



WATERREUSE

IDENTITY STANDARDS



INTRODUCTION

The key cornerstone of the WaterReuse branding system is its distinctive logo. Immediately identifiable, it conveys a friendly, contemporary, bold image — symbolizing versatility, energy and sustainability.

The equity in the brand can be enhanced through attention to the appropriate and consistent application of the logos and other visual elements. Always use the approved, supplied artwork for any usage. Never attempt to recreate the logo or other associated graphic elements.

USAGE

The “stacked” logo, with the “water” mark above the typeface is the primary version of the logo and should be used wherever possible. However, the horizontal version may be substituted where necessary, i.e. web headers, video “bug” overlays, etc.

A CMYK/RGB full color version of the logo must also be used. If color printing is not an option, the official grayscale option may be substituted.

Whenever possible, the logo should appear on a white background. If placed over a photo or darker background, the reversed version may be used.

In general, the logo should appear by itself and not with other logos. However, when the company is in a cooperative venture with one or more other organizations, it may be appropriate to place the logos of these other organizations on the same page with the company logo. When this is done, the company logo should be larger than the other logos, or all logos on the page should be the same size.

PLACEMENT GUIDELINES

The logo should always stand on their own, unconnected to any other visual elements (i.e. – rules, boxes etc).

MINIMUM CLEAR SPACE

Surround the logo with adequate clear space to ensure maximum prominence and visual impact. Though some applications call for more, always maintain a clear space at least equal to 1/4 the width of the logo around all sides.

FAVICON

A favicon, a small graphic associated with the logo, has also been created for website purposes. The favicon should only be applied to web uses.



R - 79 , G - 154, B - 199
C - 68, M - 27, Y - 8, K - 0



R - 28 , G - 17, B - 72
C - 98, M - 100, Y - 29, K - 47



R - 147 , G - 149, B - 152
C - 0, M - 0, Y - 0, K - 50

Constantia
Myriad Pro



COLOR USAGE

Because of the gradients, CMYK: four-color process is required. If possible, in alternate typeface and headline, sub head, and link applications the gradient color roots to the left may be used.

TYPEFACE

Constantia Regular, a contemporary open-type display font, is the typeface used for the WateReuse logo. Myriad Pro is the typeface used for alternate typefaces. Whenever possible, the Myriad Pro family of fonts should be used in all marketing and promotional applications.

If Myriad Pro is not available, a similar sans serif typeface such as Helvetica may be used in its place. To preserve the integrity and consistency of the WateReuse brand, serif typefaces or other fonts not recommended are strongly discouraged.

INCORRECT USAGE

Do not skew, alter, reconfigure or distort the WateReuse logo in any way.

Do not use more than one logo per visual surface.

Do not enclose the logo within a shape or use the logo with, or as part of, another logo or symbol or create a logo-like graphic that competes with the logo.

Do not use the logo in headlines or sentences or link any text to the left, right or top of the logo.

Do not add a drop shadow, outer glow, bevel, dimensionalize or otherwise add any effects to the logo.

Do not rotate, invert, spin, angle or pivot the logo.

The WateReuse logo should never appear smaller than other logos used. Preferably, the WateReuse logo should appear to the left of other logos or first in reading order.