

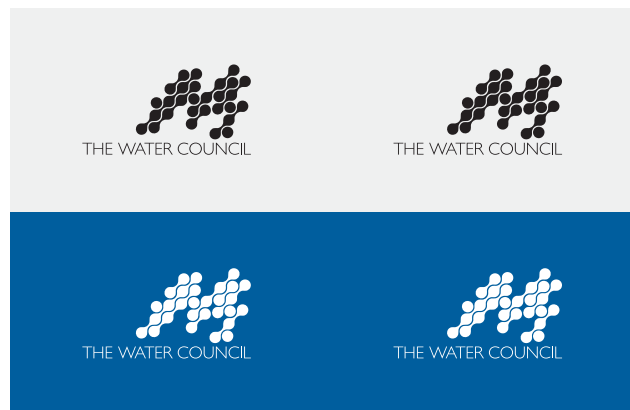
THE WATER COUNCIL LOGO USAGE GUIDELINES

01. PRIMARY LOGO



Primary version of The Water Council (TWC) logo
(to be used in full, in all cases, with no alterations or amendments)

02. SUPPLEMENTAL VARIATIONS



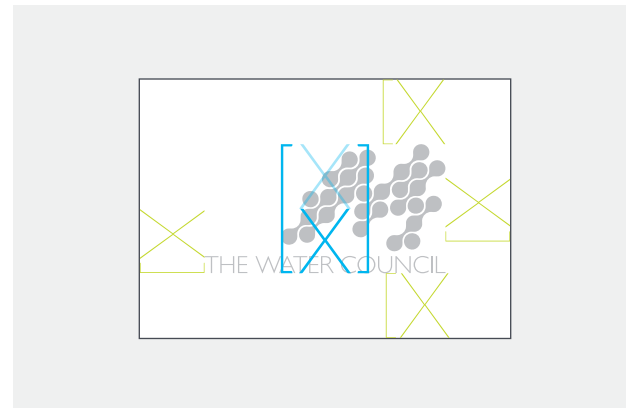
Monochromatic versions of TWC logo
(for use only when on top of a colored background or photo, or for a one-color ink/imprint)

03. COLORS

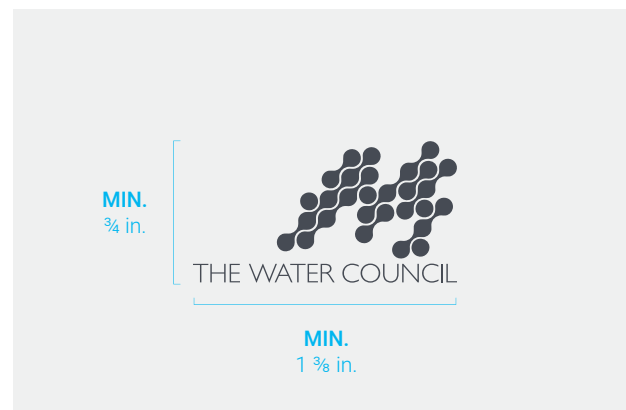
PMS 2945 C	C 100	R 0	PMS 10 C	C 40	R 99
	M 53	G 76		M 30	G 102
	Y 2	B 151		Y 20	B 106
	K 16	#004c97		K 66	#63666a
PMS Process Blue C	C 83	R 0	PMS 1 C	C 5	R 238
	M 1	G 169		M 4	G 238
	Y 0	B 224		Y 4	B 238
	K 0	#00a9e0		K 0	#eeeeee
PMS 315 C	C 88	R 0			
	M 39	G 103			
	Y 37	B 127			
	K 7	#017886			

Full spectrum of colors used in TWC logo
(additional tints of gray included)

04. SPACING & SIZING



At all times, keep all other elements, logos, etc. a distance equal to (or greater than) half the height of TWC logo away from the logo



TWC logo not intended for sizes less than 3/4 inches by 1 inch

05. DOS & DON'TS

Please use only approved, unaltered TWC logo artwork

Please use this logo with appropriate space/padding around it and at the sizes seen above in line 04 of this document

Please use TWC logo at a smaller size than your own company/organization's logo when using them in correlation with each other

Please use the appropriate color mode for the appropriate web vs. print usages by using the RGB versions of the logo for on-screen and web/online uses and the CMYK versions for in-print and physical uses

Do not use this logo if you have not received written approval from TWC

Do not rotate or turn this logo—please keep it upright at all times

Do not change the color of this logo (or any aspect of it)

Do not make any changes or amendments to the shape or text of this logo

Do not increase the size of this logo to a point where it appears pixelated or blurred

Do not stretch, push, pull, or squish this logo to other ratios/dimensions—please scale this logo relative to its original aspect ratio

Please follow these guidelines for every usage of this logo

(questions concerning these guides can be directed to marketing@thewatercouncil.com)