

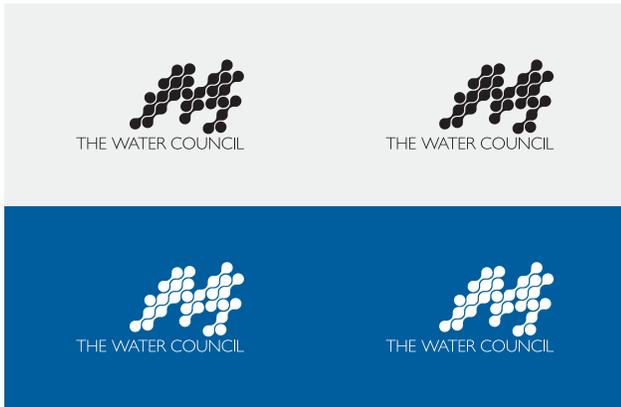
# THE WATER COUNCIL LOGO USAGE GUIDELINES

## 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



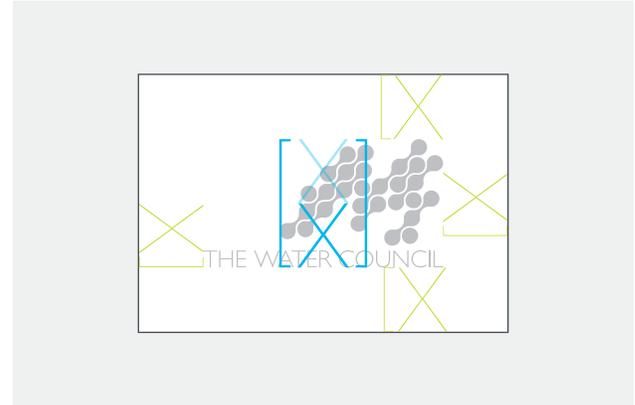
Monochromatic versions of TWC logo  
(for use only when on top of a colored background or photo, or for a one-color ink/imprint)

## 03. COLORS

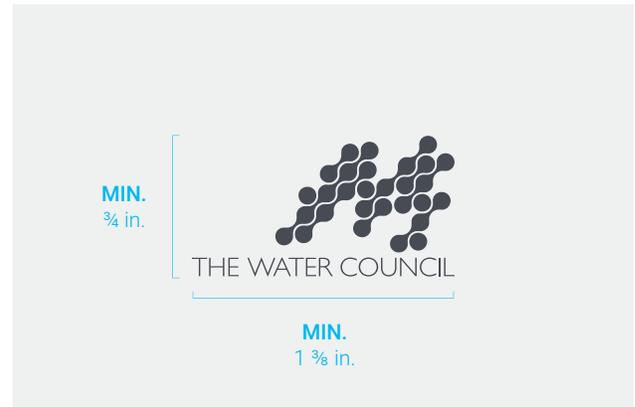
<b>PMS</b> 2945 C	<b>C</b> 100	<b>R</b> 0	<b>PMS</b> 10 C	<b>C</b> 40	<b>R</b> 99
	<b>M</b> 53	<b>G</b> 76		<b>M</b> 30	<b>G</b> 102
	<b>Y</b> 2	<b>B</b> 151		<b>Y</b> 20	<b>B</b> 106
	<b>K</b> 16	#004c97		<b>K</b> 66	#63666a
<b>PMS</b> Process Blue C	<b>C</b> 83	<b>R</b> 0	<b>PMS</b> 1 C	<b>C</b> 5	<b>R</b> 238
	<b>M</b> 1	<b>G</b> 169		<b>M</b> 4	<b>G</b> 238
	<b>Y</b> 0	<b>B</b> 224		<b>Y</b> 4	<b>B</b> 238
	<b>K</b> 0	#00a9e0		<b>K</b> 0	#e0e0e0
<b>PMS</b> 315 C	<b>C</b> 88	<b>R</b> 0			
	<b>M</b> 39	<b>G</b> 103			
	<b>Y</b> 37	<b>B</b> 127			
	<b>K</b> 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](mailto:marketing@thewatercouncil.com))