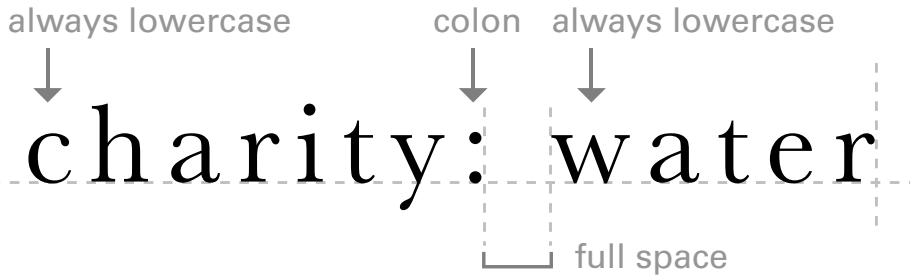


logo style guide.

The charity: water logo helps us maintain a recognizable and consistent brand worldwide. Thank you for helping us create uniformity and consistency within the charity: water brand.



DO'S

1. Keep lowercase at all times.
2. Include colon at all times.
3. Include space at all times.

KEEP LOWERCASE IN BODY TEXT

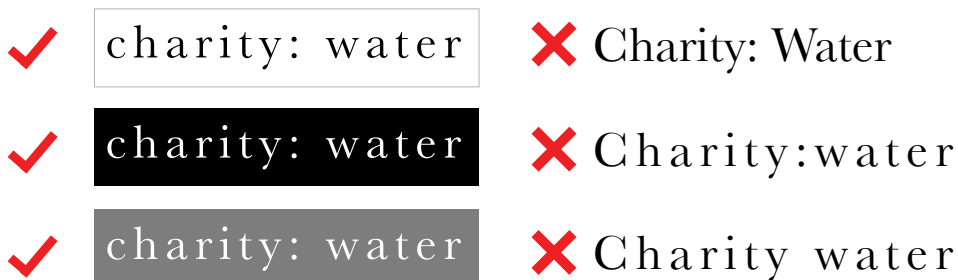
In the body of text, charity: water should never be capitalized, even if at the beginning of a sentence. The colon and space between the two words should be observed at all times.

WHAT'S WITH THE COLON?

The organization began with a focus on clean and safe drinking water, but may also launch future campaigns like charity: education and charity: malaria. These campaigns would continue to give 100% to projects on the ground, and prove work done with GPS technology and photos. The colon in our logo separates the constant - “charity” from the variable - “water.”

VARIATIONS

Please note these acceptable and unacceptable variations of the logo. charity: water should never be capitalized and there must always be a colon followed by a space between the two words.



DONT'S

1. Capitalize
2. Forget the space
3. Forget the colon