

## MASTER LOGO



The concept behind this logo was to display water scarcity in a simple and effective way that would translate through generations of people. With a simple and delicate tagline to conclude the logo. It is roughened meant to cause a stir and show the effects of water scarcity through the look of the logo.



For the purpose of this logo system, this is an secondary logo with no aesthetic changes or tagline.

FULL COLOR & TWO COLOR



ONE COLOR/B&W LOGO



FULL COLOR & TWO COLOR

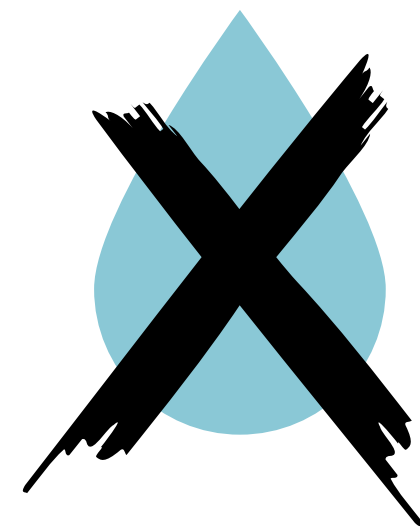


ONE COLOR/B&W LOGO



KNOCKOUT

## ALTERNATE LOGOS



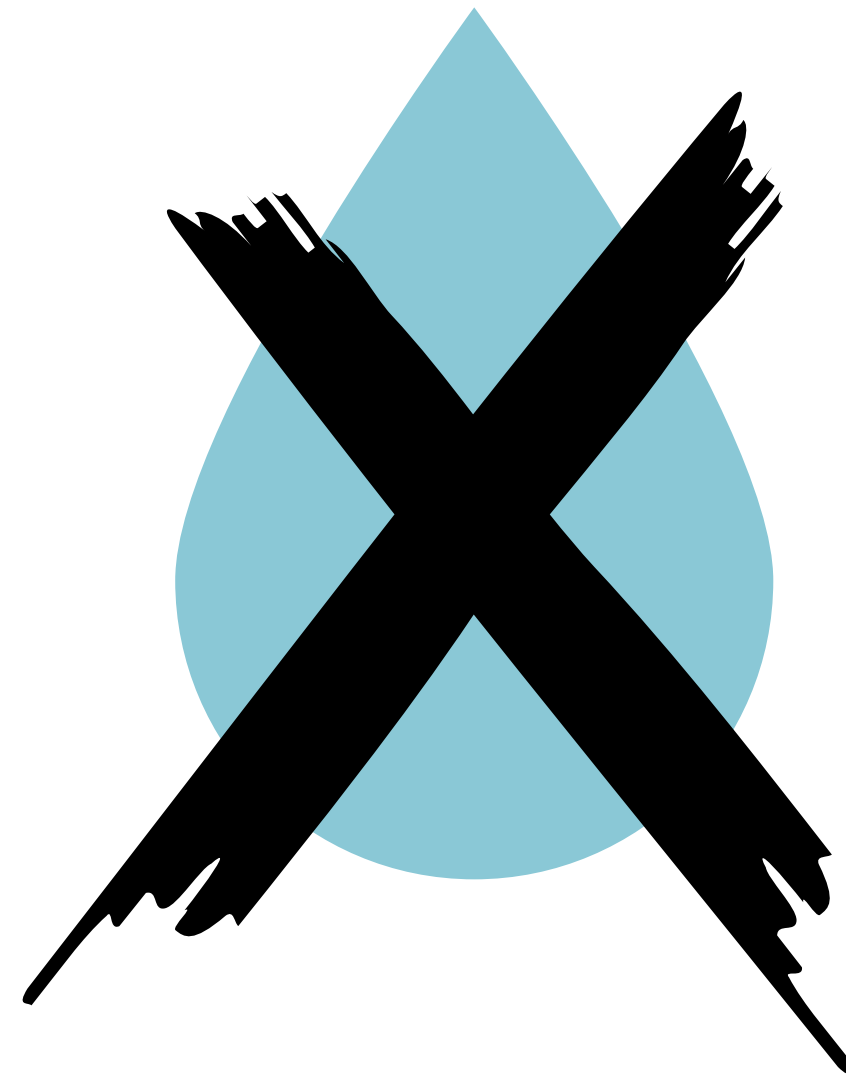
The logo excluding the type. This is used much more often than the full logo for legibility.

## ALTERNATE LOGOS



**KNOCKOUT**

## THE MARK



## IMAGERY

A visual representation of not having water, a droplet with a paint brushed x on top of it.

## LOGOTYPE

WXTR

## HEADLINE

This is a shortened version of the word water and a play on not having any.

S T O P   W A T E R   S C A R C I T Y

## TAGLINE

Stop water scarcity is the main initiative for this cause and the branding of this organization.

MINIMUM SIZE REQUIREMENTS



200 px



150 px



200 px



50 px

STAGING AREA



The water droplet on it's side is an appropriate measurement for any other objects near the logo.

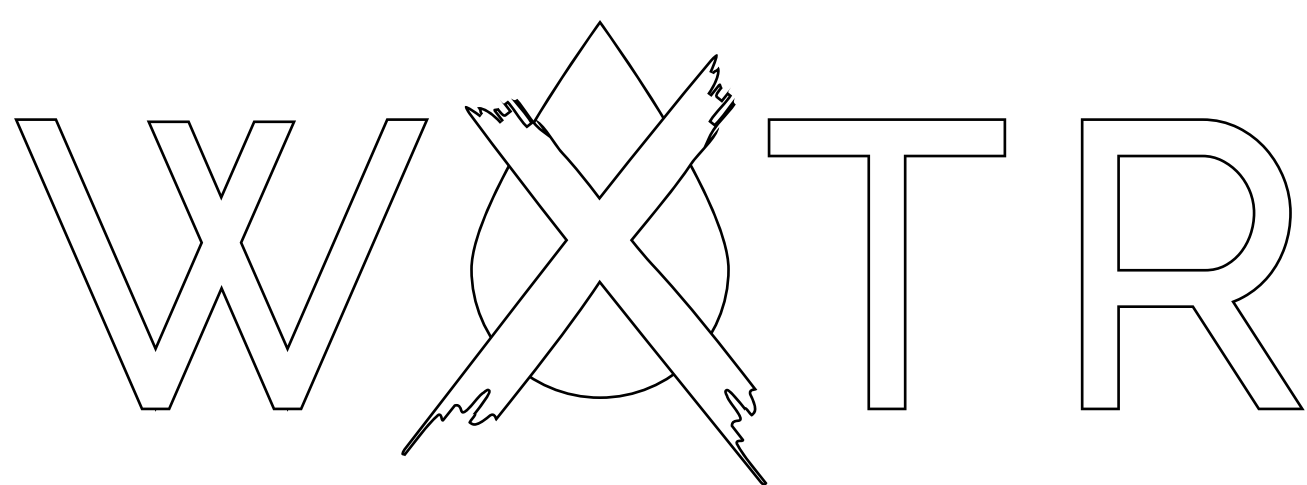
UNACCEPTABLE USES



S T O P   W A T E R   S C A R C I T Y



S T O P   W A T E R   S C A R C I T Y

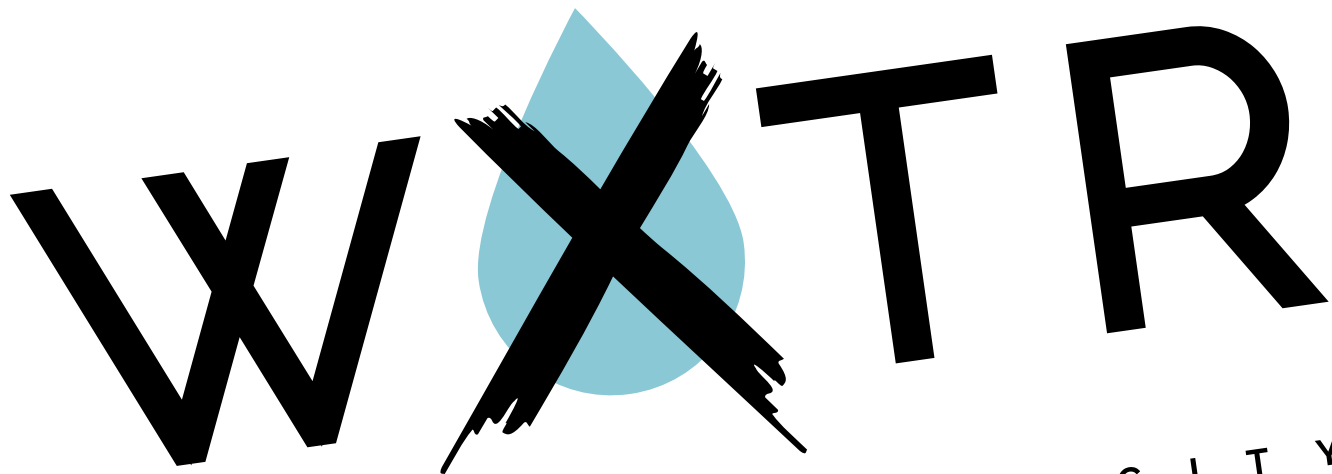


S T O P   W A T E R   S C A R C I T Y

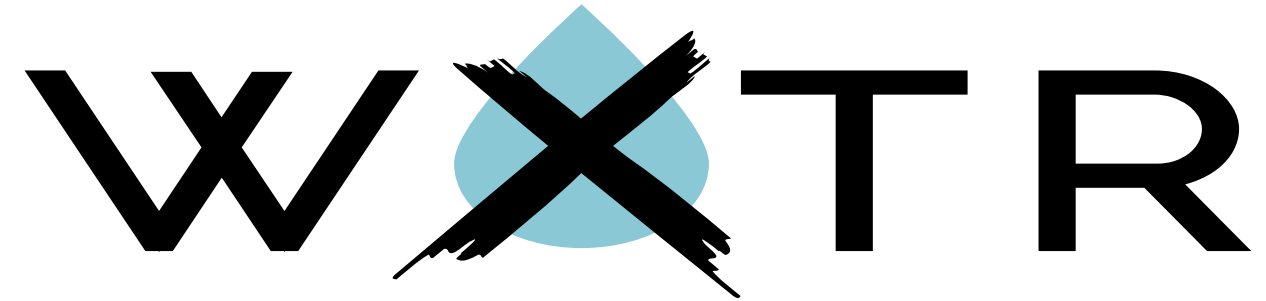


S T O P   W A T E R   S C A R C I T Y

It is prohibited that you use any kind of effects to the logo, distort it in any way, add another color, place it in a obtuse way, create an outline of the logo and or change the symbol in any way.



S T O P   W A T E R   S C A R C I T Y



S T O P   W A T E R   S C A R C I T Y

LOGO COLORS

C: 75%		C: 44%	
M: 68%	R: 0	M: 6%	R: 138
7: 67%	G: 0	7: 14%	G: 200
K: 90%	B: 0	K: 0%	B: 214

TYPEFACE

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

RALEWAY, REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

RALEWAY, BOLD