

Water for Life Branding and Logo Guidelines - 2007

Section 1 - Branding for NSW Government Agencies

Section 2 - Branding for local government and non-government organisations

Purpose of this document

The purpose of this document is to ensure that the *Water for Life* brand and the two different versions of the logo are defined, understood and used accurately and effectively by all relevant NSW government agencies, councils and relevant non NSW Government organisations.

Water for Life Brand overview

Water for Life works on many levels and reinforces that:

- water is essential for life
- water is a critical element of lifestyle
- water is needed for our lifetime and for future generations.

Water for Life has been developed as an overarching brand position to be used to identify water programs and initiatives by the NSW Government.

The *Water for Life - NSW Government* logo is to be used for:

- all NSW Government *Metropolitan Water Plan* initiatives in Greater Sydney, including the associated Water for Life Education Program (see Appendix 1)
- all NSW Government water supply and demand initiatives in urban non-metropolitan areas across NSW
- acknowledgement of NSW Government support by organisations which receive funding or direct support from the NSW Government in regard to the *Metropolitan Water Plan* or urban water supply and demand management.

The logo may also be used on water quality initiatives, including river and catchment health, and other water-related initiatives across NSW, where it is considered appropriate by relevant senior program managers and where research supports its application.

It is also being used to link together all relevant water education and communication activities and projects being undertaken by non-NSW Government organisations across NSW.

Coordination for the use of *Water for Life* is undertaken by the Department of Water and Energy.

The objective is to use *Water for Life* to unify all education and communications material promoting water-related initiatives to provide a consistent and clear message to the community regarding the importance of water for our lifetime, for future generations, and for the environment.

There are two versions of the *Water for Life* logo: one for use by NSW Government agencies and organisations who receive funding or direct support from the NSW Government; and one which is encouraged for use when branding local government or non government organisational initiatives.

Section 1 - Branding for NSW Government agencies

When should *Water for Life NSW Government* be used?



'*Water for Life NSW Government*' has been developed as an overarching brand to link together and promote water programs and initiatives being undertaken and supported by the NSW Government.

It should be used on:

- **NSW Government Metropolitan Water Plan initiatives** in Greater Sydney, including associated Water for Life Education Program. (see Appendix 1)
- **NSW Government urban water supply and demand** initiatives in non-metropolitan areas across NSW
- Projects and programs **funded or directly supported by the NSW Government**, for example by recipients of funding such as grants and incentives. (See Section 2 for guidelines for non government and local government organisations).

It may be used where considered appropriate by relevant senior program managers and where research supports its application on:

- **NSW Government water quality programs** and initiatives across NSW, including river and catchment health, and drinking water quality.

The relevant NSW Government agencies and state owned corporations to use the brand include, but are not limited to:

- Department of Water and Energy (DWE)
- Department of Environment and Climate Change (DECC)
- Sydney Catchment Authority (SCA)
- Sydney Water Corporation (SWC)
- Hunter Water Corporation (HWC)
- Department of Primary Industries (DPI)
- Department of Premier and Cabinet (DPC)

When should *Water for Life* (without NSW Government) be used?



Water for Life (without NSW Government) is encouraged for use by stakeholders on initiatives where it is considered appropriate for the audience and where it strengthens the message by linking the initiative to other water-related initiatives across NSW.

These initiatives may include non government and local government activities which promote short-term and long-term solutions to reduce demand, source new supplies of water, increase recycling, improve drinking water quality and improve the health of our rivers and catchments.

An example may be a council which is developing materials, such as brochures or print advertisements, to engage the community in saving water, and considers that Water for Life would add value to the materials when used in conjunction with its own brand.

Please see Section 2 of this document 'Branding for Non Government Agencies', for more information to ensure that agency staff are aware of these guidelines before they promote their use to other organisations.

Where should the brand not be used?

Circumstances where it is considered inappropriate to use Water for Life include promoting commercial products or services, company publications, letter heads, or annual reports.

It can however be used by commercial enterprises to promote NSW Government initiatives, for example in promoting NSW Government rebates.

Any inappropriate use is considered a breach of copyright.

Protocol between Water for Life logo and Our Environment It's a Living Thing logo

Given the wide reach of the Water for Life branding across NSW, there will be some instances where co branding with the *Our Environment It's a Living Thing* logo will be required. An example of where this would occur is when an education program is being funded through both the Water for Life Education Program and under the banner of *Our Environment It's a Living Thing*.

For all other water and water education initiatives in NSW, the Water for Life logo will take precedence over the *Our Environment It's a Living Thing* logo for branding purposes.

How should the logo be used?

To present a strong and unified brand image, the Water for Life logo should be applied consistently by the relevant government agencies on all publications (eg brochures, reports, flyers, event signage or booklets) websites and documents associated with NSW Government water programs.

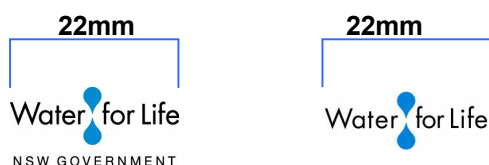
The logo should be placed on the home page of the relevant agencies with a link from the logo back to the Water for Life website.

Different formats of the logo are provided for a variety of uses (e.g. professionally printed materials, website, documents printed from office computers), and include EPS (commercial printing), JPEG, PNG (web line drawing) and TIFF (low quality print).

What are the size requirements?

The logo should be displayed in a prominent location on publications and be consistent in size with other corporate identities displayed. However, it must not be smaller than the minimum size of 22mm, see below.

Minimum size



Which logo colour should be used?

The Water for Life NSW Government logo has been produced in two positive and two negative versions, for use on different background colours. The version used is determined by the background colour and the number of colours used in the printing process. The negative (reversed out) version must be reversed out from a solid colour.

Colour positive



Two colour negative



Mono positive



One colour negative



What is the clearspace around the logo?

A clearspace area has been established around the logo. No other graphic elements may appear in this area thus ensuring that the logo always remains uncluttered. The clearspace area applies to all logo versions.

The clearspace area is the space which extends from the furthest reaching points of the logo's width and height and is proportionally equal to the width of the widest part of the drop, see diagram below.



Can the logo be altered?

The relationship between the elements used to create the Water for Life logo, cannot be altered.

Logo Colour requirements

The three colours used in the Water for Life logos are black, white and blue (100% cyan + 20% magenta).

Section 2 - Branding for local government and non government organisations

Why use Water for Life?

Water for Life resonates well with the community on many levels and reinforces that:

- water is essential for life
- water is a critical element of lifestyle
- water is needed for our lifetime and for future generations.

Stakeholders including local government and non government organisations are encouraged to use Water for Life on water-related communication and education materials. Using Water for Life can strengthen communication by providing a consistent message to the community across NSW that all levels of government and non government are working to secure our water.

These initiatives may include non government and local government activities which promote short-term and long-term solutions to reduce demand, source new supplies of water, increase recycling, improve drinking water quality and improve the health of our rivers and catchments.

An example may be a council or water utility which is developing materials, such as brochures or print advertisements, to engage the community in saving water, and considers that Water for Life would add value to the materials as an overarching brand when used in conjunction with the its own brand.

The objective is to use Water for Life to unify all education and communications material promoting water-related initiatives to provide a consistent and clear message to the community regarding the importance of water for our lifetime, for future generations, and for the environment.

When should Water for Life be used?

There are two versions of the Water for Life logo, one for use by organisations who receive funding or direct support from the NSW Government and one which is encouraged for use when branding local government or non government organisational water initiatives.

1. **Water for Life – NSW Government** is to be used by stakeholders who receive or obtain water-related funding or direct support from the NSW Government.

Stakeholders may include:

- local government and local water utilities
- non-government organisations and associations
- business and industry
- Water for Life Education Program partners
- water-related Climate Change Fund recipients (and previously Water Savings Fund).



2. **Water for Life (without NSW Government)** is encouraged for use by stakeholders on initiatives where it is considered appropriate for the audience and where it strengthens the message by linking the initiative to other water-related initiatives across NSW.

Stakeholders may include:

- local government and local water utilities
- non-government organisations and associations
- business and industry.



This logo is not for use by NSW Government agencies

Where should the brand not be used?

Circumstances where it is considered inappropriate to use Water for Life include promoting commercial products or services, company publications, letter heads, or annual reports.

It can however be used by commercial enterprises to promote NSW Government initiatives, eg rebates.

Any inappropriate use is considered a breach of copyright.

What does this mean for my organisation?

Local Government and water utilities

The Water for Life brand is available to all councils in NSW who develop communication and education materials to promote short-term and long-term solutions to reduce demand, source new supplies of water, increase recycling, improve drinking water quality and improve the health of our rivers and catchments.

Non-government organisations and associations (NGOs)

The Water for Life brand is available to NGOs in NSW who develop communication and education materials to promote short-term and long-term solutions to reduce demand, source new supplies of water, increase recycling, improve drinking water quality and improve the health of our rivers and catchments.

Business and Industry (NGOs)

The Water for Life brand is available to business and industry in NSW who develop communication and education materials to promote short-term and long-term solutions to reduce demand, source new supplies of water, increase recycling, improve drinking water quality and improve the health of our rivers and catchments. However, it is inappropriate to use Water for Life for promoting commercial products or services, or on company publications, letter heads, or annual reports.

Water for Life Education Program partnership funding recipients

Organisations who secure funding for projects under the Water for Life Education Program are required to use the Water for Life logo on any communication and education material including website or printed material associated with their project.

In this case, when using the Water for Life logo the accompanying tag line is required to be used: *“This project has been assisted by the NSW Government’s Water for Life Education Program.”*

Climate Change Fund (Water Savings Fund) Recipients

Organisations who secure funding for a water-related project through the Climate Change Fund (and previously through the Water Savings Fund) are required to use the Water for Life logo on any communication and education material including website or printed material associated with their project

How should Water for Life be used?

To present a strong and unified image, the Water for Life logo should be applied consistently by non government and local government organisations on all publications, (eg brochures, reports,

flyers or booklets) websites and documents associated with water supply and demand projects and water education initiatives including the Water for Life Education Program.

Different formats of the logo are provided for a variety of uses (e.g. professionally printed materials, website, documents printed from office computers), and include EPS (commercial printing), JPEG, PNG (web line drawing) and TIFF (low quality print).

What is the minimum size for the logo?

The logo should be displayed in a prominent location and be consistent in size with other corporate identities displayed. It must not be smaller than the minimum size of 22mm.



Which logo colours should be used?

Both the Water for Life logos have been produced in two positive and two negative versions for use on different coloured backgrounds. The version used is determined by the background colour and the number of colours used in the printing process. The negative (reversed out) version must be reversed out from a solid colour.

1. Water for Life - NSW Government

Colour positive



Two colour negative



Mono positive



One colour negative



2. Water for Life

Colour positive



Two colour negative



Mono positive



One colour negative



What should the Clearspace be around the logo?

A clearspace area has been established around the logo. No other graphic elements may appear in this area thus ensuring that the logo always remains uncluttered. The clearspace area applies to all logo versions.

The clearspace area is the space which extends from the furthest reaching points of the logo's width and height and is proportionally equal to the width of the widest part of the drop, see diagram.



Can the logo be altered?

The relationship between the elements used to create the Water for Life logo, cannot be altered.

Colour

The three colours used in the Water for Life logos are black, white and blue (100% cyan + 20% magenta).

Further Information

Contact: info@waterforlife.nsw.gov.au
Water for Life Education Program
Metropolitan Water Branch
Department of Water and Energy

APPENDIX 1 - Background information

Metropolitan Water Plan

In May 2006 the NSW Government released the Metropolitan Water Plan for securing Sydney's water needs. This plan builds on the progress of the 2004 Metropolitan Water Plan.

To achieve a sustainable and secure water future the plan outlines a range of supply and demand management measures. Key initiatives include:

- Reducing demand
 - rebates and offers
 - Every Drop Counts Business Program
 - Building Sustainability Index – BASIX
 - Climate Change Fund (Water Savings Fund)
 - Water Savings Action Plans
 - Water savings education projects
- Increasing recycling
 - Western Sydney Recycled Water Initiative
 - greywater use
 - sewer mining
 - stormwater harvesting
- Increasing supply
 - accessing deep dam water
 - investigating water transfers from the Shoalhaven Scheme
- Managing drought
 - groundwater
 - desalination
- Protecting catchments and river health

Water for Life Education Program

The Water for Life Education Program is an integrated component of the NSW Government's Metropolitan Water Plan. The focus of Water for Life is to support and encourage the Greater Sydney community to use water more efficiently to ensure a sustainable water supply, and to increase understanding of the range of strategies being implemented through the Metropolitan Water Plan.

Water for Life coordinates a whole of Government approach to metropolitan water education and is focused on a number of key areas which include:

- Water for Life campaigns and website
- a coordinated capacity building program providing professional learning opportunities
- resources & tools, and building a water educators network to support leading practice water education projects
- targeted on-the-ground education projects in innovative partnerships to engage different sectors of the community
- working to coordinate water education across the Greater Sydney region through inter-agency partnerships and the development of a collaborative action plan for water education.

Further information at www.waterforlife.nsw.gov.au