ENGINEERS
WITHOUT
BORDERS
USA

BRAND GUIDELINES

USING THIS GUIDE

Engineers Without Borders USA (EWB-USA) is a nonprofit organization that empowers communities to meet their basic human needs through engineering. We believe that a strong brand and unified message provides confidence to our donors, members and partners, and reinforces the life-changing work being done by our volunteers around the world.

The purpose of this brand guide is to spark creativity, while ensuring consistency of graphics and messaging throughout all mediums and channels. Whether information is being shared from EWB-USA HQ or an individual chapter, it should appear as coming from a unified source.

Use this guide as a reference that explains logo use, naming conventions, visual style and messaging. All assets discussed here are available for download on EWB-USA's website.

NOTES FOR EWB-USA CHAPTERS

Throughout this guide, there are specific tips for your chapter — everything from instructions on chapter logos to guidance around naming conventions. Keep a lookout for the asterisk icon above, which denotes special instructions for chapters.

? If you have any questions regarding this brand guide or specific usage of any element, contact communications@ewb-usa.org.

CONTENTS

MISSION

EWB-USA builds a better world through engineering projects that empower communities to meet their basic human needs and equip leaders to solve the world's most pressing challenges.

VISION

EWB-USA's vision is a world in which every community has the capacity to sustainably meet their basic human needs.

TONE & VOICE

Our tone and voice should convey hope and possibility, while being personable and sharing a message that is easily understood. EWB-USA isn't just an organization; it's made up of people — donors, members, volunteers and partners. These are the people that make a difference in the world, and we need to make sure we're speaking to them in a relatable way.

MESSAGING

Our messaging should express sensitivity for the challenges faced by the communities we serve across the globe. We do not capitalize on their hardships to motivate donors and volunteers. Instead, we share positive stories of how engineering can transform lives.

Sample Messaging:
Engineers Without Borders USA (EWB-USA) is engineering change across the globe to address some of the world's most pressing challenges. We're building footbridges to provide pathways to opportunities. We're installing solar panels to bring light where it is dark. We're digging for water so hope can spring from the ground. Each project builds the foundation for communities to thrive for years to come.

But it takes more than materials to build a strong foundation.

EWB-USA's thousands of student and professional members are the heartbeat of our organization. These members volunteer their time, their energy and their expertise in pursuit of our vision of a world where every community has the capacity to sustainably meet their basic human needs.

SOCIAL MEDIA

Social media serves as a unifying force for the ever-growing EWB-USA network, providing instantaneous communication with people around the world. By applying our branding guidelines to the customizable aspects of your EWB-USA social media profiles, we can strengthen and grow EWB-USA's online presence.

Social media is more than a place to promote upcoming events or link to a notable news item; use it as a storytelling platform for sharing vignettes about the community members we serve and the work of our volunteers.

EWB-USA CHAPTERS

Questions to consider when creating your EWB-USA social media profiles:

- Is my page recognizable as part of the greater EWB-USA family?
- Are graphics sized appropriately for their location?
- Are logos crowded by other elements on the page?
- Where possible, am I using colors that belong to the official EWB-USA color palette?

Tips for social media success:

- **Keep it positive.** Share inspirational stories with your followers.
- **Keep it simple.** Make your posts as focused as possible, paying special attention to the call to action. Overwhelming followers with too much information can lead to a lack of engagement later on.
- **Thank your supporters.** From followers to donors, let them know that you appreciate their support.
- **Pictures are powerful.** When you include a visual with your post, it is 40 times more likely to be shared.

NAMING CONVENTIONS

There are dozens of Engineers Without Borders organizations across the globe that share a common name but not a common model. We differentiate ourselves by always using our full name, Engineers Without Borders USA, or the abbreviation EWB-USA. We never reference our organization in print as Engineers Without Borders or EWB.

EWB-USA CHAPTERS

Chapter Names

Each chapter has an official name that should be used to represent yourself and should adhere to the naming conventions listed above. *Student chapter example:* Engineers Without Borders USA Rutgers University Chapter or EWB-USA Rutgers University Chapter. *Professional chapter example:* Engineers Without Borders USA Chicagoland Professional Chapter or EWB-USA Chicagoland Professional Chapter.

Chapters should use their unabbreviated official name in logo executions.

THE LOGO

Logo Usage

Only partners of EWB-USA have the right to use our logo. This includes EWB-USA chapters, universities affiliated with EWB-USA student chapters and corporate partners. Occasionally, we will enter into co-branding relationships with other organizations to raise awareness and funds. In each case, we will work with that partner to determine the parameters of logo use.

LOGO VARIATIONS

It is vital that EWB-USA's logo be used in a consistent manner across all media and outputs; this upholds the legitimacy and professionalism of the organization.

Clear Space
Clear space around all versions of the logo should equal 1X, where X equals the width of the left side circle.

There are three versions of the EWB-USA logo.

1 Primary Version
The primary logo is the stacked vertical version. Use this logo whenever possible in order to maintain brand consistency.

2 Secondary Version
If space or media prohibits usage of the primary logo, the secondary version may be used.
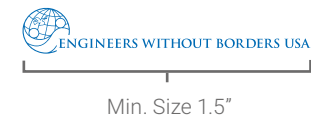
3 Tertiary Version
The tertiary logo mark (the abbreviated version) should only be used in rare instances, such as promotional items that require embroidery, small printing (shirts, pens, etc.), or places where EWB-USA has already been identified by the primary or secondary logo.

1 PRIMARY VERSION
Stacked Vertical

Min. Size .75"
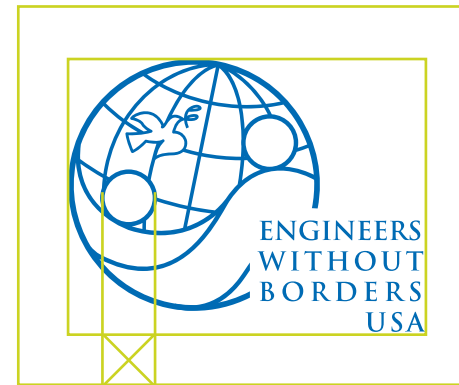
**2 SECONDARY VERSION**
Horizontal

Min. Size 1.5"

3 TERTIARY VERSION
Abbreviated

Min. Size .5"

LOGO DON'TS

At right are several examples of how *not* to use the EWB-USA logo.

1 Don't set the logo in non-brand colors.

2 Don't set the logo in multiple colors — it should always be one, on-brand color.

3 Don't change the typeface of the logo.

4 Don't stretch or compress the logo. When scaling, be sure to maintain the proper dimensions.

5 Don't put the logo over a background that renders the logo difficult to read or recognize.

6 Don't put the logo over a busy photograph. When placing the logo over photographs, ensure that the area is low contrast and that the logo remains easily recognizable and legible.
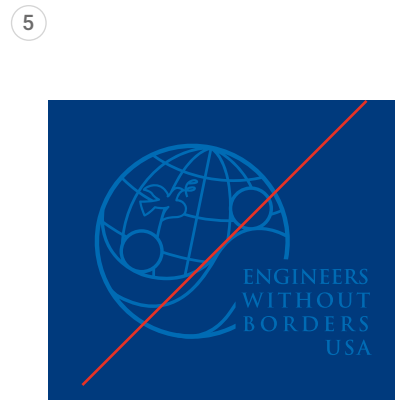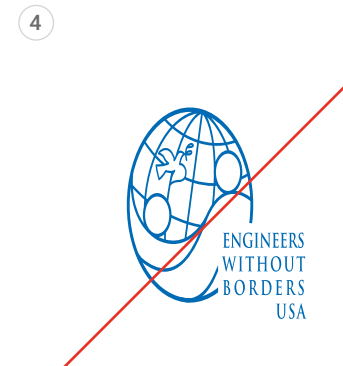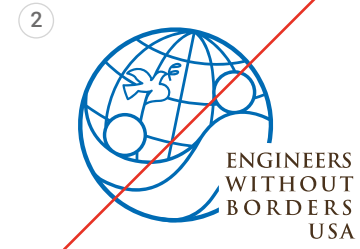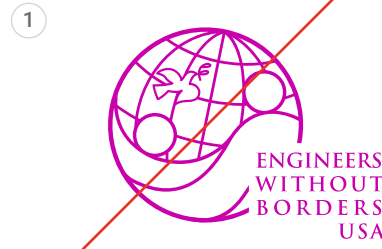
CHAPTER LOGOS

Each chapter has an official chapter name and logo provided by EWB-USA HQ. Your customized chapter logo identifies you as a recognizable member of the greater EWB-USA family. **These are the only acceptable versions of the chapter logo; you are not allowed to modify your chapter logo outside of what is explicitly stated in this guide.** Keep in mind: university or city-specific colors are considered modifications, and are therefore prohibited.

Downloadable versions of your official chapter logos can be found on EWB-USA's website.

Chapter Logo Don'ts
1. Don't abbreviate your institution's name.
2. Don't adjust the colors.
3. Don't alter the globe element.
4. Don't change the font.
5. Don't add extra elements to your logo.

2-COLOR

ENGINEERS WITHOUT BORDERS USA
Chicagoland Professional Chapter

1-COLOR

ENGINEERS WITHOUT BORDERS USA
Rutgers University Chapter

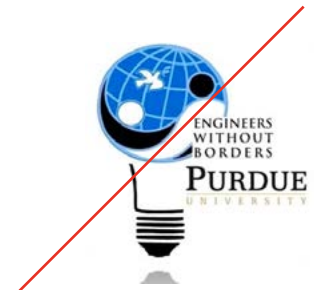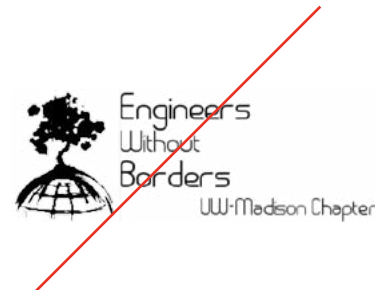ENGINEERS WITHOUT BORDERS USA
Chicagoland Professional Chapter

Min. Size 1.75"

EXAMPLE LOGO DON'TS

GLOBE ELEMENT

Derived from the EWB-USA logo, the globe element can be used as a watermark or background element, cropped or in full. It should NEVER be substituted for the full logo, and should always appear as a secondary element.

The globe element may be set in any EWB-USA brand color.

ENGINEERS WITHOUT BORDERS USA

Thank You

ENGINEERS WITHOUT BORDERS USA

ICONS

Project Type Icons

This set of six icons exists to identify and categorize EWB-USA project types. When using the icons, do not modify or add on to them. These icons may be set in any of the EWB-USA brand colors or in white on top of a colored or photo background. They can also be centered in a solid circular field, as seen in the blue examples in the "General Icon Style" section.

General Icon Style

New icons may be created for EWB-USA collateral, but should maintain the existing icon style. Icons are a mix of solid and linear components and of rounded and sharp elements. Keep icons simple and clean, and don't use icons that are stylistically different (such as all solid shapes, different line weights, overly illustrative, etc.).

PROJECT TYPE ICONS
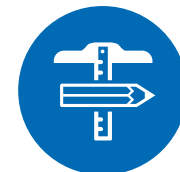
WATER SUPPLY

SANITATION

STRUCTURES

AGRICULTURE

ENERGY

CIVIL WORKS

GENERAL ICON STYLE

TYPOGRAPHY

Official Typefaces

The official typefaces for all EWB-USA publications are Roboto, Roboto Slab and Roboto Condensed. The Roboto family provides three typefaces that are clean, professional and modern — each with different attributes. These typefaces are free Google Fonts and can be downloaded at fonts.google.com.

1 **Roboto**

Roboto is the workhorse typeface of the EWB-USA brand. It's especially great for body copy since it's clean, modern and easy to read.

2 **Roboto Slab**

Roboto Slab should be used for headlines, pull quotes, subheads and other accent text.

3 **Roboto Condensed**

Roboto Condensed can be used for headlines, body copy, wherever a different look is desired, and when a condensed typeface is needed to conserve space.

1 **ROBOTO**

THIN
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

MEDIUM
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

LIGHT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

BLACK
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

2 **ROBOTO SLAB**

THIN
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

LIGHT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

3 **ROBOTO CONDENSED**

LIGHT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

COLOR PALETTE

Primary Palette

EWB-USA's primary palette consists of a strong "true" blue and a warm black. The EWB-USA logo may be set in these colors. If a collateral piece is set in only one color, it must be one of these primary palette colors.

PMS 300 C

C = 99	#0065b2
M = 50	R = 0
Y = 0	G = 94
K = 0	B = 184

PMS BLACK 7 C

| C = 38	#3D3935
M = 35	R = 61
Y = 33	G = 57
K = 92	B = 53

COLOR PALETTE

Secondary Palette

The EWB-USA secondary color palette adds a mix of bright and earthy colors to balance the strength of the dominant blue. These colors should always be used in tandem with the blue and black of the primary palette. Avoid setting the logo in the secondary palette colors.

Tints of secondary colors may also be used, especially as background colors to differentiate blocks of text or other callouts.
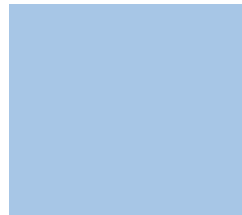
PMS 277 C

C = 35	#ABCAE9
M = 9	R = 171
Y = 0	G = 202
K = 0	B = 233

PMS 381 C

C = 25	#CEDC00
M = 0	R = 206
Y = 98	G = 220
K = 0	B = 0

PMS 723 C

C = 6	#B36924
M = 60	R = 179
Y = 98	G = 105
K = 20	B = 36

PMS 7407 C

C = 6	#CBA052
M = 36	R = 203
Y = 79	G = 160
K = 12	B = 82

PMS 5767 C

C = 31	#8A8D4A
M = 11	R = 138
Y = 76	G = 141
K = 35	B = 74
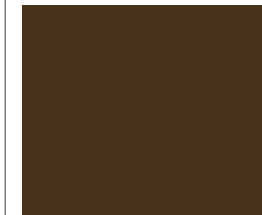
PMS 2322 C

C = 32	#4E3524
M = 72	R = 78
Y = 99	G = 53
K = 81	B = 36

PHOTOGRAPHY & VIDEO

Guidelines

EWB-USA's approach to photography and video is to focus on hope, not guilt. We can best share our story and motivate others to join our movement through high-quality photos and video that:

1. Show people working — the project and humans
2. Reveal personality and character
3. Show EWB-USA members with community members
4. Challenge stereotypes
5. Capture empowerment

Photography & Video Don'ts

We do not market despair. We never want to guilt our donors into giving or our volunteers into acting. Instead, we want our imagery to connect our donors, volunteers and the general public to the feelings of hope and possibility that our projects inspire daily.

EWB-USA CHAPTERS

When in the field, EWB-USA volunteers must acquire explicit permission before photographing or videoing community members. Be sure to communicate that these photos may be used in marketing materials to share the EWB-USA story with wider audiences.