

BRAND GUIDELINES

October 2017



**INLAND
WATERWAYS**
ASSOCIATION

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OUR BRAND

At the very core of IWA are the members and volunteers that work with passion and dedication to protect, restore and champion Britain's waterways.

One of our greatest strengths is the incredible diversity of our members and volunteers – and it is our shared purpose that makes us greater than the sum of our parts. At a glance, our materials should be instantly recognisable. This is achieved by using consistent fonts, colours, patterns and even the words we use.

We are one IWA. Presenting a unified and instantly recognisable brand brings us together across Waterway Recovery Group, Essex Waterways, national committees, regions and branches.

Using our brand consistently, means that we are in a better position to increase awareness of the work we do and what we are aiming to achieve.

Please contact Gemma Bolton at Head Office (gemma.bolton@waterways.org.uk) if you have any questions or to request copies of the logo or patterns detailed in this guidance.

OUR VALUES

Our six core brand values underpin all that we do. They are what drive the decisions we make and the outlook that we take.

Our vision is a thriving, growing network of sustainable inland waterways for everyone.

Visionary

Dedicated

Our volunteers devote their time, energy and effort to benefit the waterways.

At IWA we listen, we collaborate and we share our ideas and expertise with respect and understanding.

Professional

Passionate

Our spirit and enthusiasm inspires others to help make our waterways the best they can be.

We set out on our path knowing that it will not be easy, and we do not let this deter us.

Determined

Trustworthy

Our motives are always focused on what is best for the waterways.

POSITIONING STATEMENT

This statement is what sets us apart. It is the basis on which we were founded and will steer us in the right direction for years to come.

*It is our spirit,
determination and vision
that will protect and
restore our waterways
for future generations
to discover and enjoy.*

*We champion Britain's
canals and rivers.*



PRIMARY AND SECONDARY LOGO

Our logo is the core symbol of our brand. It illustrates the balance of the different aspects of IWA and represents us as the champion for the protection and restoration of Britain's canals and rivers. Wherever possible, the square-format primary logo should be used.

Primary logo



Secondary logo



WHITE LOGOS

On occasion, such as on clothing, we will need to use our logo on a darker colour. In which case, our single colour white logos should be used.



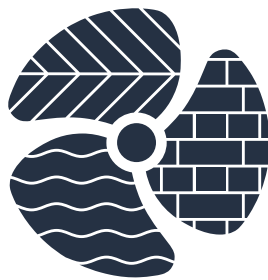
**INLAND
WATERWAYS**
ASSOCIATION



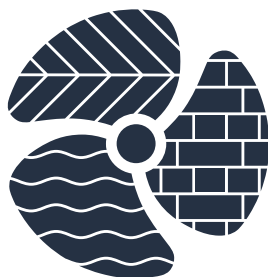
**INLAND
WATERWAYS**
ASSOCIATION

MONOCHROME LOGOS

If we are printing with just one colour, we should use our deep blue coloured monochrome logo. If colour printing is available, the full colour logo should be used.



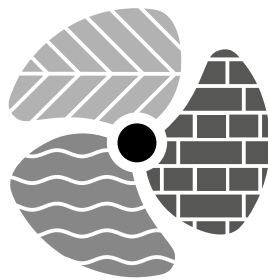
**INLAND
WATERWAYS**
ASSOCIATION



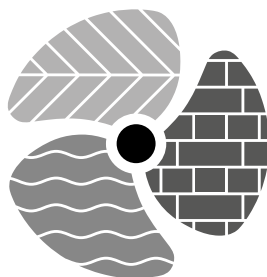
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WATERWAYS**
ASSOCIATION

GREYSCALE LOGOS

When we cannot print with colour, one of our greyscale logos should be used. Always use the full colour logo where possible.



**INLAND
WATERWAYS**
ASSOCIATION



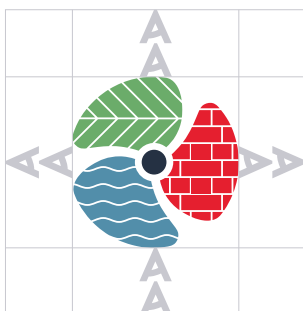
**INLAND
WATERWAYS**
ASSOCIATION

LOGO CLEARANCE

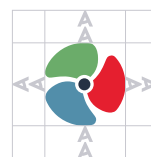
The following clearance zones ensure consistency of space whenever our logo is used. They make sure that our logo has the space it needs to deliver its full impact.



Spacing is determined by the height of the letter A from the logo.



This icon can be used as an avatar on social media, or in a decorative manner in instances where the full logo has already been featured (see the business card on p.25).



This flat colour icon can be used at very small sizes, such as for a favicon.

LOGO SIZES

As a guide, the following sizes are recommended when displaying our logo on an A4 page.

However, to ensure legibility, please do not use our logo at sizes smaller than those listed below.

Recommended sizes for A4

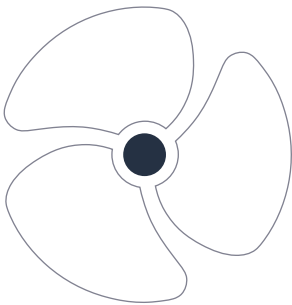


Minimum sizes for any printed materials

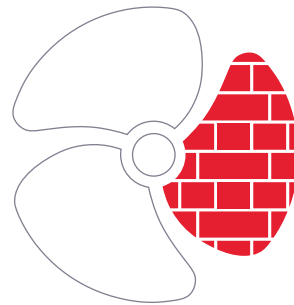


LOGO BREAKDOWN

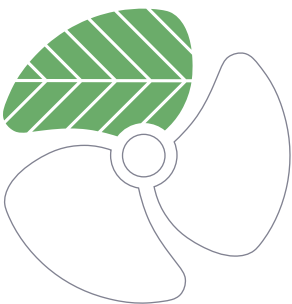
Our logo is comprised of three propeller blades and a central hub. Each blade represents a key aspect of IWA, and the core symbolises the volunteers and members that are at the centre of IWA; the heart that drives everything.



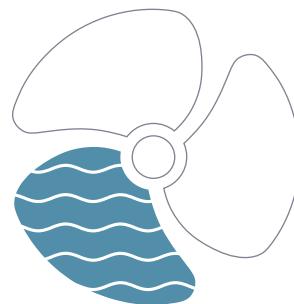
**MEMBERS AND
VOLUNTEERS**



**PRESERVATION
AND RESTORATION**



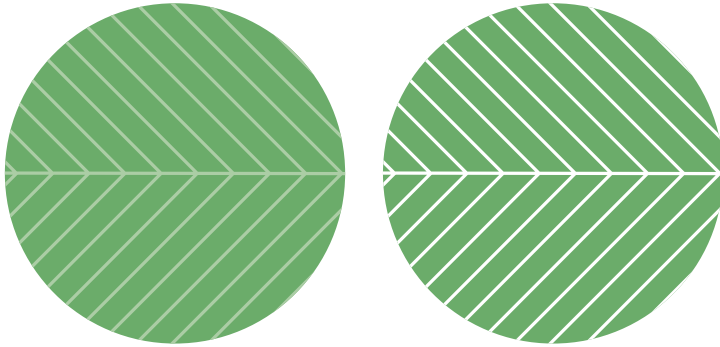
**OUTDOOR
ENVIRONMENT**



**LIFE AND LEISURE
ON THE WATERWAYS**

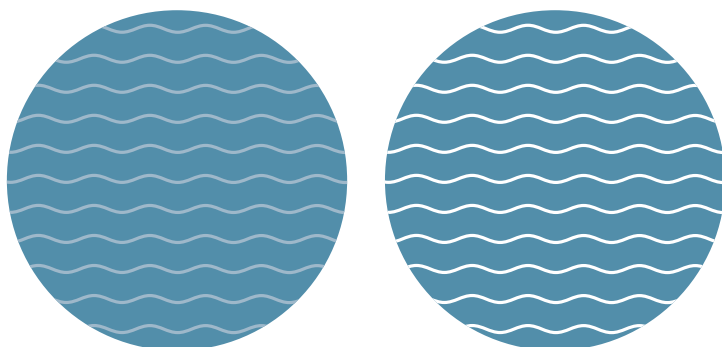
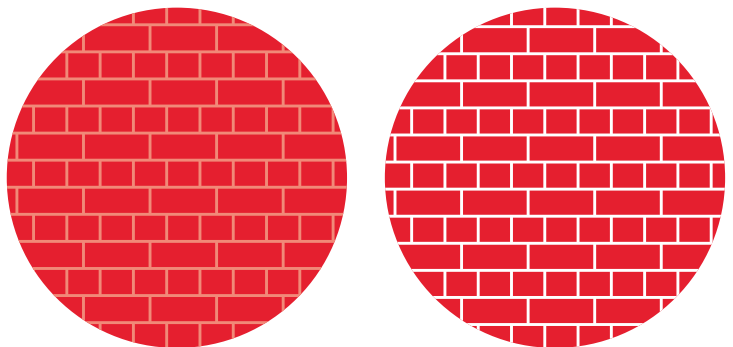
PATTERNS

Our logo features three patterns, which can be used across our communications to create a unique look and feel. If a subtler effect is required, we can use a 60% tint of the background colour for the pattern.



Our leaf pattern celebrates the green corridor created by canals and rivers, which supports wellbeing and wildlife.

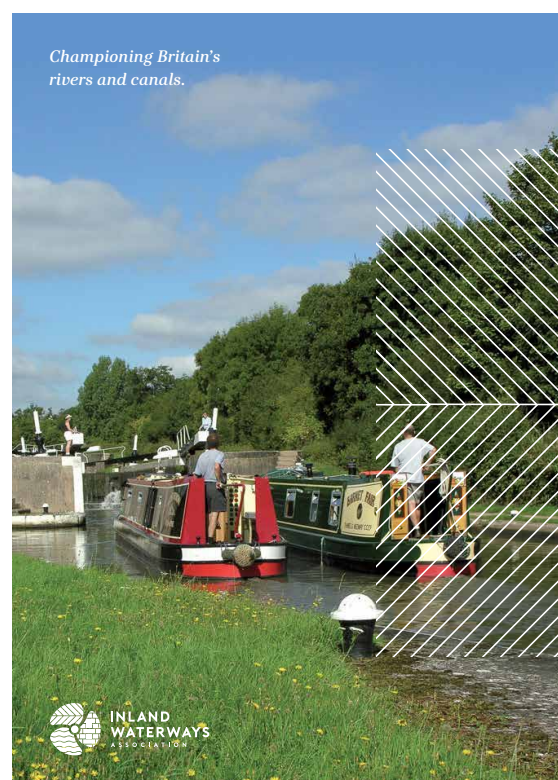
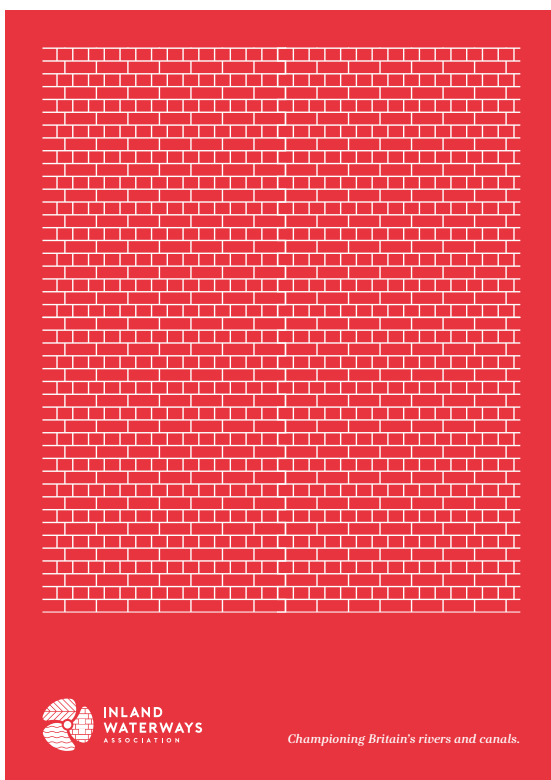
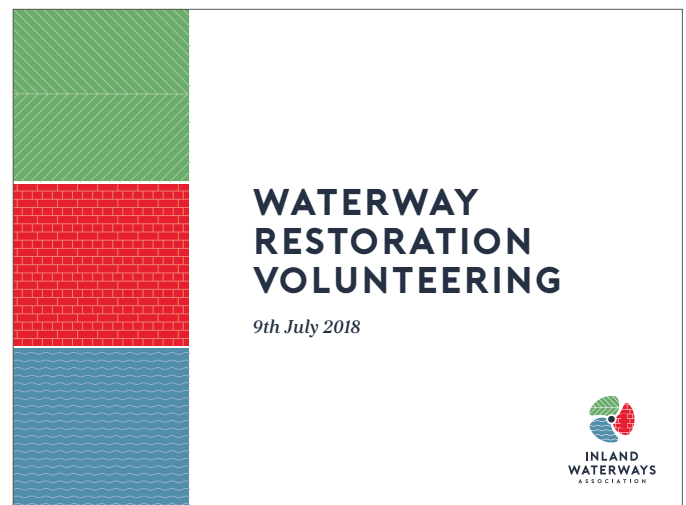
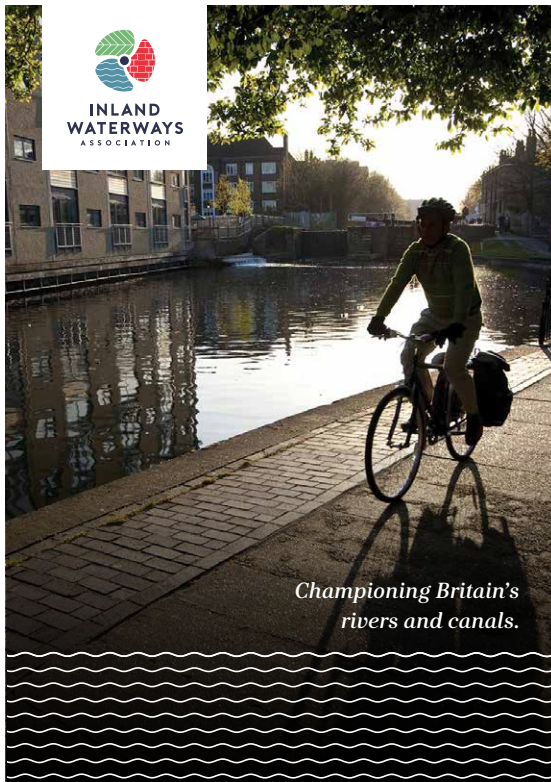
Our brickwork pattern represents the industrial heritage of the waterways and the human effort that goes into maintaining and restoring them.



Our ripple pattern denotes the many activities that take place on and around the water – from the wake behind a boat to the bob of a fishing float.

PATTERNS IN USE

Our patterns can be used on block colour or overlayed on photography. When using our three patterns at the same time, we can use a 60% tint.



PRIMARY PARTNER LOGOS

To reflect the shared vision and goals between IWA, Essex Waterways and Waterway Recovery Group, our family of logos all share a common symbol but are distinguished by the colour of their type.

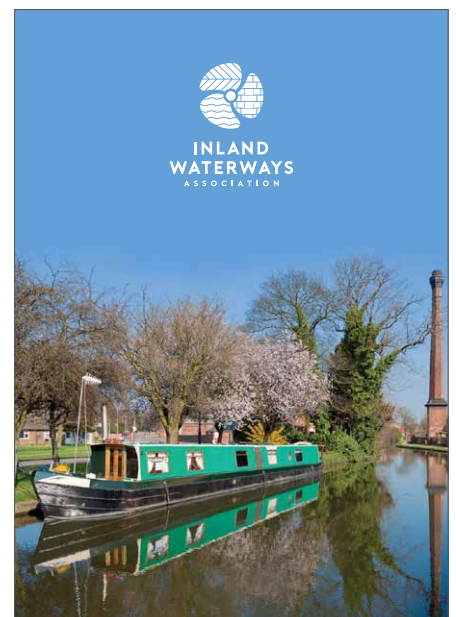
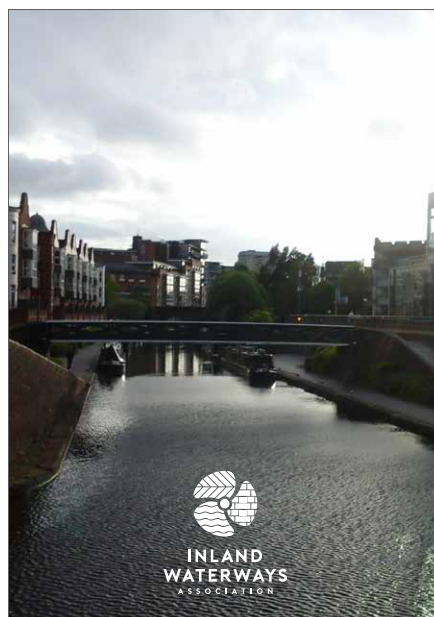
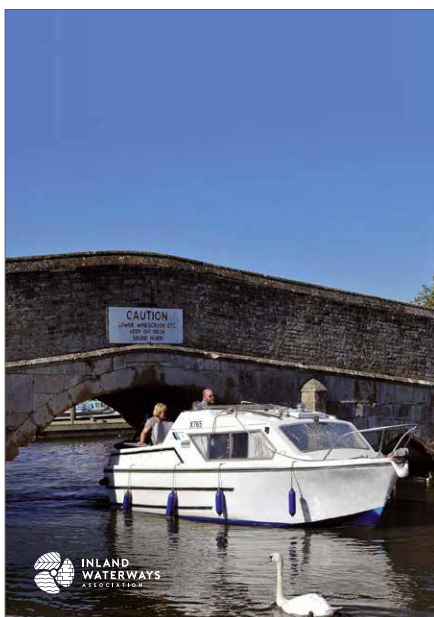
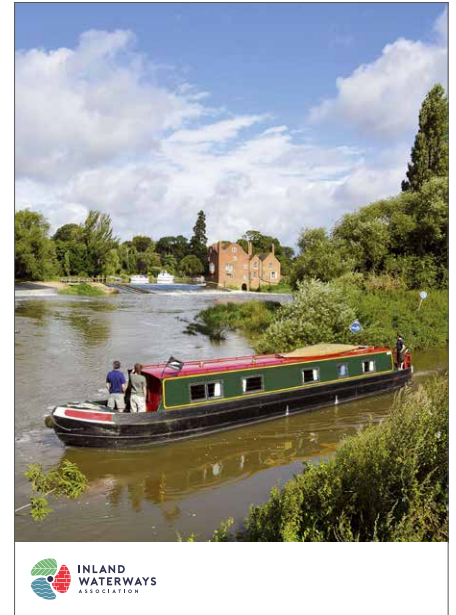
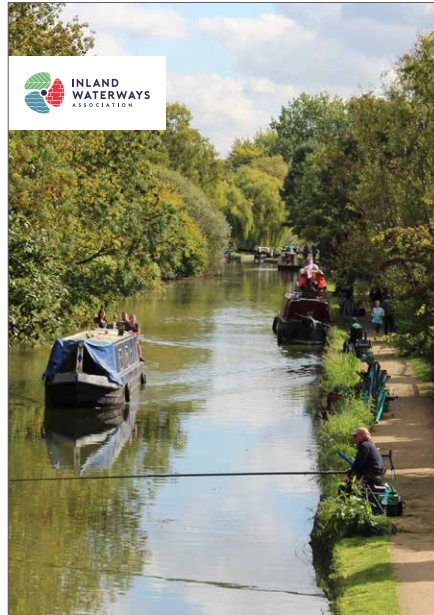
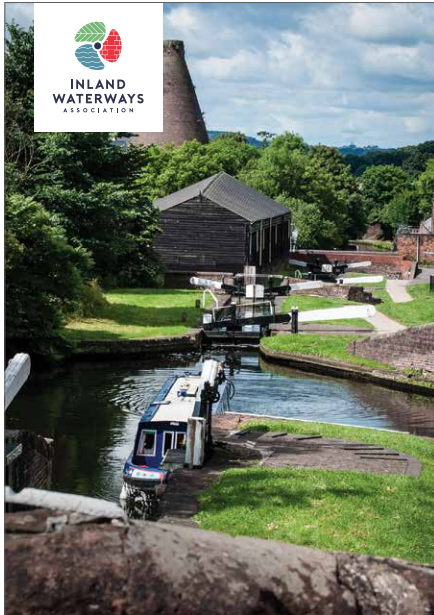


SECONDARY PARTNER LOGOS



OUR LOGO AND PHOTOGRAPHY

When we use our logo on a photographic background we can either use a white tab to house the logo, or, if there's a flat colour section of the photograph, we can use our white logo.



LOGO MISUSE

Not using our logo properly can lessen its impact and affect the consistency of our brand.

Please **do not** show the logo:



With additional copy



Low resolution



*Rotated
(except on something
like a feather flag)*



*Against a coloured background
(unless using the white logo or the
background colour is very pale)*



Reconfigured



As a tint



*Black
(use our monochrome logo)*



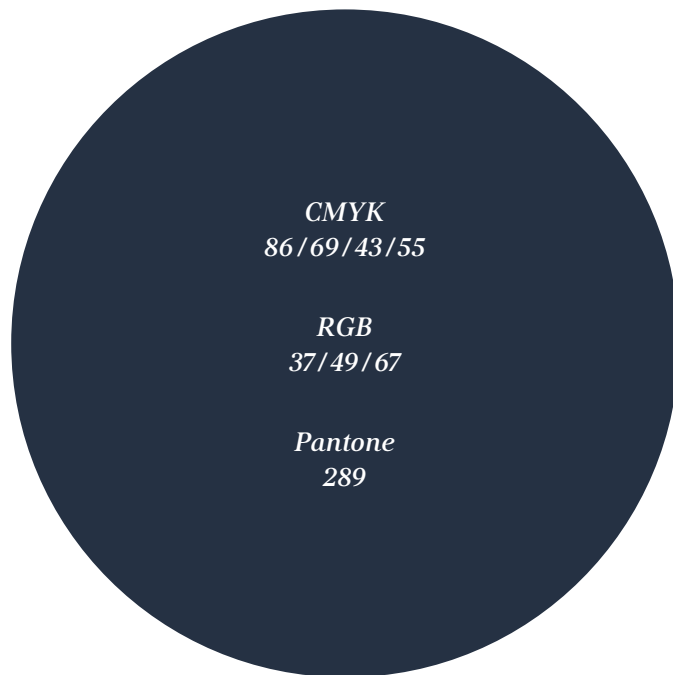
With different colours



With a drop shadow

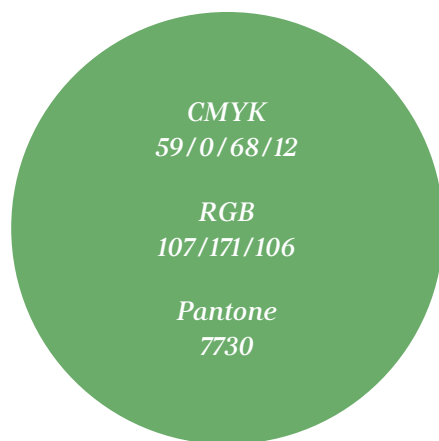
COLOURS

A central component of our brand is our primary palette of four colours. They help us to stand out and when used consistently they ensure that our communications are instantly recognisable.

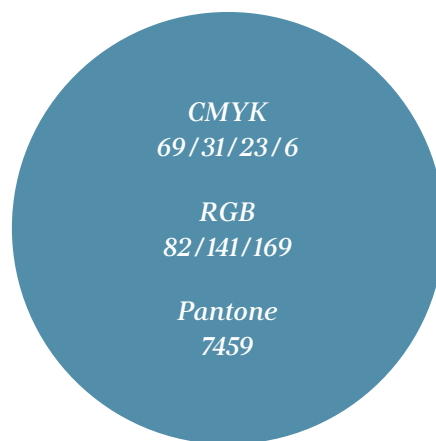


IWA DEEP BLUE

This rich, dark blue is our brand's main colour, which resides at the heart of our logo. We use it for the text colour in our communications and sometimes as a background colour.



IWA GREEN



IWA WATER BLUE



IWA RED

We use either a white background or a block colour of green, water blue or red on our layouts, with our deep blue running throughout as text and accents.



PRIMARY FONTS

We have selected two contrasting typefaces as our primary fonts. These help create an individual look and feel and add hierarchy and distinction to our communications.

PORTER BOLD

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890! ? ; .

Porter Bold is our main typeface. It is an upper case font that is boldly geometric, contemporary and unmissable. It features in our logo and is used for headings and titles.

We use a tracking of 25 to give the letters more space.

Kostic Serif Medium

AaBbCcDdEeFfGgHhIi
JjKkLlMmNnOoPpQqRr
SsTtUuVvWwXxYyZz
1234567890! ? ; .

Kostic Serif Medium is used for body copy. It is easily readable at smaller sizes and is classic, clean and open.

Kostic Serif Medium Italic

*AaBbCcDdEeFfGgHhIi
JjKkLlMmNnOoPpQqRr
SsTtUuVvWwXxYyZz
1234567890! ? ; .*

Kostic Serif Medium Italic is used for highlights, quotes and captions. It is elegant and allows for variety and hierarchy within our layouts.

The fonts on this page should be used in all printed materials including newsletters, magazines, leaflets, posters etc. These are licensed fonts and are not always supplied as standard on your computer. If this is true for you please use the fonts shown on p.21.

SECONDARY FONTS

Ideally, we would always use our primary fonts. However, when this is not possible, such as an email signature, the fonts below can be used in their place.

ARIAL BLACK

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

1234567890!?,;.

Georgia Regular

AaBbCcDdEeFfGgHhIi

JjKkLlMmNnOoPpQqRr

SsTtUuVvWwXxYyZz

1234567890!?,;.

Georgia Italic

AaBbCcDdEeFfGgHhIi

JjKkLlMmNnOoPpQqRr

SsTtUuVvWwXxYyZz

1234567890!?,;.

tone of voice

As well as having a clear look and feel, a strong brand also needs a consistent and distinguishable tone of voice. It is how people get to know our personality and form an idea of who we are and what we stand for.

Honest

To build trust, we are open about our intentions, which is to get the best for the waterways. We speak with transparency and admit if we make a mistake.

Confident

Our clear vision gives us self assurance. We know our policies and what we stand for as an organisation.

Energised

People want to be part of IWA because of the energy and passion that we have for our campaigns.

Authoritative

Our knowledge has been gained through experience and collaborations with other organisations. This gives us the confidence to be authoritative in our communications.

Respectful

We accept different viewpoints, consider them and give thoughtful responses. We welcome conversation and do not belittle the views of others.

Straight-talking

Our language is direct and succinct. We have clear points of view that are backed up by facts and good reasoning.

STATIONERY

Below is an example of our logo and typography working together to create a distinctive set of business cards, letterheads and compliment slips.

