Logotype Guidelines

VERSION 1.0

SIWI

OVERVIEW

Our main logotype

The SIWI logo is composed of a symbol and a wordmark.

The symbol + wordmark logo is the primary logo and should be the primary choice.

The symbol alone can be used as a secondary logo on branded platforms where the organization name is visible, such as on social media.

About the logotype

The symbol is composed of a circle, the S in the SIWI wordmark and two white S borders.

Altogether, the symbol is a visualization of who we are and our vision: A world-leading water institute working towards a water wise world.

Primary logotype



Secondary logotype



OVERVIEW

Colour variations

The primary and secondary logotypes exist in three colour variations, to ensure flexibility in application.

The full-colour logo is our standard logo and should be the primary choice.

The white-blue logo and white logo should only be used when the design doesn't allow for the full-colour logo to display in good contrast.

Always use the logo files provided by Comms.

Full colour



White-blue



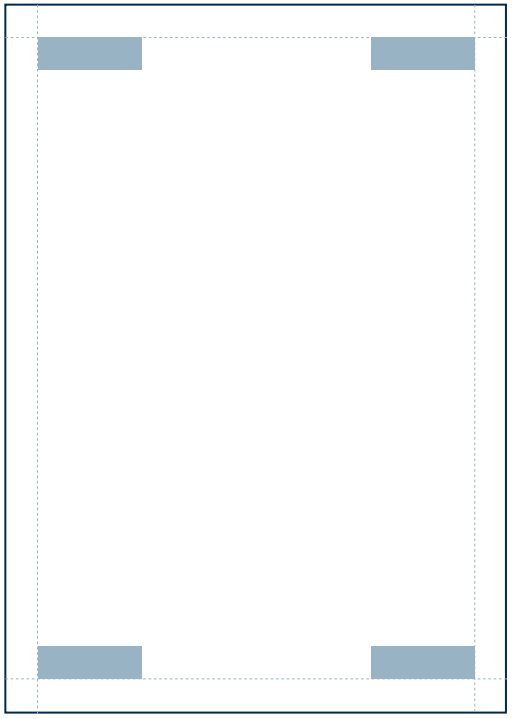
White

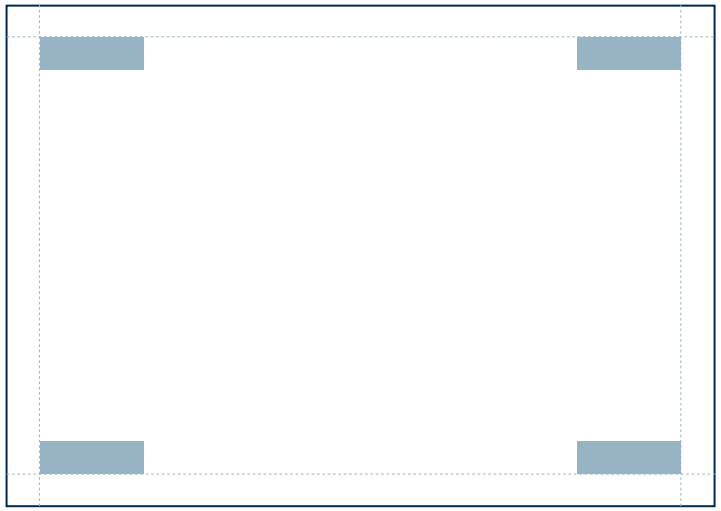


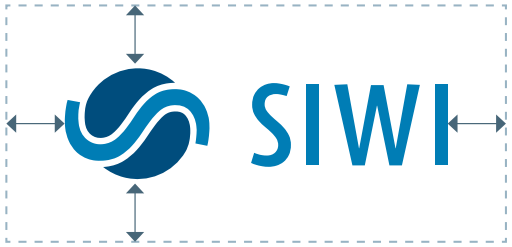
APPLICATION

Placement

Always place the SIWI logotype in the corner of a layout area. Make sure there is enough blank space around it: Be careful of placing other objects or logos too close to the SIWI logo.







APPLICATION

Usage on backgrounds

The full-colour logotype should be used only on white or light backgrounds. Avoid using the full-colour logo on photographs unless the logo sits on a very light area of the image.

The white-blue logotype should be used only on dark backgrounds. Avoid using the white-blue logo on photographs unless the logo sits on a very dark area of the image.

The white logotype should be used only on medium dark to dark backgrounds. The white logotype. Avoid using it on very light areas of an image.



Choose the logo version that gives you as much contrast as possible (light on dark, dark on light). This increases readability.

APPLICATION

Incorrect use of logo

Mistakes happen easily, so please be mindful when adding our logotype to presentations, documents and more. Here are some examples of incorrect use of the logotype.

Always use the logo files provided by Comms, and do not alter these.

Do not crop the logo.



Do not add a border or place the logo inside shapes.



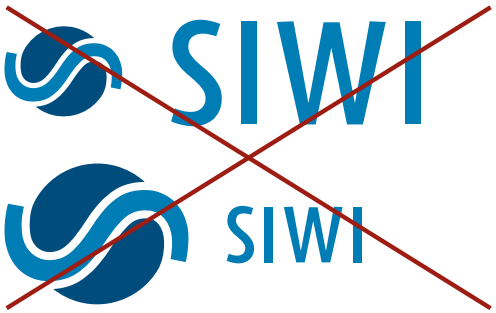
Do not distort the proportions.



Do not change colours.



Do not change internal sizes or placement of logo elements.



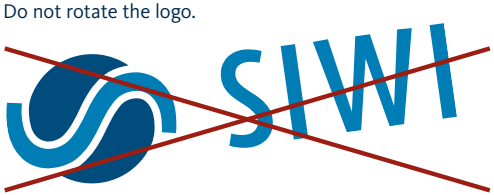
Do not use drop shadows or other visual effects.



Do not change the trasparency of the logo.



Do not rotate the logo.



Sub-brand logotypes

OVERVIEW

Our SIWI sub-brand logotypes

We have three SIWI sub-brand logotypes: Swedish Water House, Stockholm Water Prize and Stockholm Junior Water Prize.

The SIWI sub-brand primary logotypes consist of two separate logo units: A **sub-brand unit** and an **explanatory unit**, to clarify the relation between SIWI and the sub-brand. The two units should always be used within the same layout area. See Placement section for details.

The primary logotypes should be used when we are producing material in-house.

The SIWI sub-brand secondary logotypes are a combined logo version, where the SIWI logo is integrated with the sub-brand logo.

The secondary logotypes should be used for external situations, when only one logo can be used. This is for example when sharing logos with partners.

Always use logo files provided by Comms.

Primary logotypes

Swedish Water House

A PART OF SIWI

Stockholm Water Prize

AWARDED BY SIWI

Stockholm *Junior* Water Prize

AWARDED BY SIWI

Secondary logotypes

SIWI
Swedish Water House

SIWI
Stockholm
Water Prize

SIWI
Stockholm *Junior*
Water Prize

SUB-BRAND APPLICATION

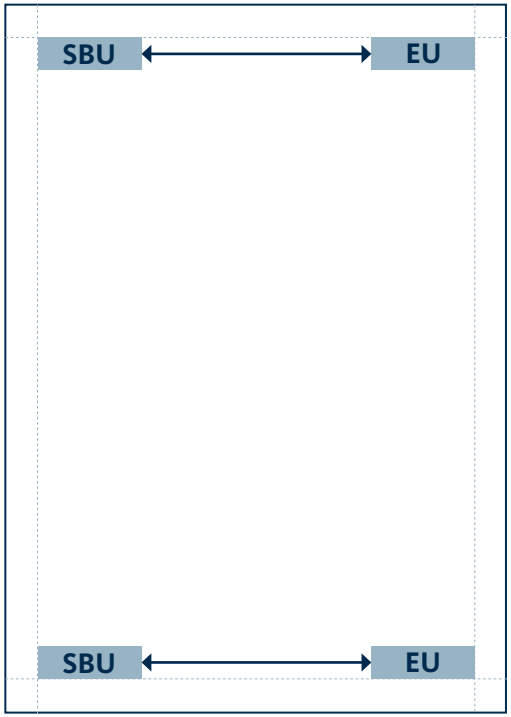
Placement – primary logotype

The sub-brand unit and the explanatory unit should always be used within the same layout area. Never use only one of the units.

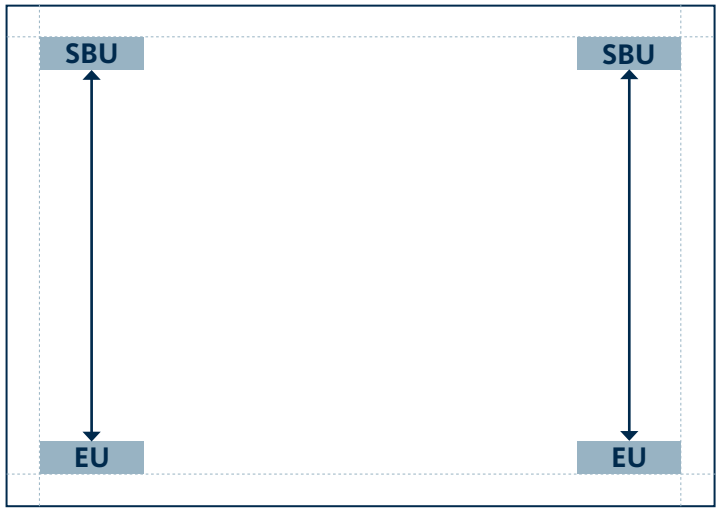
Place the two units in different corners. The sub-brand unit (SBU) should be placed first and slightly larger than the explanatory unit (EU), to help clarify who is the sender.

The logo units can be displayed in a horizontal layout or a vertical layout.

Make sure there is enough blank space around the logo units: Be careful of placing other objects or logos too close to them.



HORIZONTAL PLACEMENT



VERTICAL PLACEMENT



SUB-BRAND UNIT



EXPLANATORY UNIT

SUB-BRAND APPLICATION

Placement – secondary logotype

The secondary sub-brand logotypes can be used when sharing logos with partners or in situations when it's only possible to use one logotype.

Always place the logotype in the corner of a layout area. Make sure there is enough blank space around it: Be careful of placing other objects or logos too close to the logo.

