

WATERS PRODUCTIONS

The background features a series of vibrant, flowing lines in shades of orange, red, pink, yellow, green, and blue, creating a sense of motion and energy against a dark gradient.

MANUAL OF CORPORATE IDENTITY AND VISUAL STYLE

INTRODUCTION

WELCOME TO THE WATERS PRODUCTIONS MANUAL OF CORPORATE IDENTITY AND VISUAL STYLE.

Our identity is a unique design system composed of various components that together create our distinctive visual style. It is essential to follow the guidelines in order to achieve consistency in the application of our identity and build strong awareness and recognition for our brand. You can also visit our online manual of corporate identity and visual style at http://www.craigsteel-design.com/Waters_Production_Brand_Guidelines/index.html . Where you can download Waters Production Logo version in four-colour process for printing CYMK and for online or RGB usages by clicking the download source files tab top left.

CONTENTS

FULL COLOUR LOGO
BLACK & WHITE LOGO
INCORRECT USAGE
CLEAR SPACE
MINIMUM SIZE
CORPORATE COLOURS
GRAPHIC ELEMENT - WAVE
CORPORATE FONT
STATIONERY & EMAIL SIGNATURE
CONTACT

FULL-COLOUR

Full-colour logo is the preferred version on all materials. The logo must be used as provided and can not be altered in any way. Please see section to review correct and incorrect usage of the Waters Productions logo.

Full-colour version

You can download Waters Production Logo version in four-colour process for printing CYMK and for online or RGB usages, from the online brand guidelines (http://www.craigsteel-design.com/Waters_Production_Brand_Guidelines/index.html) by clicking the download source files tab top left.



BLACK

The Black version of the logo should only be used when there is no possibility to print colour. It can be used for documents such as fax forms, b&w laser copies, newsprint ads, etc.





COLOUR:
#ffffff
R255, G255, B255
C0, M0, Y0, K0

TYPEFACE:
LATO HEAVY
LATO MEDIUM

WATERS
PRODUCTIONS



WATERS
PRODUCTIONS



SIZE : 50%



COLOUR:
#2f2f2f
R47, G47, B47
C70, M70, Y56, K68

TYPEFACE:
LATO HEAVY
LATO MEDIUM

WATERS
PRODUCTIONS



WATERS
PRODUCTIONS



SIZE : 50%



COLOUR:
#ffffff
R255, G255, B255
C0, M0, Y0, K0

TYPEFACE:
LATO HEAVY
LATO MEDIUM

WATERS
PRODUCTIONS



WATERS
PRODUCTIONS



SIZE : 50%

INCORRECT USAGE

To maintain consistency in the application, the logo must be used as provided in resource files. It is strictly forbidden to redraw the logo or alter the logo appearance, components, colours, proportions, or any other property.

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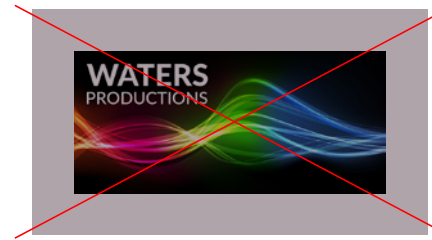
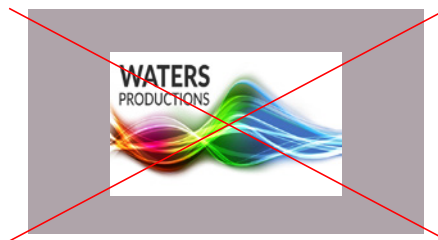
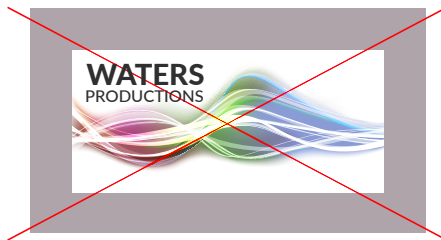
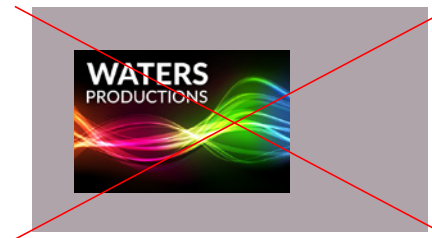
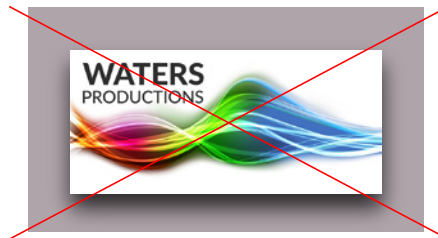
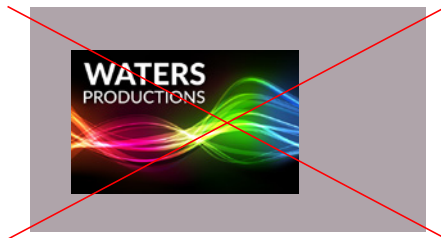
CORRECT USAGE >

Below are some examples of incorrect logo usage.



CORRECT USAGE >

Below are some examples of incorrect logo usage.



CLEAR SPACE

When using the logo, allow it to “breathe” and have maximum impact. Where possible, allow even more space around the logo than required by Clear space. The clear space is proportional and is based on the height of the W. The construction of Clear space is identified below.

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MINIMUM SIZE

The logo must never used smaller than the size identified on the image below. For printed applications (i.e. offset printing), the width of the logotype should not be reduced less than 25 mm. For screen applications (i.e. website or banner), the width of the logotype should not be reduced any smaller than 71 pixels.



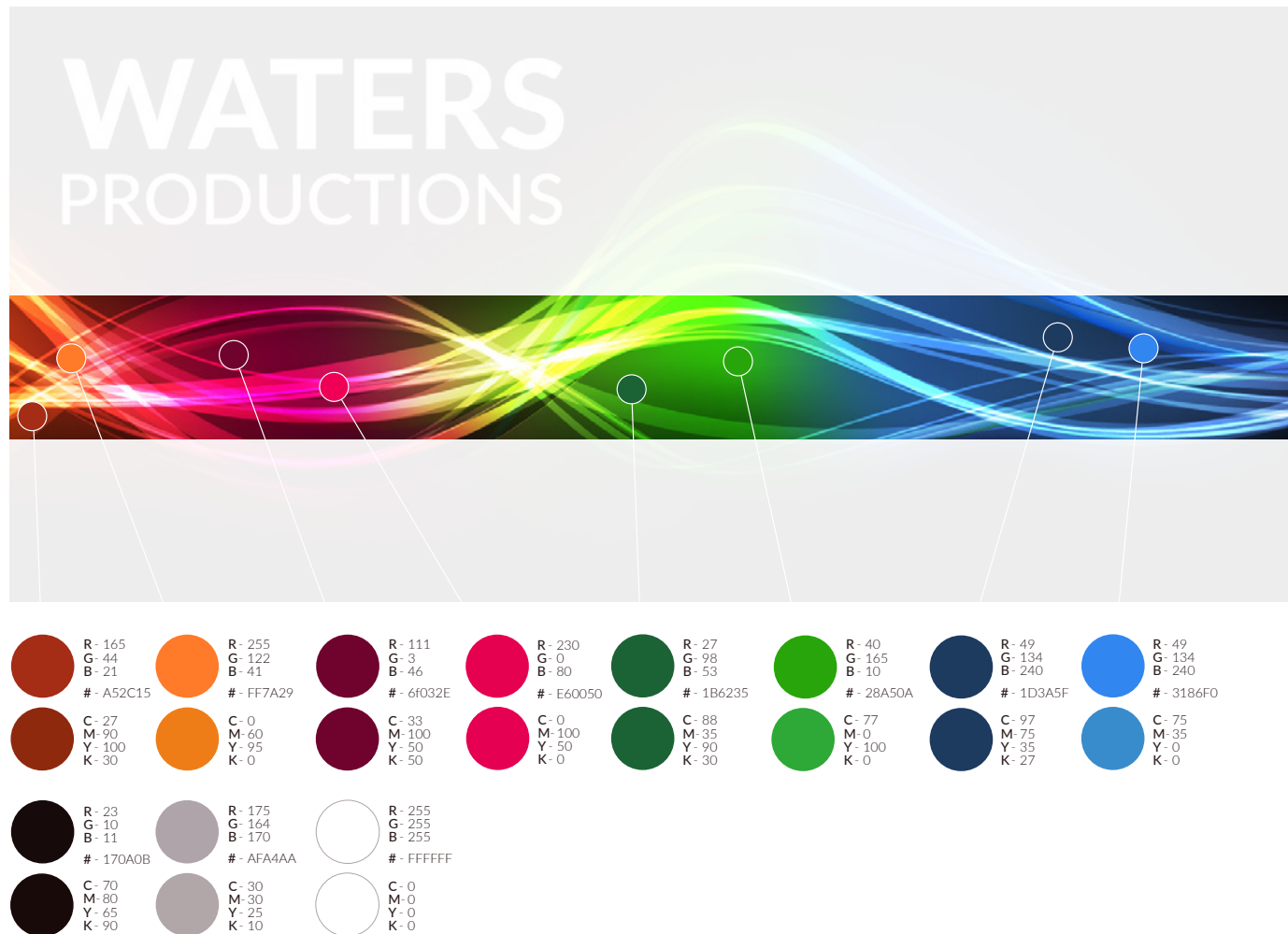
Minimum size 25mm (71px)



Minimum size 25mm (71px)

CORPORATE COLOURS

Our company colours are taken from the colour spectrum in the wave. They make our brand instantly recognizable. When applied consistently, our Company colours also provide a strong visual link across various materials and communications and set our company apart from our competitors. The use of other colours is allowed but all applications must be approved by Waters Productions.



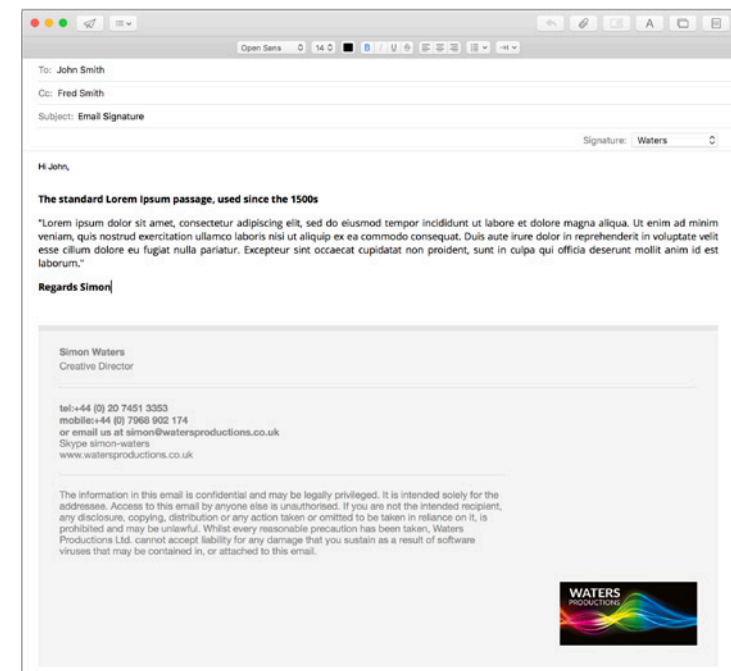
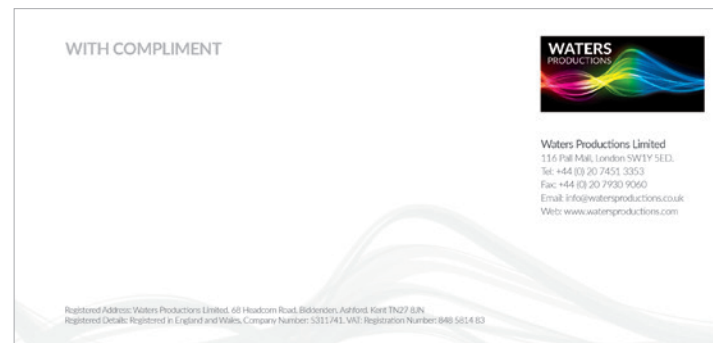
GRAPHIC ELEMENT - WAVE

Waters Productions wave is the key graphic visual. As such, it is one of the strongest identifier of our identity. There are no set-in-stone rules for using the wave, but all it's applications must be approved by Waters Productions. See below for examples of wave.



STATIONERY & EMAIL SIGNATURE

Letterhead, Business cards, Compliment Slips and Email often serve as the first representation of the Waters Productions Brand to a variety of audiences. Adhering to the stationery system is important to presenting our brand identity clearly and consistently. The stationary templates must be used as provided, there are no exceptions to this policy.



CORPORATE FONT

Our Primary fonts is Lato family. The font is available in a wide range of weights and styles, 18 in total, which allow various typographic treatments, from bold headlines to easy-to-read body text. The Lato font family font can be downloaded for free at <http://www.latofonts.com> We highly recommend the "Open type" versions of these fonts because they are usable both on PC and Mac platforms.

WATERS PRODUCTION | Lato

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789 (!@#\$%&.,?::)

Penultimate

The spirit is willing but the flesh is weak

SCHADENFREUDE

3964 Elm Street and 1370 Rt. 21

The left hand does not know what the right hand is doing

18 | Styles

Lato Hairline

Lato Hairline Italic

Lato Thin

Lato Thin Italic

Lato Light

Lato Light Italic

Lato Regular

Lato Italic

Lato Medium

Lato Medium Italic

Lato Semibold

Lato Semibold Italic

Lato Bold

Lato Bold Italic

Lato Heavy

Lato Heavy Italic

Lato Black

Lato Black Italic

Waters Productions Limited is a young, professional, audio visual communications company based in central London. We specialise in producing outstanding, high-tech audio visual installations for AV presentations and corporate events anywhere in the UK and Europe.

Professional Audio Visual Solutions

We have the knowledge and expertise to realise all of your audio visual communication needs. From initial conception through to production, we offer reliable, cost-effective, high quality solutions which are guaranteed to enhance your corporate image.

Waters Productions can meet all your audio visual requirements under one roof – from supply to installation – working closely with you to ensure your project is completed to brief, on budget and on time.

corporate event | management equipment | hire video production | exhibition design

Contact

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