

WaterStep

Brand Guidelines

Tone of Voice

Compassionate and Sincere:

Empathy and commitment to empowerment and dignity.

Guided Progress Assurance:

Experience-backed support that's empowering, encouraging, reassuring and motivating.

Strategic Momentum Building:

Dynamic using bold innovation to elevate individuals and communities.

Clear and Impactful Messaging:

Emphasizing the experience-driven guidance and commitment to helping communities move forward.

Brand Values

Compassion

"The heart" of the brand.
The desire to lift others up.
North star.

Rational Positioning: Expertise

WaterStep has a unique set of expertise, technologies, and the best practices to scale the impact of each donated dollar.

Expertise

"The hands" of the brand.
Knowledge, skills, and the
technology to deliver.

Emotional Positioning: Compassion

Progress towards the goal of universal access to safe water requires expertise and compassion. Only by compassionate global hearts and empowered local hands can it be a reality.

Progress

"The mind" of the brand.
Pursuing a future where
safe water and health are
accessible to everyone.



Brand Colors

Savanna + Bush: **Primaries** Sahara Sandl **Accent** Turmeric **Special Use**
Oceanic **Accent** Tropical **Special Use**

SAVANNA

RGB 87 189 184
HEX #57bdb8

Pantone
4174 U/C

SAHARA SAND

RGB 248 198 98
HEX #f8bc62

Pantone
4002 U / 2008 C

TROPICAL

RGB 137 189 141
HEX #89bd8d

Pantone
4204 U/C

TURMERIC

RGB 237 129 57
HEX #ed8139

Pantone
4008 U / 4009 C

OCEANIC

RGB 54 119 134
HEX #367786

Pantone
2208 U/C

BUSH

RGB 1 65 66
HEX #014142

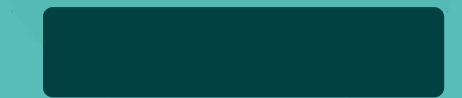
Pantone
5473 U/C

 Color Blends + Examples



Water
Step
WaterStep

Turn thirst into hope.
waterstep.org



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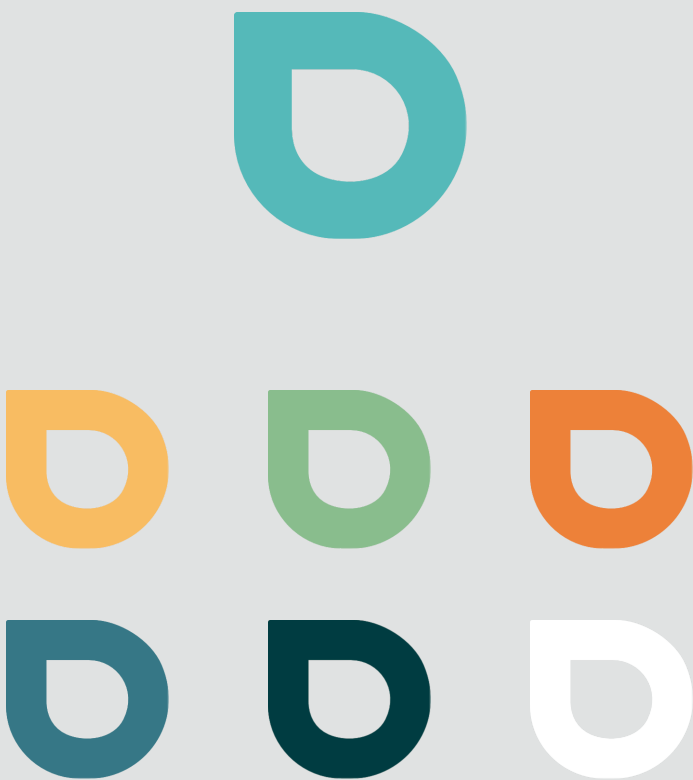
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Disasters are unpredictable.
Safe water shouldn't be.
Join us. waterstep.org

 Logotype + Design Elements

WaterStep
WaterStep
WaterStep
Water
Step
Water
Step





Additional Logo Use Cases

Water
Step

WaterStep



WaterStep

Water
Step



Water
Step



Muller

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
1234567890
!@#\$%^&*()

For body text

Adelle

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
1234567890
!@#\$%^&*()

For headlines

Poppins

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
1234567890
!@#\$%^&*()

Web and print

Logotype Don'ts



Don't crop the logotype



Don't color it with any
non-brand colors



Don't rotate, skew or distort
the logotype

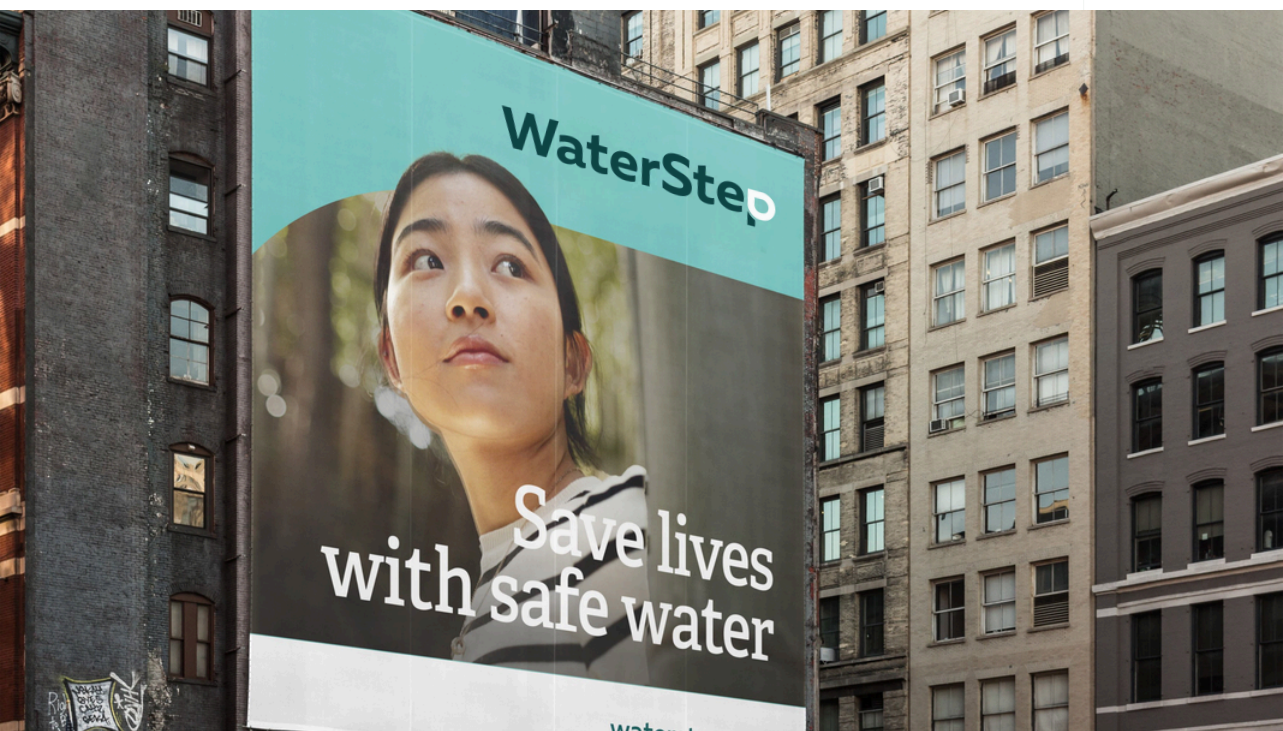


Don't apply any artistic
styles to the logotype



Don't recompose the logotype or
change its proportions

 Logotype In-use



Imagery Examples

