



# CHARITY: WATER BRAND USAGE GUIDE

FEB 2020



# WHAT'S INSIDE

OUR BRAND AT A GLANCE

HOW TO: USE OUR LOGO

HOW TO: USE OUR PHOTOGRAPHY

BEST PRACTICES: PHOTOGRAPHS IN CONTEXT

BEST PRACTICES: FILE SIZES, TYPES & MORE

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APPENDIX: OUR SUB BRANDS

FOR PARTNERS: LOGO LOCKUPS

JERRY CAN



LOGOS



charity: water

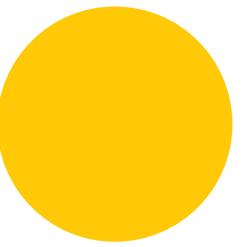


charity: water

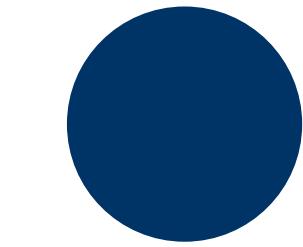
OUR BRAND

## At a glance

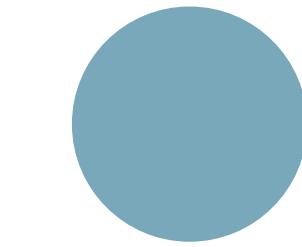
COLOR PALETTE



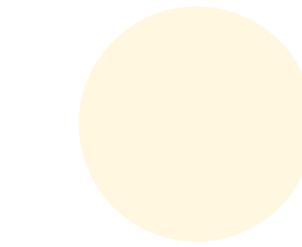
PANTONE 108 U  
CMYK 0, 21, 100, 0  
RGB 255, 201, 7  
HEX #FFC907



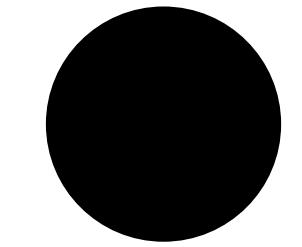
PANTONE —  
CMYK 100, 87, 33, 23  
RGB 0, 51, 102  
HEX #003366



PANTONE —  
CMYK 55, 22, 20, 0  
RGB 119, 168, 187  
HEX #77A8BB



PANTONE —  
CMYK 0, 2, 12, 0  
RGB 255, 247, 225  
HEX #FFF7E1



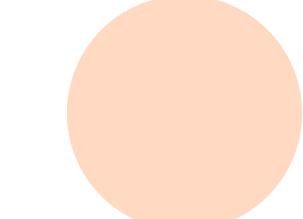
PANTONE BLACK 6 U  
CMYK 73, 67, 65, 78  
RGB 26, 26, 26  
HEX #1A1A1A

Our brand consists of two logo lockups (one long and one stacked) and the Jerry Can. Later on, we'll go into how to use these variations.

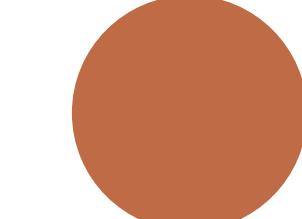
Our brand color palette was inspired by the places we work and the communities we serve. It's a mix of rich and soft tones, always accompanied by our Jerry Can yellow.



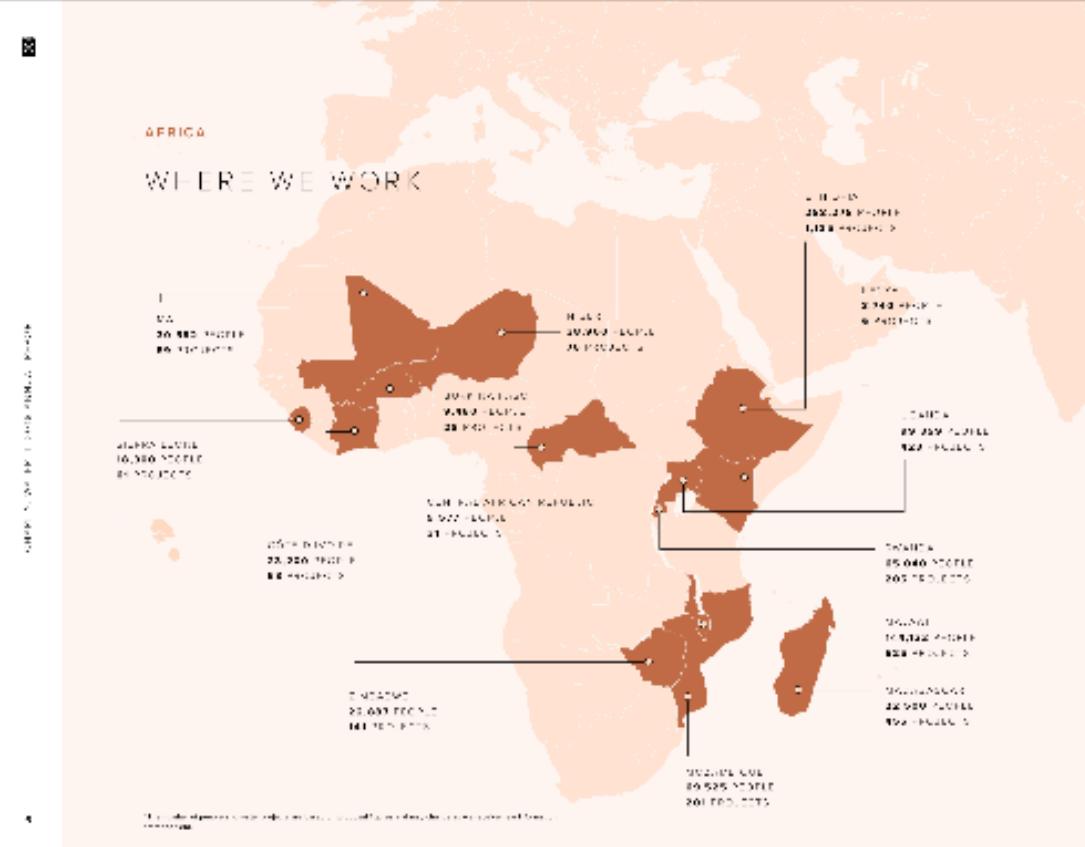
50% TINT  
PANTONE —  
CMYK 0, 17, 22, 0  
RGB 254, 216, 193  
HEX #FED8C1



PANTONE —  
CMYK 20, 65, 79, 6  
RGB 191, 108, 70  
HEX #BF6C46



PANTONE —  
CMYK 17, 15, 12, 0  
RGB 203, 204, 209  
HEX #CBCCD1



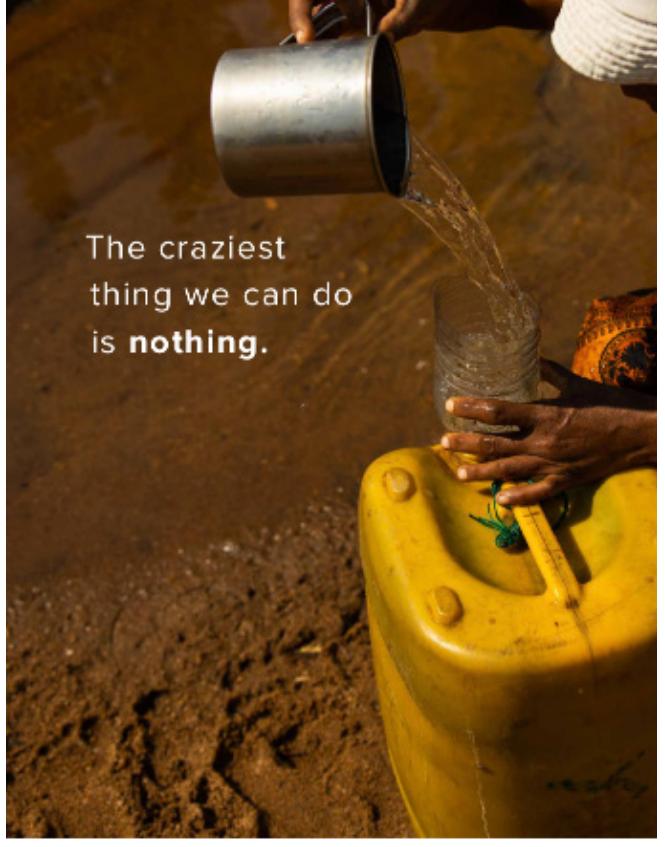
**ANNUAL GOAL #1**

# Vision 2025

Develop and document the business plan to achieve **VISION 2025**, inclusive of the operations fundraising plan, the budget, key milestones, dependencies, and pitch materials.

EXEC SPONSOR: LAUREN

CIV TOWN HALL 2H

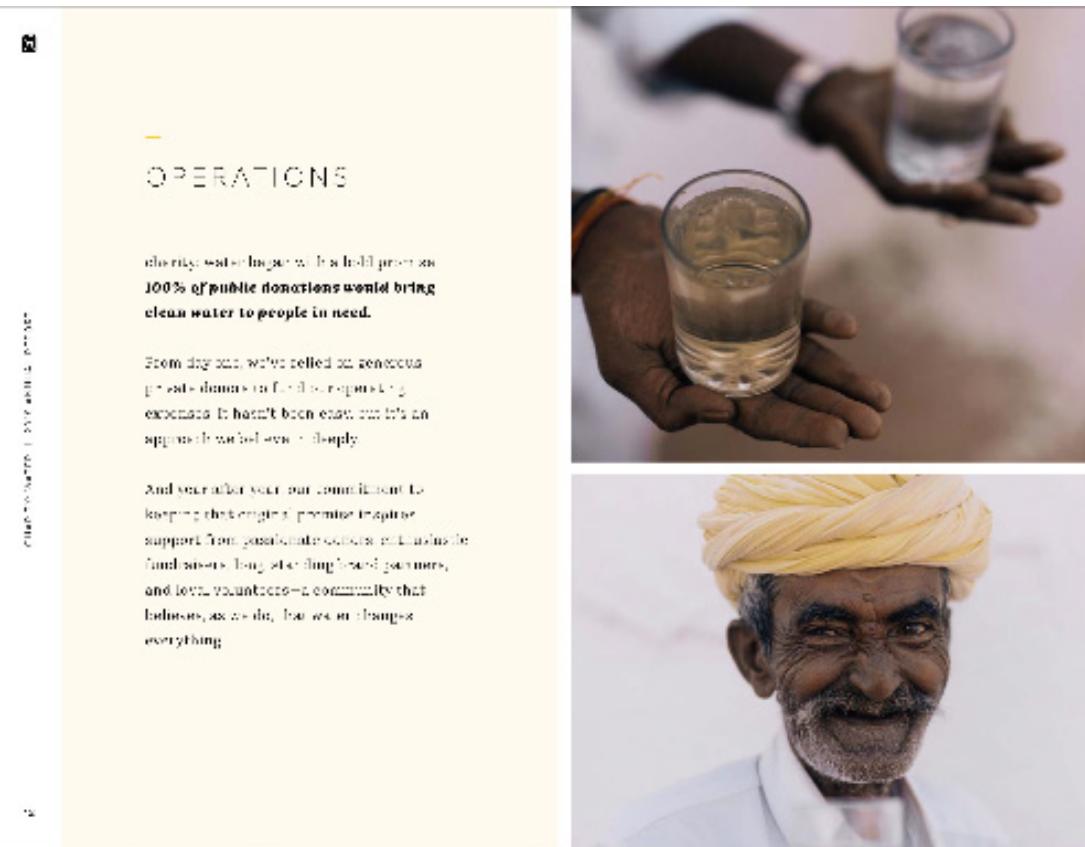


## OUR BRAND

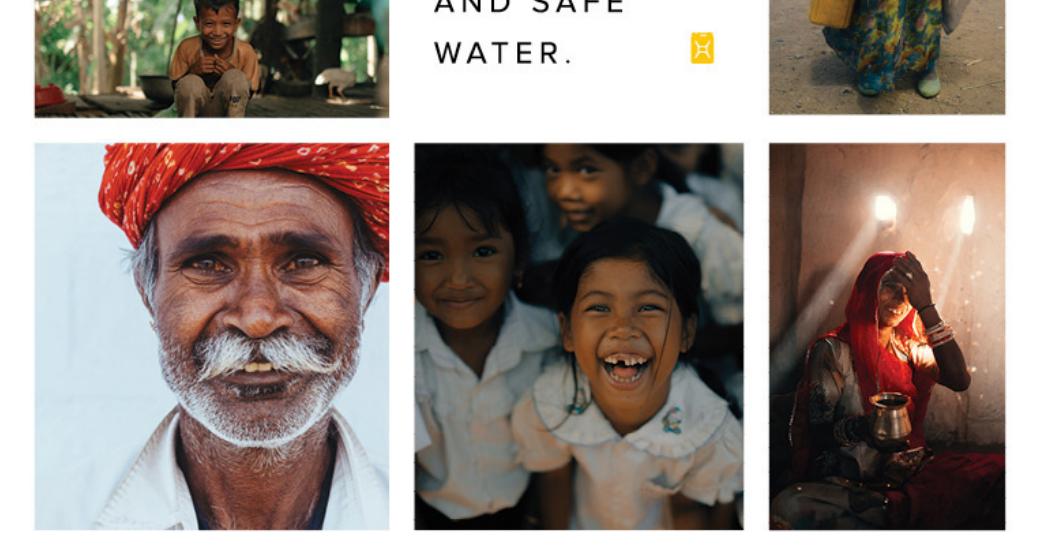
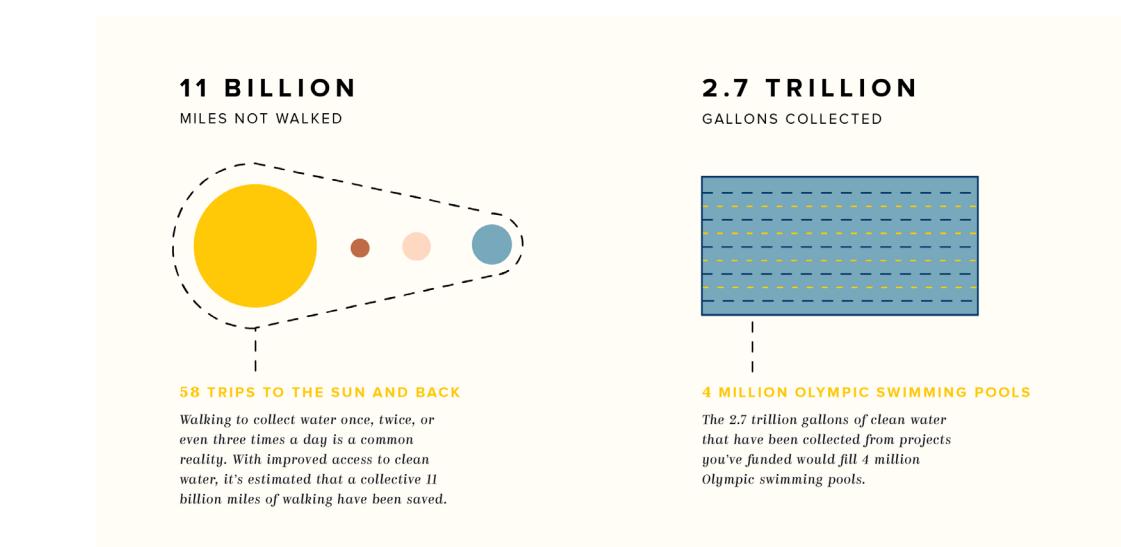
**Strong, clear, &  
inspirational**

Above all, we want our brand to be inspirational. Whether we're talking to our biggest donors or a ten-year-old campaigner, our goal is that every interaction with charity: water feels exciting and filled with possibility.

We also want our brand to feel clear in both message and design. We use direct and understandable language and spacious visuals.



WE BELIEVE  
IN A WORLD  
WHERE  
**EVERY**  
**SINGLE**  
**PERSON**  
HAS CLEAN  
AND SAFE  
WATER.





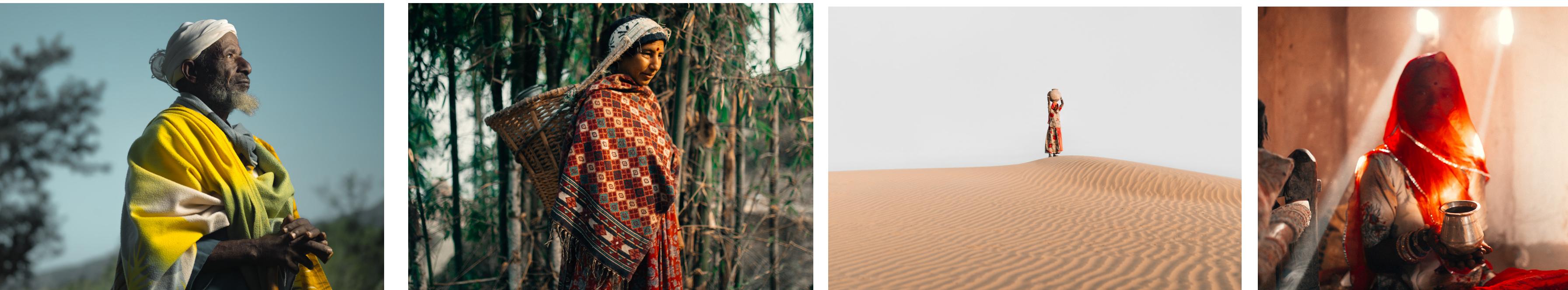
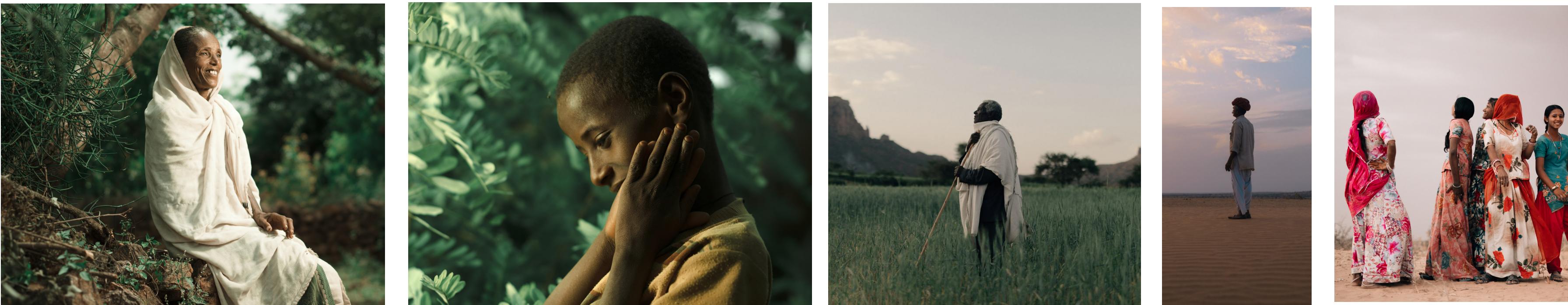
OUR PHOTO APPROACH

## Focus on hope, not guilt

Photography is an enormous part of the charity: water brand. You'll see beautiful photos of smiling people in just about everything we do. We like it that way. Our photographic style is built on one simple thing: possibility.



We focus on hope instead of guilt, and portray the people we help with dignity. Even when we show photos of the harsh reality, we pair it with explanations of what you can do to help. We want everyone who interacts with our brand to feel powerful, hopeful, and motivated to take action. Our imagery is about opportunity.



## HOW TO USE

### Our Logo

#### The Jerry Can

The Jerry Can is used globally to collect water, so it was the perfect mark to represent our brand. It can be used stand-alone when space or content requires it. But the proportions or color of the Jerry Can should never be modified.

DO NOT  
SQUISH JERRY



DO NOT  
STRETCH JERRY



#### The Full Logo

Our full logo pairs the Jerry Can with a single-line of our name.  
Our name should never be split onto two lines, in our logo or in copy.

DO NOT MAKE JERRY BIGGER



DO NOT JUSTIFY JERRY



DO NOT MAKE JERRY BIGGER



#### The Jerry Can

Whenever possible, avoid putting the Jerry Can mark or the full charity: water logo on colors other than white or black.

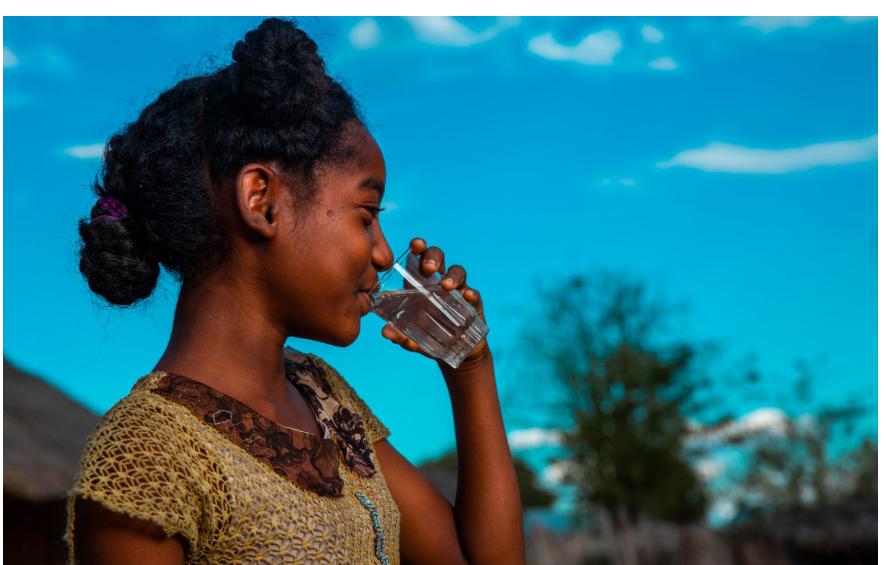


## Our Photography

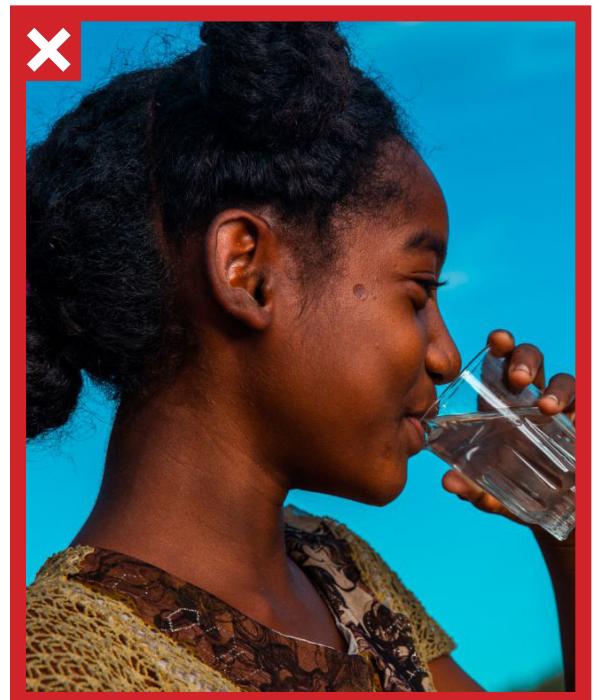
### Cropping

Cropping our photos to fit the piece you're working on is totally acceptable; just be sure to pay attention to the focal points in each image and ensure they're not being overly cut.

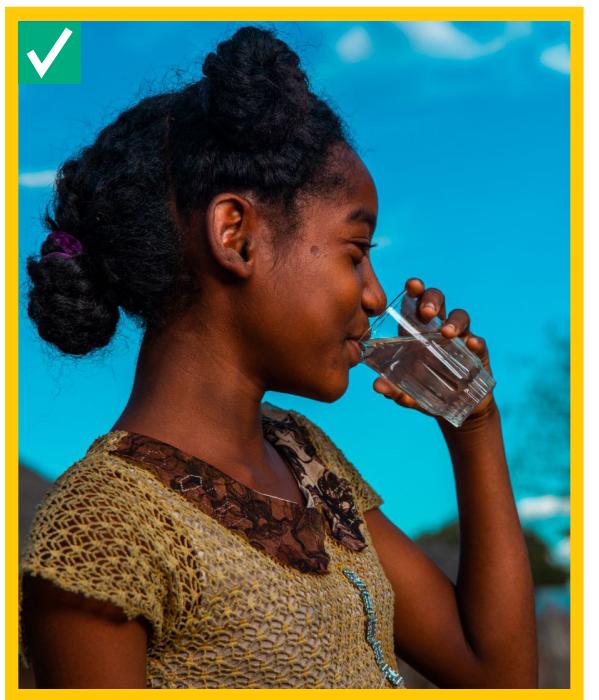
THE ORIGINAL



DO NOT CROP TOO TIGHT



JUST RIGHT

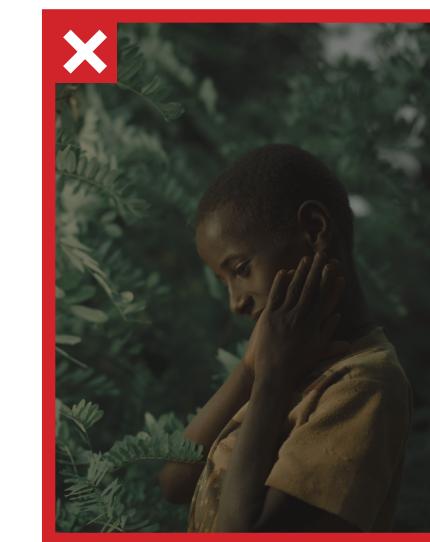


When cropping, avoid overly tight crops –make sure that you're not cutting off limbs or heads, and that you leave some breathing room. Too tight never feels quite right.

### Editing & Filters

Everything in our photo library was professionally shot and edited. We share access to those print and upload-ready files, so you don't have to worry about adding any media filters or add color overlays.

DO NOT EDIT OR COLORIZE



DO NOT ADD INSTAGRAM FILTERS



HOW TO USE

## Our Photography: Water

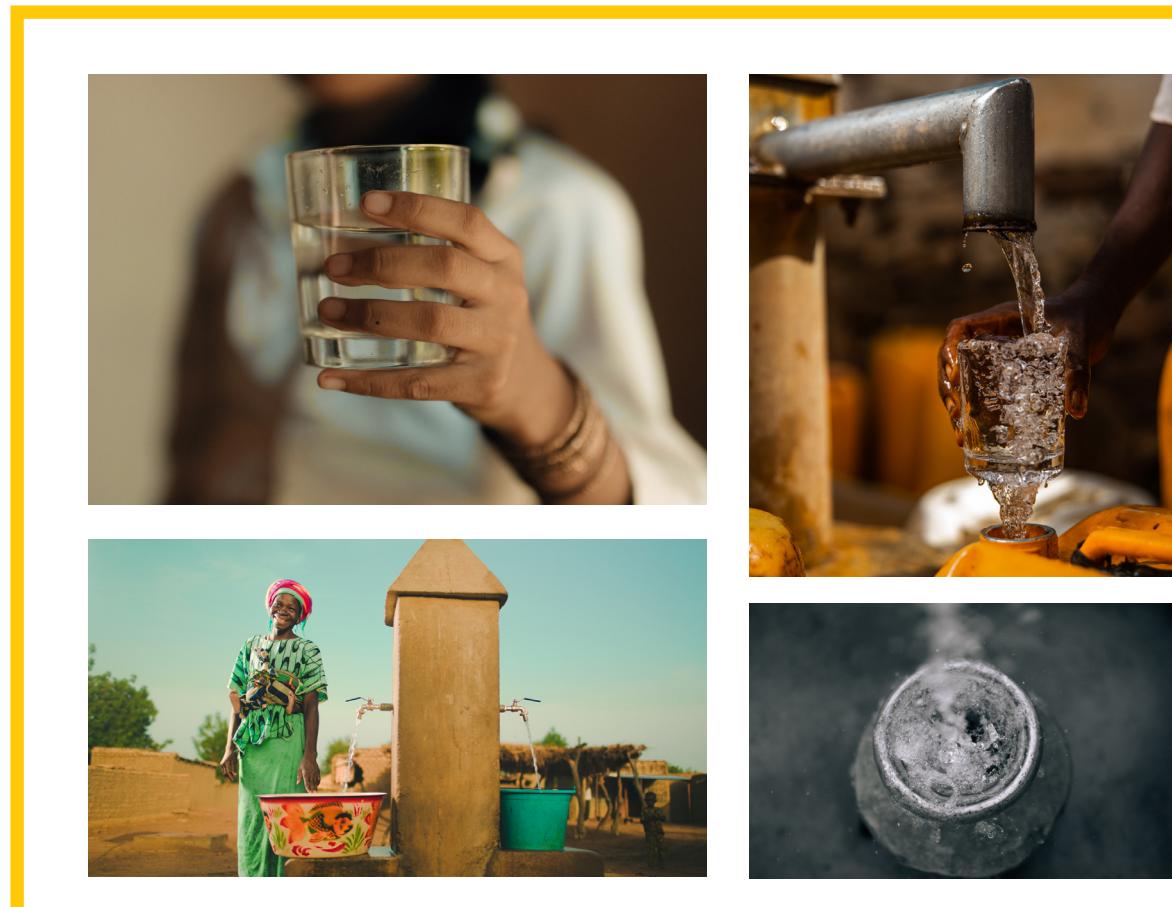
### Clean & Dirty Water

If you are trying to tell a story of transition from dirty water to clean water, please compliment the dirty water imagery with clean water imagery.

**Please, never edit clean water to look dirty.**

We have endless amounts of photographs capturing both dirty water + their sources, plus clean water + their sources, so there should never be a need to create the look of dirty water.

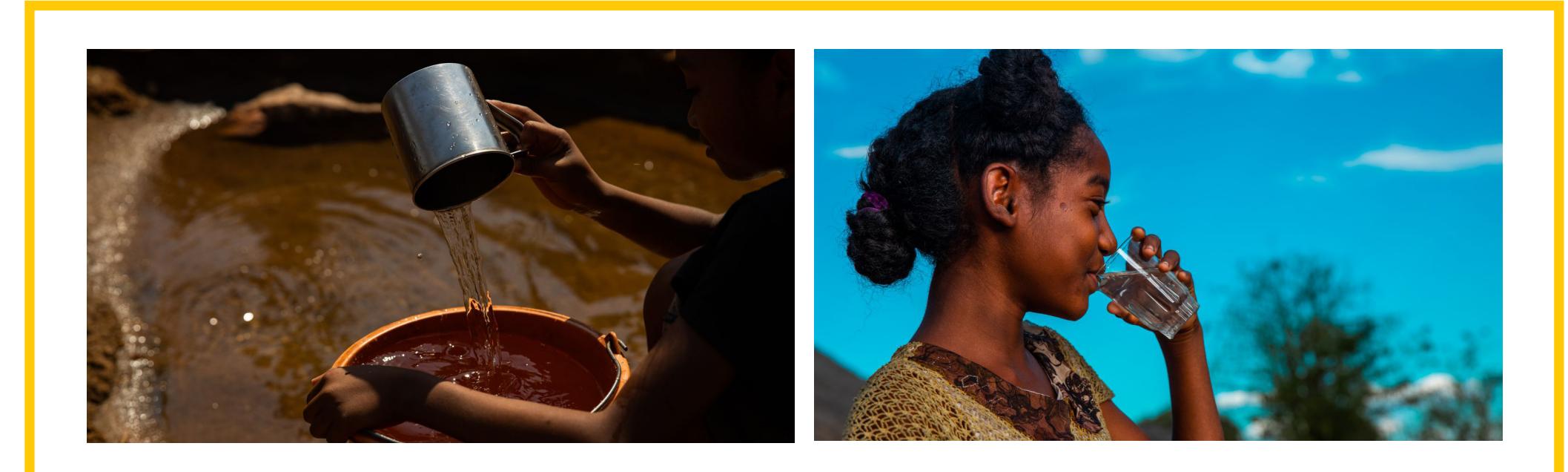
CLEAN WATER



DIRTY WATER SOURCES



DIRTY SOURCE + CLEAN WATER, MADAGASCAR



DIRTY SOURCE + CLEAN WATER



## Our Photography + Logo

### Placement

Text and logos should never be placed on top of a person in a way that covers their face, head, or their entire body. Respect is at the core of our brand; obstructing someone's face does not feel respectful. Always ensure that there is enough empty space to place text and a logo before choosing an image to use.

DO NOT PLACE LOGO COVERING FACES



LOGO IN NEGATIVE SPACE



### Legibility

Because we aim to keep the Jerry Can in our yellow whenever possible, legibility can sometimes be a concern. When using our logo in context, be sure that everything is legible on the color or image.

ON BLUE + A TEXTURE IS HARD TO SEE



ON BLACK LOOKS GREAT



## Our Photography + Text

### Placement & Legibility

If you're creating your own content using our photography, a few things to keep in mind: placement of text and legibility.

**Placement** is very important when designing with our photography – be sure to avoid placing any text where it covers faces or entire bodies – not only is it hard to read, but it also obscures the people whose stories we have been tasked with telling, they should be the focal point!

**Legibility** is also key – when picking an image, be sure that you're not placing text over anything too bright or too dark and also leaving open space to one side. The image to the right is a perfect example – white text can work on this image, except on the highlights, just moving the text to the darker areas would do the trick!

*If you're struggling with placement or legibility, it might be better to look for an alternate image to use.*

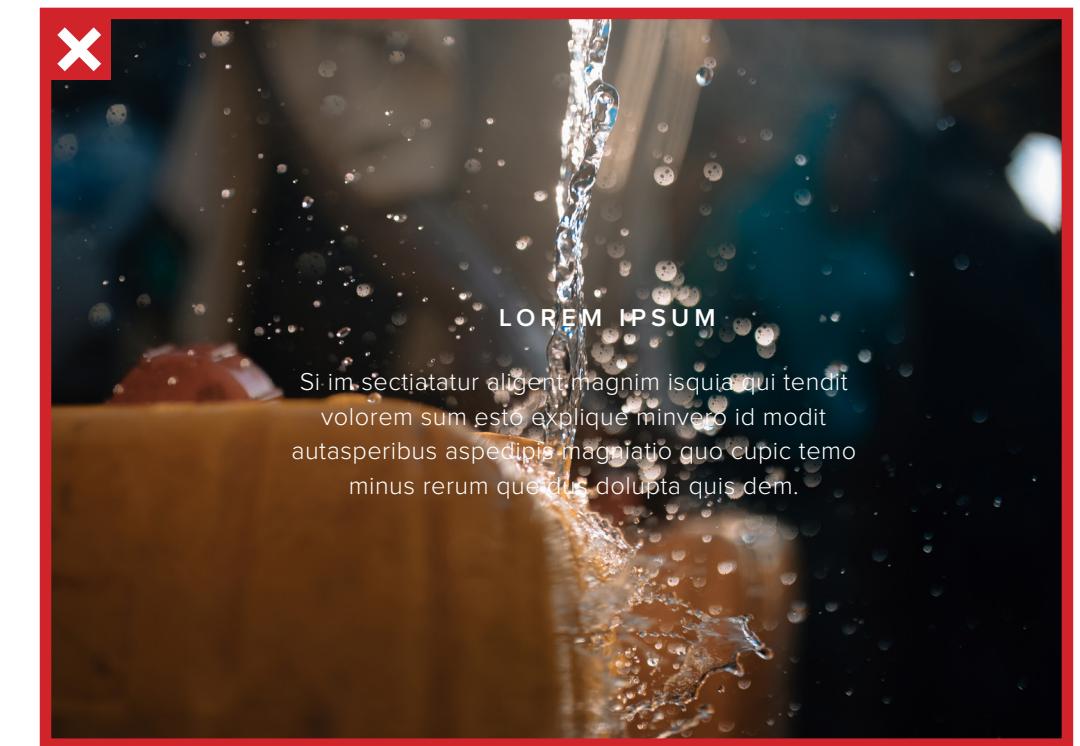
DO NOT PLACE TEXT COVERING FACES + POOR LEGIBILITY



DO NOT PLACE TEXT COVERING FACES + POOR LEGIBILITY



DO NOT PLACE TEXT OVER BUSY AREAS  
POOR LEGIBILITY



PERFECTLY PLACED + LEGIBLE



#### TIP

Choosing images that have a lot of sky or ground in them is a great way to ensure you'll have space for logos and text without obstructing anyone in an image.

Any images that bleed bright or dark are also great options, especially when longer bodies of text are required.



#### LOREM IPSUM

Si im sectiatatur aligent magnim isquia qui tendit volorem sum esto explique minvero id modit autasperibus aspedipis magnatio quo cupic temo minus rerum que dus dolupta quis dem.

charity: water

## BEST PRACTICE

# File Sizes, Types, & More

## Digital

For posting things digitally (social media, emails, web pages, etc) there are three file types that are best to use. You also want to make sure that they are in the right color mode (RGB).

### FOR TRANSPARENCY

PNG

### NON-TRANSPARENT

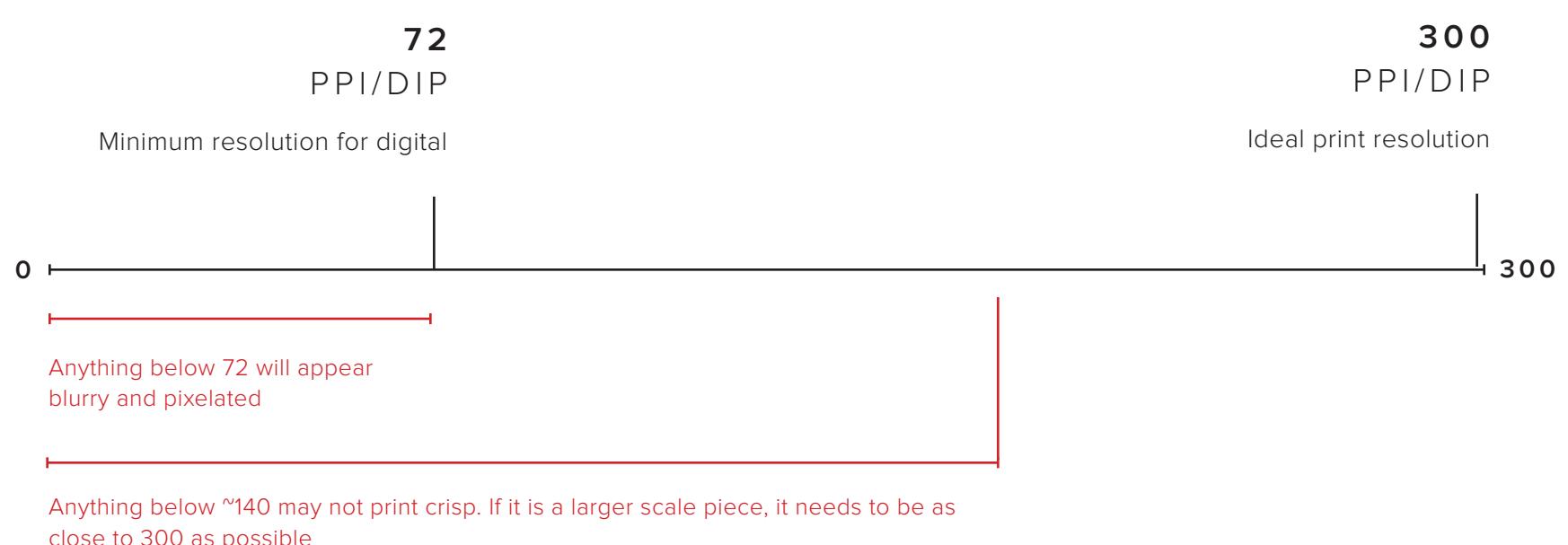
JPG

### IF THERE ARE LINKS

Interactive PDF

## Resolution

Image resolution is important to keep in mind when working in both Print and Digital spaces. Too low on either will result in the image appearing blurry or pixelated. Note: Really high resolution (on some platforms) will cause rejections or increase the load time.



## Print

Cropping our photos to fit the piece you're working on is totally acceptable, just be sure to pay attention to ...

### WORKING FILES

AI, INDD, PSD

### IF THERE ARE FULL BLEEDS

Crop + Bleed marks are necessary

### WITH TRANSPARENCY

PDF or EPS

### TIP

If you're unsure of the size, resolution, or color space of an image or logo you can find all of that in your file preview window (below shows Finder on a Mac).

*If you realize that you need a higher resolution image or a different file type, don't hesitate to reach out!*

IMG_4728.jpg
IMG_5560.jpg
IMG_5563.jpg
IMG_5688.jpg
IMG_5696.jpg
IMG_5760.jpg
IMG_5957.jpg
IMG_5958.jpg
IMG_5959 (1).jpg
IMG_5959.jpg
IMG_5963.jpg
IMG_5971.jpg
IMG_5973-HIRES.jpg
<b>IMG_5973.jpg</b>
IMG_5975.jpg
IMG_5977.jpg
IMG_5978.jpg
IMG_5981.jpg
IMG_7000.jpg
IMG_9939.jpg
JS_20140422_7860.jpg
JS_20140425_6208.jpg
JS_2014050...178>Edit.jpg
JS_20140504_7399.jpg



IMG\_5973.jpg

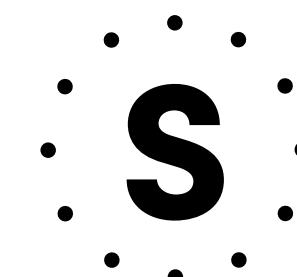
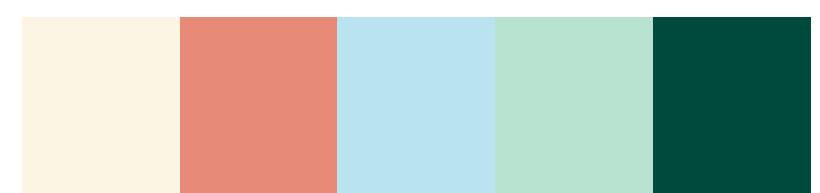
JPEG image - 1.2 MB

Tags Add Tags...  
Created 12/12/18, 12:32 PM  
Modified 12/12/18, 12:32 PM  
Content created 12/5/16, 8:51 AM  
Dimensions 1500x1000  
Resolution 72x72  
Color space RGB  
Color profile sRGB IEC61966-2.1

## Our Subbrands

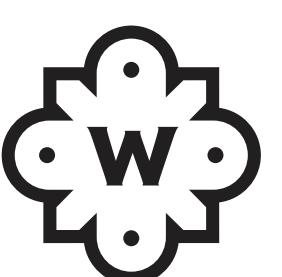
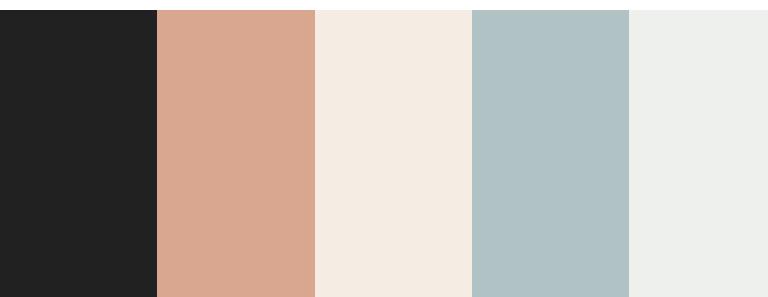
### The Spring

The Spring is a passionate and determined community of monthly givers from around the world.



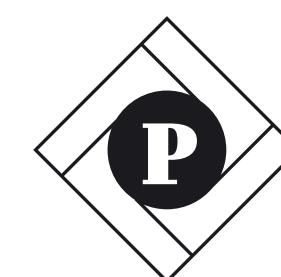
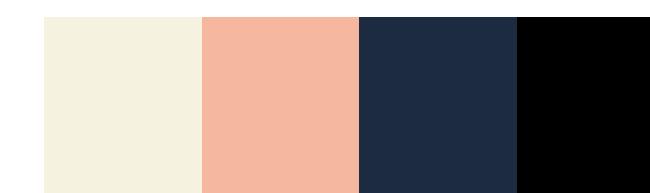
### The Well

The Well is a generous group of families who support our Operations and make our 100% Model possible.



### The Pool

The Pool is a first-of-its-kind giving program that supports our operations and rewards our employees through illiquid donations.



HOW TO USE

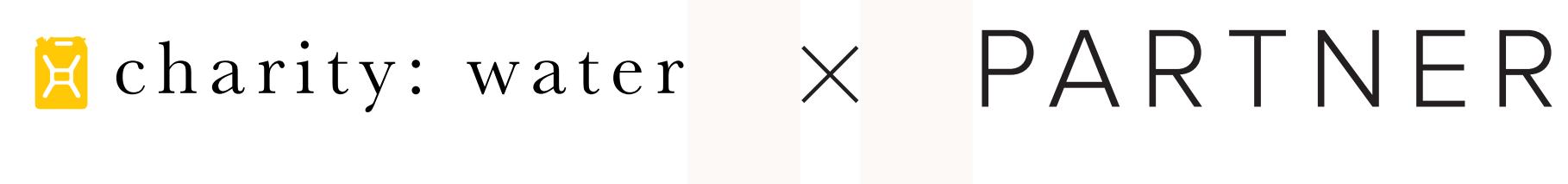
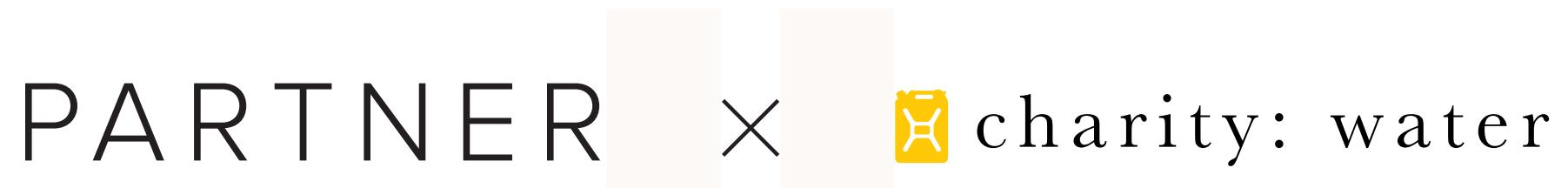
## Our Logo + Your Logo

### Brand X charity: water

When promoting a partnership or pitching to a potential partner, use the following lockups and spacing to ensure consistency across all communications.

Logo lockup template can be found in the 2020 Creative Assets folder.

LONG LOGO LOCKUP



STACKED LOGO LOCKUP



MARK LOCKUP



