solea water

BRAND USE GUIDELINES

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Solea Water is dedicated to alleviating water poverty to bring hope to impoverished communities in Latin America & the Caribbean.

These guidelines serve to define how the Solea Water logo and brand can be used. Any use outside of these guidelines must be approved by Solea Water staff. If you have questions regarding anything on this document, please email rachael@soleawater.org.

COPY THAT MAY BE USED TO DESCRIBE SOLEA WATER

Solea Water is dedicated to alleviating water poverty to bring hope to communities in Latin America.

1 in 9 people lack access to clean, safe drinking water. This, coupled with lack of basic sanitation causes 80% of disease globally, and it's all preventable.

Solea Water is dedicated to the 100% model, where every dollar of general donations goes directly to providing clean water where it is needed most. We strive to develop water solutions that not only provide clean water, but also can also create or support local jobs. Funds for our operations are generated separately and supported by a dedicated group of supporters.

Solea Water collaborates with a network of organizations to develop and implement clean water projects that vary depending on the needs of each individual community we serve. These include wells, aqueducts, water filtration systems, hand pump repair, and conducting health education programs.

Solea Water is dedicated to the vision of a world without water poverty.

OUR LOGO

The Solea Water logo uses Avenir typeset. The name, "solea water" should be lowercase when used in the logo.

The full color logo should always be used for consistency, unless otherwise approved. Both the horizontal or the vertical version are appropriate to use. If using the logo on a dark background, the text of the logo should be white.
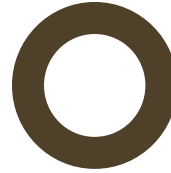
APPROPRIATE LOGOS TO USE

COLORS

Orange
PMS 137 c
CMYK: 0, 42.25, 100, 0
RGB: 255, 164, 0
Hex: FFa400

Blue
PMS 305 C
CMYK: 57.15, 0, 6.35, 0
RGB: 87, 201, 232
Hex: 57c9e8

Dark Brown
PMS 448 C
CMYK: 55, 58, 81, 50.71
RGB: 77, 65, 41
Hex: 4d4129

INAPPROPRIATE USAGE

Do not alter the graphic proportions of the text

Do not recolor logo

Do not stretch or skew logo

Do not alter the lockup of the logo

TYPOGRAPHY

Logo Main Text "Solea Water"
Avenir Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()_+

Logo Sub Text (if any)
Also suitable for large blocks of text
Avenir Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()_+

Heading 1 - Avenir Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()_+

Header 2 - Avenir Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()_+

For large blocks of text - Baskerville Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()_+

USAGE

Fundraisers and have a non-exclusive right to use the Solea Water logo in promotional materials. When used online, the logo should link to the Solea Water website www.soleawater.org or fundraising campaign page URL when appropriate.

OUR NAME

Fundraisers are permitted to use the Solea Water name in materials, signs, websites, and social media. The name may not be used to imply a partnership, sponsorship, or endorsement unless previously approved by Solea Water staff.

In order to maintain the integrity of the 100% model, if tickets are being sold to an event, it must be clear the percentage of the ticket price or exact amount that will be donated to Solea Water.

SPONSORSHIP OR ENDORSEMENT OF FUNDRAISERS

While Solea Water is thankful for the efforts of all fundraisers and event hosts, we do not officially endorse associated events or campaigns unless previously stated. Solea Water is not responsible for any costs associated with third party events, and fundraisers may not use Solea Water's 501(c)(3) tax-exemption when soliciting gifts in kind.

APPROPRIATE USE

Solea Water reserves the right to refuse the use of the Solea Water name or logo at any time.