



THE
Water
Research
FOUNDATION

VISUAL IDENTITY GUIDELINES

Updated 1.16.2018

Visual identity standards create a uniform visual language that minimizes the need for translation, and ensures that all The Water Research Foundation marketing materials are consistently recognizable in a variety of media and environments.

Strength and consistency in an organization's look translates into strength and consistency in content ensuring messages are clearly heard and quickly understood. Standards allow for flexibility while providing a powerful visual shorthand. Standards also assist in reflecting an organization's brand strategy, message, and professional image. This manual is designed to be used as a tool in all of these endeavors.

1. LOGO

This section contains multiple usage guidelines for The Water Research Foundation logo. The logo is the visual display of our name and is rendered in a specific typeface that is not to be retypeset or recreated. Our logo is the visual point of entry to our brand. Therefore, its consistent use is paramount to its success. Official digital artwork for our logo is available upon approval.



To protect the unity and integrity of The Water Research Foundation logo, this is the only approved arrangement of the elements.

Minimum Size

To maintain the legibility of the logo, the minimum size for reproduction in print is 1.125" wide.

The minimum size for the web is 80px high.



Color Options



Full color preferred



Four-color process preferred



Black

1.1 CLEAR ZONE

A minimum amount of clear zone should always surround the logo. This design practice ensures sufficient visibility of the logo. In general, providing additional clear space around the logo will make it more distinct on the page. The clear zone is proportional to the size of the letter “W” as displayed below.



W = Clear Zone

This minimum clear space is the distance of the height of the letter “W” from the outermost edges of the logo.

1.2 LOGO MISUSE

The following are examples of incorrect usage of The Water Research Foundation logo. Do not alter logo in any way.



Do not outline the logo



Do not use a non-approved color



Do not use backgrounds with no contrast



Do not alter the logo



Do not scale pieces of the logo



Do not stretch the logo



Do not break apart the elements of the logo



Do not crop the logo



Do not use drop shadows



Do not use past WRF logo



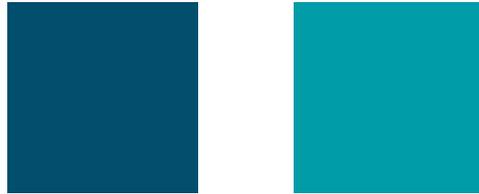
Do not use past WE&RF logo

2. COLOR

The color palette is a key component that creates an impression that is both memorable and instantly recognizable in the minds of our key audiences. Each color has an equivalent PANTONE[®], CMYK, RGB, and Hex color formula.

*PANTONE[®] is a registered trademark of Pantone, Inc. The colors throughout this document may not match PANTONE. Refer to the current PANTONE Color Formula Guide for accurate hue and density match.

PRIMARY



PMS	PMS 3025C (pg 107)	PMS 320C (pg 117)
CMYK Process	100, 27, 10, 56	96, 0, 31, 2
RGB	0, 79, 113	0, 156, 166
WEB HEX	#004f71	#009ca6

SECONDARY



PMS	PMS 137C (pg 11)	PMS 7416C (pg 38)	PMS 360C (pg 142)	PMS Cool Grey 9 (pg 188)
CMYK Process	0, 41, 100, 0	0, 72, 70, 0	63, 0, 84, 0	30, 22, 17, 57
RGB	255, 163, 0	229, 106, 84	108, 194, 74	117, 120, 123
WEB HEX	#ffa300	#e56a54	#6cc24a	#75787b

3. TYPOGRAPHY

The use of our fonts helps to unify the visual appearance of our brand's communication materials. The following are approved font families.

Arquitectura Primary

Used for headlines.

Arquitectura Regular
Arquitectura Bold

DIN Pro Primary

Used for body copy.

DIN Pro Light
DIN Pro Light Italic
DIN Pro Regular
DIN Pro Italic
DIN Pro Medium
DIN Pro Medium Italic
DIN Pro Bold
DIN Pro Bold Italic
DIN Pro Black
DIN Pro Black Italic
DIN Pro Condensed options are also acceptable

Calibri Alternate

Used for PPT, email, and other documents that require a system font.

Calibri Light
Calibri Light Italic
Calibri Regular
Calibri Italic
Calibri Bold
Calibri Bold Italic

For questions, or to request official artwork, please contact Cheri Dougherty at cdougherty@waterrf.org or 303.347.6119.