

Brand Assets

PRIMARY LOGO

On print, web or display materials the primary THE WATER INSTITUTE logo should always be used when full-color digital printing options are available as long as the logo stands without significant contrasting elements behind it. This logo should be produced using the designated CMYK mix or RGB colors. [Click here to download logo files.](#)

Two components of the logo:

- 1) Water logomark can be used on its own to help enhance the branding of a space.
- 2) Logotype should never be used on its own.



ALTERNATE LOGO OPTIONS



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.



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.



CLEAR SPACING AND MINIMUM SIZE

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



To ensure the logo is always legible, it should never be reproduced in a size smaller than 1 in width.

