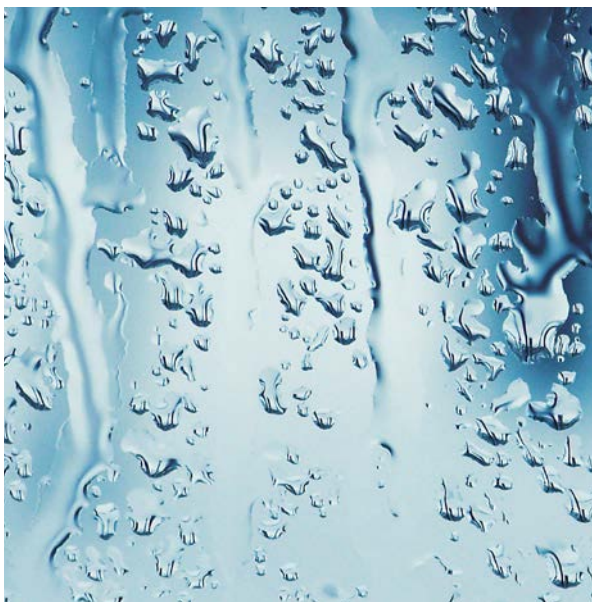
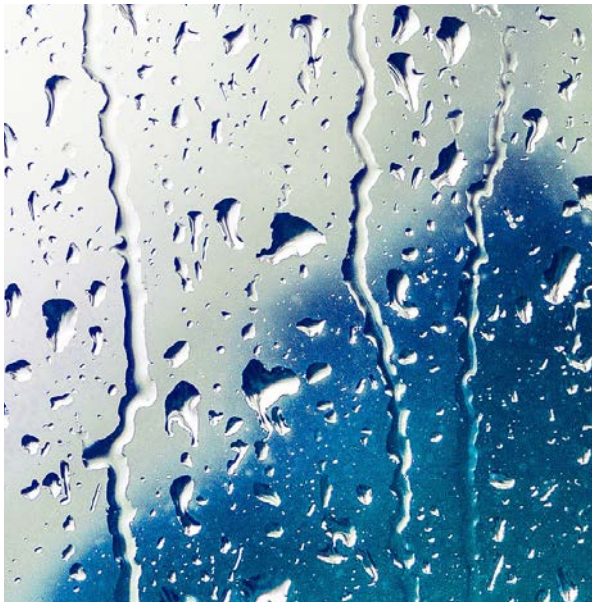


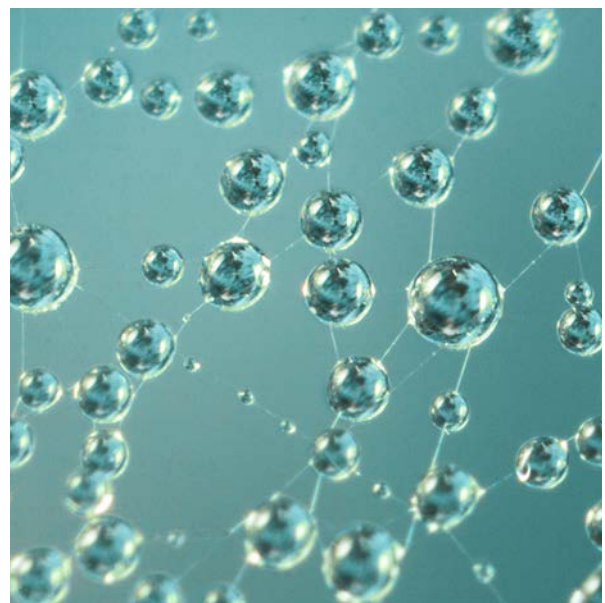
World Water Week

Visual identity

The visual identity of World Water Week is based on SIWI's visual identity. Unique to the WWW are the graphical elements that refer to meetings and exchanges between different participating parties.



The water reference for the visual identity of World Water Week is how water droplets behave on surfaces, such as how they flow into each other together on a window glass.



The flowing water droplets can be seen as a metaphor for how knowledge, experiences and different perspectives are exchanged between participants and organizations from around the world, during World Water Week.

World Water Week

Logotype

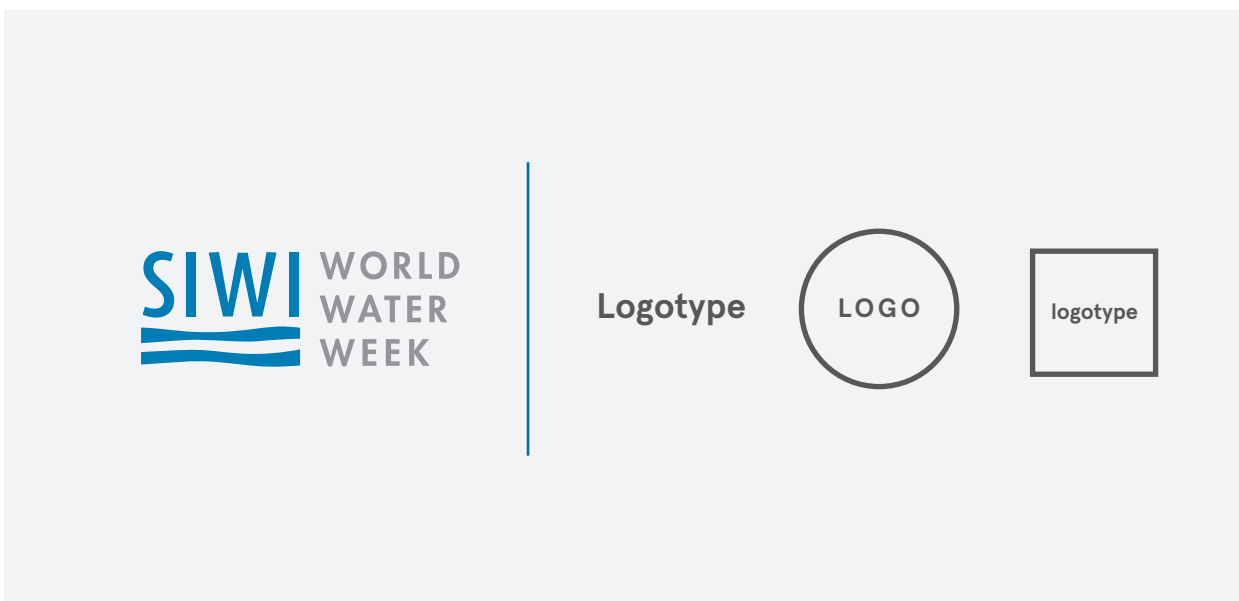
The World Water Week logo is a sub-logo for SIWI, and the same rules apply. It is not allowed to make your own versions of the logo, for example by changing its color or composition.



Default logo. This version is used on light background.



White logo. On dark background, the white version can be used.



In official WWW materials, when the WWW logo is used in used with other logos, such as sponsor logos, is it important to separate them. It can be done with, for example, a separator in the form of a line, as showed in the example above.

World Water Week

Partner logotypes

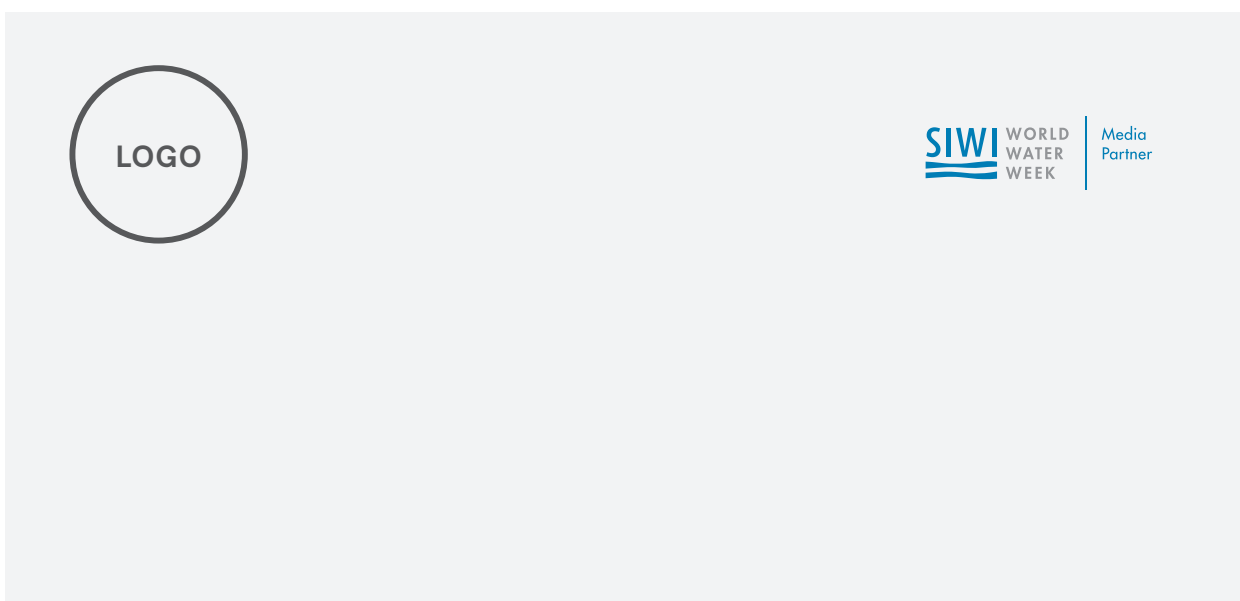
For WWW partners who want to communicate their partnership, there is a possibility of using special WWW partner logotypes. Contact SIWI if you want access to a partner logotype.



Default partner logo design. This version is used on light background.



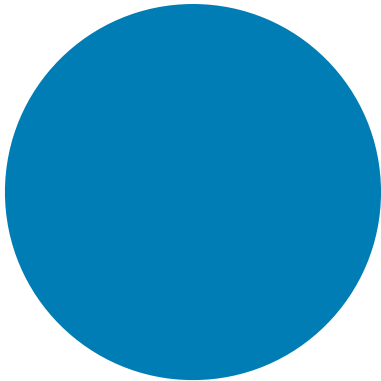
White partner logos. On dark background, the white versions can be used.



It is important that the WWW partner logo is not perceived as a sender. For this reason, it is good to make it slightly smaller and place it in a different corner than the sender's logo, for example in a letterhead or on a website.

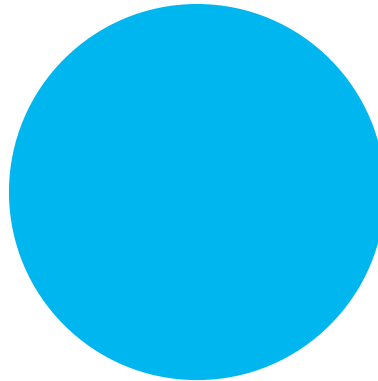
World Water Week Colors

The color palette for World Water Week consists of five colors selected from the SIWI palette of blue and green colors. Combine the colors with each other to create recognition.



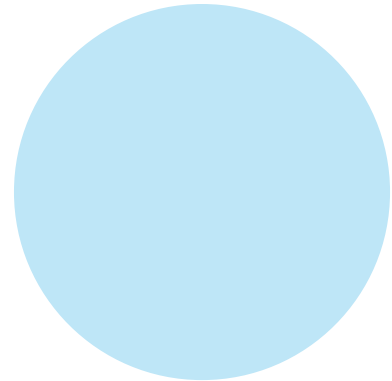
307

CMYK: 100 22 2 18
RGB: 0 125 180
Hex: #007DB4



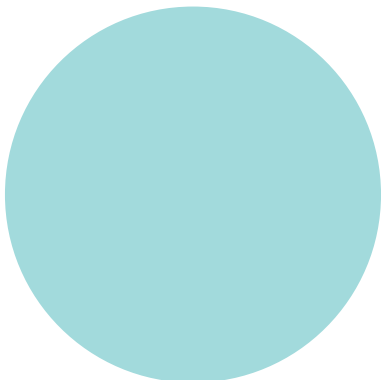
2995

CMYK: 83 1 0 0
RGB: 0 107 163
Hex: #00B5EF



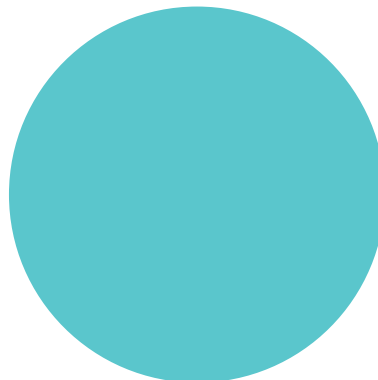
290

CMYK: 23 0 1 0
RGB: 191 231 247
Hex: #BFE7F7



324

CMYK: 35 0 13 0
RGB: 162 218 222
Hex: #A2DADE



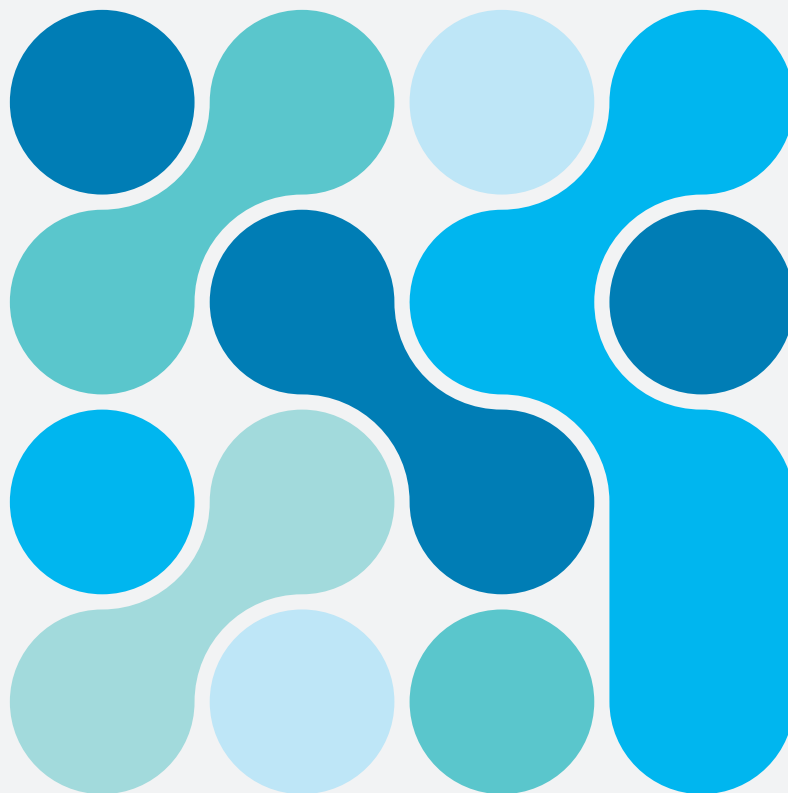
319

CMYK: 62 0 20 0
RGB: 77 196 207
Hex: #4DC4CF

World Water Week

Graphic elements

The graphic elements for World Week refer to water drops that flow together. The basic geometry is based on circles. These elements may only be used in the official World Water Week materials.



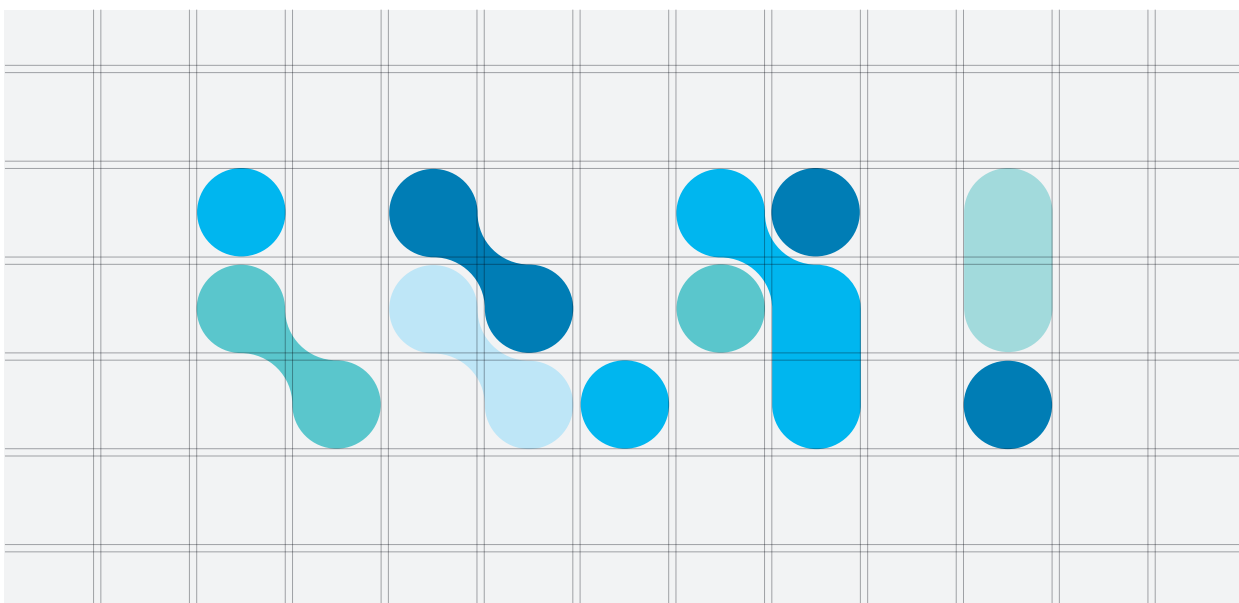
World Water Week

Graphical elements

The graphical elements should always be placed against the grid that constitutes the basic structure, regardless of use. The grid defines the distance between the graphic elements.



The graphic elements can be placed sparsely or tightly.



The grid that constitutes how the graphic elements are placed, is available as an Indesign template. Suppliers should contact SIWI for this template if required.

World Water Week

Graphical elements

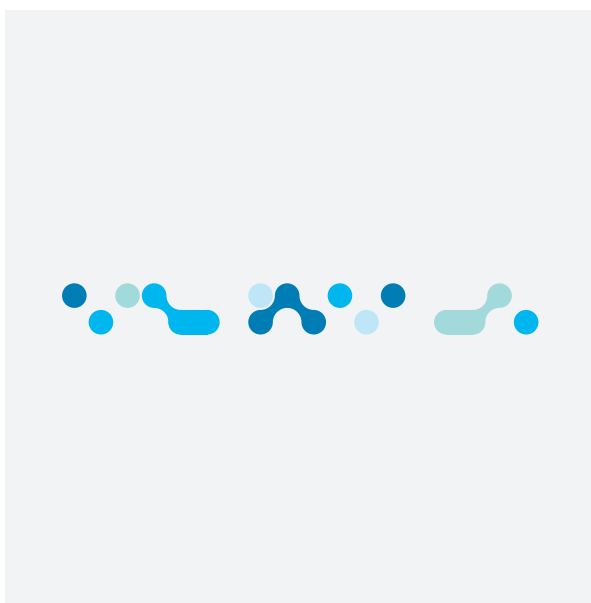
The purpose of the graphical elements is to be able to create graphics for different purposes. Regardless of whether it is patterns, illustrations or decor, all graphics will be interconnected and create recognition.



Pattern (example). For use on, for example, vapors, digital screens and other surfaces.



Model / illustration (example). The graphic elements can be used to create illustrations.




Line (example). In more uncluttered contexts, the graphic elements can be made smaller, for example, as a line.



Text holder (example). The elements can be used separately for use as a holder for text, such as nameplates.

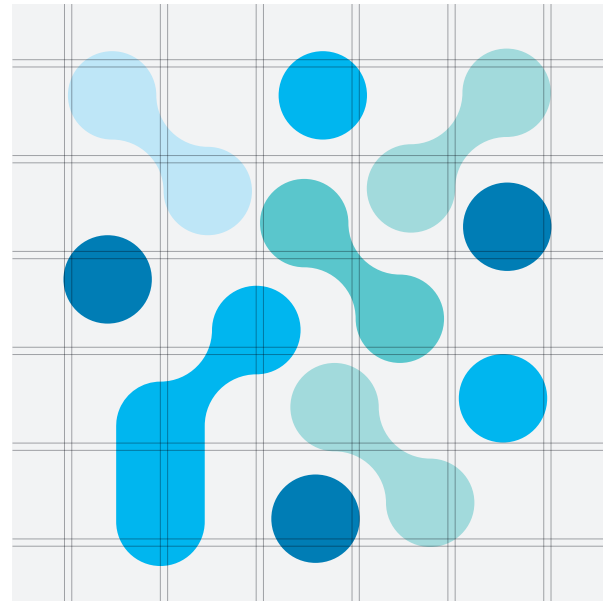
World Water Week

Graphical elements

 Non-permitted ways to use the graphic elements



 Do not mix different sizes of the graphic elements!



 Do not break the grid! Always place the graphic elements according to the underlying grid.



 Do not rotate the graphic elements!



 Do not use colors other than the ones in the WWW colour palette.

World Water Week

Examples

The following pages contain a number of different inspirational examples that show how the graphical elements can be used in different ways combined with text, colors and the logotype.

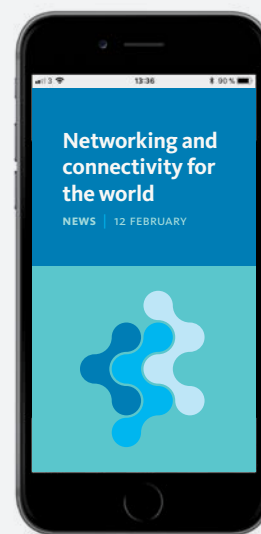
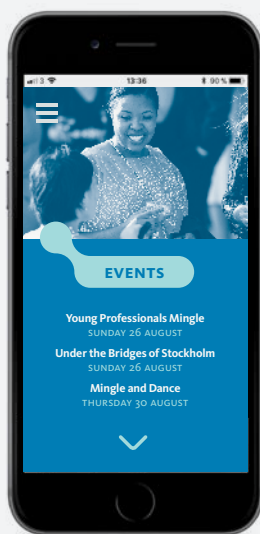
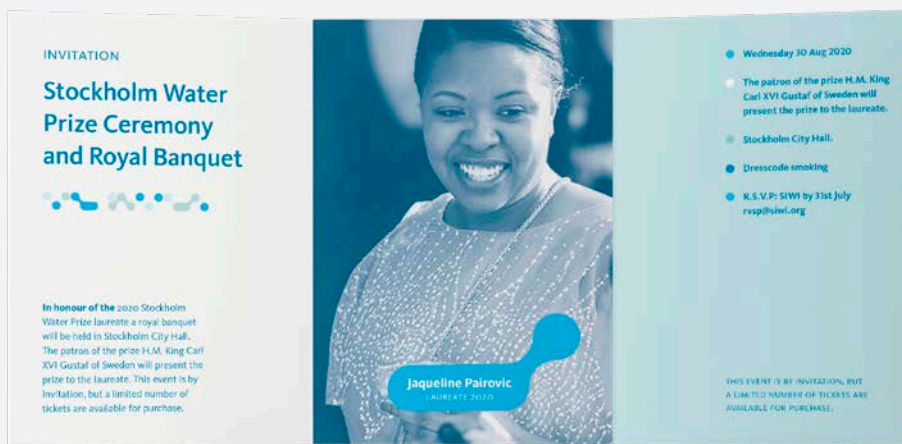


World Water Week

Examples

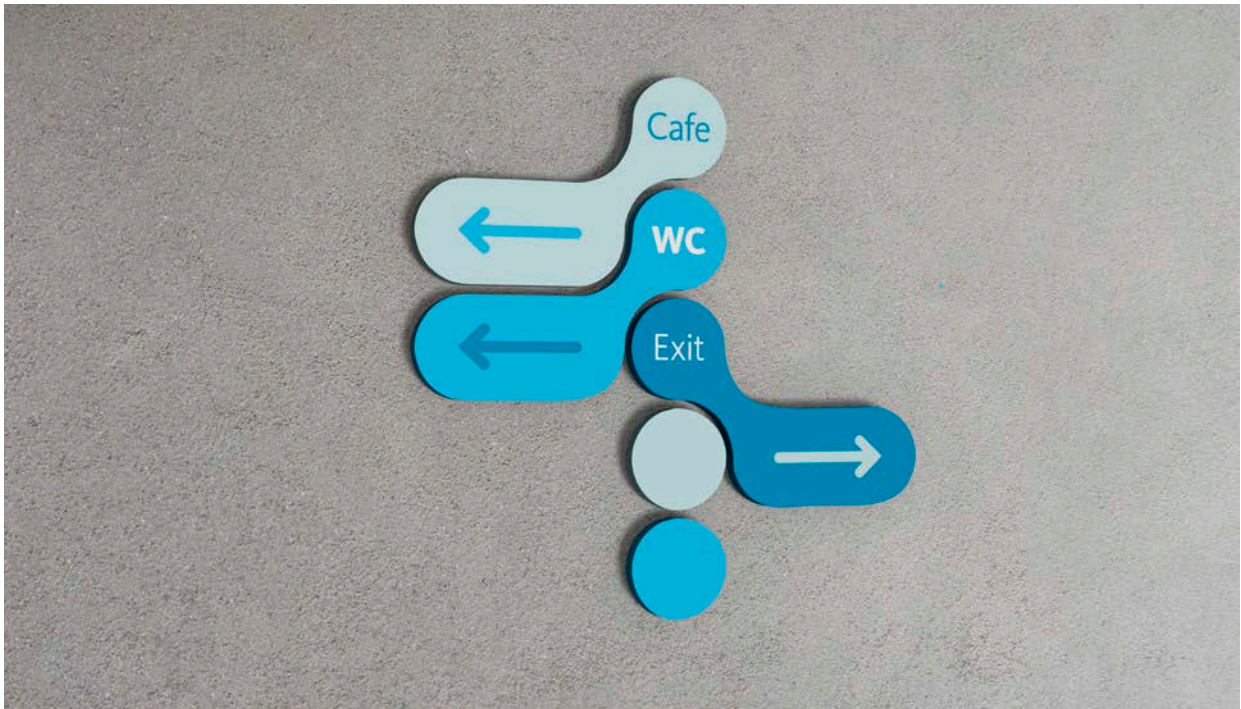


World Water Week Examples



World Water Week

Examples



World Water Week

Examples

