



Logo Usage Guide

Elements of Logomark

The WaterStep logomark is comprised of 2 basic elements. These elements are the logotype and the footprint icon. **The logo is intended to be used in this configuration at all times.** In the event that any type of variation of the logomark is necessary, please consult with your representative at Current360.

Minimum size with tagline

size usage: 2" or larger

Logomark without tagline

size usage: .75" to 2"



Color Palette of Logomark

In color versions of the WaterStep logo the foot and tagline are always Blue, **PMS 285**, and the logotype is paprika, **PMS 160**.

Acceptable alternate colors, including 1 color and reversed versions, are provided in the following section.



Blue
PMS 285

{ C=90 M=72 Y=0 K=0
R=0 G=115 B=207
HEX #0073CF



Paprika
PMS 160

{ C=6 M=71 Y=100 K=32
R=157 G=81 B=22
HEX #9D5116

Alternatives

Black (1 color) logomark



Footprint icon (To be used in blue, black & white only)



White (Reversed) logomark



Typefaces Recommended

Futura Extra Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Futura Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Futura Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Futura Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Futura Extra Bold Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Futura Bold Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Futura Medium Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Futura Light Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Clear Space

Magenta indicates the **Clear Space**. The Clear Space is equal to the height of the lower case a in the logotype. The magenta area must be kept free of other elements.



Do not do this

Don't stretch or distort



Don't change element position



Don't change element size



Don't change fonts



Don't change colors

