

Why do we need brand standards?

The **Water Research Foundation** founded in 1966, is an international 501(c)3 nonprofit organization that sponsors research that helps water utilities, public health agencies and other professionals **advance the science of water**. Supporting and executing Water Research Foundation Brand Standards will create an easily recognizable and highly regarded identity for the organization.

Arrangement

To protect the unity and integrity of the Logo, this is the only approved arrangement of the elements. This arrangement should not be altered. Do not separate or resize any elements within the Logo. The Logo may be used with or without the tag line.



Reversed Logos

When necessary use the reversed reproduction of the Logo art on a solid PMS 653 or black or one of the following palette colors with or without the tagline.



Background

Typically, both the color and black Logos appear only on a white background. Logos may be reversed out of solid black or one of the four identifying segment colors in the Supporting Color Palette (PMS 653, PMS 484, PMS 520, and PMS 152).



Foundation



Subscriber Services & Public Information



Research



Urgency

Minimum Size

To maintain the legibility of the Logo, the minimum size for reproduction regardless of medium is:

- **With Tagline** - 1.5" as measured from the left curve to the end of the tagline.
- **Without Tagline** - .75" as measured from the left curve to the end of "Foundation".



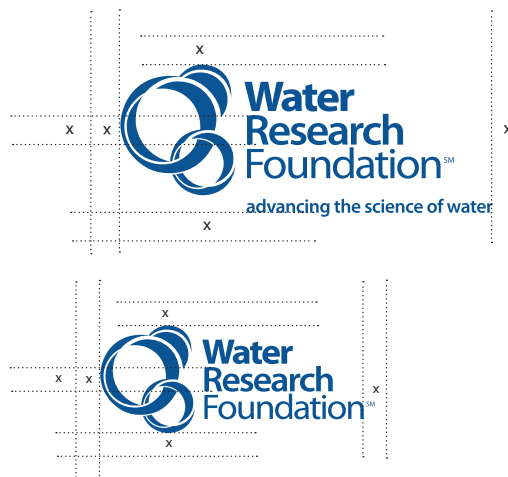
1.5"



.75"

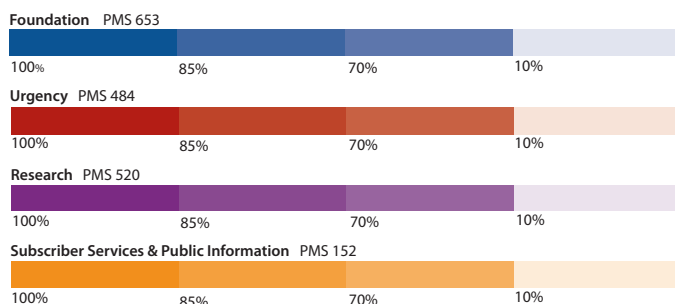
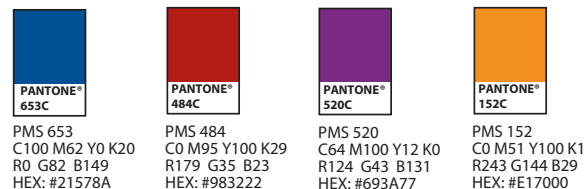
Clear Space

A clear space around the Logo prevents nearby text, illustrations, photos, borders or other elements from interfering with its visibility and legibility. X equals the height of a single line of the Logotype, which is variable with the size of the Logo itself. Clear Space is always equal to, or greater than, X. As the Logo gets larger or smaller, the clear space around the Logo gets larger or smaller proportionally.



Supporting Color Palette

PMS 653 and white are the only approved Logo reproduction colors. For consistency, continuity, and flash communications, we have purposely limited the Supporting Color Palette. These are the PMS colors and allowed screen values that make up this palette. The colors are categorized and should be used to communicate the subject nature of the segment indicated. The Water Research Foundation Logo may reverse out of solid 100% value of any of these colors but can never reverse out of their screened values or be reproduced as the colors themselves, except for PMS 653.



Supporting Type Fonts - Following are the only fonts approved for usage with the Logo:

- **Myriad Pro** - Appropriate for use in most headlines and as an accent. Not appropriate for use in body copy. Italic may be used for emphasis.
- **Garamond** - Appropriate for use in most body copy. The regular weights are preferred for most applications. The bold weights are to be used for subheads and where emphasis is needed. Italic should NOT be used.

Type Placement

Whenever possible, except for headlines, supporting copy should be flush left to the Logotype, with or without the tagline.

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