



World Water Day
2 0 1 0
Clean Water for a Healthy World

Presented by



Coordinated by



Visual identity and
communication campaign by



World Water Day 2010 Logo Pack Guidelines

The 2010 World Water Day logo is available here in 3 formats (eps, ai and tif) of 2 versions (horizontal and vertical). The vertical version of the logo is the primary mark and should be used in all circumstances where possible. The horizontal version should be used in situations where vertical design space is at a premium (eg: web banners) in order to ensure optimum visibility for the droplet mark.

The eps and ai formats of the logo are infinitely scalable and are the most appropriate high quality versions for all use. For those unable to use the eps format, tif format logos are also enclosed at 300DPI. Both tifs will print up to A4 in dimension without losing quality. Larger or smaller tif versions can be made available upon request.

When using the logo on darker backgrounds. The words 'World Water Day', the slogan 'Clean Water for a Healthy World' and the two pinstripes should be coloured white as in the examples shown below.

The logo should not be used on non-complimentary or brightly coloured backgrounds (see example of incorrect use below).

In addition to this, the slogan 'Clean Water for a Healthy World' should not be separated or removed from the logo(see example of incorrect use below).

CORRECT USE



CORRECT USE



INCORRECT USE



Further materials and information will be made available on the official World Water Day 2010 Website in the coming months.
www.worldwaterday2010.info