WaterStep

Save Lives with Safe Water

BRAND GUIDELINES

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BRAND STATEMENT

Starting with providing access to safe water, our innovation, training, tools, and technology provide sustainable solutions to the organizations and communities we serve. Our collaborative efforts empower organizations and communities to innovate solutions to unique challenges and transfer new knowledge to others. This dynamic creates a powerful ripple effect that saves lives and transforms communities.

OUR MISSION

WaterStep empowers individuals and communities to take care of their own water needs: Alleviating suffering, building healthier communities, and transforming lives around the world.

OUR PILLARS

HEALTH & WELLNESS
We deliver solutions that improve the physical, mental, and social wellbeing of the individuals and communities we serve.

EDUCATION & TRAINING
We support effective education and training programs to build healthier communities around the globe.

EMPOWERMENT
We provide people with tools and opportunities to improve their lives and thrive.

EMERGENCY RELIEF
We support the needs of people and communities in the midst of crisis to bring control and dignity.

OUR VALUES

Safe water is a basic human right.

HUMANITY: ALL PEOPLE MATTER
We treat people with equity, dignity, and compassion. All people deserve access to safe water.

HOPE: WHAT WE DO MATTERS
We bring a comprehensive approach to impact lives by building healthy communities globally.

EMPOWERMENT: HOW WE WORK MATTERS
We equip communities to take care of their water and hygiene needs with innovative solutions.

INTEGRITY: WHO WE ARE MATTERS
We embrace and serve everyone with honesty and neutrality.

OUR VISION

A world where everyone has access to safe water and sanitation.

BRAND TONE

We are beacons of hope. We focus on transformative outcomes featuring positive and uplifting stories, simple and effective solutions, and insight. We inspire through our actions, empathy, and collaboration.

WHO WE ARE

FRIENDLY

We are kind and caring and seek to treat everyone with warmth and respect.

INFORMAL

We are relaxed, approachable, and welcoming.

CONFIDENT

Our technology is proven and our solutions are sustainable and replicable.

HUMBLE

We don't have all the answers. People in communities often have better solutions.

AUTHORITATIVE

We are subject matter experts.

INSPIRATIONAL

We share and celebrate fascinating stories about the people we serve and how their communities have been transformed.

INCLUSIVE

We believe that everyone has a right to safe drinking water. Everyone.

ELEMENTS OF THE LOGO

The WaterStep logomark is comprised of two basic elements. These elements are the logotype and the footprint icon. **The logo options below are the only approved configurations.**

LOGO ALTERNATIVES

Black or Blue (1 color) Logomark

White (Reversed) Logomark
Must be used when designing on a solid color and is also reccommended on high contrast images.

Footprint Icon
To be used in blue, black & white only.

LOGO ALTERNATIVES

Should you need a logo option containing the **URL**, the below options are approved for use.

WATERSTEP.ORG

WATERSTEP.ORG

WATERSTEP.ORG

White (Reversed) Logomark /URL Logo Lockup

WATERSTEP.ORG

WATERSTEP.ORG

WATERSTEP.ORG

LOGO SIZE

Minimum size with tagline
Size usage: 2″ or larger

2″ or larger

Logomark without tagline
Size usage: .75″ to 2″

.75″ to 2″
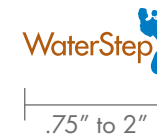
LOGO CLEAR SPACE

The clear space is equal to the height of the lower-case **a** in the logoype. The clear space must be kept free of other elements.

PLEASE **DON'T** ALTER THE LOGO.

1. Don't stretch or distort

2. Don't change element size

3. Don't change colors

4. Don't change element position

5. Don't change fonts

6. Don't make the **S** lowercase

PRIMARY

In color versions of the WaterStep logo the foot and tagline are always **Blue, PMS 285**, and the logotype is **Paprika, PMS 160**. You also have the option to use these colors in the following different tint percentages: 20%, 40%, 60%, and 80%.

Acceptable alternate colors can be found on the following page.

PMS 285
C=90 M=72 Y=0 K=0
R=0 G=115 B=207
HEX #0073CF

PMS160
C=6 M=71 Y=100 K=32
R=157 G=81 B=22
HEX #9D5116

SECONDARY

These **RECOMMENDED** secondary colors are earth tones, representing the world in which we operate, as well as our down-to-earth personality.

Primary colors are brand colors and should be the main colors of any design while secondary colors accent the primary.

C=0 M=0 Y=2 K=33
R=182 G=183 B=181
HEX #B6B7B5

C=0 M=0 Y=0 K=80
R=88 G=89 B=91
HEX #58595B

C=100 M=90 Y=34 K=31
R=27 G=44 B=89
HEX #1B2C59

C=24 M=34 Y=100 K=0
R=201 G=163 B=47
HEX #C9A32F

C=0 M=62 Y=76 K=65
R=115 G=55 B=24
HEX #733718

C=77 M=0 Y=87 K=0
R=37 G=180 B=94
HEX #25B45E

C=87 M=23 Y=100 K=11
R=13 G=132 B=66
HEX #0D8442

JUST OUR TYPE

Our primary brand font is Futura.
There are several weight variations of this font to be utilized in design.

Please Note: Futura BOLD is used for headlines.

Futura Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
Futura Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
Futura Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Futura Bold Oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
Futura Medium Oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
Futura Book Oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ALTERNATIVE FONT OPTIONS

Some alternative font **SUGGESTIONS** to substitute our brand font are Gotham and Helvetica Neue. These options are very similar in style to Futura and are common fonts. If these fonts are not available, please use Arial or Helvetica or a similar san-serif typeface.

Gotham Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
Gotham Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Neue Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
Helvetica Neue Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

WEB FONT OPTION

When designing for web, please use the Open Sans font family.
Use Open Sans Bold for titles and Open Sans Regular for body copy and captions.

Open Sans Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Open Sans Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

DECORATIVE FONT OPTIONS

The **SUGGESTED** fonts below provide an option for more elegant/cursive announcements as well as a more hand-written/rustic style. Please feel free to use your best judgement when selecting a decorative font to pair* if you do not choose to use the options below. All of the fonts listed below are available via Adobe Fonts.

Shelby REGULAR

Safe water saves lives.

Kiln Sans

SAFE WATER SAVES LIVES.

*Limited use to support or accentuate design.

PHOTOGRAPHY

WORTH A THOUSAND WORDS

When it comes to photography, we want to capture who we are as an organization. We are people who spread hope, so our photos should portray people we've served and the hope we left behind.

It would be easy to evoke emotions that made people feel sorry for the subjects, but it would also be counterproductive to the success we want to portray.

Please Note:
Know the local customs, ask permission, and get a signed release form if needed or possible.

STYLISTIC PHOTOGRAPHY SAMPLES

Iconography

HEALTH & WELLNESS

EDUCATION & TRAINING

EMPOWERMENT

EMERGENCY RELIEF

USAGE

Video is not only a powerful storytelling tool, it also serves educational purposes. To that end, video will be used for instruction, fundraising, and inspiration.

INSTRUCTION
Instructional videos should be engaging, easy to understand, and provide step-by-step guidance.

FUNDRAISING
Fundraising videos should show what we've accomplished and communicate how much more there is yet to be done. They should also make use of personal stories of people and their successes working alongside WaterStep. Fundraising videos should also include an "ask" and give multiple ways to donate.

INSPIRATIONAL
Inspirational videos should tell stories of progress and transformation.

WaterStep videos should not be edited or altered without consent and approval from WaterStep. Subtitles should be in an easy-to-read font in a color that contrasts with the background. Do not exceed three lines of text on a caption and make sure they are split into equal parts in length.

STYLISTIC VIDEOGRAPHY SAMPLES

COPYWRITING TIPS

In general, we write how people talk. This helps us be more relatable and approachable. Here are some basic guidelines to achieve this tone. Additionally, we need to understand that we often talk to an international audience, and we need to avoid the use of idioms that do not translate to other cultures. For example, talking about "ballpark figures" is uniquely American (baseball reference), as are phrases like "old school," "pleading the fifth," and "our neck of the woods."

IT'S NEVER ABOUT US.

Granted, we are part of the story, but the focus should always be on the people we help, the volunteers who make it all possible, our strategic partners, and the situations that need to be addressed.

NEVER REFER TO OURSELVES IN THE THIRD PERSON.

If you're in a conversation and someone refers to themselves in the third person, you're probably going to have a negative reaction. Copy is no different, so write in the first person (I, we) when talking about ourselves.

MAKE IT CLEAR AND CONCISE.

People tend to skim, so the shorter we make our copy the better. Just make sure your message gets across.

AVOID COMPLEX WORDS.

Most people use common language. We should, too.

USE THE ACTIVE VOICE, NOT THE PASSIVE.

We are people of action and our copy should reflect that.

CLEVER IS GOOD.

If you're competing for people's attention and wanting them to like you, clever copy — especially headlines — are a good way to capture attention and hearts. Just make sure it's clear.

BE POSITIVE.

We do great work. Let's let our language reflect that.

AVOID OVERUSE OF EXCLAMATION POINTS.

Save exclamation points for when you really want to emphasize a point or statistic.
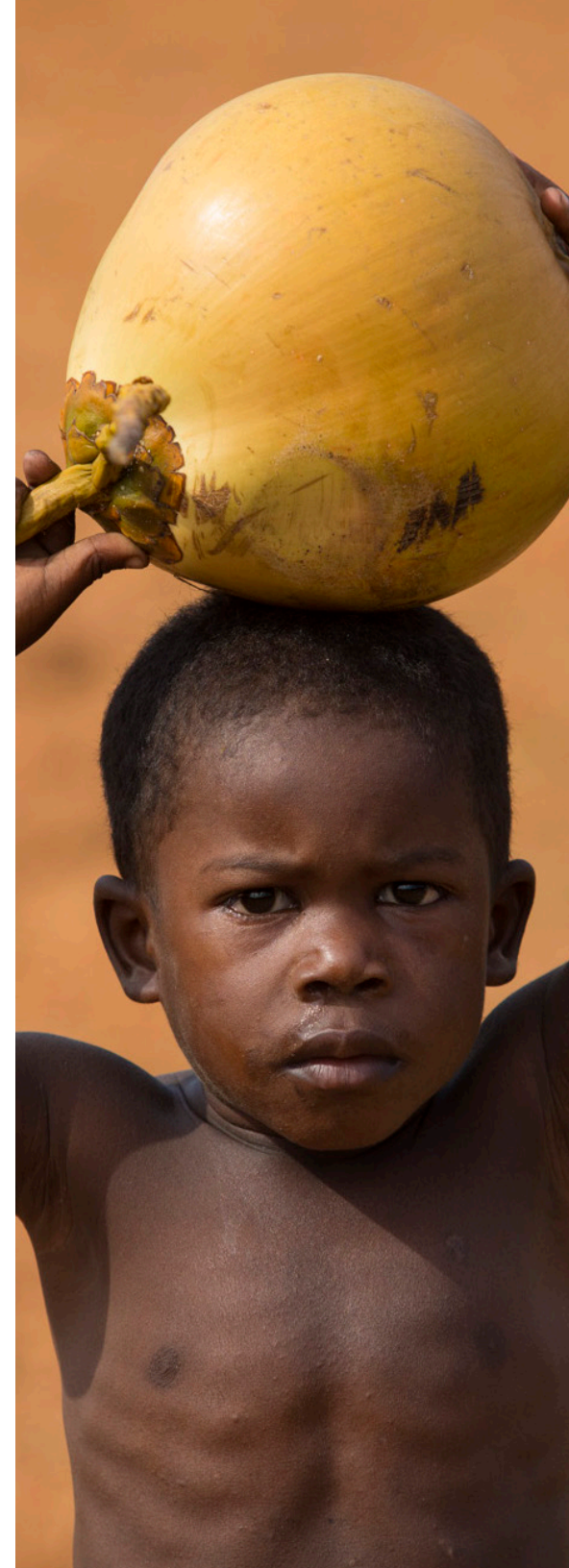
GUIDELINES

In general, our social media will be a loose and even more engaging version of our brand. We should include usernames (example: @WHO) of other people and organizations liberally to gain a wider audience, acknowledge people who help, and thank contributors and supporters.

Our social media should also tell our story in bite-sized chunks by utilizing video, insightful copy, and stunning photographs.

Fundraising on social media should only be used for specific campaigns or events. We do want to engage people, but we do not want them to expect an ask every time they see us post.

Our logo is not required to be on any imagery since it is already on the social media platform. However, if there is a concern about others using our work as their own, a watermark can be included.
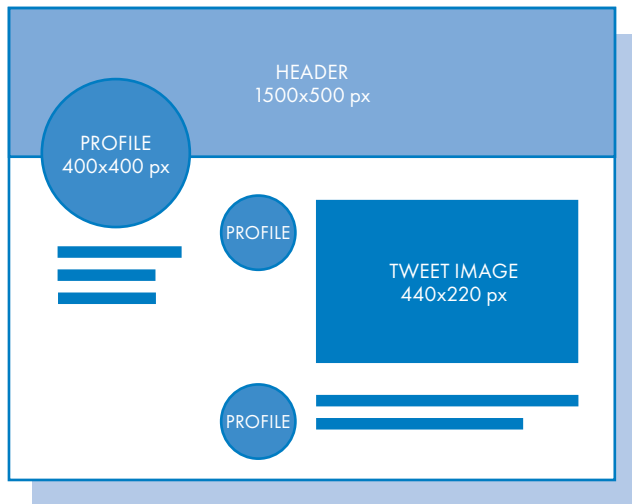
SOCIAL AND DIGITAL SPECS

PROFILE IMAGE: 400x400 pixels
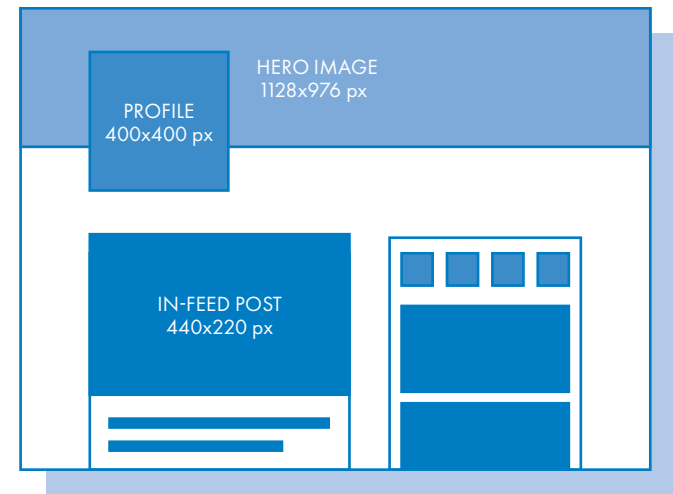**HEADER:** 1500x500 pixels
TWEET IMAGE: 1600x900 pixels

HEADER
1500x500 px

PROFILE
400x400 px

PROFILE

TWEET IMAGE
440x220 px

PROFILE

PROFILE IMAGE: 400x400 pixels
HERO IMAGE: 1128x976 pixels
SQUARE: 1080x1080 pixels
IN-FEED POST: 1200x627 pixels

HERO IMAGE
1128x976 px

PROFILE
400x400 px

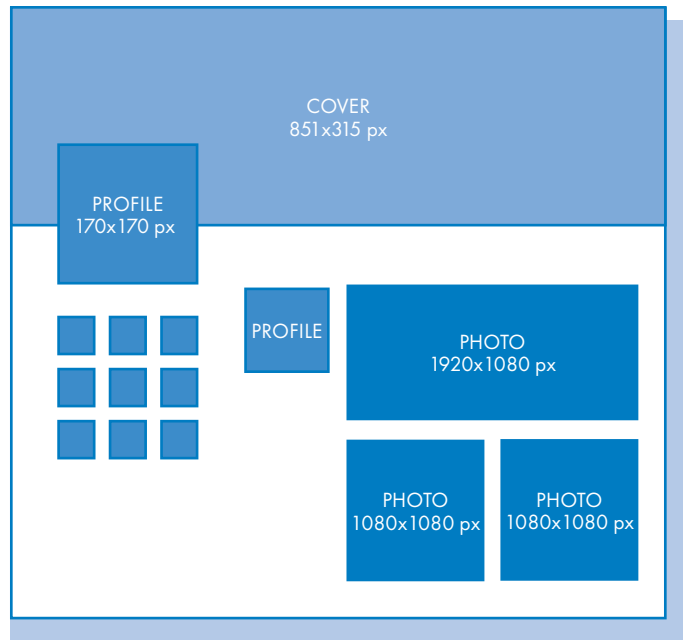IN-FEED POST
440x220 px

SOCIAL AND DIGITAL SPECS

PROFILE IMAGE: 170x170 pixels
COVER IMAGE: 851x315 pixels
STORIES: 1080x1920 pixels
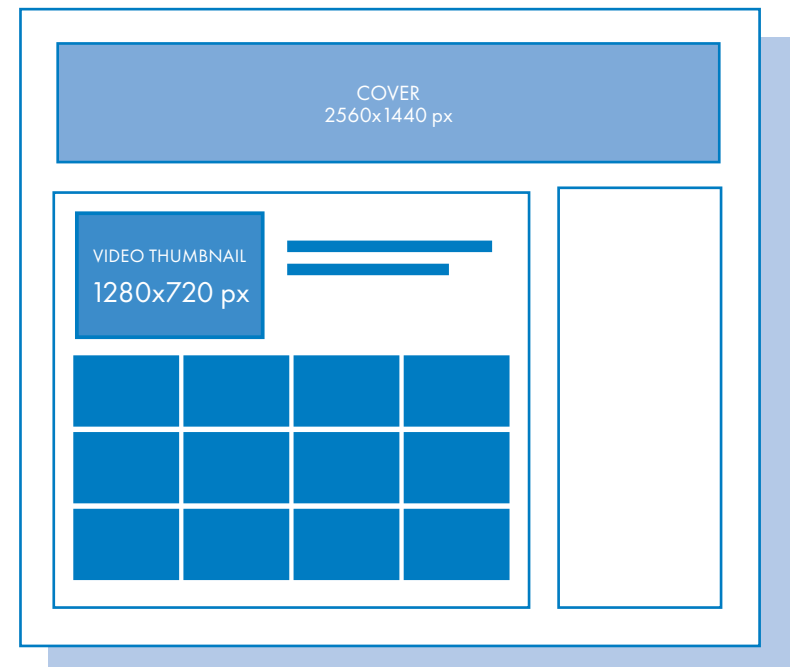**SQUARE:** 1080x1080 pixels
TIMELINE PHOTOS: 1920x1080 pixels

PROFILE IMAGE: 800x800 pixels
BANNER: 2048x1152 pixels
COVER IMAGE: 2560x1440 pixels
VIDEO: 1280x720 pixels (at minimum)

COVER
851x315 px

PROFILE
170x170 px

PROFILE

PHOTO
1920x1080 px

PHOTO
1080x1080 px

PHOTO
1080x1080 px

COVER
2560x1440 px

VIDEO THUMBNAIL
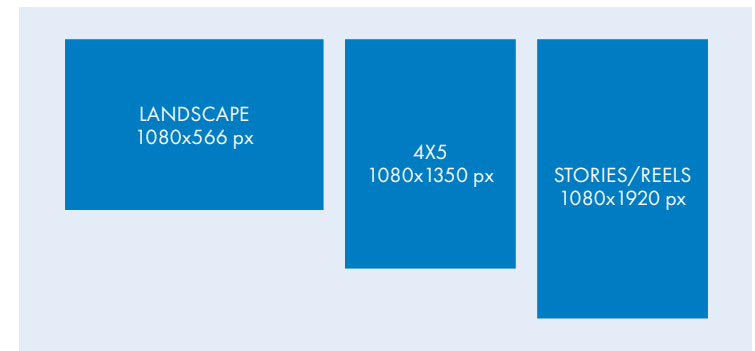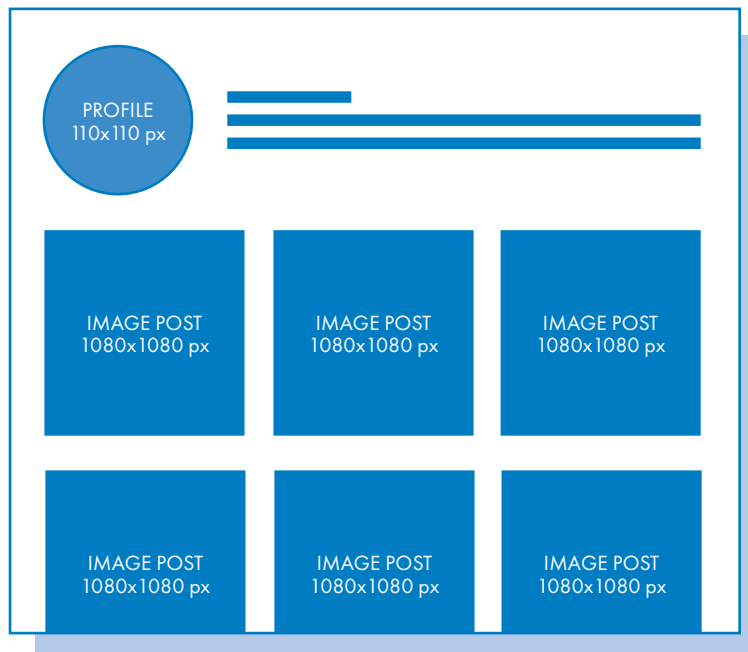1280x720 px

SOCIAL AND DIGITAL SPECS

PROFILE IMAGE: 110x110 pixels
STORIES AND REELS: 1080x1920 pixels
4X5: 1080x1350 pixels
SQUARE: 1080x1080 pixels
LANDSCAPE: 1080x566 pixels

PROFILE
110x110 px

IMAGE POST
1080x1080 px

IMAGE POST
1080x1080 px

IMAGE POST
1080x1080 px

IMAGE POST
1080x1080 px

IMAGE POST
1080x1080 px

IMAGE POST
1080x1080 px

LANDSCAPE
1080x566 px

4X5
1080x1350 px

STORIES/REELS
1080x1920 px

BOX LOCATION AND PROMOTION

Make sure your box is in a prominent location with heavy foot traffic.

Let people know they are saving lives by donating shoes:
three pairs of shoes = safe water for one person for life!

Shoe Drive assets available at waterstep.org/resources/

WATERSTEP.ORG