



**WaterSafe** Register  
**Brand Guidelines**  
Version 1

## Clear 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'.



## Minimum Size

The minimum size to use the logo is 25mm



# Whiteout and Mono

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

Whiteout



Mono

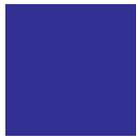


100% Black



60% Black

## Corporate Colours



Pantone Violet C

C	98	R	75
M	100	G	08
Y	0	B	161
K	0		



Pantone 7451

C	40	R	137
M	21	G	168
Y	0	B	224
K	0		

## Typography

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.