Brand Guidelines

WATERCONTROLINC.COM   EXTERNAL USE   VERSION 1.0

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What's inside

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Questions: marketing@watercontrolinc.com

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For legal, copyright, or usage questions relating to our brand visuals, please reach out to Brian Soderholm at brian.soderholm@watercontrolinc.com.

Using our brand materials

We're open-minded, but when it comes to our brand and reputation, we believe in maintaining strict control. We set high standards for ourselves and expect the same wherever our brand appears.

You must have explicit permission to use any of our brand materials—including resources, graphics, or visuals in this guide. Possessing these materials doesn't grant automatic permission.

Approval processes for brand material use may vary. Reach out to your WCC point of contact for queries.

We retain the right to disapprove or deny the use of our logo, visuals, or other brand elements at any time, for any reason.

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File types

The files provided within this guide generally fall into two types: raster and vector files. While both can be used for most applications, typically one is better suited, depending on the usage and intent.

Raster Files

Raster files are comprised of a grid of pixels. These types of files always have a set resolution and size. Once you increase the size past its predetermined size, the quality decreases. You've probably seen this before: images begin to appear pixelated if they're pushed too far.

Graphics, like the brand logo, can be exported in raster versions. Photographs are always raster files.

Raster files are typically used for web graphics and digital executions. When used in print applications, you must ensure that the file exceeds the minimum DPI (dots per inch) of 150DPI, or risk a low-quality print.

Typically, raster files end with .jpg, .png, .gif, and .psd. They are easy to open and apply.

Vector files

Vector files create their shapes by mathematical equations between anchor points. Since they are crafted by ratios, and not a grid of colored squares, vector images can be infinitely scaled.

Graphics, like the brand logo, are typically created as vector files. Illustrations, iconography, and many of our simple shapes and graphic elements are created as vector files.

The limitations of vector files lie in their strengths: because each relationship is an equation, complex items, gradients, and photographs often make vector file sizes too large. Raster images are more efficient in those situations.

Vector files are typically used for printing or producing the logo or other graphics in most forms. If you're ever asked for a high-resolution logo file, send a vector file.

Typically, vector files end with .ai, .eps and .svg. Without special programs, these files will be difficult to open.

02 Brand logo

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Primary lockup

Our primary lockup serves as the standard-bearer for the entire WCC brand. Whether it's representing a division, product, or operation, this logo carries the WCC identity with it.

This logo is a piece of finely-tuned artwork that should remain untouched. Please refrain from attempting to recreate it through typing or any other means.

.5" or 36px

MINIMUM SIZE

At small sizes, ensure the line weight is legible and that the negative spaces do not close. The minimum height is .5" for print and 36px for digital applications.

007

Icon-only lockup

When subtlety is desired, the WCC icon can be used in place of a full brand logo lockup.

Our icon-only mark is reserved for restrictive, small-format placements and supporting or anecdotal placements. This mark must always be used in close relation to our primary lockup to ensure brand recognition.

.3" or 25px

MINIMUM SIZE

At small sizes, ensure the line weight is legible and that the negative spaces do not close. The minimum height is .3" for print and 25px for digital applications.

Visualized clear space

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Clear space

Clear space, or negative space, is the area that surrounds the logo that is completely clear of any other graphical element. Clear space helps the logo stand out from the rest of the elements on the page and ensures legibility, even at small sizes.

As a general rule, the more clear, or negative, space around the logo, the better.

At a minimum, there should be clear space equal to the height of our icon on all four sides of the logo. Using an element from the logo as a unit of measurement ensures enough clear space as the logo changes in size.

Icon lockup

ICON HEIGHT

When using the icon lockup of our logo, the same rules apply. Use the height of the icon to ensure clear space around it.

1x

009

Color variations

Each lockup exists primarily in full color using Pure Blue. Use the full color or solid black variations on light backgrounds, or the white version on all dark backgrounds.

For printed executions, special care should be given to ensure logo legibility on the final media or material used.

Dark

Dark Alternative

Light

010

Background control

Contrast is the name of the game when considering placing the logo on any background.

Our logo should not only be legible; it should also make a clear, strong statement when used. If there is not enough contrast between the logo and the background, the presence of the logo is weakened.

The logo may be placed on photographs, textures, and patterns as long as there is enough contrast for the logo to be visible.

Any version of the logo may be used on any solid-color background. Use the dark or light version to achieve maximum contrast.

The white version of the logo may used on any dark photographic background. Do not use the Pure Blue version in photographs.

The black version of the logo may be used on any light photographic background. Do not use the Pure Blue version on photographs.

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Common errors

Do not stretch, squash, skew, or distort the logo in any way.

Do not edit the logo color, use an off-brand color, or reduce the logo opacity.

Do not add graphic effects to the logo, including drop shadows.

Do not place the logo on a high-contrast pattern or busy photograph.

Do not change the layout or relationship between logo elements.

Do not encroach on the required clear space surrounding the logo.

Note: This is not a comprehensive list of errors. These are simply the most common or egregious errors.

03 # Brand colors

Pure Blue

PMS 286C
CMYK: 88, 77, 00, 00
RGB: 41, 68, 193
HEX: # 2944C1

Drewdrop Blue

PMS: 642C
CMYK: 04, 00, 00, 00
RGB: 241, 249, 255
HEX: #F1F9FF

Misty Green

PMS 559C
CMYK: 43, 00, 35, 00
RGB: 159, 206, 183
HEX: #9FCEB7

Primary color palette

The consistent use of color is vital to effective brand recognition.

Our brand should always be represented in one of the colors on this page, aside from specific recommendations within this guide.

Do not use any other/unauthorized colors.

Use of the Pantone Matching System is highly recommended to ensure color consistency across any and all touchpoints. If Pantone color matching is not available or out of budget, please take great care to match the hues above precisely.

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Using white and black

Pure Blue and Dewdrop Blue are vital components for our brand palette, and should be used as primary light and dark tones when possible. Using them together creates ideal contrast: perfect for legible typography. This guide serves as an excellent example of this.

Both are used to define space on the page, on the package, and on the website.

When our primary colors aren't an option, pure black and white are sufficient supplements.

We recommend an expansive use of negative space in brand executions, which can be created using either combination of colors.

Dewdrop Blue

PMS: 642C
CMYK: 04, 00, 00, 00
RGB: 241, 249, 255
HEX: #F1F9FF

Pure Blue

PMS 286C
CMYK: 88, 77, 00, 00
RGB: 41, 68, 193
HEX: # 2944C1

015

Ensure accessibility

Everyone should be able to read what we write and see what we make. Color contrast is vital to ensure an accessible execution. We recommend maintaining a minimum contrast ratio of 4.5:1.

When in doubt, check the contrast ratio using tools like contrast-ratio.com.

Common errors

Do not combine Pure Blue with dark grey tones. Not enough contrast.

Do not combine Misty Green and PMS 657C. The values are too close together to be legible.

Do not use mid blues and mid greys in combination. The values are too close together to be legible.

Do not use Misty Green as a dominant color. It should be reserved for accents.

Do not change or adjust our colors in any way. Consistency in color is vital to brand recognition.

Do not use tints as primary colors. They should be reserved for effects and secondary tones in illustration.

Do not use off-brand colors, especially in combination with approved brand colors.

04

Type system

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Work Sans

Our all-purpose typeface

A workhorse sans-serif

Work Sans is a workhorse font that uses larger details for increased legibility in digital settings. It also features a wide array of glyphs and special features, making it a highly adaptable typeface.

Find its file package on Google Fonts.

ACCEPTABLE ALTERNATIVES

Work Sans should be used for every brand execution. In rare circumstances, however, we recognize it is not realistic to use custom fonts. In which case, system default sans-serif fonts should be used: Helvetica and Arial, respectively.

Note: this should not occur frequently.

018

Hierarchy and weight

Work sans is a dynamic typeface with many weights and styles. For body copy, we prefer to stick to the regular weight. When needed as a substitute for Hiragino Sans in headlines, Semibold and Extra Bold weights can be utilized.

Use contrast between heavy and lighter weights to communicate relevant importance, otherwise known as hierarchy, of information.

Weights

Work Sans Regular

aåbcçdðeéfƒghiîjklmµnñoøpqœrstuüvwxyz
AÅÂBCÇDEFGHIÍJKLMNOØÓÔÒPQRSTUVWXYZ
0123456789º(.,'"-;:)!?&©˙˚π®†≈◊™£¢∞§•ªº

Work Sans Semibold

aåbcçdðeéfƒghiîjklmµnñoøpqœrstuüvwxyz
AÅÂBCÇDEFGHIÍJKLMNOØÓÔÒPQRSTUVWXYZ
0123456789º(.,'"-;:)!?&©˙˚π®†≈◊™£¢∞§•ªº

Work Sans Extra Bold

aåbcçdðeéfƒghiîjklmµnñoøpqœrstuüvwxyz
AÅÂBCÇDEFGHIÍJKLMNOØÓÔÒPQRSTUVWXYZ
0123456789º(.,'"-;:)!?&©˚π®†≈◊™£¢∞§•ªº

019

Common errors

Oh, Goodness, No...

Omnimus cuscilit que ea volesto et, sitatur minum rae. Et expel inctae rerum ea que omnima consedit maio

Do not use unauthorized fonts or typefaces. The only exception is stylized product logos or illustrations on a case-by-case basis.

No t good, nope.

Omnimus cuscilit que ea volesto et, sitatur minum rae. Et expel inctae rerum ea que omnima consedit maio cohet, venimaximi, corepel lquunt.voloroos quam, si quos intiusciate sitas millabo reicita tiissimus

Keep tracking, kerning, and leading reasonable and legible. Do not stray far from the examples in this guide.

Not For Us

Omnimus cuscilit que ea volesto et, sitatur minum rae. Et expel inctae rerum ea que omnima consedit

Do not use centered or completely justified alignment for multi-line text. There are no exceptions.

Note: This is not a comprehensive list of errors. It is simply the most common or egregious.

Help me

Do not stretch, squish, or otherwise mangle typography. Use the appropriate weight instead.

Too Much Stroke

Omnimus cuscilit que ea volesto et, sitatur minum rae. Et expel

Do not use a stroke or outline on typography. Also avoid using a drop shadow on typography at all costs.

I'm Falling!

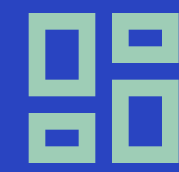Omnimus cuscilit que ea volesto et, sitatur minum rae. Et expel inctae

Do not use typography on any angle other than 0° or 90°. Our typography should always read up if 90°.

05

Visual style

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Iconography

Iconography is integral part of our educational approach, and should be used to help illustrate concepts, directions, and ideas. When we don't have a bespoke icon in our library, we default to Google's Material Icon library. Examples of the set are above.

When it comes to iconography style, we like thick outlines and geometric shapes. If you need to construct new icons, keep the overall shape simple. Reduce the subject matter down to its essence, ending at a easily recognizable outline.

When placing icons in a layout, they should never be partially cut off. The icons shape, line weights, and construction should not be altered. Do not use the icons in place of or as an element within our logo. Ensure enough clear space is used so that the subject matter is legible.

022

Shapes

Drawing inspiration from our influences in science and nature, we leverage several basic geometric shapes that can be used in graphic compositions in a variety of ways. We're partial to triangles, but rectangles and circles can also be used.

Whenever possible, avoid using curved shapes in favor of straight lines and geometric angles. Slightly rounded corners are acceptable on boxes.

Elements

06 **Closing**

024

Approvals

As previously stated, this guide is not a comprehensive list of rules. We recognize the creative landscape is ever changing. New approaches, new trends, and changes in technology will inevitably have an effect on our brand and the way we execute it visually.

That being said, we insist that any brand execution follow the guidelines listed within. Anything outside of these guidelines must be approved by an authorized representative from WCC.

Outside approvals may be submitted electronically by emailing the concept to Luis Pontillo, Marketing Director, at luis.pontillo@watercontrolinc.com.

Questions prevent mishaps: If you have a question about the use of our brand materials or a brand execution, please do not hesitate to ask!

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Thank you.

We would like to express our heartfelt thanks for your meticulous attention to detail, unwavering support, and dedication to bringing the WCC brand vision to life. Your commitment to our brand is truly appreciated and plays a vital role in our collective success.

We understand that navigating through a brand style guide and executing it to the letter can be challenging. That's why we're here to help. If you ever find yourself in need of assistance or feedback while working on a brand execution, please don't hesitate to reach out.

Please feel free to contact Luis Pontillo at luis.pontillo@watercontrolinc.com with your queries. We're more than happy to offer guidance and ensure that our brand continues to shine brightly in every execution.

Luis Pontillo

MARKETING SPECIALIST

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PRESIDENT AND CEO

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Contacts

WCC Style Guide
brought to you by

hox design co.

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hoxdesign.co