

Our Brand

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LOGO USAGE

Our logo is the basis for our entire look so please use it properly.

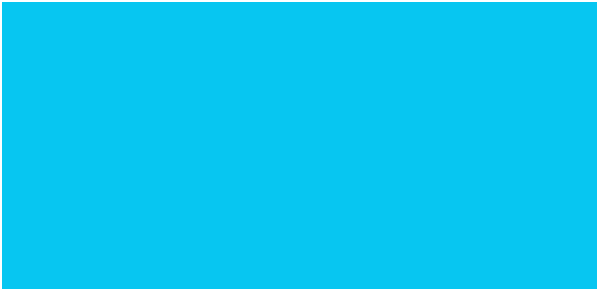
Don't:

1. Change logo's orientation.
2. Add extraneous effects to the logo.
3. Change the logo colors.
4. Attempt to recreate the logo.
5. Scale the logo with different proportions.
6. Make alterations, additions, or substitutions to the words and or colors contained in the logo.
7. Use the logo as a repeated pattern, "wallpaper," or other decorative device.

Note: Please do not use screenshots of these images. Links to usable images will be provided on page 8.



1.



RGB: 5 198 241
HEX: 05C6F1



RGB: 57 181 74
HEX: 39B54A

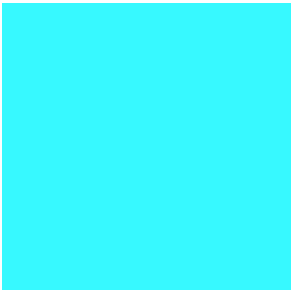
2.



RGB: 12 99 255
HEX: 0C63FF



RGB: 16 137 232
HEX: 1089E8



RGB: 55 249 255
HEX: 37F9FF



RGB: 54 219 115
HEX: 36DB73

3.



RGB: 31 78 121
HEX: 1F4E79



RGB: 0 79 44
HEX: 004F2C

COLORS

We want our colors to reflect that we are ecofriendly and innovative.

1) LOGO COLORS
These are our logo colors. They can be used outside the logo as well.

2) SUPPORTING COLORS
These make up our core color palette.

3) TEXT AND ACCENT COLORS
These should exclusively be used for text and accents. Black, white, and gray can be used for text as well.



Lato

ABCĆDEFGHIJKLMNOP
QRSŠTUVWXYZŽabcćde
fghijklmnopqrsštuvwxyz
ž1234567890‘?’“!”(%)[#
]{@}/&\<-+÷×=>®©\$€£¥
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TYPOGRAPHY

We have chosen the font Lato as our main font. Lato is a sans serif typeface family created by designer Lukasz Dziedzic. It is meant to portray harmony and elegance, as well as stability. Lato is simple and works well as body text, but also displays unique traits when used in larger sizes making it able to be used as titles as well.





cuaguaclara Following ...

29 posts 144 followers 38 following

AguaClara AguaClara designs water treatment systems for long-term environmental and economic sustainability. Currently we provide clean water to 50,000+ people!

givingday.cornell.edu/campaigns/cu-agua-clara

Followed by nlmottl, mailamac, kevinjuan25 + 22 more



COPY AND TONE OF VOICE

AguaClara should always be written with the A and C capitalized. Never 'aguaclara' or 'Aguaclara.' The only exceptions to this rule are social media usernames, where the proper usage is not an option.

Our tone of voice should always be light-hearted while still professional. We are an engineering team first and foremost, so flowery writing is not necessary, and efficient writing is preferred.



1) “As engineers it is our responsibility to be good global citizens and provide simple, elegant solutions to problems troubling the world at large. In my time at AguaClara I have gained useful hands-on experience and valuable insight into how we can further make drinking water accessible to everyone.”

- Michelle Cheng

2) “I love having the opportunity to contribute my skills to something that is making a real difference in the world, and being able to meet great people who are passionate about the same things as me! I hope that AguaClara will enable even more people to gain access to clean drinking water with our innovative water and wastewater treatment technologies. I also hope that our focus on sustainability will influence existing water treatment in the United States.”

- Jennifer Jackson

WORD CHOICE

AguaClara is not a charity, and we work hard to distinguish ourselves from the “volun-tourism” industry. As such, please refrain from using words like “charity,” “give,” and “poor,” for more accurate words such as “enable,” “implement,” and “research.”

Examples 1 and 2 on this slide show two AguaClara students’ hopes for the organization as well as what they love about it.



Links to Images for Use:

Full Logo:

https://drive.google.com/file/d/1OZ6bX9nrGCPfte7uulpk_O-Ue1EhOnKS/view?usp=sharing

Icon (transparent background):

<https://drive.google.com/file/d/1blvDnOVJuyPjoGG46KSrmQprpbu2LQT7/view?usp=sharing>

Icon (white background):

https://drive.google.com/file/d/1hYwkFJf_X0n3dT9LIUop6-TQWDxopL5e/view?usp=sharing

