Open Water

brand guidelines

2016

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please read before diving in

Open Water is the customer-facing brand for the retail water market, which will open to competition in April 2017 for the benefit of businesses and non-household customers in England.

The Open Water brand will be used to raise awareness ahead of and after the market opening. Water companies, industry bodies and other stakeholders can all play a vital role in generating awareness.

These guidelines have been produced to ensure that the brand is used correctly and consistently and to help you explain to customers that they have a choice.

Whilst it would not be appropriate to use the brand to deliberately promote any type of commercial service, customer tariff - for example to say, "Our new Blue Droplet' tariff, in association with Open Water!" or be used on any material which specifically encourages a customer to either switch to or stay with a given provider, it is there to compliment and sit alongside your messages and communications.

For example, we would expect to see the branding, leaflet and link to the Open Water site on your website home page and again on any pages dedicated to business customers. We expect it to be used on bills, letters, customer information about the market opening and to be given to customers at relevant face to face opportunities.

There are also print ready materials - posters, leaflets - and digital collateral ready for your use and are within the toolkit.

If you have any queries about how or where and when to use the branding, please contact:

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t. 0121 744 7804

e. Jonathan.Kinsella@ofwat.gsi.gov.uk

our brand mark

The Open Water brand mark, or 'logo', has been designed to be clear, simple and memorable.

The icon uses individual water droplets to convey movement within the retail water market.

The darker blue emphasises the word 'open'.

Open Water

exclusion zone

It's important to always maintain a minimum space, or 'exclusion zone', around the Open Water logo to give it emphasis and protect it from being undermined by other elements on the page.

The exclusion zone for the Open Water logo is defined by the height of the 'O' in 'Open'.

This space should be maintained as the logo is proportionally enlarged or reduced in size.

recommended sizes

To ensure that the Open Water logo always appears as clear and as legible as possible, please use it at the minimum sizes provided below wherever possible.

Using the logo at a size smaller than 10mm or 30 pixels in height is not recommended. There is no maximum size limit.

the height of the logo is measured from the height of the bubbles

Format	Height (mm)
Min. size	10mm
A5	10mm
A4	15mm
A3	20mm
A2	30mm
A1	70mm
A0	100mm

things to avoid

The Open Water logo should always be reproduced from the master artwork provided.

The logo should never be altered, redrawn or recoloured in any way.

This page shows some things that should be avoided.

don't stretch or distort the logo

don't redraw or retype the logo

don't change the logo colours

don't add graphical styles or effects to the logo

don't rotate the logo or use at an angle

don't place the logo over a complex background

Open Water and the partner logos

The Open Water logo must always be dominant when used with partner logos. It should always appear first, positioned to the left of the logos for the Open Water partners Ofwat, Defra and MOSL.

The partner logos should be of the same visual size or smaller than the Open Water logo. It is important to maintain sufficient clear space around each logo.

Open Water

Ofwat

Department for Environment Food & Rural Affairs

MOSL
MARKET OPERATOR SERVICES LTD

colour variations

The logo should be used in full colour whenever possible and, where necessary, in black or reversed out white.

Open Water

full colour (CMYK)

Open Water

single spot colour

Open Water

black

Open Water

reversed out white

primary brand colours

Open Water has four primary brand colours, however tints of these colours may also be used.

These colours are important design elements that can, if used correctly, reinforce Open Water's brand recognition.

To ensure precise reproduction of these colours, please refer to the numerical data supplied below.

Secondary colours may be used to support and add variety to the primary colours (see page 09).

Primary colour
Blue

CMYK	:	C70 M35 Y0 K0
RGB	:	R79 G143 B204
Web	:	#4F8FCC
Pantone	:	279 C

80% 60% 40% 20%

Primary colour
Green

CMYK	:	C80 M20 Y45 K5
RGB	:	R16 G145 B143
Web	:	#10918F
Pantone	:	3285 C

80% 60% 40% 20%

Primary colour
Purple

CMYK	:	C50 M100 Y5 K0
RGB	:	R149 G28 B125
Web	:	#951C7D
Pantone	:	254 C

80% 60% 40% 20%

Primary colour
Grey

CMYK	:	C0 M0 Y0 K80
RGB	:	R87 G87 B86
Web	:	#575756
Pantone	:	425 C

80% 60% 40% 20%

secondary brand colours

The secondary colours are complementary to our primary brand colours and can be used to add emphasis to digital or printed design.

These colours should be used sparingly and not as the predominant colour.

Secondary colours can also be used on design materials that require differentiation, for example, within charts and graphs, to help communicate content more clearly.

Secondary colour
Yellow

CMYK : C0 M25 Y100 K0
RGB : R253 G195 B0
Web : #FDC300
Pantone : 7408 C

Secondary colour
Orange

CMYK : C0 M50 Y100 K0
RGB : R243 G146 B0
Web : #F39200
Pantone : 152 C

Secondary colour
Light green

CMYK : C50 M0 Y90 K0
RGB : R149 G194 B61
Web : #95C23D
Pantone : 376 C

Secondary colour
Light blue

CMYK : C65 M0 Y10 K0
RGB : R70 G191 B224
Web : #46BFE0
Pantone : 311 C

Secondary colour
Pink

CMYK : C0 M70 Y0 K0
RGB : R237 G110 B167
Web : #ED6EA7
Pantone : 232 C

Secondary colour
Red

CMYK : C0 M100 Y60 K0
RGB : R229 G0 B70
Web : #E50046
Pantone : 199 C

primary typeface

The Open Water primary typeface is 'Raleway'.

Raleway has a family of fonts with different weights (see below) that can be used to denote key information, give presence and divide sections.

All digital and printed communications should be designed using Raleway wherever possible.

When use of Raleway is not possible, 'Corbel' can be used as a substitute (see page 13).

Raleway Light

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 £ $ % ^ & * ( )

Raleway Light Italic

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
*0 1 2 3 4 5 6 7 8 9 £ $ % ^ & * ( )*

Raleway Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 £ $ % ^ & * ( )

Raleway Italic

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
*0 1 2 3 4 5 6 7 8 9 £ $ % ^ & * ( )*

Raleway SemiBold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 £ $ % ^ & * ( )

Raleway SemiBold Italic

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 £ $ % ^ & * ( )

typeface use

Raleway is used in three different weights, light, medium and semibold.

Whenever possible text should be left aligned.

Letter spacing can be used to add clarity to headlines and large messaging.

Light

should be used for large messaging and main headings. We also recommend using lowercase letters for headings and messages.

Medium

should be used for main body copy

Semibold

should be used sparingly for paragraph subheadings and text that needs emphasising

alternative typeface

The alternative typeface is 'Century Gothic'.

Century Gothic should only be used where it's technically not possible or appropriate to use our primary typeface. For example, on emails or internally-produced documents.

Century Gothic Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 £ $ % ^ & * ( )

Century Gothic Italic

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
*0 1 2 3 4 5 6 7 8 9 £ $ % ^ & * ( )*

Century Gothic Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 £ $ % ^ & * ( )

Century Gothic Bold Italic

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 £ $ % ^ & * ( )

the Open Water ‘bubbles’

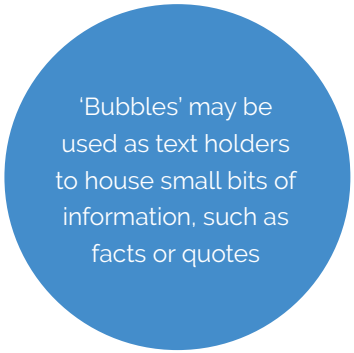
The Open Water ‘bubbles’ are a graphic element extracted from the logo mark.

Both single bubbles and groups of ‘Bubbles’ can be used, however when using bubbles in groups please try to maintain the proportions of the examples shown here.

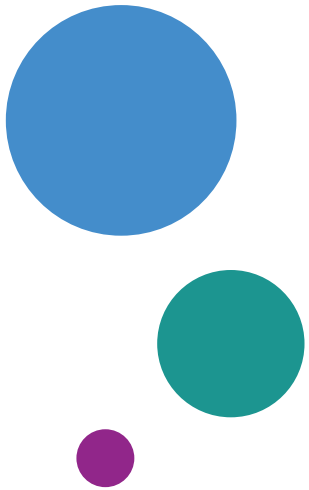
‘Bubbles’ may be used as text holders to house small bits of information, such as facts or quotes, or as a graphic element in digital or printed design.

If used as a text holder, text sould be centre aligned wherever possible.

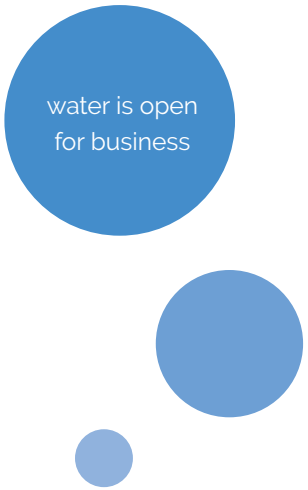
‘Bubbles’ may be used in various colours and tints (see page 08).



Example 1. A single bubble holding text



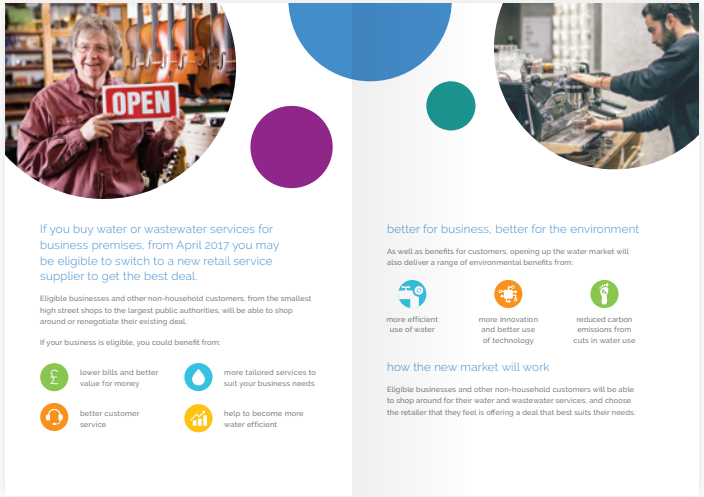
Example 2. Multi-coloured bubbles in a group



Example 3. A grouping of shaded bubbles holding text

print / leaflet

Open Water has a collection of print assess that can be used to raise awareness. This includes an A5 4 page/folding leaflet, as shown below.



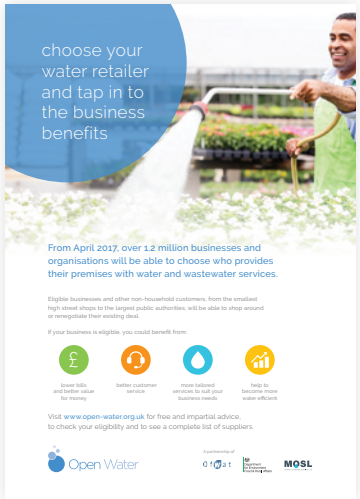
Open Water leaflet (folded dimensions - W 148mm x H 210mm)

print / posters

A series of A3 posters are available in PDF format, as shown below.

Open Water Poster_Print_1

Open Water Poster_Print_2



Open Water Poster_Print_3

Open Water Poster_Print_4

Open Water posters (dimensions - W 297mm x H 420mm)

print / boilerplates

The following boilerplates are available for use on leaflets or customer bills.

Versions are available in a a variety of colours, shapes and sizes, as shown below.

from April 2017 water is open for business

If you buy water and wastewater services for a business, charity, public sector or not-for-profit organisation, from April 2017 you may be eligible to choose your supplier.

To find out more please contact us or visit **www.open-water.org.uk** for free and impartial advice.

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Open Water

Black and white rectangular boilerplates (dimensions - W 85mm x H 55mm)

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Open Water

Full colour (CMYK) rectangular boilerplates (dimensions - W 85mm x H 55mm)

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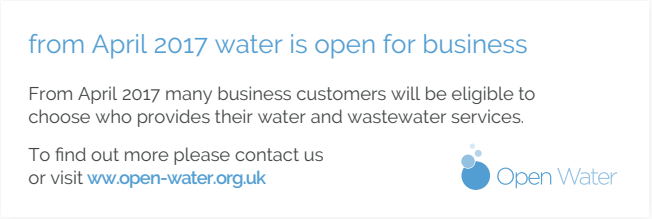
Open Water

Full colour (CMYK) circular boilerplates (dimensions - W 75mm x H 75mm)

digital / web banners

Landscape and portrait web banners
are available for digital/online use.



Landscape web banners (dimensions - W 600px x H 200px)

Portrait web banners (dimensions - W 250px x H 350px)