

BRAND ASSETS

ALTERNATE LOGO OPTIONS

Primary Logo

The primary logo for The Water Institute of the Gulf should always be used when full-color digital printing options are available as long as the logo stands without significant contrasting elements behind it.

[DOWNLOAD PRIMARY LOGO](#)



**THE WATER INSTITUTE
OF THE GULF®**



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Dark Background Logo Variation

This logo variation is recommended when the logo is placed on top of an image that would interfere with its legibility, or can be used as a stylistic choice.

[DARK BACKGROUND LOGO VARIATION](#)

One-Color Logo Variation

The one-color variation should be used when the logo is produced as a tertiary element, or is produced on a small scale that does not justify full-color options. The logo should be placed on a background that gives enough contrast between the logo and the background.

[DOWNLOAD ONE-COLOR WHITE LOGO](#)

[DOWNLOAD ONE-COLOR BROWN LOGO](#)

CLEARSPACING & MINIMUM SIZE



**THE WATER INSTITUTE
OF THE GULF®**

Clearspacing

The logo should always have at least an area of the size of the “w water droplet” on all four sides for optimal readability.



Minimum Size

To ensure the logo is always legible, it should never be reproduced in a size smaller than 0.75” width.