

Collective action for a water-secure world

C4W BRAND GUIDELINES

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C4W logo

COLOURED VERSION

Wherever possible, the coloured version should be used.

WHITE VERSION

If using the logo on a coloured background is unavoidable, use the white version of the logo.

GRAYSCALE VERSION

If you can't use the logo in colour (for example, single-colour media), use the grayscale version.



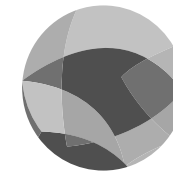
C4W

Collective action for
a water-secure world



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Logo placement

The logo should be displayed with enough empty space around it, away from other elements, to make sure it stands out and remains clear.

The recommended clear space is calculated by using the 'C4' of C4W.

For positioning in documents such as brochures and presentations, the logo should be placed in the top right corner.

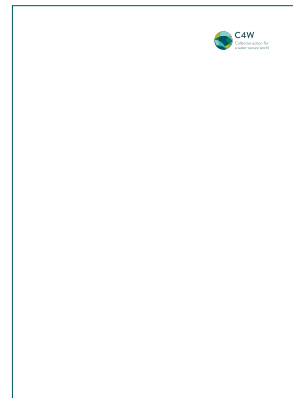
01



Minimum logo size
10mm/50px



02



Documents

03



Presentations

Misuse of logo

The logo should never be changed, modified, or recreated in any way. Absolutely never...

×



Twist the logo

×



Change the colours of the logo or type, or apply a tint to the logo

×



Place in a box, or use on a colour from the logo

×



Apply drop shadow or any effects

×



Crop the logo or separate logo elements

×



Place on complex, busy backgrounds

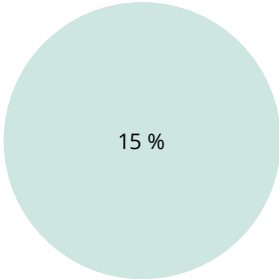
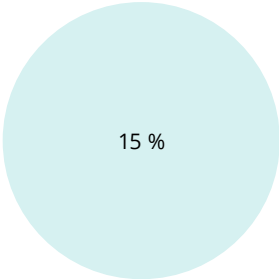
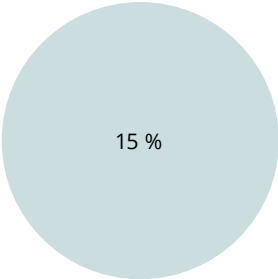
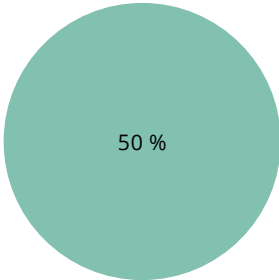
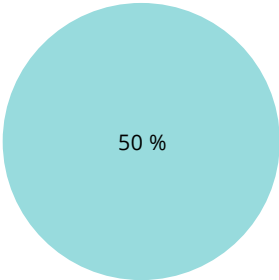
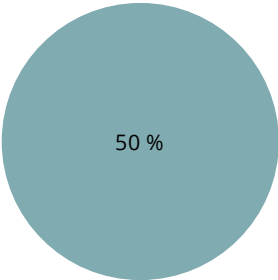
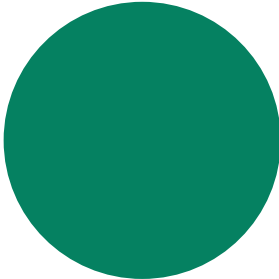
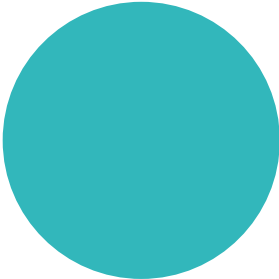
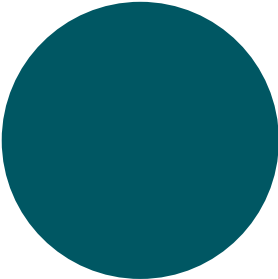
Primary Colours

These three vibrant swatches make up the primary colours for C4W. Using these colours consistently in all our branding helps people recognise us easily.

Teal
CMYK 90 43 45 35
RGB 0 87 99
HEX #005763

Aqua
CMYK 70 0 31 0
RGB 50 183 187
HEX #32B7BB

Forest Green
CMYK 85 25 70 10
RGB 5 129 97
HEX #058161



Secondary Colours

The secondary palette is made up of orange, blue, and green.

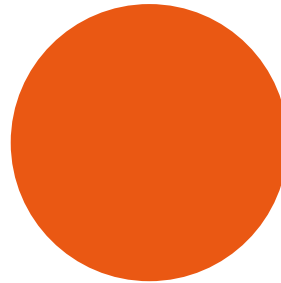
The orange can be used to highlight certain pull out quotes, and works well when used sparingly on a white background, e.g. for URLs or call to action buttons on the website.

100% black can be used for body copy and 80% tint can be used for sub-headlines.

Dark teal is used for the logo type and can be used for main headings.

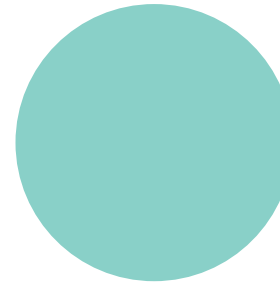
Flameburst Orange

CMYK 0 76 98 0
RGB 234 88 19
HEX #EA5813



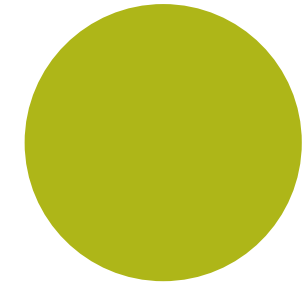
Pearl Aqua

CMYK 49 0 27 0
RGB 137 208 200
HEX #89D0C8



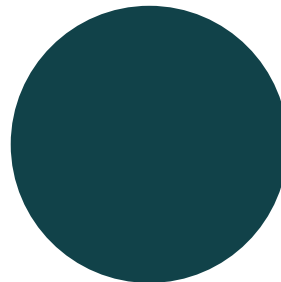
Lime Green

CMYK 40 15 100 0
RGB 174 182 24
HEX #AEB618



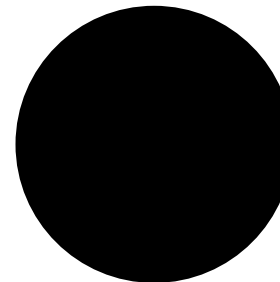
Dark Teal

CMYK 90 51 51 51
RGB 17 66 73
HEX #114249



Black

CMYK 0 0 0 100
RGB 0 0 0
HEX #000000



Greys

CMYK 0 0 0 50
RGB 147 149 152
HEX #9D9D9C



Typography

WHEN TO USE:

BRANDON GROTESQUE

Main headings, sub-headings and pull quotes.

Brandon Grotesque is exclusively used for headline text, to ensure they grab attention and communicate clearly.

Brandon Grotesque is best used in its light weight in sentence case. When in ALL CAPS, set to Optical and track +100.

You can download it from Adobe Fonts.

WHEN TO USE:

OPEN SANS

Body text

Open Sans is used for body text, offering excellent readability. It should primarily be used for body text to ensure clarity and ease of reading.

You can download it from **Google Fonts**.

Aa.

Brandon Grotesque

Bold

Brandon Grotesque Bold

Regular

Brandon Grotesque Regular

Light

Brandon Grotesque Light

Aa.

Open Sans

OPEN SANS – BODY COPY

Giae volorehenda diore recte si officia sum fuga. Name lit audis ipisqui derrumenihi. Ventur a quis diant optat apis quid quia cusam la consecarit volore, volupid eatem excepellum utem quischia testioribus restiusandus int offic te plab in et

