

Share the power of water

How we communicate our brand
to drive progress

WATER

IS  ***THE***

WAY

To break the cycle of poverty.
To achieve global equality.
To make a bright future possible for all.

We are here to break down the
barriers between people and
access to safe water and sanitation.



HOW WE BECAME
A GLOBAL CHAMPION
OF SAFE WATER
AND SANITATION

Smart power meets star power

Pair the powers of master engineer Gary White and celebrity philanthropist Matt Damon. Mix the understanding of global economic dynamics and development with the sheer will to make access to safe water universal. Believe that water is the way to a bright future that we can all share in, worldwide.

That's the mission, the vision, and the legacy of Water.org, which Gary and Matt founded together to solve one of the most pressing crises of modern times.

We're here to bring water and sanitation to the world. We want to make it safe, accessible and cost-effective. It's a new model that isn't about charity, but about investing in a future that benefits every person on the planet.

This is who we are. We give our everything every day to make this a reality.

How it all began

As told by Gary

1980s

The beginning of a lifelong pursuit

"Early on, I worked with Catholic Relief Services to make safe water accessible to the people of Latin America, and ever since, doing anything else just doesn't feel right."

1990

A dinner party and the founding of WaterPartners

"My first fundraiser was a gathering of friends and family the day after Thanksgiving, geared towards finding a way to pay that gratitude forward. We raised our first \$4,300 for a village called El Limón in Honduras, and founded WaterPartners later that year."

1993

March 22 is officially established as World Water Day by the United Nations General Assembly

"The world was starting to take notice of the water crisis, but tackling it was tough. Projects needed committed leadership, better design, support over time. We saw the need to get smart, get support and get more innovative in our approach."

2000

An historic cross-country drive leads to a lasting partnership

"We pounded the pavement the old fashioned way: stuffing envelopes, knocking on doors and sharing pictures of our work projector-style. I drove a station wagon across the country, and the Michael and Susan Dell foundation gave us our first big grant—\$100,000—and our second, \$1 million less than a year later."

2003

The beginning of WaterCredit

"Growing expertise helped us to see the people we serve differently: as customers with preferences and desires, facing unique roadblocks. Access to financing was a huge obstacle. That's why we created WaterCredit to bring small, affordable loans to those who need access to financing and expert resources to make household water and toilet solutions a reality."

2009

Water.org is born

"Matt Damon founded H2O Africa in 2006 after seeing the water crisis first hand while filming Running the Sahara. We met at the Clinton Global Initiative and discovered that we had a great balance of approaches and equal parts passion. After a few projects together, we combined forces and Water.org was born."

2024

Scaling our impact

"WaterCredit helped create a growing body of evidence that brought real resources and significant partners to our mission. Our smart solutions are working and scaling at an unprecedented rate. As of 2024, we changed the lives of more than 76 million people and we can now reach more than one million people a quarter. And we've only just begun."

NEXT

So, what's next? Safe water and sanitation for all.



**"Any society with the
guarantee of water
has a chance to realize
its full potential."**

—

Gary White
CEO & Co-founder, Water.org



**"Access to water is
access to education,
access to work,
access above all to
the kind of future we
want for our own families
and all the members
of our human family."**

—

Matt Damon
Co-founder, Water.org



**A BIG OPPORTUNITY
WITHIN A
BIG PROBLEM**

What we see in water

We are thinkers, doers, problem solvers.
We are idea people and on-the-ground optimists. Within an enormous problem, we see very real opportunities.

We see:

That with access to safe water, an everyday trip for one of life's necessities is no longer a trek, but a few steps on the way through a healthy, productive day.

That with toilets, the relief of going to the bathroom doesn't require you to drop out of school or put your safety at risk.

That the saving grace of locally built, locally sustained water solutions makes education, commerce, and everyday pursuit of progress possible.

When we see water, we see what it means: the ability to unlock potential. Water is the way for countless people to set goals, seize opportunities, and thrive throughout life.

The people we serve

The people we serve are our priority.

They are affected by the crisis every day and are the solution, the process, and the outcome.

They are people with incredible potential. They are citizens with rights. They are customers, an untapped economic force. With knowledge, courage, and an entrepreneurial spirit, they join together to identify ideas, local materials, and tools to build better solutions that work for them. We know them as people who have the power to define their own future.

We support their voices with ours and share their stories of success.

Do right by the people we serve.

Respect. Their intellect, their understanding, their needs, their autonomy.

Listen. Think practically about what needs to be done, and what local resources are available to make it happen.

Empower. Find ways to unlock opportunities and support their efforts.

They are the change agents who will transform their communities and the future; we exist to enable that change.



**ABOUT OUR
BRAND**

— WE — BELIEVE IN THE *POWER* — OF — WATER

The power it has to protect health and save lives,
just because it is there.

The power it has to turn time spent into time saved,
when it is close and not hours away.

The power it has to turn problems into potential,
when its absence no longer stands in the way
of a productive day.

We work together to put this power into the hands
of all—individuals, families, and communities alike—
who have waited too long for something so basic
so their dreams and everyday routines can flow freely.

We do it by thinking big, applying smart,
creative solutions that scale.

We do it by acting local, working with right-there
teams and resources.

We do it by bringing people together, joining advocates
and influencers in driving conversation and
shaping policy that makes access possible.

We do it by seeing ahead, to all that can happen when
the barriers to safe water and sanitation come
down, allowing commerce to grow, new economies
to emerge, and people to thrive.

We do it because we believe in the power of water
For people
For progress
For possibility

The promise we stand for

People Progress Possibility

Who we are

We are a results-driven team of thinkers and doers,

What we do

breaking down the barriers that separate people from water and sanitation,

Why it matters

because everyone deserves the opportunity to define their own future.

This is the promise we must keep as an organization. It is not a tagline; it's so much more. It's a stake in the ground that defines our priorities, what we hold

ourselves accountable to, and the criteria we use to prioritize and measure our success. It is a statement that goes beyond words on a page to a philosophy that defines who we are and what we do.

It captures the idea we want to have in the hearts and minds of anyone who donates, invests, participates, or prospers on our watch.

Our sparkling personality

Curious

The keen interest to see and do more that makes a real difference

We are not content with the status quo, always pushing, determined to find a better path, restlessly exploring the limits of possible, driving greater impact.

Insightful

When listening turns into understanding

We draw from more than 30 years of expertise and the world around us, inspire others with ideas, see the big picture, connect the dots, and make leaps of understanding. Our insights are powered by experience and success.

Determined

See the "how we can" and never the "why we can't"

We are relentless, never settle for good enough, are imaginative and pragmatic, tackle complex challenges optimistically.

Bold

Doing the unexpected—always for others, always with humility

We are pioneers, innovators, move with strength and confidence, are unapologetic in our pursuit of progress, carry ourselves with purpose and a quiet courage.

A solid sense of character goes a long way in making us unique and creating a great experience for people everywhere they interact with us.

Always gut-check yourself against these personality attributes. Use them to make us feel like a person you'd want to know. Use them to inform and shape our internal actions

and how we speak, look, and relate to all audiences. All of our expressions should reflect our unique personality.

What makes us different

We are not alone in our mission, which is a wonderful thing. It takes all kinds to solve a problem of this magnitude. But there are a few things that make Water.org special and set us apart from the rest.

We believe in the power and autonomy of the people

we serve. They already have the power, the smarts, and the rights to safe water and sanitation. So we focus on removing barriers, increasing access and empowering people. This makes it possible for the people we serve to own and grow long-term water solutions instead of relying on a short-term stopgap.

We think in terms of practical economic solutions.

Charity alone will not solve a problem of this magnitude, so we seek sustainable financial solutions. Our WaterCredit solution makes small loans available, easy to repay (98% of loans are repaid) and made to be paid forward while unlocking deeper reserves of capital, so more and more people can equip themselves with access to the water and sanitation solutions they need.

We are kind of like a think tank with arms and legs.

We are engineers and entrepreneurs, technologists, creatives and economists, looking for permanent ways to disrupt poverty and build prosperity into emerging markets.

We see an end to this problem. We established WaterEquity, the first-ever impact investment manager dedicated to ending the global water crisis, to make sure we aren't just making strides against the water crisis, but accelerating it into extinction.

We have the experience and the passion to go the distance. We've been building solutions and making progress for more than 30 years. We constantly refresh our thinking, fine-tune our approach, engage the issue from every angle, and seek new and better ways to put our expertise to work. The water and sanitation crisis won't solve itself; we won't rest until the work is done.



Our vision

Safe water and
sanitation for all

Our values

We are nothing without integrity. Make sure it lives in all that you do.

We believe in the people we serve. They were born with the power and the right to prosper, just like us.

We see powerful solutions in unusual places and tap unlikely forces to create big, systemic change.

We settle for nothing less than social justice. We won't let the disparity stand; it fuels the pursuit of our vision.



OUR BRAND LOOK

How our visual identity suits our story

The way we look says a lot about us. So it's important to be thoughtful about the face we put on for the world.

Use the design cues and tools in this section to make sure we always look our best: Bold but elegant, thoughtful but not fussy, creative on purpose—not just for the sake of it.

Our logo

Our logo captures so much of our story in a simple, iconic style. It consists of two inseparable elements: the infinity mark and our name.

The infinity mark was designed as a symbol of sustainability and transformation, in the same way we develop our solutions to create lasting positive change. The different sizes of the shapes in the mark are a subtle nod to the fact that we work on two different problems that, when solved together, make a significant difference. The typeface is professional and smart, but still down to earth, like us.



Our photography

Our photography reflects our philosophy: creating direct connections with real people is the best way to solve big problems. That's why our images always reflect real people going about real tasks. We connect eye-to-eye. We go for positivity and authentic moments. Photography is our way to share a glimpse into the stories we are part of through our work.

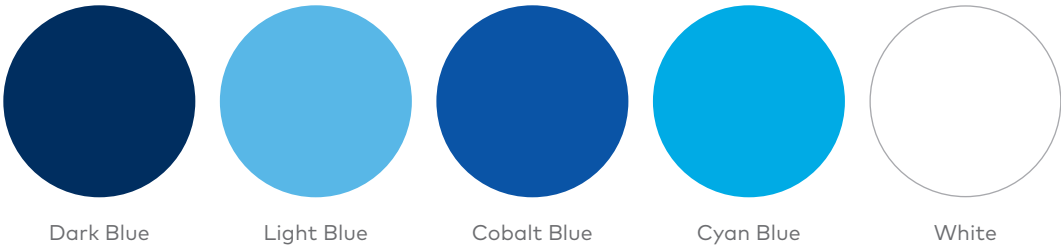
To create this direct connection, avoid copy or design elements that distract from or cover the faces of the people we serve.



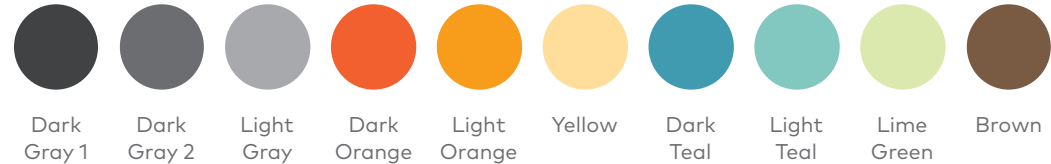
Our color palette

The colors we use are naturally based in the blues and hues of water, along with a few earth tones and some bright colors. Our primary colors, composed of a variety of blues, comes from the nuances of the water crisis—the many ways we approach solutions, the many people who bring a unique perspective, all working together with one big goal in mind. Our secondary colors connect us to nature—the grounding neutrals of the earth and the optimistic brightness of life, growth, and prosperity.

Primary



Secondary



Primary	Spot	CMYK	RGB	Hex
Dark Blue	(or PANTONE® 654)	100/73/10/48	0/44/95	00 2C 5F
Light Blue	(or PANTONE 292)	58/11/0/0	99/177/229	63 B1 E5
Cobalt Blue	(or PANTONE 2728)	98/75/0/0	20/88/163	14 58 A3
Cyan Blue	(or PANTONE 298)	80/10/0/0	0/176/231	00 B0 E7
White	—	0/0/0/0	255/255/255	FF FF FF
Secondary				
Dark Gray 1	(or PANTONE 179-14)	0/0/0/89	59/59/59	3B 3B 3B
Dark Gray 2	(or PANTONE Cool Gray 11)	0/0/0/70	111/111/111	6F 6F 6F
Light Gray	(or PANTONE 877)	0/0/0/40	190/190/190	BE BE BE
Dark Orange	(or PANTONE Bright Orange)	0/77/91/0	242/97/47	F2 61 2F
Light Orange	(or PANTONE 137)	0/45/100/0	249/157/28	F9 9D 1C
Yellow	(or PANTONE 1345)	0/12/44/0	255/223/157	FF DF 9D
Dark Teal	(or PANTONE 7711)	72/24/26/0	68/155/176	44 9B B0
Light Teal	(or PANTONE 7465)	48/3/28/0	131/199/191	83 C7 BF
Lime Green	(or PANTONE 372)	15/0/40/0	220/233/174	DC E9 AE
Brown	(or PANTONE 7519)	44/59/73/28	121/90/67	79 5A 43

The chart above indicates color specifications broken down by CMYK, RGB, and PANTONE® colors.

We recommend using the CMYK and RGB mixes.

PANTONE® colors are specified

as their close match and should be used only when four-color printing is not available.

The colors, CMYK, RGB, and hexadecimal breakdowns shown on this page have not been evaluated by Pantone,

Inc., for accuracy and may not match the PANTONE Color Standards. For accurate PANTONE Color Standards refer to the current edition of the PANTONE FORMULA GUIDE. PANTONE® is the property of Pantone, Inc.

Our typeface

FF Mark is a simple and bold sans serif. Its timeless quality, based on the strong geometry underlying each letterform, allows us to combine it with expressive elements in our brand (such as patterns or photography) and create a cohesive whole. With its wide letter shapes and well-balanced proportions, it is particularly suited to communicate our messages in a friendly and straightforward manner, regardless of the medium.

Arial is a commonly used sans-serif font—familiar, unfussy, and versatile. The universally-compatible typeface is used in our brand communications, including email, documents and presentations.

FF Mark

AaBbCc1 AaBbCc1 AaBbCc1
AaBbCc1 AaBbCc1 AaBbCc1
AaBbCc1 AaBbCc1 AaBbCc1

Arial

AaBbCc1 AaBbCc1

Lettering and illustrations

Hand-drawn designs are a beautiful way to demonstrate that real human beings are behind everything we say and do. They add a personal touch. But they shouldn't be too personal—we still need to be consistent. Only use illustration if you have written approval from the Marketing Team to do so.

Sample illustrations



Textures and shapes

These guys can be handy when we need to add depth or create hierarchy around copy. If you are going to use textures or shapes, use them sparingly. Pair a texture with an image, but don't frame the image (we don't want it to look like a sticker). Use shapes only if they have a purpose, like holding a piece of copy that deserves emphasis. When using these elements, work closely with the Marketing Team for guidance and advice.

Sample patterns



Iconography

Icons are great as simple directional tools or communicating without copy. Ours are simple. Go for line drawings; avoid drop shadows. Hand-drawn icons are great—but only if they don't look like clip art. Keep it sophisticated.

Sample icons

