



# DESIGN MANUAL

**DANISH INNOVATION, DESIGN & QUALITY**

## CONTACT

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# ACOWA

INSTRUMENTS



**DANISH INNOVATION, DESIGN & QUALITY**

# ABOUT ACOWA

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## Company Introduction

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At ACOWA, we specialize in building durable equipment to manage, monitor and move water. With more than 90 years of combined experience in the water and wastewater industry, we have acquired the skills to complete projects successfully and at the agreed time and price.

**“DANISH INNOVATION, DESIGN & QUALITY”**

### **Founded**

2015

### **Specialties**

Pump Control, Waterworks Management, SRO/SCADA, Groundwater Management, Key Solutions, Instrumentation, Hydrogen Sulphide Meter, PLC and Wastewater Controllers.

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ACOWA was established in 2015, on the basis of extensive experience and enthusiasm. Our goal is to bring innovative, functional products on the market. Our products use the latest technology and revolutionize the market of water management instruments.

We develop products that accurately reflect and aid our customers in the problems they face on a daily basis. All our products are developed and produced in Denmark.

With a product from ACOWA, your business is future-proof.

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**01**

# COMPANY LOGO

# LOGO DISCRPTION & CONSTRUCTION

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ACOWA's logo consists solely of the logotype - in other words ACOWA's name. Via the use of fonts, colors and graphic setup, the name 'ACOWA' becomes an easily recognizable icon. The logo appears modern, simple and professional in its expression. It is based on the sans serif font **Grelsey Kammar**, which consists of thick linear, easy-to-read letters.

The name ACOWA stands for '**AUTOMATION and CONTROL OF WATER**'

## **TAGLINE: INSTRUMENTS**

The smaller-sized tagline is also a modern sans serif font - though in contrast to **Grelsey Kammar** it consists of thin letters.

**KEYWORDS:** #innovation #design #quality - as well as #modernity #simplicity #water systems



## **LOGOTYPE CLEARSPACE**

When the logo is displayed in conjunction with other elements, there should be a clearspace of minimum 7 mm. around the logo.

# 02 COLORS



# PRIMARY CORPORATE COLORS



The companys color is orange. Orange is - in color psychology - the color for optimisme, motivation and enthusiasm for life. It is a warm and inviting color that stimulates our sense of independence and mental approach to life as well as motivate healthy competition and true two-way conversations. This makes it a good color to represent ACOWAs goal: to design innovative products that reflect and aid customers in the water sector with their daily problems.

The neutral color that goes well with ACOWAs corporate orange is darkgrey - almost black. Both the ACOWA-orange and the ACOWA-darkgrey color is integrated in ACOWAs logo - creating an eye-cathing effect with their color contrast.



## COLOR CODING

**CMYK** 1% 59% 79% 0%  
**RGB** 214 125 62  
**HEX** #D67D3F  
**LAB** 65 41 57  
**PANTONE** 172 UP  
**RAL Color** RAL 2003



## COLOR CODING

**CMYK** 68% 59% 50% 82%  
**RGB** 35 34 31  
**HEX** #23221f  
**LAB** 10 - 15  
**PANTONE** PROCESS BLACK UP  
**RAL Color** RAL 8022

## COLOR TONES



#D67D3E #df9a6b #e7b491 #efceb7 #f5e3d7

## COLOR TONES



#23221f #6d6e70 #808284 #939597 #a7a9ab

**03**

# FONT & TYPOGRAPHY

# PRIMARY CORPORATE FONT



The primary corporate font for **ACOWA** is the sans serif font **Franklin Gothic**. It is chosen as company font for its modern simple look and its easy readability. The **Franklin Gothic family** has many widths and weights - and especially **Franklin Gothic Book**, which is used for body text is easy to read. The different fonts in the **Franklin Gothic family** compliment each other. We encourage using **Franklin Gothic Heavy** for titles alongside with **Franklin Gothic Demi Condensed** as a subtitle. Likewise we encourage using **Franklin Gothic Demi** for less important headlines coupled with **Franklin Gothic Medium** or **Franklin Gothic Medium Condensed** for subtitles. The contrasts between them make the text stand out.

## Print: Franklin Gothic

Heavy	A B C D E F G H I J K L M N O P Q R S T U V W X Y Z	0 1 2 3 4 5 6 7 8 9
	a b c d e f g h i j k l m n o p q r s t u v w x y z	
Medium	A B C D E F G H I J K L M N O P Q R S T U V W X Y Z	
	a b c d e f g h i j k l m n o p q r s t u v w x y z	
Book	A B C D E F G H I J K L M N O P Q R S T U V W X Y Z	
	a b c d e f g h i j k l m n o p q r s t u v w x y z	

# CORPORATE WEB FONT

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For web use, the font **Lato** is chosen as the company font. It's a humanistic sans-serif font — and one of the most widely used web fonts. It is easy to read and works well as a body text together with **Franklin Gothic Demi** eller **Franklin Gothic Heavy** as headlines.

## Web: Lato

**Bold**  
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z

**Light**  
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9 10

# SECONDARY CORPORATE FONT

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For product signs and text where you want to highlight the product name, it recommended to use the company's secondary font **Tekton Pro Bold Oblique**. This font is also a sans serif font like the primary font but with a humoristic, unpretentious touch to it. The simple, clean letters as well as the informal character of the font, combined with a clear readability, works well as an eye-catcher.

## Tekton Pro Bold

**Bold** | A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9



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# COMPANY PROFIL

# MISSION AND VALUES

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**Partner & CSO**

NIELS MØLGAARD

**Partner & CTO**

JAN GILTOFT

**Partner & RND**

LINDY LARSEN

**Partner & CEO**

CHRISTIAN POULSEN

## **MISSION**

### **FUTURE SAFE INSTRUMENTATION**

The mission of ACOWA Instruments is to deliver quality products for instrumentation, based on newest available technology and equipped with advanced, thoroughly tested functionality. Choosing an ACOWA products means choosing a future safe product.

## **PRODUCTION**

### **HIGH SPEED DEVELOPMENT**

Our skilled developers constantly have a finger on the pulse and make sure that all products labelled ACOWA Instruments, are amongst the best on the market.

## **VALUES**

### **DANISH DESIGN - FROM TOP TO BOTTOM**

ACOWA products are produced and developed in Denmark. This goes for hardware as well as software. On top of this, all development takes place in close dialogue with our customers.