

Water.org Brand Guidelines

Spring 2014

Logo



The Water.org logo is evocative of two water droplets joining to form an infinity symbol, suggesting transformation and sustainable solutions. When using the logo on a white background, the symbol and "water" are the light blue and ".org" in dark blue.



Use height of the larger drop to measure minimum breathing space



In print, Water.org logo may appear no smaller than 7/8 in wide

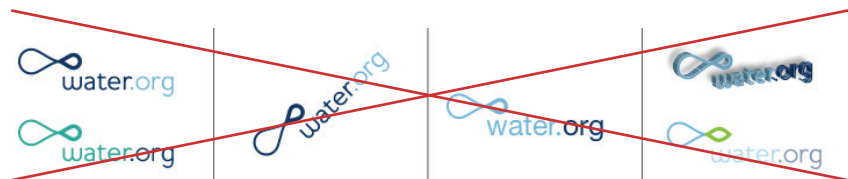
Logo Colors

Color logo, black and white logo, and white logo.



Improper Use

DO NOT: rearrange the logo; alter colors; rotate the logo; add transparency, effects or alter the logo; crop the logo; break the infinity symbol from the wordmark; manually type the wordmark; use infinity symbol as design element or texture; or use the logo as a container for imagery or text.



Color

Water.org allows two colors, Light Blue and Dark Blue, to visualize the brand. These can be supported by grey and white.



PMS 292
C 58 M 11 Y 0 K 0
R 99 G 177 B 229
#63B1E5



PMS 654
C 100 M 73 Y 10 K 48
R 0 G 44 B 95
#002C5F

Fonts

The primary typeface is Chaparral Pro. The secondary typeface is Houschka Pro.

Chaparral Pro Regular
Can also be Italic or Bold

Houschka Pro Bold
Can also be Medium or **Extra Bold**