HYDRATEQ

Brand Identity

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

Client Name	Project Duration	Estimated Time
Hydrateq	2 Months	250+ Hours

Collect
Monitor
Save

Design Brief

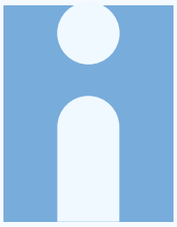
To design a logo which represents technology, automation and transformation in the area of water management.

Explorations

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

Logo Iterations

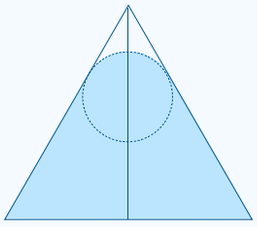
Water Droplet + Measuring Scale
+ Recycling/Renewing Energy

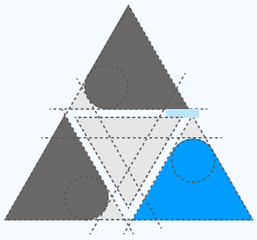


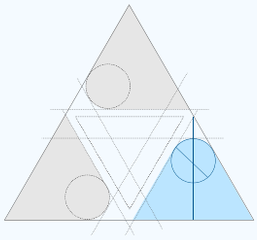
Initial 'H' + Hyderabad Arch
+ Water Droplet

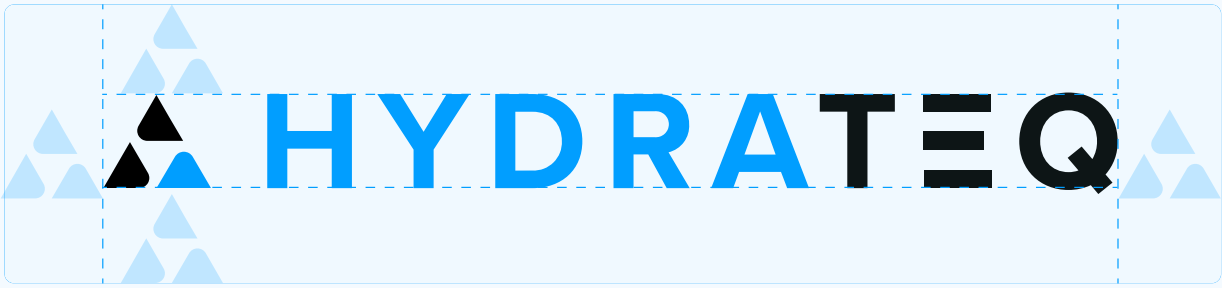
Water Droplet + House
+ Storage

Final Logo Construction





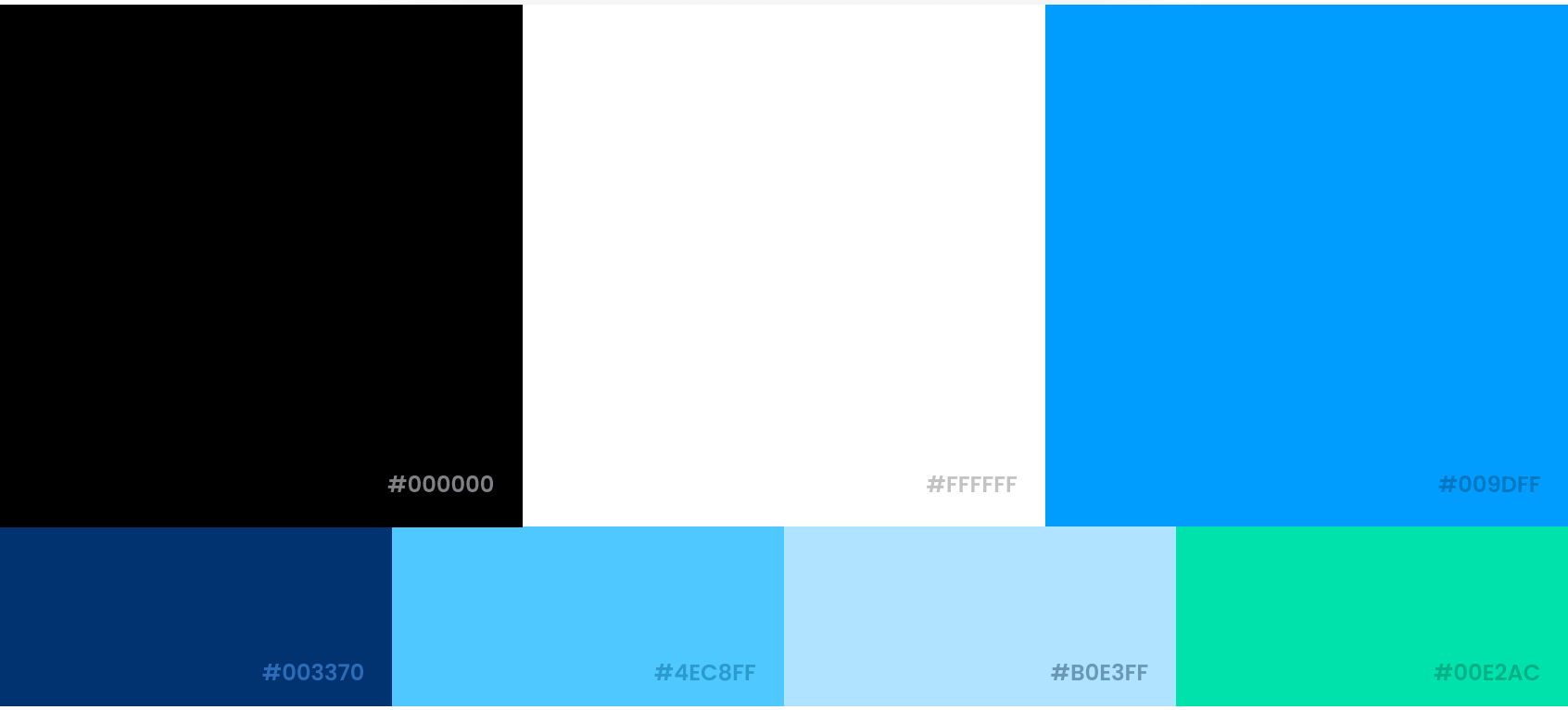




Recycle + Funnel + Dynamic

Color Palette

The color palette is dervied 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.

Avenir Next

Aa

AaBbCc

012345678

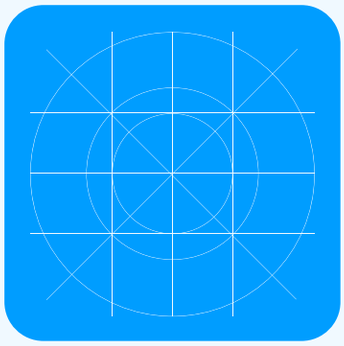
Logo Variations

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

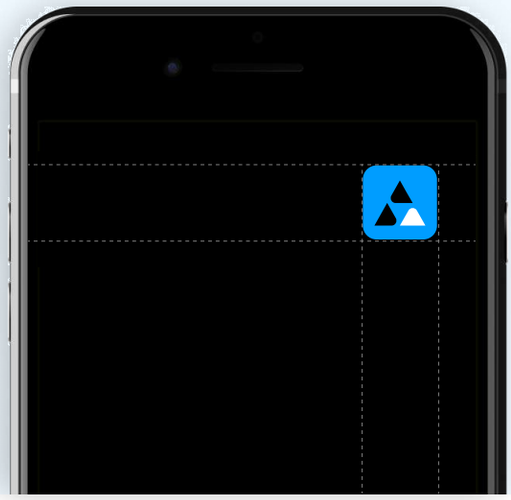
Brand Essentials

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

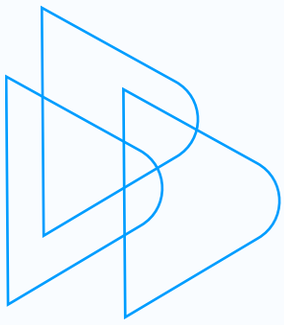
App icon Grid



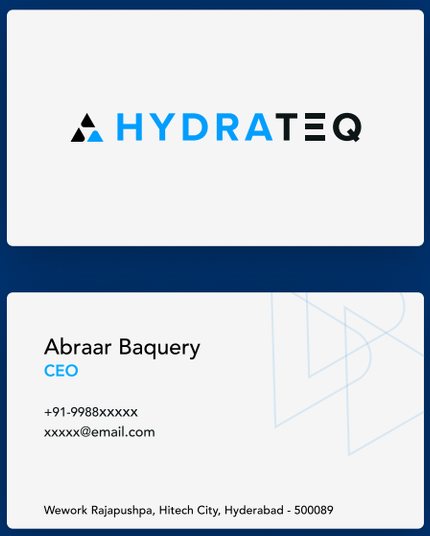
App Icon

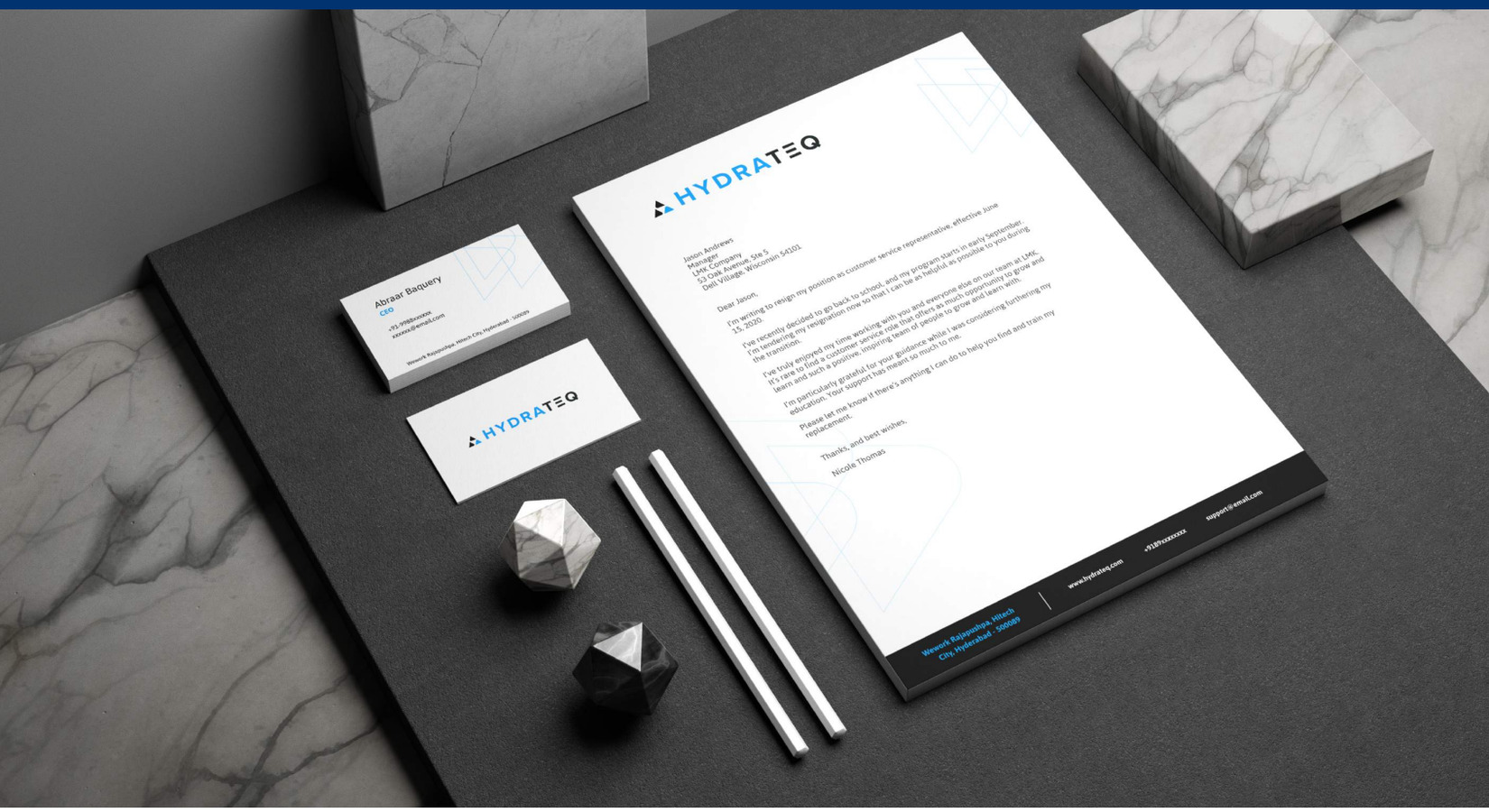


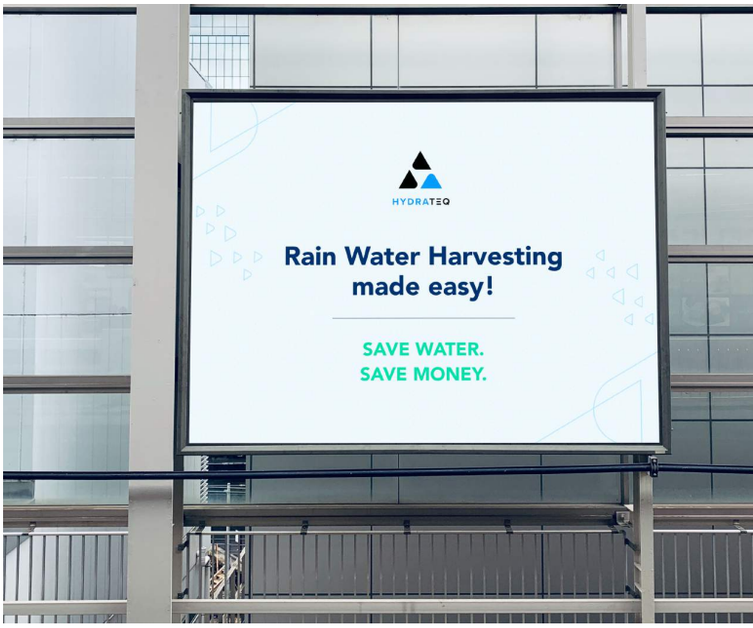
Brand Patterns



Business Cards & Letter Heads







20+ Logo Iterations

2 Extraordinary Designers