# World Water Assessment Programme
## Visual Identity



## OVERVIEW

The UN World Water Assessment Programme Visual Identity has been developed to readily identify the programme while simultaneously reflecting the unity of the three UN-Water offices and their close collaboration, through the incorporation of common layout guidelines proposed during the 10th UN Water SPM meeting in Perugia.

### Design of the WWAP Visual Identifier

The WWAP Visual Identifier was designed through close communications with the three UN-Water offices and the UNESCO office responsible for the use of the UNESCO logo. The final design incorporates three distinct elements: the WWAP identifier in the centre; the UNESCO logo above this, as the host UN organization; and the UN-Water symbol in the lower segment.

A pale lime shade is used as the background of the WWAP Visual Identifier to readily identify it from the visual identities of the other two UN-Water offices.

### Implementation of the WWAP Visual Identity

The WWAP Visual Identity was developed in June 2009.
Since then it has been systematically implemented across all WWAP communications media, including:

- business cards
- stationery and letterheads
- publications and other printed material
- CDs and DVDs

- PowerPoint presentations
- exhibits and signs
- Web pages
- online material and PDFs



Examples of the WWAP Visual Identifier used in (left) stationary and business cards, (centre) WWAP PowerPoint presentations, and (right) a WWAP DVD

## COMPOSITION
The WWAP Visual Identifier incorporates three distinct identifying elements:

**1**

**2**

**3**

United Nations
Educational, Scientific and
Cultural Organization

World **Water**
**Assessment Programme**

UN WATER

### 1. The UNESCO Logo

The UNESCO Logo consists of three inseparable elements:

1. The temple symbol
2. The vertical dotted line
3. The full name of the Organization (United Nations Educational, Scientific and Cultural Organization)

### 2. The WWAP Identifier

The WWAP Identifier consists of the following elements:

1. The water drops symbol
2. The United Nations logo
3. The full name of the Programme (World Water Assessment Programme)

### 3. The UN-Water symbol

This consists of the name 'UN-Water' in capital letters, with a flourish on the 'W'

### Size

To ensure legibility and to conform to restrictions on use of the UNESCO logo component, the WWAP Visual Identifier must be reproduced at or above the minimum dimensions of:
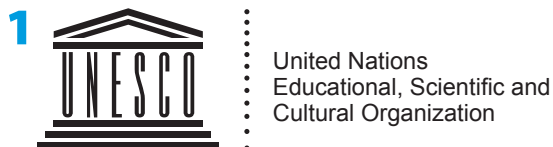
**Width – 45 mm**

**Height – 60 mm**

## COLOURS     The WWAP Visual Identifier uses the following colours

**1**

United Nations
Educational, Scientific and
Cultural Organization

| | |
|---|---|
| **C** | 0 |
| **M** | 0 |
| **Y** | 0 |
| **K** | 100 |

| **PMS** | 285 | **R** | 0 |
|---|---|---|---|
| **Hex** | 0077D4 | **G** | 119 |
| | | **B** | 0212 |

**2**

World **Water**
**Assessment Programme**

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| **C** | 30 | **C** | 60 | **C** | 100 |
| **M** | 0 | **M** | 0 | **M** | 0 |
| **Y** | 100 | **Y** | 100 | **Y** | 15 |
| **K** | 0 | **K** | 0 | **K** | 5 |

| | | | | | |
|---|---|---|---|---|---|
| **R** | 190 | **R** | 114 | **R** | 0 |
| **G** | 215 | **G** | 191 | **G** | 164 |
| **B** | 48 | **B** | 68 | **B** | 202 |

| **PMS** | DS302-2C | **PMS** | DS290-1C | **PMS** | 312C |
|---|---|---|---|---|---|
| **Hex** | BFD730 | **Hex** | 72BF44 | **Hex** | 00A4CA |

**3**

UN WATER

The UN-Water flourish is the same green
as the centre of the WWAP identifier
(above)

### The background colour

(A 22% tint of the lighter
green used in the WWAP
identifier)

| | | | | | |
|---|---|---|---|---|---|
| **C** | 7 | **R** | 237 | **PMS** | DS302-8C |
| **M** | 0 | **G** | 243 | **Hex** | EDF3D1 |
| **Y** | 22 | **B** | 209 | | |
| **K** | 0 | | | | |

## VERSIONS  The following variations of the WWAP Visual Identifier are available for specific purposes

### 1. Versions in languages other than English

French and Spanish versions of the WWAP Visual Identifier are also available.
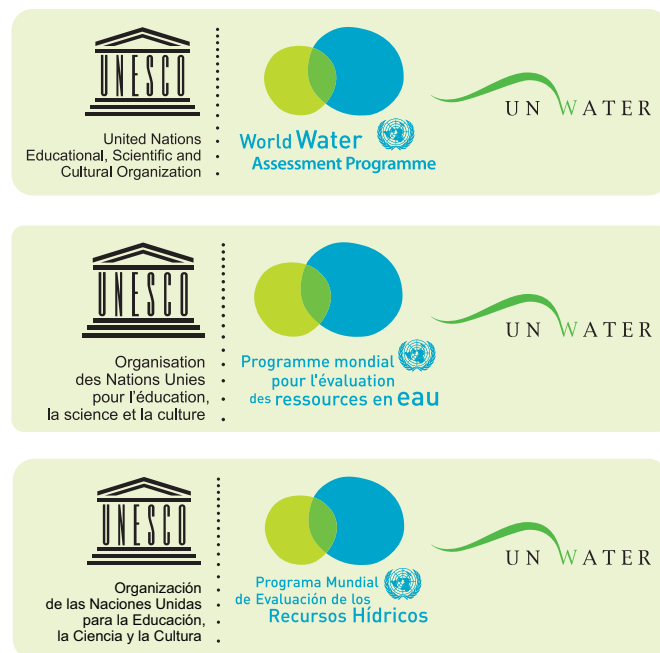


### 2. Versions to accommodate specific space constraints

The vertical version of the WWAP Visual Identifier is the primary version and should be used for all official WWAP purposes. For situations in which it is not possible to respect the minimum height restriction of the identifier (60 mm, see page 2) however, horizontal options are also available.

**Size**

To ensure legibility, the horizontal version of the WWAP Visual Identifier  must be reproduced at a minimum width of **87 mm**
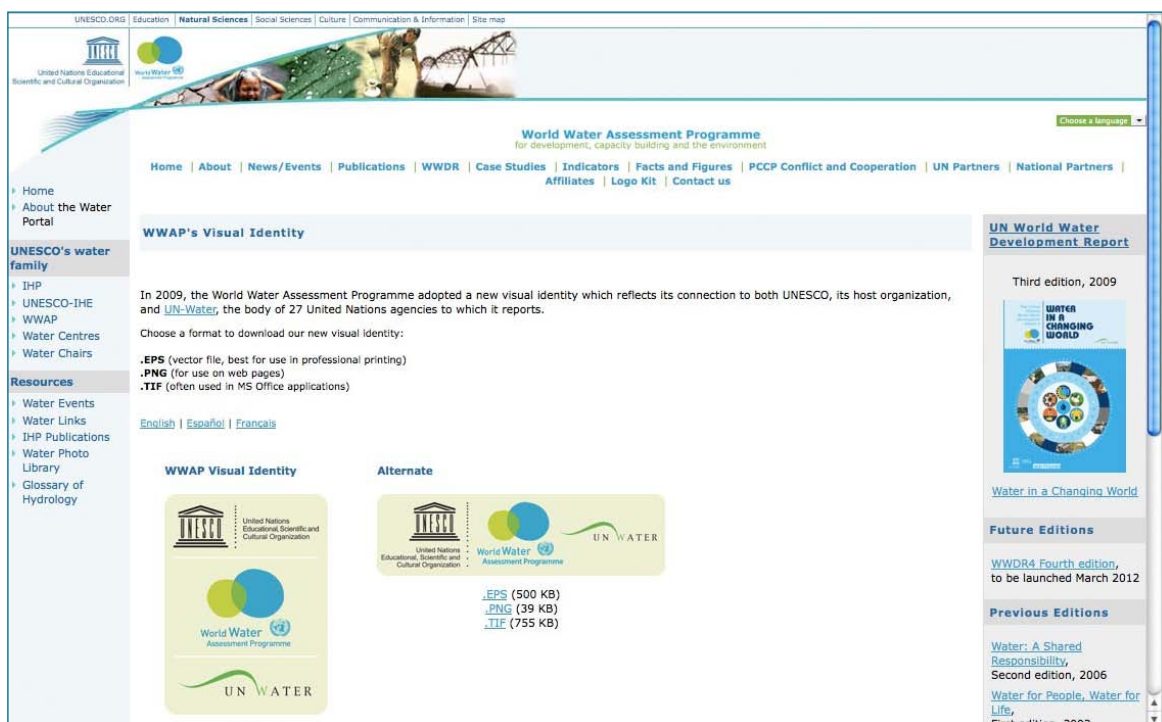
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## FORMATS

English, French and Spanish versions of the WWAP Visual Identifier can be downloaded from the WWAP Website
**http://www.unesco.org/water/wwap/wwap_logo/**



### Formats available for download

| | |
|---|---|
| **Adobe EPS** | CMYK vector format: best for print and professional design purposes |
| **PNG** | Small, optimized RGB raster Web versions |
| **TIF or JPG** | HIgh-resolution (300 DPI), RGB raster files for use in Office applications including Word |

For more information about using the WWAP Visual Identity, or if you would like to have a copy of the Visual Identifier in a format other than those available on the WWAP Website, please contact the WWAP Secretariat at:
**www.unesco.org/water/wwap/contact/**