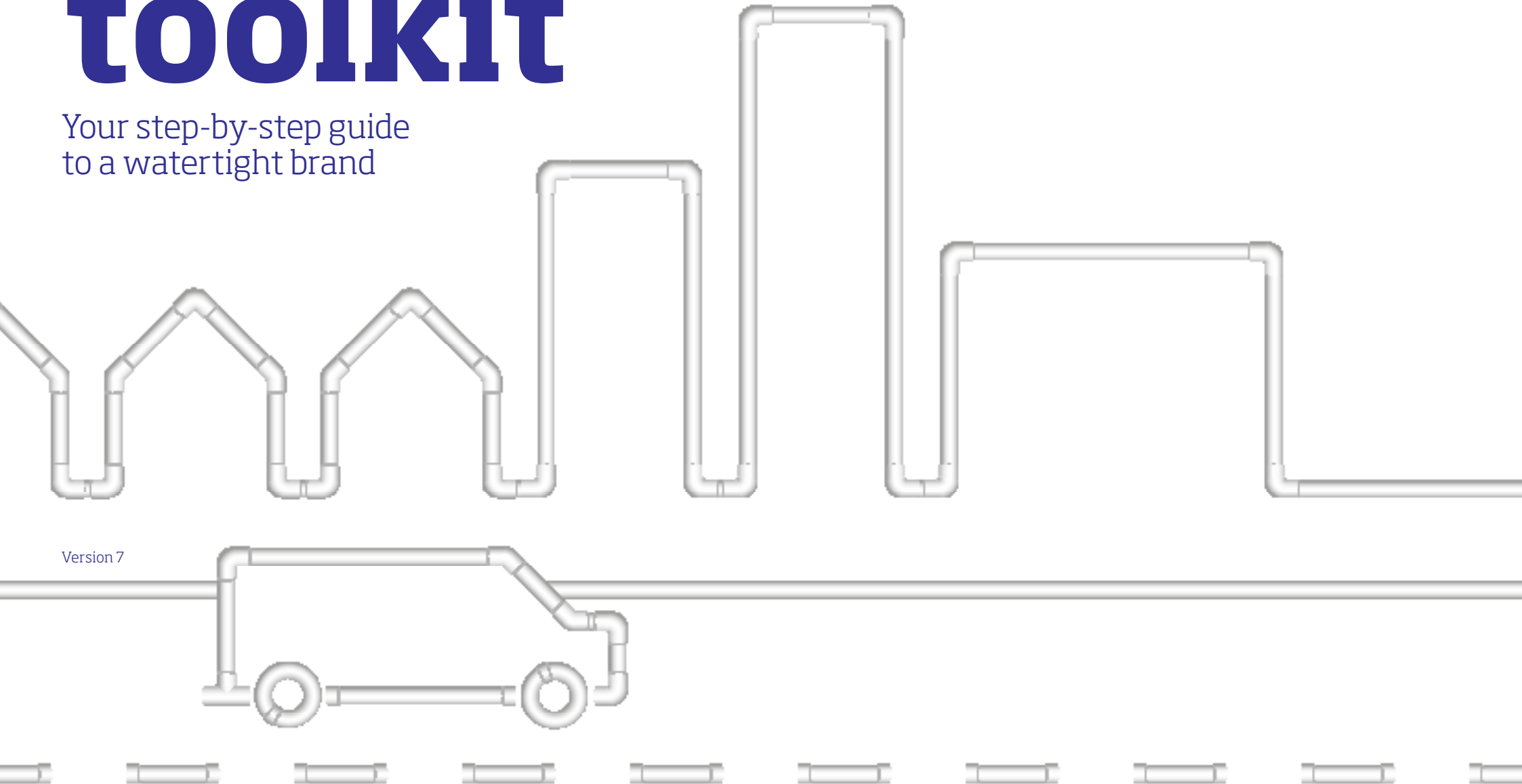


# Brand toolkit

Your step-by-step guide  
to a watertight brand



Version 7



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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.

# Components

All you need to make the brand work

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# Master logo

## Clear space and positioning

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 in appropriate. 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

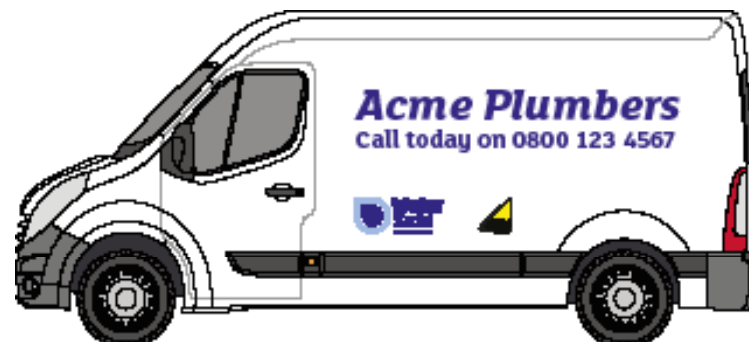


# Van livery

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

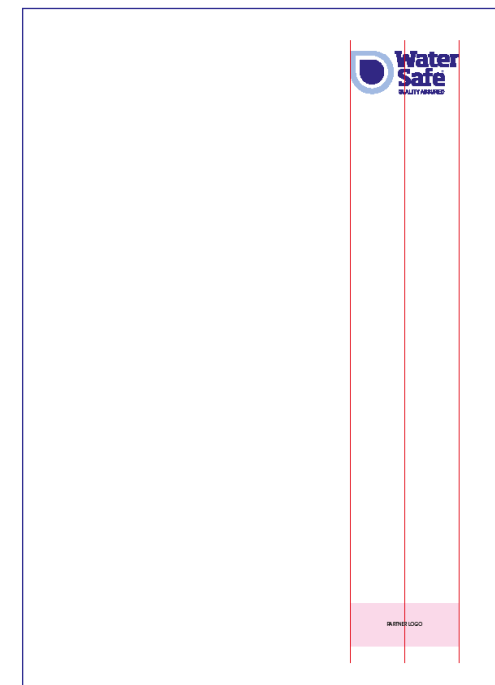
There will be times when you have to use the WaterSafe logo alongside a partner's logo. Where possible, place the WaterSafe logo bottom left, followed by the partner's logo. If this is not possible, place the WaterSafe logo top right and stack the partner logos at the bottom of the page.

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.





# Typography

## Font, style and sizing

Copy for print applications should be set in Soho Pro, which has a modern style that's easy to read at all sizes.

For typical electronic communications, such as emails or Word/PowerPoint files, use Arial. This is a system font, available on all PCs and Macs, and is visually similar to the print typeface Soho Pro.

**For headings use sentence case set in Soho Pro Bold.**

Standfirsts should be set in Soho Pro Light.

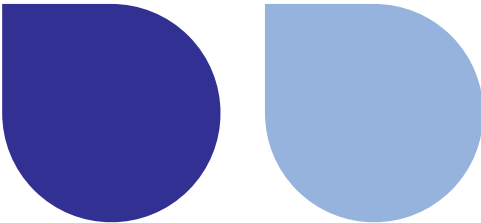
Body copy should be set in Soho Pro Light, 9pt on 11pt.

# 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.

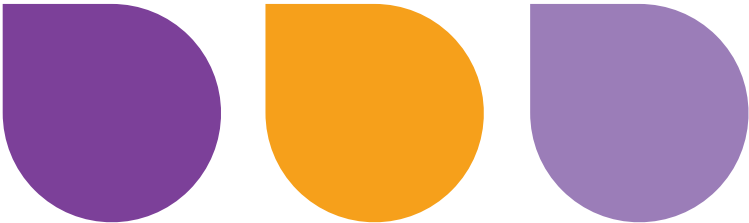
Corporate colour palette



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			

# Graphic device

## Illustrating with pipes

Pipes, elbow joints, reducer couplings and other fittings come together to form a simple illustration style.

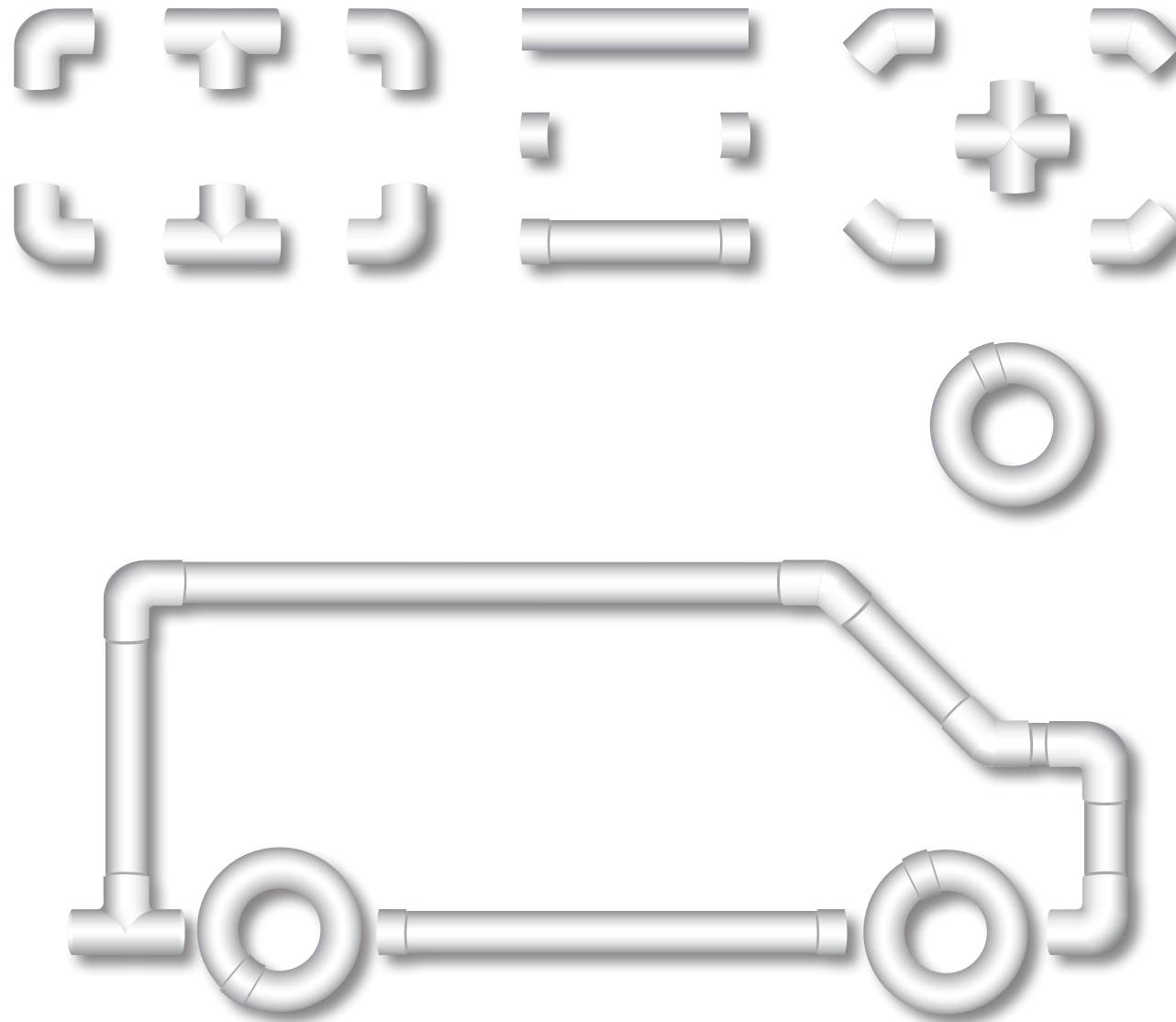
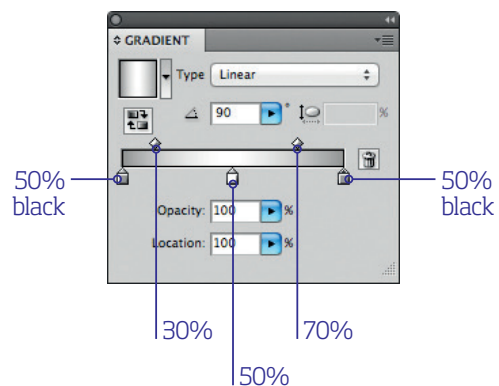
The illustration and the header should work together as a single concept.

See page 12 -16 for example applications.

The van on the right has been drawn with the parts above. There are two simple rules when using this illustration style;

- Please ensure shadows are used at every join.
- A drop shadow is required to lift it off the background.

The gradient used on the straight pipes is illustrated below. The gradient on the joints and curved pipes varies depending on the size . Adjust it accordingly.



# Tone of voice

## Talking WaterSafe

The way we sound is just as important as the way we look. Our tone of voice takes its cue from our values – quality, safety and trust. These should be the benchmark of every communication.

### Some style pointers

- Always write WaterSafe with a capital ‘W’ and capital ‘S’, and no space.
- Use sub-heads to break up information.
- Write out numbers one to ten - use numerals after that.
- Use ‘%’ rather than writing out ‘per cent’.
- However, say ‘and’ rather than ‘&’ (unless it’s a company name or an established abbreviation, like H&S).
- If you’re using ellipsis (three dots) there’s no space before or between them.
- If you’re quoting direct speech use double quotes. Otherwise, use single ones.

### Quality

WaterSafe is a national accreditation scheme. The way we write should express our authority without being too corporate. Think professional rather than formal.

#### Rules of thumb:

- Keep it simple with short words and sentences.
- Avoid abbreviations.
- Check and double-check for typos and errors.

### Safety

Customers want capable, competent plumbers, and messages should convey confidence and credibility. Stay away from ‘wacky’.

#### Rules of thumb:

- Avoid unnecessary exclamation marks.
- Never use ALL CAPS in body copy.
- Don’t try to be cute or quirky.

### Trust

Our plumbers work in people’s homes every day. Try to strike a friendly, human tone that reassures the audience you’re talking to.

#### Rules of thumb:

- Forge a direct connection with lots of ‘we’ and ‘you’.
- Don’t use jargon in customer-facing copy.
- Do use contractions when they sound natural.

## **Example applications**

### The brand in action

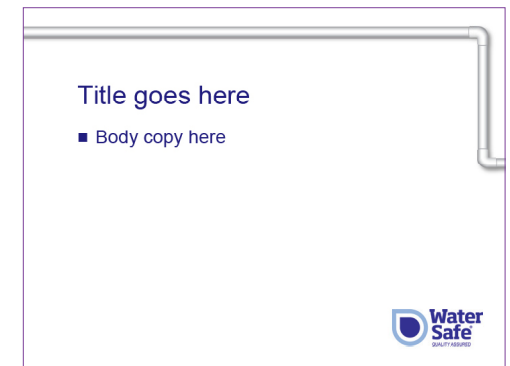
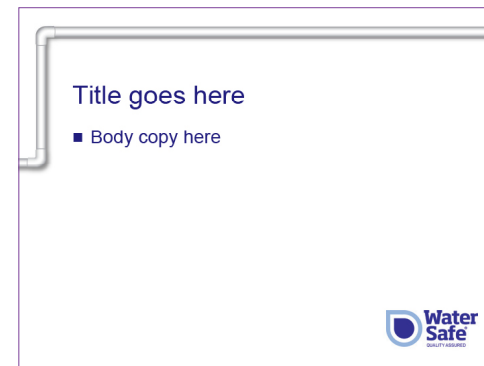
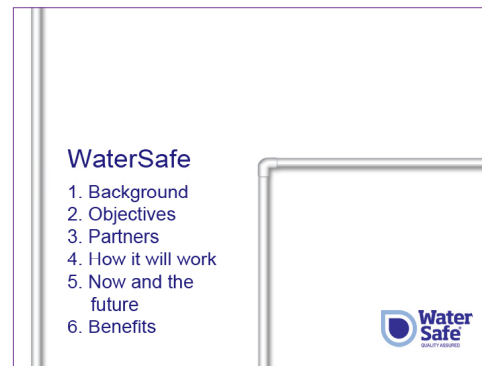
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The following pages feature a starter set of communications for trade and consumer audiences.

They are designed to act as a guide to crafting headlines, illustrations and main messages, and show all the brand tools in action.

# Corporate

## PowerPoint slide set



Note that the pipes flow from one slide to the next - this can be emphasised by applying slide transitions. For instance, moving around the text as shown here.

# Trade members

## Direct mail and press advert

## Get ahead

WaterSafe is the new nationwide accreditation scheme for plumbers. It could help you drive your business forward.



## Click with your customers

**When it comes to plumbers, your customers just want peace of mind - WaterSafe has been created to offer them just that.**

It's a single, nationwide accreditation scheme that's free to join for all qualified plumbers. In fact, if you're a member of any of the following programmes, you don't even have to sign up - you'll get WaterSafe accreditation automatically.

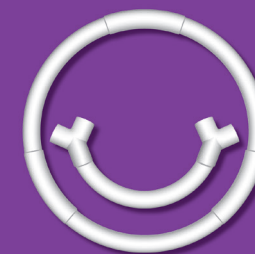


**If you're not a member of an existing programme, you can sign up at [WaterSafe.org.uk](http://WaterSafe.org.uk)**

To be eligible, your business must:

- employ trained, competent plumbers with NVQ L2 or equivalent in plumbing and a Certificate of WFR knowledge
- hold public liability insurance
- provide evidence of training schemes (e.g. use of approved materials and H&S compliance).

## Reasons to be cheerful



WaterSafe is the new nationwide accreditation scheme for plumbers. As a member, you'll have a lot to smile about.

- Attract customers with quality assurance
- Get industry endorsement for your business
- List your services on our national website

It's free and easy to join, so be on the safe side and sign up today.

**[WaterSafe.org.uk](http://WaterSafe.org.uk)**



# Trade members

Poster, A5 leaflet and shop sticker



**Know your ring fittings from your end feeds?**

WaterSafe is the new nationwide accreditation scheme for plumbers. As a member, you'll get peace of mind for your customers and industry endorsement for your business.

It free and easy to join, so if you've just qualified and know your stuff, be on the safe side and sign up.

**WaterSafe.org.uk**



**Smiles all round**



WaterSafe is the new nationwide accreditation scheme for plumbers. As a member, you'll get peace of mind for your customers and industry endorsement for your business.

It free and easy to join, so stay on the safe side and sign up today.

**WaterSafe.org.uk**



**More than a plumber's mate**

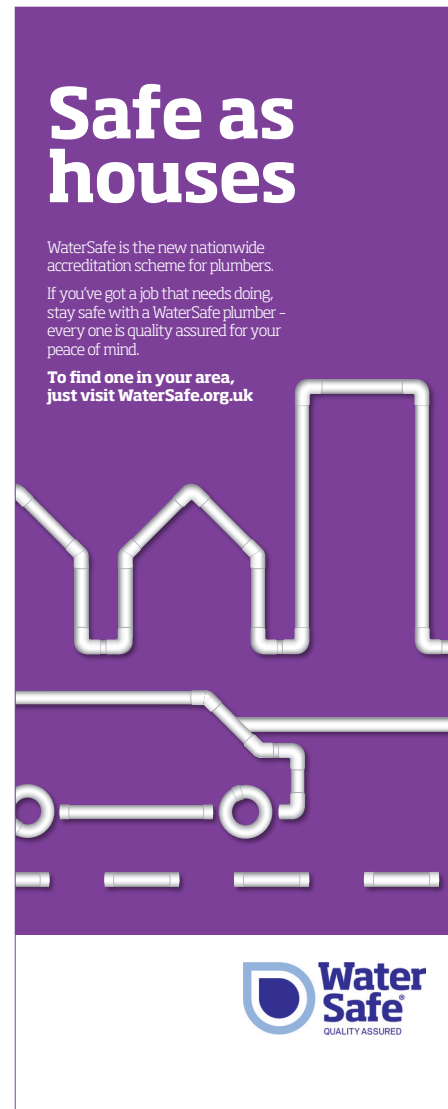


WaterSafe is the new nationwide accreditation scheme for plumbers. Be on the safe side and sign up today.

**WaterSafe.org.uk**







# **Brand safety and security**

## Staying safe with WaterSafe

Please don't tamper with the WaterSafe brand. If you experience trouble or find you are missing any tools or parts, please contact Ben Bostock on 01495 237 398 or email [ben.bostock@wras.co.uk](mailto:ben.bostock@wras.co.uk)