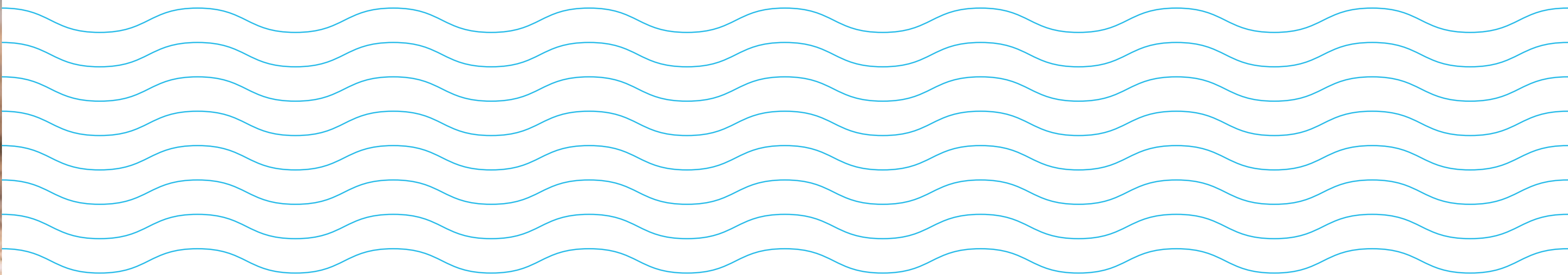




well aware

Brand Identity Guidelines

Questions? Contact us at info@wellawareworld.org



Brand Values & Brand Voice

Use the established values and voice here to craft messaging in all marketing pieces.

BRAND VALUES

Integrity, Compassion, Community, Innovation

BRAND VOICE

Overall, our tone of voice should be optimistic, positive, thoughtful, and encouraging. When we need to focus on the challenging and sadder parts of our work (those lacking clean water), we do so with a compassionate and uplifting tone. We don't engage in media or messaging that exploits the condition of those we are seeking to help. We don't engage in 'white savior' narratives. We always want to amplify East African voices and lift up those we are working with. And, we aim to paint the picture of our friends in East Africa as the strong, capable people they are, who only need help gaining clean water to jumpstart their success. Our brand should not look down on our communities, focus too much on our U.S.-based team, or feature typical "white savior" photos of one white person among many Kenyan children, for example.

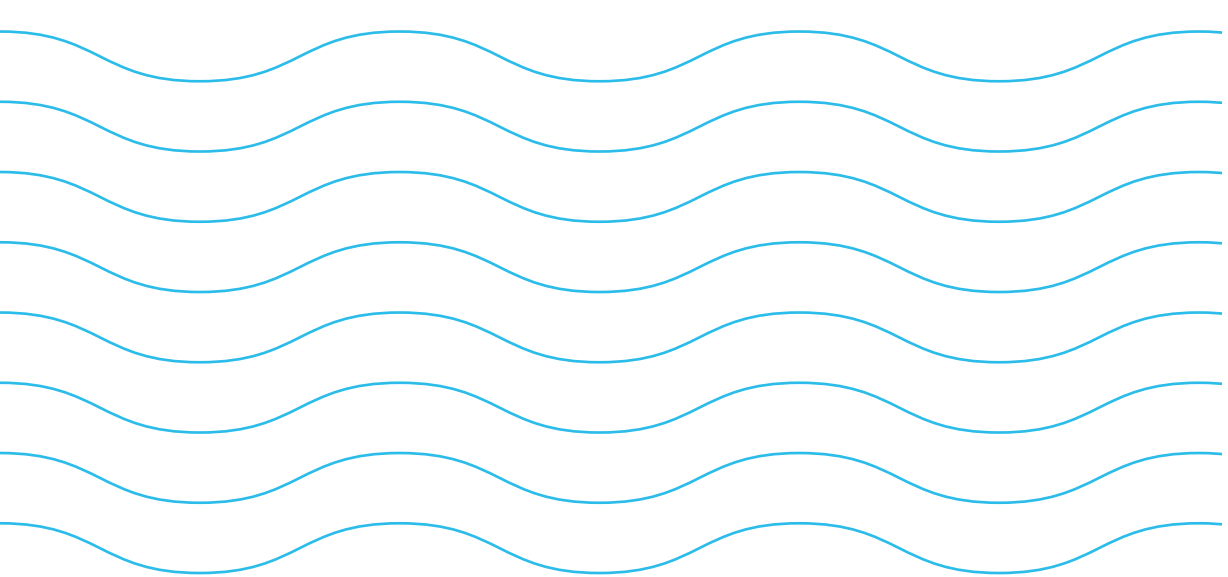


Logo Mark

PRIMARY LOGO



The Well Aware logo features unique type with a water drop icon integrated within. It is available as a two-color, one-color, and inverted option.



Logo Mark

HORIZONTAL LOGO

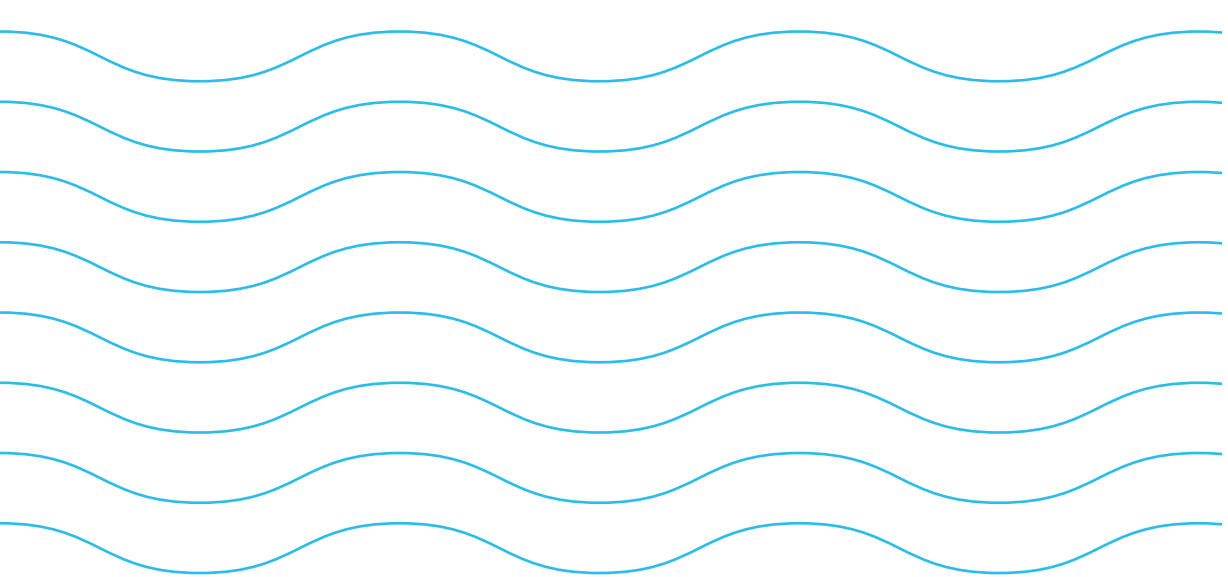
well  aware

well  aware

The horizontal Well Aware logo may be used depending on the available space and the context in which it will exist. Like the primary mark, it is available in two-color, one-color, and inverted options.

well  aware

well  aware



Improper Usage

To maintain brand consistency, elements of the logo should not be altered from the original proportions or orientations. Please follow these guidelines to ensure the logo is presented correctly.



Do not use colors outside of the approved palette.



Do not put a stroke on the logo.



Do not distort or skew the logo.



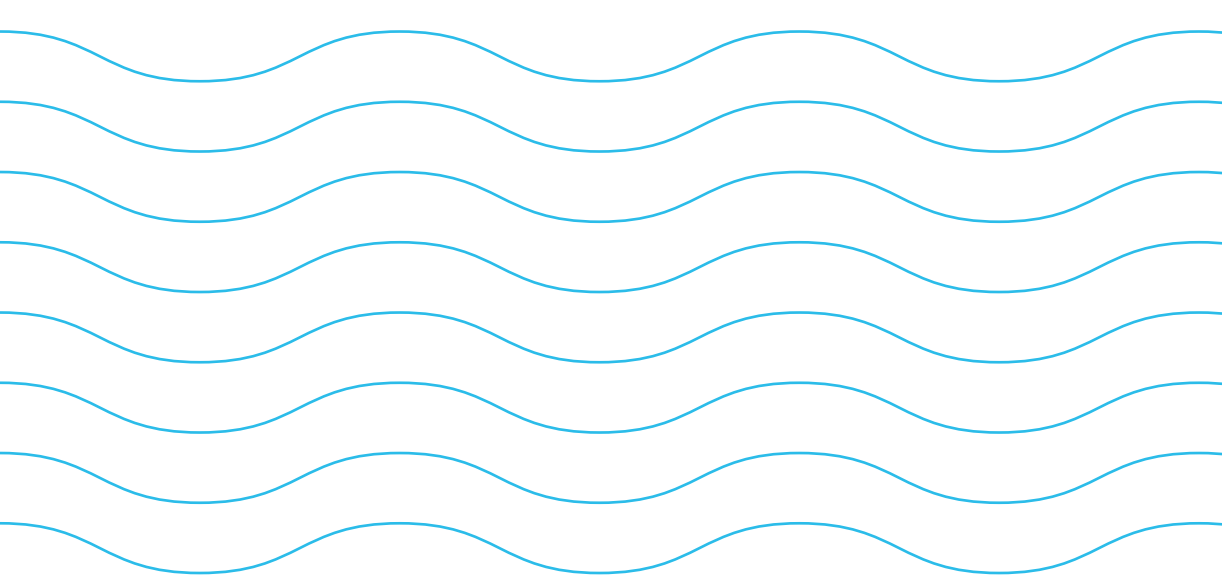
Do not alter the relative proportions of the logo.



Do not add or exclude existing elements from the logo.



Do not add distracting drop shadows or other unnecessary effects to the logo.



Typeface

OPEN SANS BOLD

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

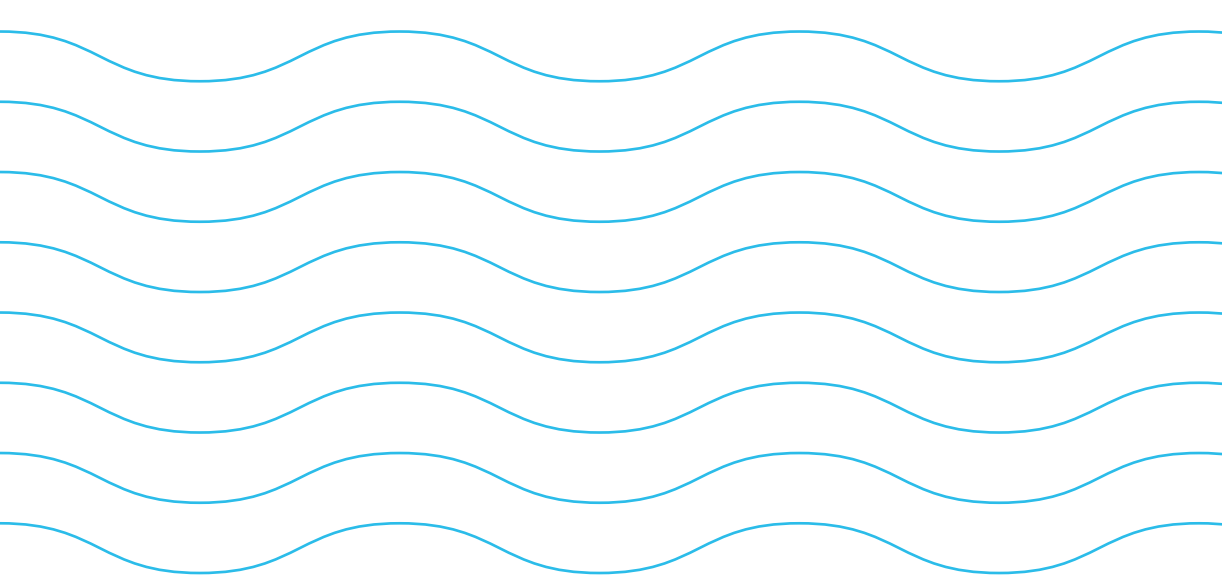
OPEN SANS REGULAR

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

OPEN SANS LIGHT

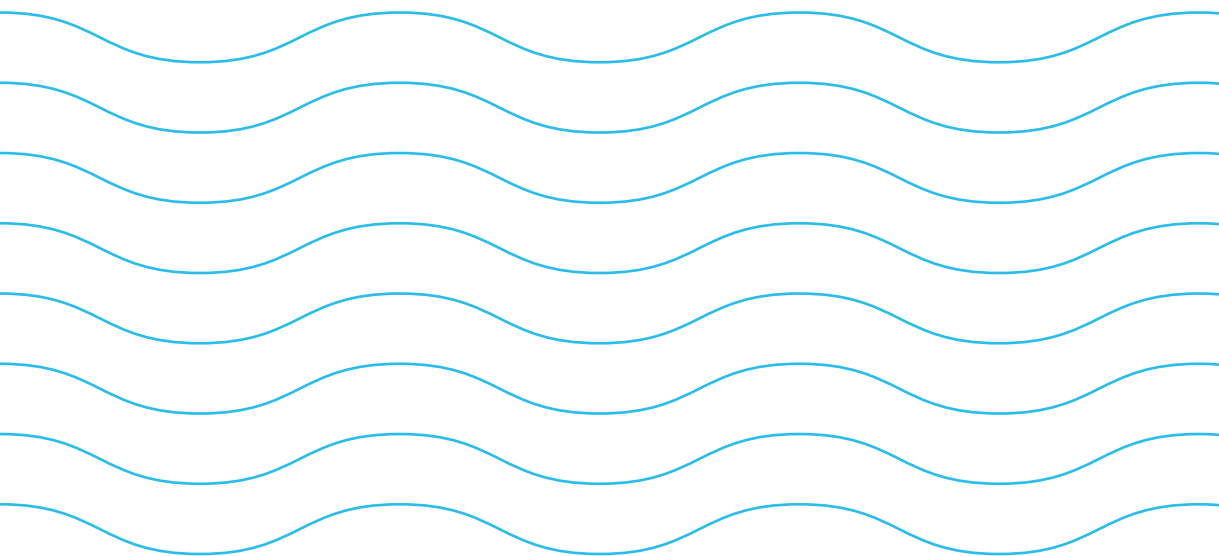
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

The Well Aware brand uses various weights of Open Sans as its primary typeface.



Typography in Use

This is an example of appropriate type hierarchy.
Follow these principles when designing with type.



Lorem ipsum dolor sit amet,
consectetur adipiscing elit.

----- Main Headline
Open Sans Light
50pt / 72pt

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam et malesuada turpis. Ut vel augue sed est mattis vulputate tristique vel mi. Integer varius neque quis urna commodo aliquam. Duis in euismod leo. Mauris cursus magna lorem, facilisis consectetur enim vestibulum rutrum. Interdum et malesuada fames ac ante ipsum primis in faucibus. Aliquam erat volutpat. Quisque auctor convallis eros, a pharetra odio pellentesque sed. Aenean nec nibh a tellus tempor egestas mattis at quam. Quisque ex ipsum, efficitur non gravida at, condimentum sit amet eros. Proin id odio non velit facilisis scelerisque.

----- **LOREM IPSUM DOLOR SIT AMET**
Consectetur adipiscing elit.

----- Subhead Option 1
Open Sans Bold
18pt / 24pt

----- **LOREM IPSUM DOLOR SIT AMET**
CONSECTETUR ADIPISCING
ELIT.

----- Body Copy
Open Sans Light
10pt / 18pt

----- Subhead Option 2
Open Sans Bold
All Caps
18pt / 24pt
100pt Tracking

Caption 1. Lorem ipsum dolor sit amet.

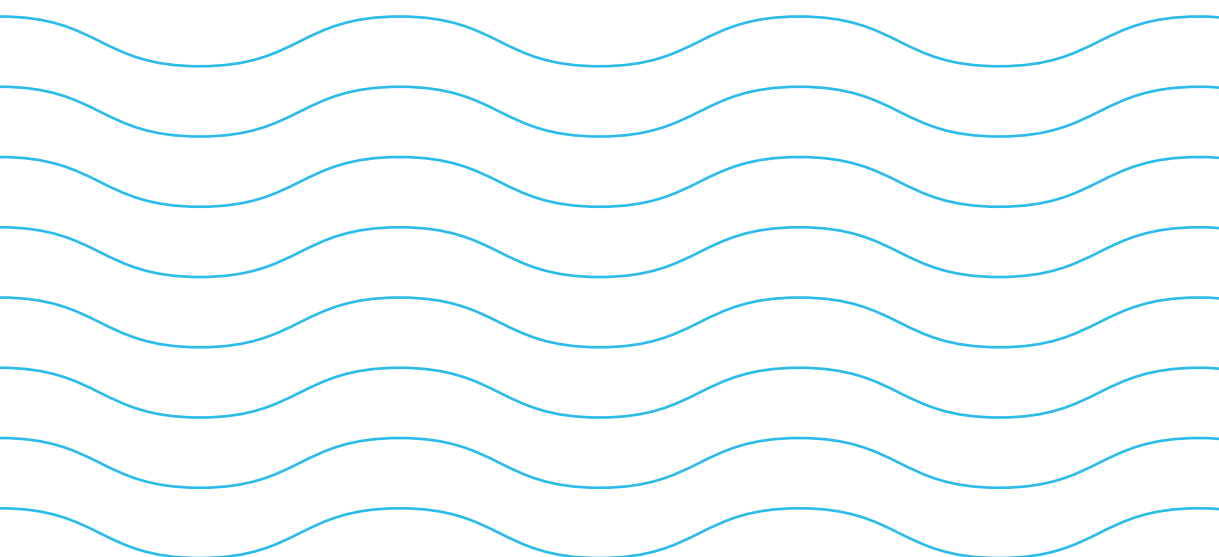
Caption
Open Sans Regular
10pt / 18pt

Caption 2. Lorem ipsum dolor sit amet.

Caption
Open Sans Regular Italic
10pt / 18pt

Color Palette

The vibrant and fresh color palette features versatile shades of blues, green, gold and pewter.



PRIMARY



Well Aware Blue

CMYK 82, 19, 0, 9

RGB 43, 188, 233

HEX 2BBCE9

Prussian Blue

CMYK 85, 50, 0, 58

RGB 16, 53, 107

HEX 10356B

Celeste

CMYK 36, 0, 1, 6

RGB 154, 239, 237

HEX 9AEFED

SECONDARY



Pewter Blue

CMYK 20, 4, 0, 24

RGB 155, 185, 193

HEX 9BB9C1

Dutch White

CMYK 0, 4, 21, 12

RGB 224, 215, 177

HEX E0D7B1

GRAYS



Well Aware Gray

CMYK 3, 2, 0, 52

RGB 119, 120, 123

HEX 76787A

Jet

CMYK 0, 0, 0, 80

RGB 51, 51, 51

HEX 333333

Cultured

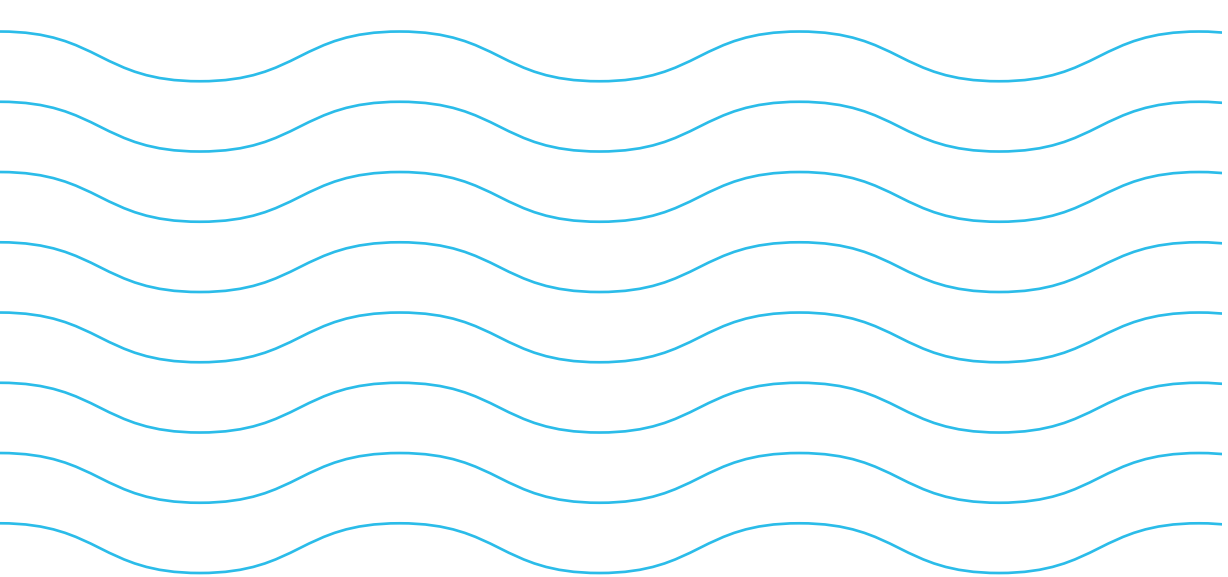
CMYK 0, 0, 0, 5

RGB 242, 242, 242

HEX F2F2F2

Water Drop

The Well Aware brand features a water drop icon in the logo that can be utilized as a background element in marketing pieces. The shape should be used as a subtle graphic accent and not overpower other elements in the overall design.



Water drop icon in a white box. The drop is light blue and partially overlaps the text.

Lorem ipsum dolor sit amet.

LOREM IPSUM DOLOR SIT AMET

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam et malesuada turpis. Ut vel augue sed est mattis vulputate tristique vel mi. Integer varius neque quis urna commodo aliquam. Duis in euismod leo. Mauris cursus magna lorem, facilisis consectetur enim vestibulum rutrum. Interdum et malesuada fames ac ante ipsum primis in faucibus. Aliquam erat volutpat. Quisque auctor convallis eros, a pharetra odio pellentesque sed. Aenean nec nibh a tellus tempor egestas mattis at quam. Quisque ex ipsum, efficitur non gravida at, condimentum sit amet eros. Proin id odio non.



Water drop icon in a dark blue box. The drop is dark blue and partially overlaps the text.

Lorem ipsum dolor sit amet.

LOREM IPSUM DOLOR SIT AMET

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam et malesuada turpis. Ut vel augue sed est mattis vulputate tristique vel mi. Integer varius neque quis urna commodo aliquam. Duis in euismod leo. Mauris cursus magna lorem, facilisis consectetur enim vestibulum rutrum. Interdum et malesuada fames ac ante ipsum primis in faucibus. Aliquam erat volutpat. Quisque auctor convallis eros, a pharetra odio pellentesque sed. Aenean nec nibh a tellus tempor egestas mattis at quam. Quisque ex ipsum, efficitur non gravida at, condimentum sit amet eros. Proin id odio non.



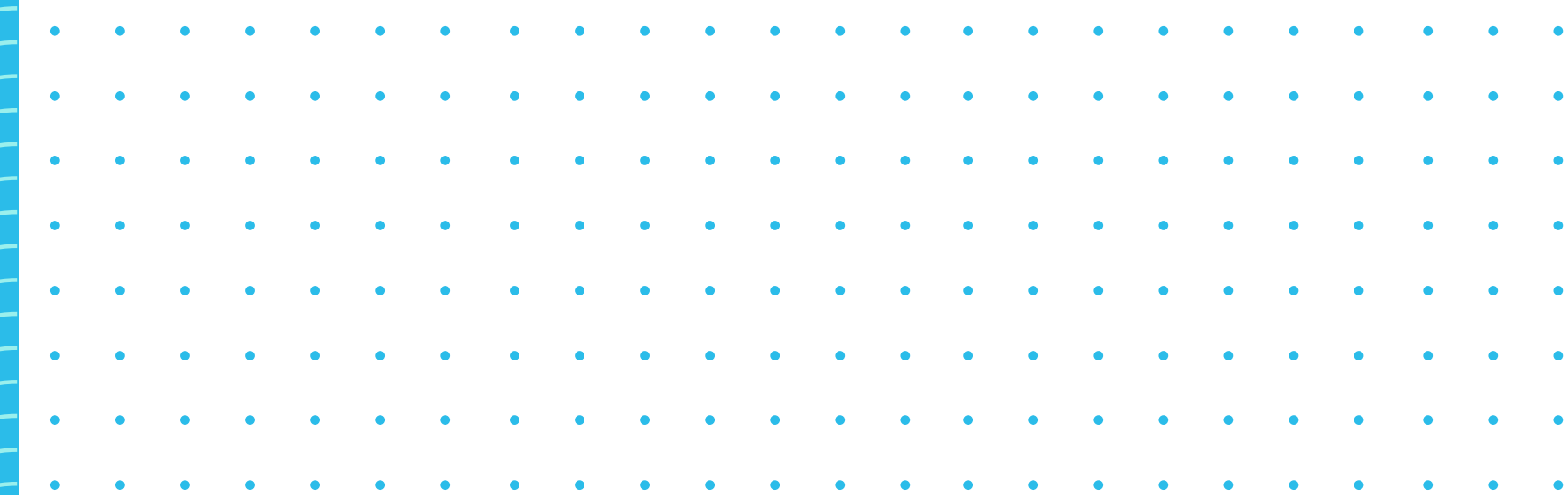
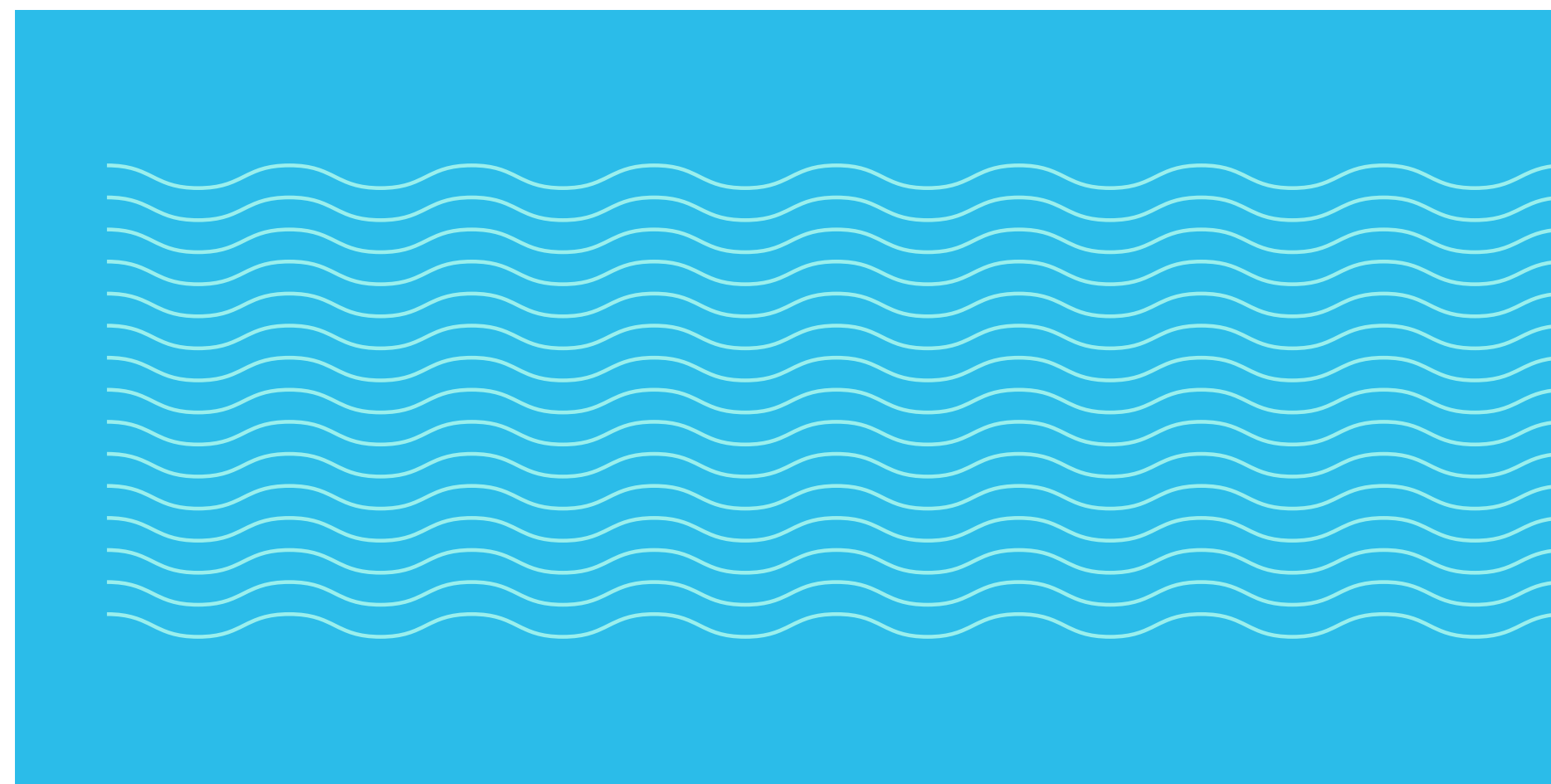
Water drop icon in a blue box. The drop is light blue and partially overlaps the text.

Lorem ipsum dolor sit amet.

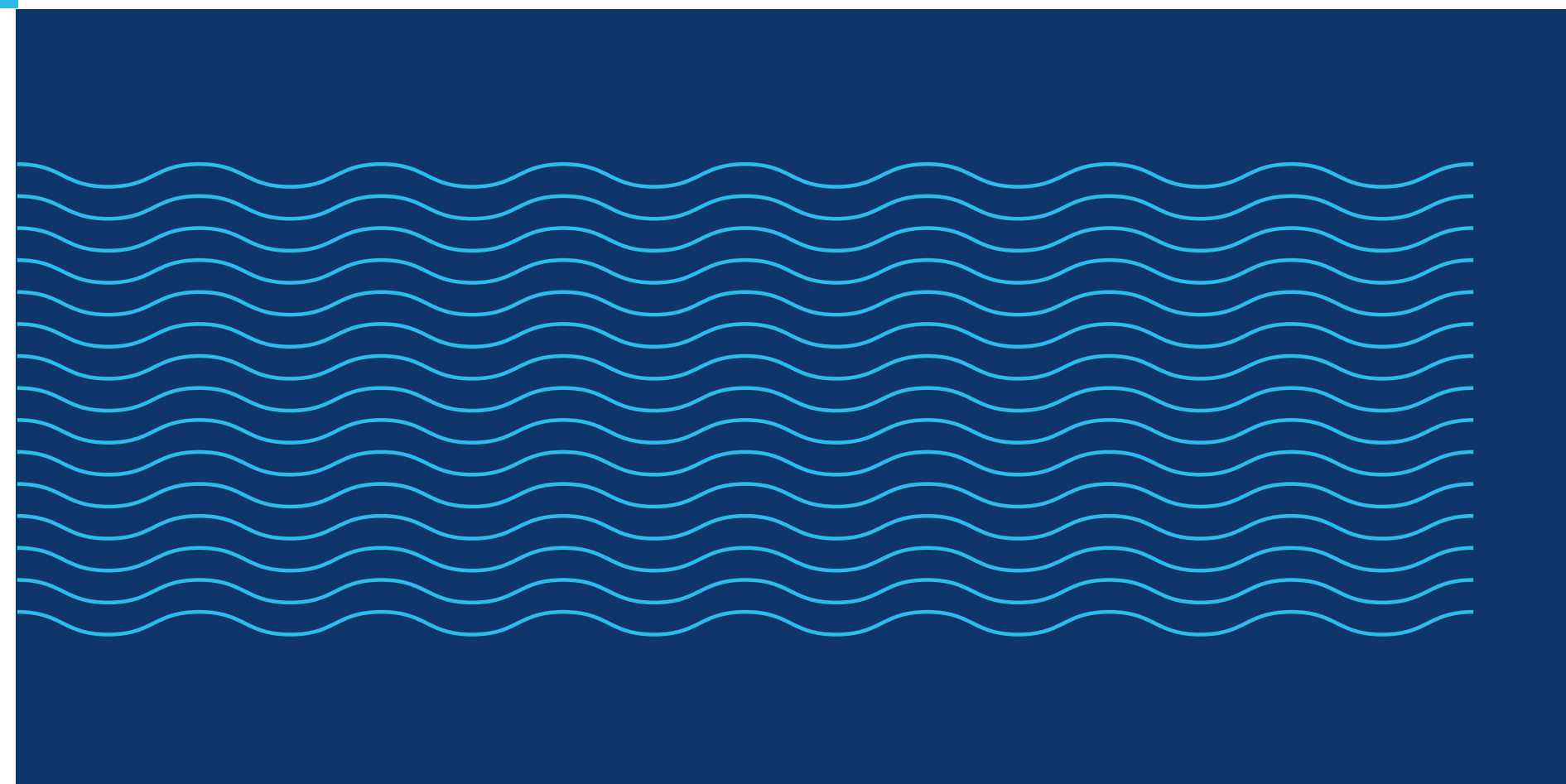
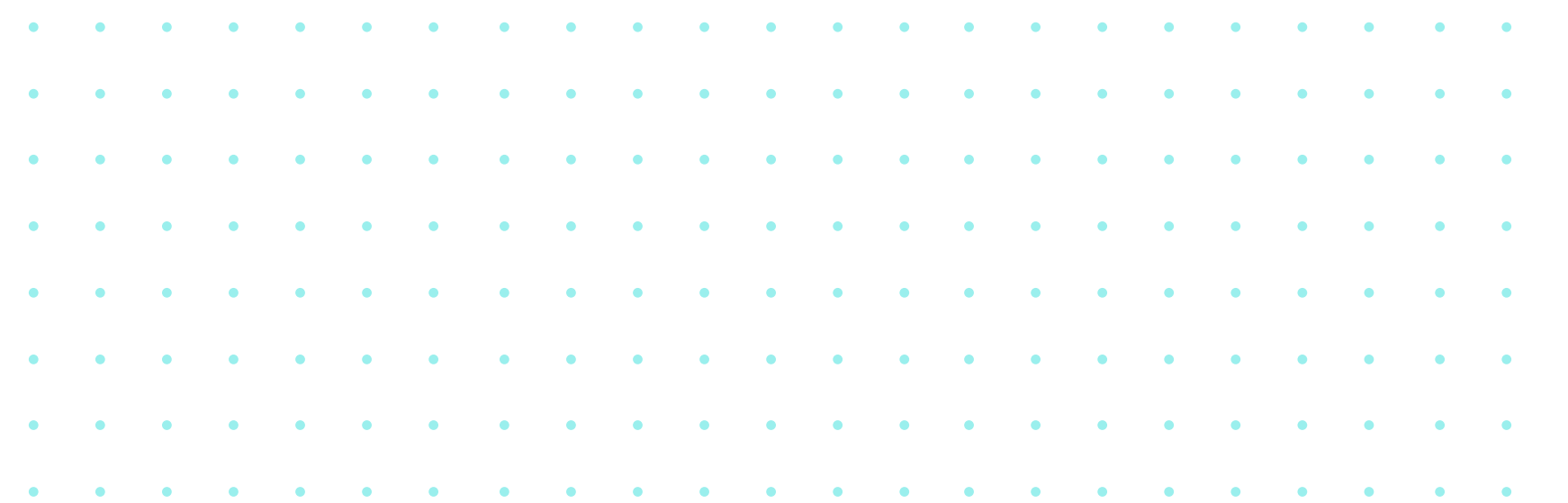
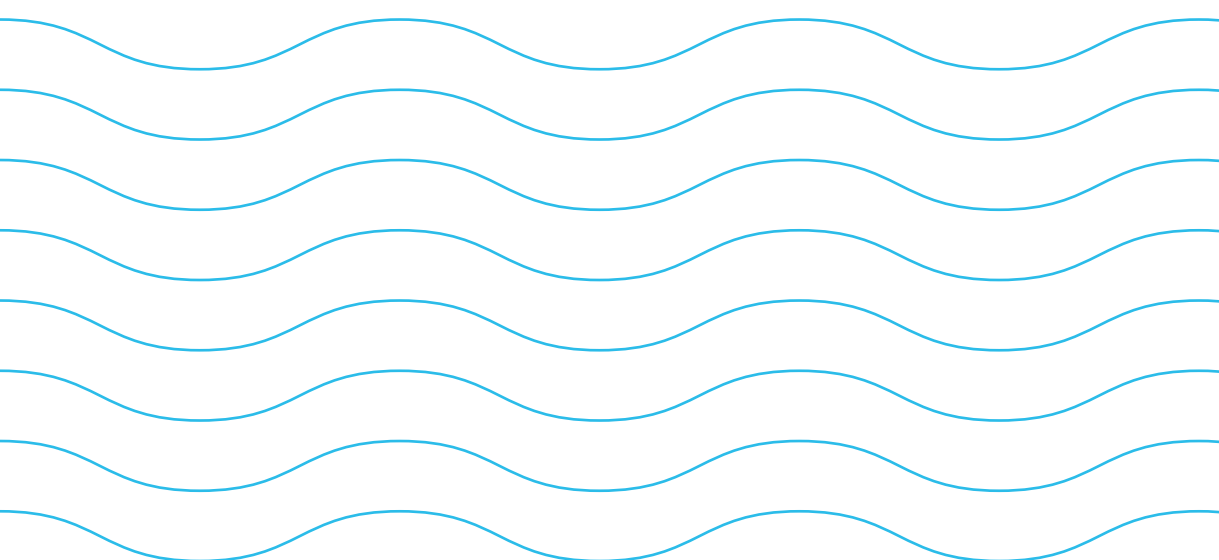
Call to Action

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam et malesuada turpis. Ut vel augue sed est mattis vulputate tristique vel mi.

Patterns



The Well Aware brand includes a wave pattern and a dot grid pattern. Both should be utilized sparingly. The pattern may be used throughout layouts as photography overlays and callout accents.



Social Media

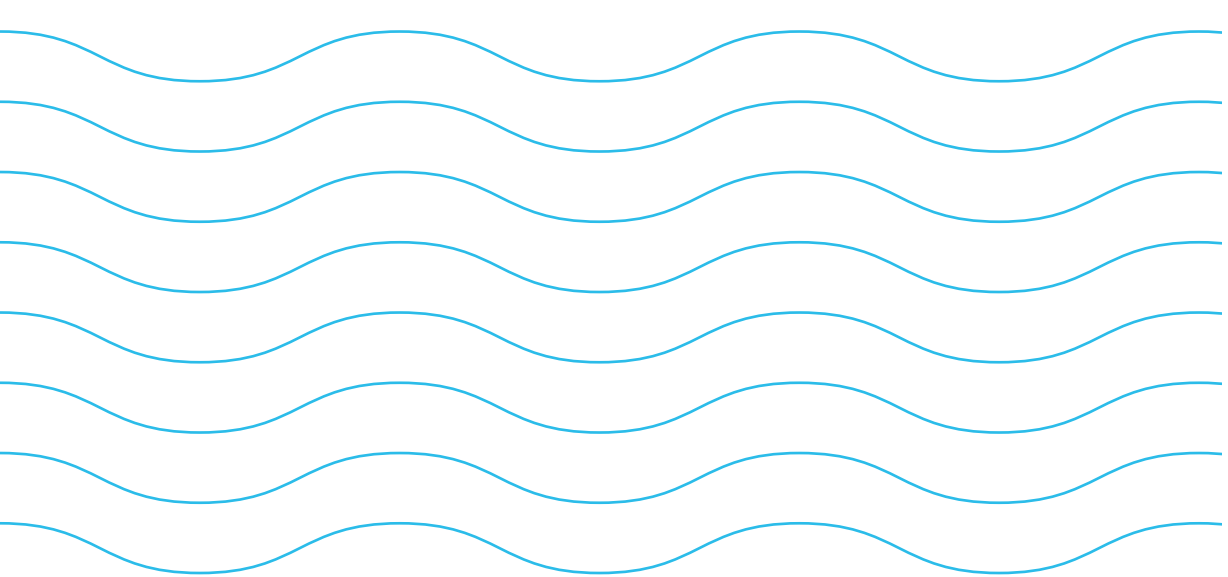
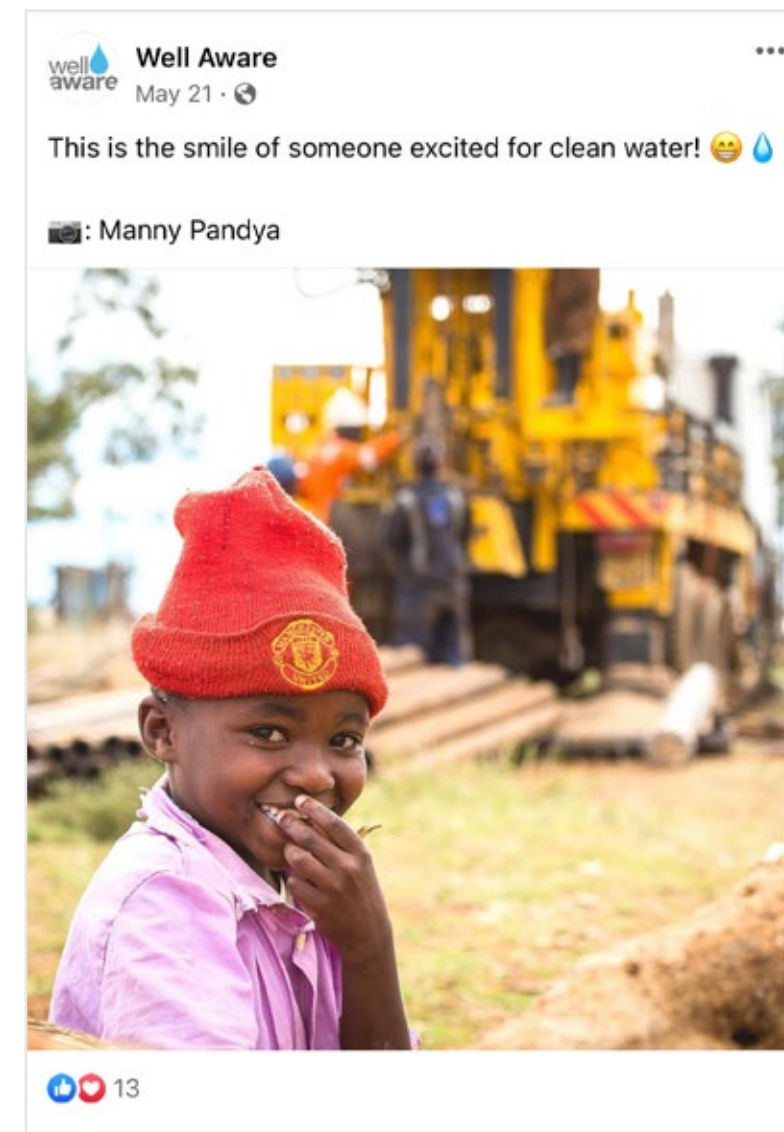
EMOJIS



When using emojis in posts, use neutral skin tone (yellow) and the blue heart instead of any other color. Well Aware's approved emojis are shown here.

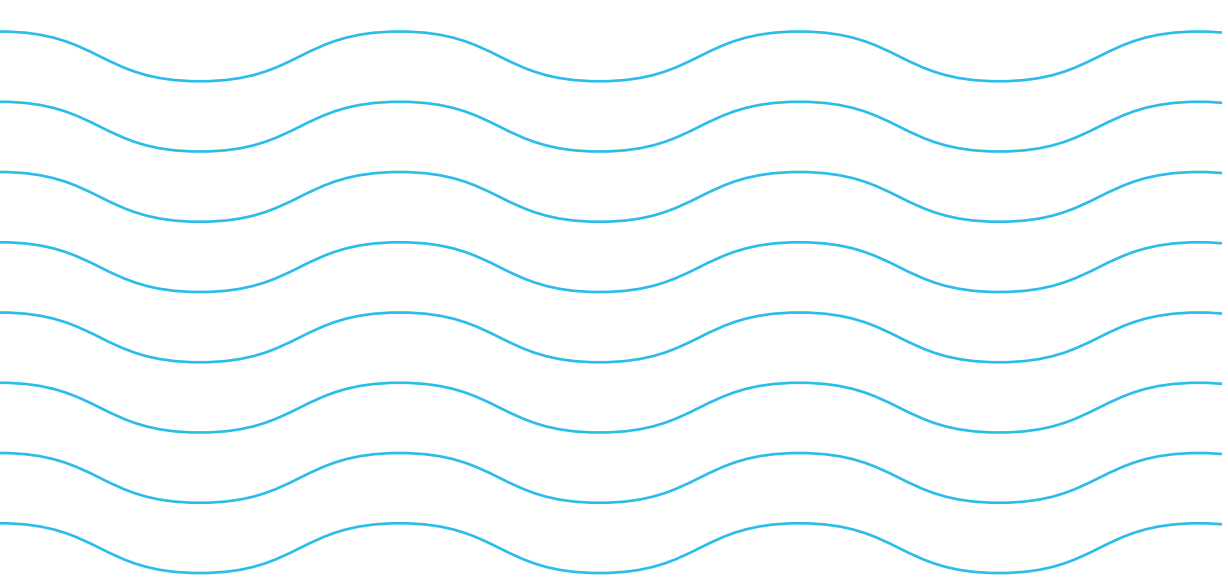
POST EXAMPLES

Follow the Well Aware brand voice when crafting posts on social media. Keep the brand values in mind. Utilize Well Aware's extensive photo library and select bright, colorful, and clear imagery for posts.



Gala Branding

Well Aware hosts the Winter Waterland Gala which has its own unique branding and style. Utilize this guide when creating marketing materials for the gala.



PRIMARY LOGO



COLOR PALETTE



Oxford Blue
CMYK 75, 49, 0, 71
RGB 18, 37, 73
HEX 122549



Prussian Blue
CMYK 85, 50, 0, 58
RGB 16, 53, 107
HEX 10356B

Well Aware Blue
CMYK 82, 19, 0, 9
RGB 43, 188, 233
HEX 2BBCE9

White
CMYK 0, 0, 0, 0
RGB 255, 255, 255
HEX FFFFFFFF

JOSEFIN SANS BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

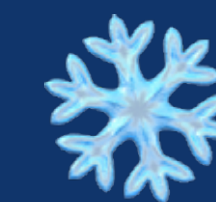
JOSEFIN SANS LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

PLAYFAIR DISPLAY ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

CAMPAIGN SPECIFIC EMOJI



Gala Branding Examples

Promotional designs for the gala should use Prussian Blue as the background color unless there is a large amount of copy, then white may be used. Photography should be black & white. Graphic elements such as snowflakes may be used subtly in the background.

SAVE THE DATE



SOCIAL MEDIA POST



EMAIL PROMO

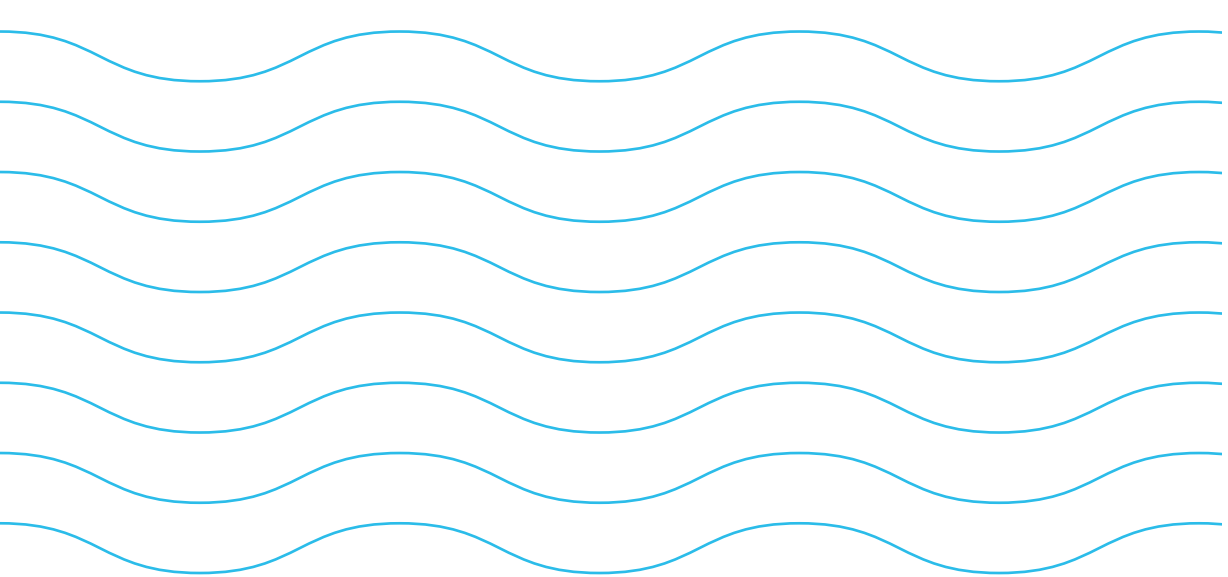


GALA SNOWFLAKE



Shower Strike Branding

Every April, Well Aware presents their Shower Strike campaign to raise awareness of global water issues and raise funds to help more people gain access to water. Utilize this guide when creating marketing materials for Shower Strike.



PRIMARY LOGO

SHOWER STRIKE

PRIMARY LOGO WITH TAGLINE

SHOWER STRIKE

SKIP SHOWERS. RAISE FUNDS. CHANGE LIVES.

HORIZONTAL LOGO

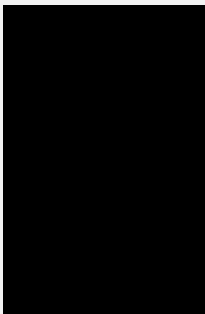

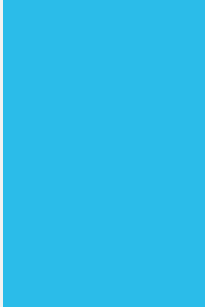
SHOWER STRIKE

HORIZONTAL LOGO WITH TAGLINE

SHOWER STRIKE

SKIP SHOWERS. RAISE FUNDS. CHANGE LIVES.

COLOR PALETTE

| | |
|--|---|
|  | Black CMYK 0, 0, 0, 0 RGB 0, 0, 0 HEX 000000 |
|  | Flame CMYK 0, 62, 84, 6 RGB 240, 91, 39 HEX F05B27 |
|  | Well Aware Blue CMYK 82, 19, 0, 9 RGB 43, 188, 233 HEX 2BBCE9 |

FUTURA EXTRA BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

FUTURA MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

FUTURA BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

CAMPAIGN SPECIFIC EMOJI



Shower Strike Branding Examples

Designs for Shower Strike should utilize the vibrant colors of the campaign to catch the eye, and the large, bold fonts of the brand to create effective messaging.

SHOWER STRIKE TAGLINE

SKIP SHOWERS. RAISE FUNDS. CHANGE LIVES.

SHOWER STRIKE SOCIAL MEDIA POSTS





well aware

Well Aware is a 501(c)3 nonprofit organization that provides innovative and sustainable solutions to water scarcity and contamination in East Africa. We fund and implement life-saving water systems to drive economic development and empower communities.

Questions? Contact us at info@wellawareworld.org