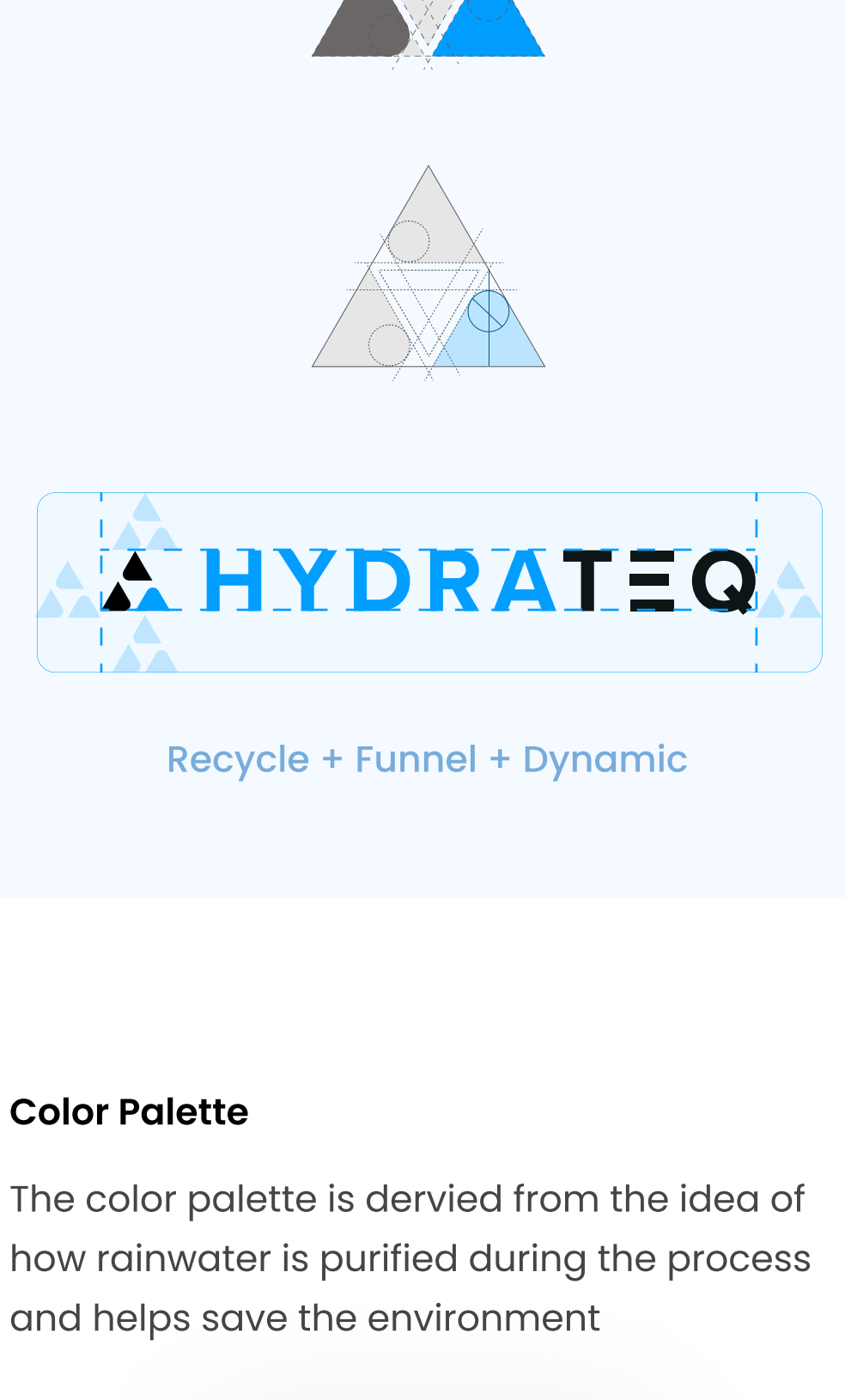
250+ Hours

## Design Brief

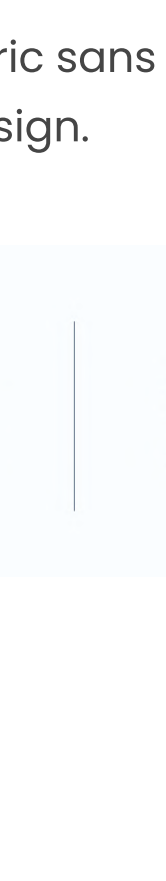
To design a logo which represents technology, automation and transformation in the area of water management.

## Explorations

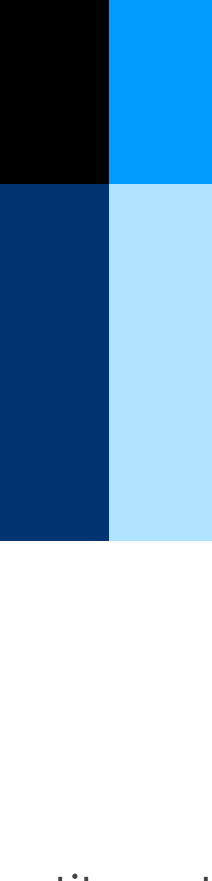
The explorations were predominantly focused on the concept of water, water harvesting, water levels etc.



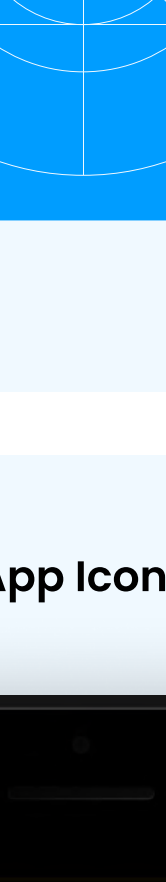
## Logo Iterations



Water Droplet + Measuring Scale  
+ Recycling/Renewing Energy



Initial 'H' + Hyderabad Arch  
+ Water Droplet



Water Droplet + House  
+ Storage

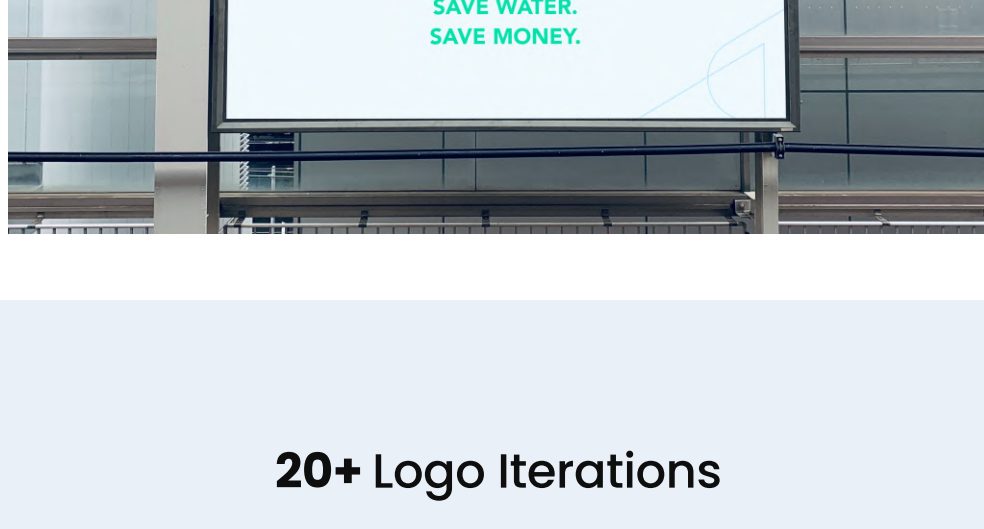
## Logo Construction



Recycle + Funnel + Dynamic

## Color Palette

The color palette is derived from the idea of how rainwater is purified during the process and helps save the environment



## Typography

Avenir is a geometric sans serif font with a clean and crisp design.



## Logo Variations

Different variations of the logo with a combination of colors from the palette were made which could be used in every possible scenario



## Brand Essentials

An entire brand identity system was created for Hydrateq which included app icon, business cards, letter heads and patterns.

### App icon Grid



### App Icon



### Brand Patterns



### Business Cards & Letter Heads



### 20+ Logo Iterations

### 2 Extraordinary Designers