

Rebranding AguaClara Cornell

New Official Logo

AguaClara Cornell has a new logo and a new name. Throughout the year, Public Relations has worked to re-establish the image of AguaClara at Cornell to better represent our mission. After working with Monroe, team leads, and also team members, the official new logo and name of AguaClara has been approved by Cornell Branding.

The new official logo of AguaClara Cornell is presented below:



This logo conveys the simplicity, innovation, and sustainable mission of our project. It also relates AguaClara Cornell to the other organizations involved with the AguaClara mission.

Concerns with the Previous Logo

This section addresses the many questions regarding why the logo was changed and our concerns with the previous logo. This logo served its purpose in conveying the message that AguaClara is an organization that works with water. However, as AguaClara expands, there were concerns about the logo that could not be ignored.

This was the previous logo:



Issues with the previous logo revolved around two topics: design flaws, and mission sensitivity.

In order for the hand to be realistic, the design had to be detailed. However, such detailed drawing does not translate well digitally when the logo is used in smaller settings since the hand often turns into a thin line. In addition, presented in colored backgrounds, the nail of the hand is colored white, which places emphasis on the nail. The color of the water is dark which does not correlate with “clean water,” and also makes the logo blend into dark backgrounds. Lastly, many people had concerns for the “awkward floating hand” as it looks like it came from nowhere.

Despite the concerns regarding its design, the main issue of the old logo was the implied message. The hand cupping the water was intended to depict “reception of clean water” or “handling projects related to water,” but can be easily misinterpreted as “handing out water.” The mission of AguaClara is not to give communities clean water and this logo may imply that AguaClara is a charity. It is critical for AguaClara to convey the message that self-empowered communities work with AguaClara to deliver clean water to its own citizens. AguaClara is not a “hand out” project and it cannot be interpreted as such.

Details about the New Logo

The design of the new logo avoids potential miscommunication of AguaClara's mission and values. In addition, the minimalistic design allows for a more versatile use of the logo and conveys the simplicity, innovation, and sustainable mission of the project. AguaClara Cornell's technologies and designs simplify complicated procedures. The water treatment plants are sustainable because it minimizes the use of unnecessary parts. The simplicity of the new logo symbolizes the message that the only thing important in the end is that the water is clean, not the nonessential steps that make it so.



The bright blue and green colors (HEX: 05C6F1, 29B54A respectively), are bright and vibrant to attract necessary attention. The brightness and clarity of the colors symbolize the modern approach to AguaClara's design as well as the clean water that plants help process. Most importantly, these two colors are used in AguaClara Reach's logo, creating unity and consistency among AguaClara organizations.

Below is AguaClara Reach's logo:



AguaClara's overall mission is to help communities obtain access to safe water on tap. AguaClara Reach connects technologies and designs developed at AguaClara Cornell labs to local organizations and provides training accordingly.

By keeping the same colors, name placement, as well as a similar structure in the "border" of the logo, consistency is achieved. If placed side by side, anyone would be able to understand that these are two separate organizations with separate goals yet are part of the same overarching mission of AguaClara.

It is also important for the logo itself to convey what AguaClara Cornell does, not what AguaClara Reach or other partner organizations achieve. AguaClara Cornell focuses on the research of the designs and does not perform the main outreach or implementation action. This means that there should not be a focus on interacting with communities (as the hand implies) since it is not the core mission of AguaClara at Cornell University.

The design, color scheme, and dimensions of this new logo has been carefully considered. For use and access of the logo please use the official file located on GitHub and consult the the Public Relations brand book.

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