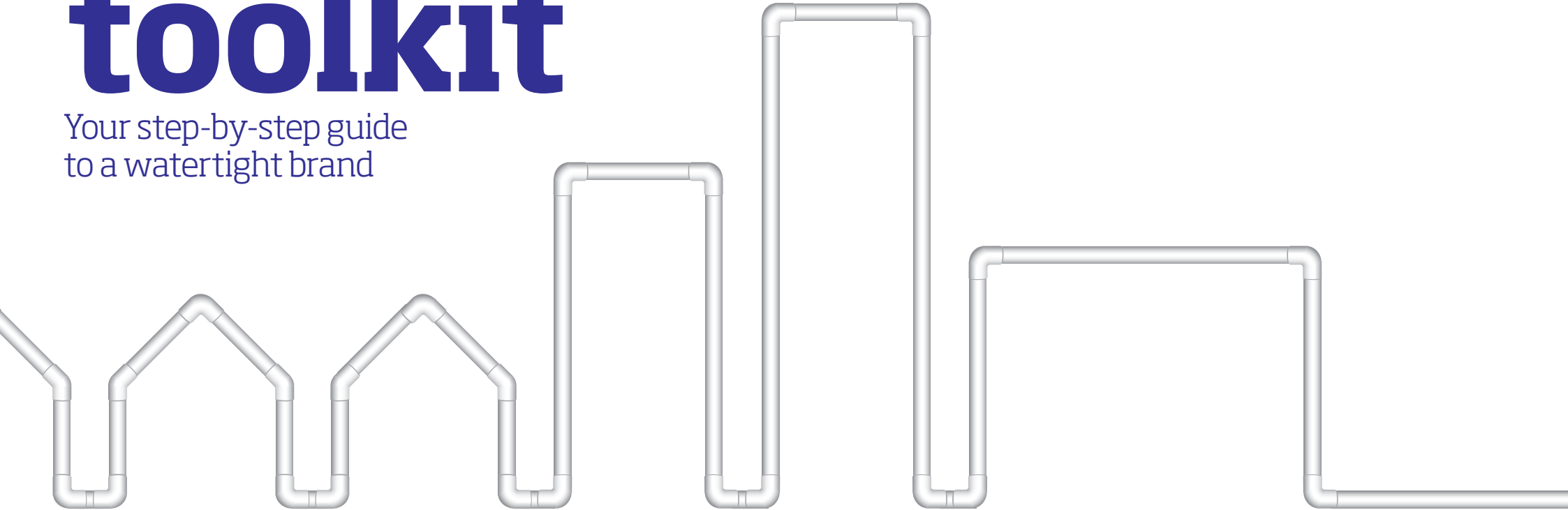


# Brand toolkit

Your step-by-step guide to a watertight brand



Version 8



To get the best result, every brand, like every system, needs its component parts to work together.

This document shows you how to set out these parts – or assets – so that everything flows freely.

Crucially, it will help you go beyond the nuts and bolts to create a consistent brand presence for all audiences.

The WaterSafe logo is made up of three elements: the name of the organisation, the strapline and the graphic device.

The graphic device always sits to the left, and the name and strapline are always stacked. Never tamper with them in any way.

The master logo is always our preferred options, and should be used wherever possible. However, secondary logos are available for use in situations when a full colour logo isn't appropriate.

See page 6 for secondary logos.

### Positioning and space

Wherever possible, the logo should be positioned bottom right. Where this is not possible, place the logo top right. In both instances, ensure the space around the logo is at least equal to the cap-height of the 'W'.

See page 7 for partnership lock-ups.



# Master logo

## A complete set

### Sizing

The logo can be scaled up or down.  
Use this guide as a reference.

#### Minimum size

In print, the minimum size of the logo is 38 mm. This is essential to ensure the legibility of the strapline.

#### Micro size

A micro version is available for the rare occasions when the minimum size logo is too big. This version of the logo should appear only on small items such as badges and pens. It's the only version of the logo without the strapline.

**A3** 95mm



**A4** 65mm



**A5** 45mm



**Minimum size** 38mm



**Micro** 25mm



# Secondary logos

## Whiteout, single colour and mono

The master logo should be used wherever possible. However, there may be occasions when full colour is inappropriate. In these cases, whiteout, single colour and mono positive versions are available.

### Applications

Use the whiteout logo on dark backgrounds for greater contrast.

Use the single colour or mono versions wherever a full colour print isn't possible or would be cost-prohibitive, for example, on promotional items.

See page 13-17 for examples.

### Whiteout



### Single colour



### Mono positive

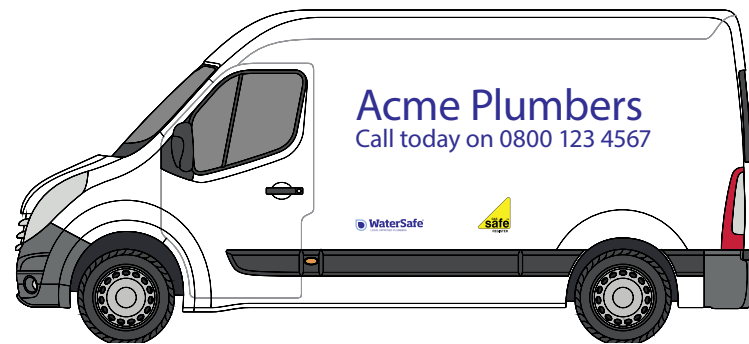


# Van livery

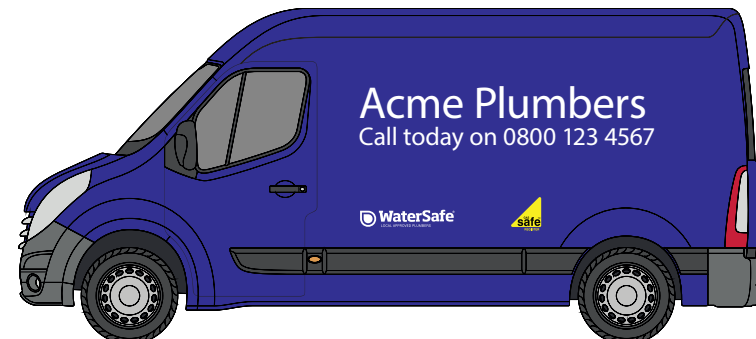
How it can work on the road

Always use the logo with the greatest contrast.

## White van



## Dark van

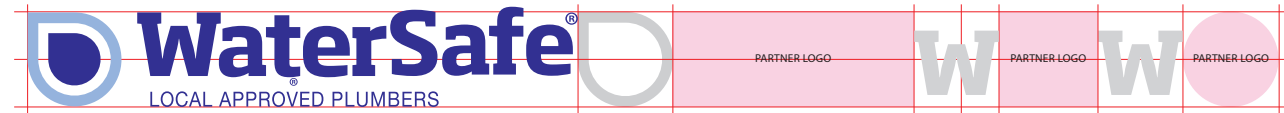


# Partnership lock-ups

## For joint working

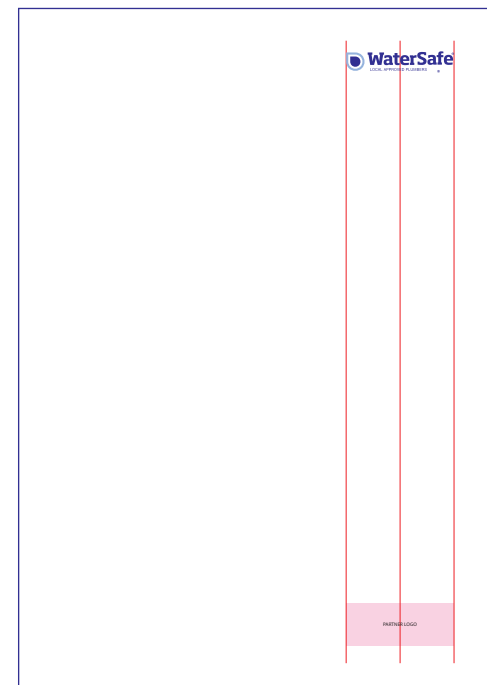
There will be times when you have to use the WaterSafe logo alongside a partner's logo. Where possible, place the WaterSafe logo bottom left, followed by the partner's logo. If this is not possible, place the WaterSafe logo top right and stack the partner logos at the bottom of the page.

In both instances, the partner's logo should align off the centre axis, adhere to the clear space rule and never appear larger than the WaterSafe logo.



Here's how the lock-up would work with Gas Safe.

Here's an example of a stacked logo layout.

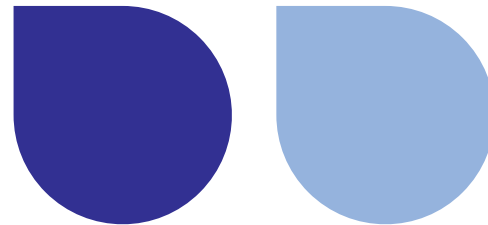


# Colour palette

## Core and secondary colours

Our core colour palette takes its cue from the logo. We also have a secondary palette to add colour to trade and consumer communications. See page 13-17 for sample applications.

Corporate colour palette



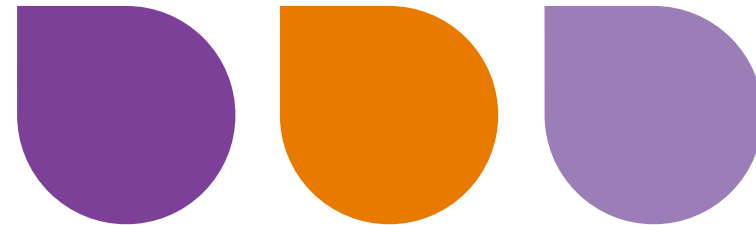
Pantone Violet C

C 98    R 75  
M 100    G 08  
Y 00    B 161  
K 00

Pantone 7451

C 40    R 137  
M 21    G 168  
Y 00    B 224  
K 00

Secondary colour palette



Pantone 2593

C 61    R 128  
M 89    G 55  
Y 00    B 155  
K 00

Pantone 138

C 00    R 244  
M 42    G 161  
Y 100    B 00  
K 01

Pantone 528

C 41    R 173  
M 55    G 128  
Y 00    B 208  
K 00



# WaterSafe Logo

## Terms and Conditions of Use

### Mark 1



### Mark 2



Please read the terms and conditions of use. If you would like to use the WaterSafe logo as a third-party (non-member) please complete and return the attached declaration and give details of how you intend to use the logo and for what purpose. If you experience trouble or find you are missing any tools or parts, please contact Ben Bostock on 01495 237 398.

#### **WaterSafe certification marks and logos (APPLIES TO ALL USERS)**

1. The WaterSafe Installers' Scheme has a certification mark that is registered under the Trade Marks Acts 1994 under certification number 2633534. The WaterSafe Logo is described below. The WaterSafe Installers' Scheme Limited owns the 'WaterSafe Logo' set out below and reserves all rights to it.

2. WaterSafe Installers' Scheme Limited reserves the right to monitor any use made of its certification marks, trademarks and logos.

#### **DOs**

3. If you intend to use the WaterSafe Logo on a web page, you must make sure that there's a minimum spacing of 25 pixels between each side of the certification mark or logo and other graphic or textual elements on the web page.

4. You must use the original WaterSafe Logo.

5. You must acknowledge the WaterSafe Installers' Scheme Limited owns the WaterSafe Certification Mark as a footer or alongside the WaterSafe Logo. Copies of the 'Mark' are available on request for the purposes of producing artwork.

6. Where the WaterSafe Logo is used it must be replicated without adaptation or

alteration, reproducing the logo in black and white as opposed to colour is permissible (including without limitation any resizing, stretching or cropping).

7. Where there are any legal and/or regulatory requirements about the WaterSafe Logo, you must present the WaterSafe Logo in a way, which meets those requirements.

8. All references to the WaterSafe Logo must be truthful, fair and not misleading.

9. You must only use WaterSafe logo artwork when using the WaterSafe Logo.

#### **DON'Ts**

10. You must not use screen prints to extract the WaterSafe Logo.

11. You must not use the WaterSafe Logo to link to specific content, such as PDFs, except with WaterSafe's prior written consent.

12. You must not incorporate WaterSafe Logo into your own product name, service names, trademarks, logos or company names.

13. You must not adopt trademarks or logos that are confusingly similar to the WaterSafe Logo.

14. You must not use the WaterSafe Logo in a way that would affect the goodwill of WaterSafe, or its products or services.

15. You must not copy, store, republish or redistribute the WaterSafe Logo, in whole or in part, for any commercial gain

#### **Conditions of Use - members**

The WaterSafe Logo indicates that the company has been approved and details

of qualified individuals will be listed on the WaterSafe Installers' Scheme website as described in the current WaterSafe terms of approval.

#### **DOs**

16. It is a condition of use that any Certification Mark shall not be used in any printed advertisements or printed publicity matter directed primarily to the market in the United Kingdom and in the Isle of Man or in retail point-of-sale display card distributed by WaterSafe for use within the United Kingdom and in the Isle of Man without indicating that it is a certification mark.

17. All businesses and individuals named in a valid approval by WaterSafe may use the WaterSafe Logo.

18. Members of WaterSafe are entitled to use the WaterSafe Logo on their uniforms, vehicles, website and promotional literature.

19. In order for a business to use the WaterSafe Logo, you must have at least one in five employees with a valid WaterSafe Recognised approval. It must be possible for someone viewing the WaterSafe directory to check that your employees have a valid WaterSafe approval.

#### **DON'Ts**

20. Prior to an Approval being granted Applicants shall not use the WaterSafe name or WaterSafe Logo in any publication or suggest or imply any endorsement by the Scheme either verbally, in writing or by any other means.

21. Once a membership expires, the WaterSafe Logo can no longer appear on uniforms, vehicles, websites, office stationery and/or promotional literature.