



1	BRAND OVERVIEW	3
	I. INTRODUCTION	4
	II. OUR MISSION, III. OUR VISION, IV. OUR VALUES	5
	V. OUR WHAT, HOW AND WHY	6
2	COPY GUIDELINES	7
	I. INTRODUCTION	8
	II. TAGLINE & TAGLINE USAGE, III. VOICE	9
	IV. TONE	10
	V. WE ARE, ARE NOT, VI. STYLE & GRAMMAR CONVENTIONS	11
	VII. PUTTING IT ALL TOGETHER: MESSAGING SAMPLES	14
3	DESIGN GUIDELINES	15
	I. INTRODUCTION	16
	II. PRIMARY LOGO	17
	III. ALTERNATE LOGO	18
	IV. CLEAR SPACE, V. MINIMUM SIZE	19
	VI. INCORRECT LOGO USAGE	21
	VII. MAIN COLOR PALETTE, VIII. ACCENT COLOR PALETTE	22
	IX. RIPPLE MARK COLORS	23
	X. TYPOGRAPHY: PRIMARY FONT	25
	XI. TYPOGRAPHY: SECONDARY FONT	26
	XII. PHOTOGRAPHY	27

EVERY DROP

Small Changes. Big Difference.





BRAND OVERVIEW

I. INTRODUCTION

Every interaction with someone in our community is a chance to educate and inspire them, so we must always represent Every Drop authentically at every touchpoint.

The Every Drop Brand Guidelines will help you understand the essence of the Every Drop brand, how to tell the Every Drop story, and produce Every Drop materials with a consistent visual style, look, and feel.

BRAND OVERVIEW

II. OUR MISSION

To create awareness, inspire action, and lead our community toward cleaner water and more sustainable watershed management in the Great Bay Estuary.

III. OUR VISION

A community where people are educated, inspired and empowered to work toward cleaner water for the well-being of present and future generations.

IV. OUR VALUES

Education

Making sure the community is armed with the knowledge and resources it needs.

Action

We work to turn awareness into action to effect real change in our community.

Community

When you're working together toward a common good, no contribution is too small.

Perseverance

We pledge to keep fighting for positive environmental change as we move toward our goal of cleaner water for everyone.

**V. OUR WHAT,
HOW AND WHY**

What

We are the voice of the water. By advocating for social and personal change as it relates to water and activities that affect it, we promote and foster environmental change—ultimately resulting in cleaner water for everyone.

How

Through a mix of advertising and awareness campaigns, community events, community service organization and fundraising, we get the word out and inspire people to live their lives in water-conscious ways.

Why

Because the quality of our water directly affects the things we care about—like our own lives, to the lives of all the wildlife native the Great Bay Watershed, and the future generations who will inherit this beautiful place we all call home.



COPY GUIDELINES

I. INTRODUCTION

If we want the Every Drop brand (and what it stands for) to resonate with our audience, we need to present our messaging in a unified voice. This, in concert with our logo, our mark, photography and other brand elements, will ensure consistency throughout all brand messaging.

Consider the following to be a set of guidelines that will help you speak and write in ways that are true to the Every Drop brand. And if you're a stickler for details, there's some more technical stuff in here, too.

COPY GUIDELINES

II. TAGLINE & TAGLINE USAGE

Here are a few things we'll want to pay attention to.

“Small change. Big difference.”

Our tagline should always appear locked up with the Every Drop logo. It speaks to the overall essence of the brand, and how no contribution is ever too small to effect change.

To retain the power and emotional resonance of the tagline, we should avoid using the tagline as written in headlines and body copy—though we can and should allude to the meaning behind the tagline in these areas.

III. VOICE

Voice

is our style, our point of view, our personality.

If we want the Every Drop brand and what it stands for to really resonate with our audiences, we need to present our messaging in a unified voice.

At its core, our voice is always human. Because that's what we are, who we're talking to. Characterized by helpful words and phrases that are informative, relatable, clear and easy to understand, we're like a trusted friend who's always there to give you important insights about things you care about.

Tone

is our attitude and how we are perceived by those who listen.

Everything we say should create feelings of empowerment in our audiences. We accomplish this by providing them with relevant insights, by using straightforward, relatable language and by connecting with them on a personal level.

IV. TONE

COPY GUIDELINES

We don't use fear, uncertainty or doubt to motivate people to take action. Instead, we remain positive, making sure that they are inspired, and never scared.

V. WE ARE, ARE NOT

Every Drop Is ...

- Helpful
- Caring
- Inspiring
- Understandable
- Relevant
- Positive
- Grounded in Expertise

Every Drop Is Not ...

- Preachy
- Needlessly Complex
- Corporate Sounding
- Intimidating
- Unnerving
- Lofty
- Data-heavy

VI. STYLE & GRAMMAR CONVENTIONS

Helpful Tips

- Try to write how you'd speak, so your words are more authentic, honest and natural.
- It's also OK (encouraged, actually) to use contractions, like "I'll," "we'll" and "haven't." But avoid informal spellings, like "wanna" and "gotta."

More Helpful Tips

- Simplify complex phrases without diluting them.
- Short and simple is (almost) always better.
- Sentence fragments are OK when used for special emphasis. Just like this.
- And we don't mind sentences that start with conjunctions.
- Do we think asking questions for rhetorical effect is OK? Yes, as long as you answer them right away.

Style Toolkit

Lists

Generally avoid using the “Oxford comma” or “serial comma.” That means if you're listing three or more things, avoid using a comma to precede the last item in the list.

COPY GUIDELINES

Exceptions

Go ahead and use the Oxford comma if:

- Its removal would alter the meaning of the phrase
- Its removal would impede understandability of the phrase
- You're using it to separate long, more-complicated lists, as in "...horses without homes, dogs without bones, and rabbits who like to read."
- The context of your writing is more formal
- The last item in your list has "and" in it already, as in "dogs, rabbits, and goods and services."

Acronyms and Abbreviations

Unless something is always referred to by an acronym or abbreviation—like PHP or API—make sure you define the acronym or abbreviation parenthetically after its first use.

Terminal Punctuation and Spacing

We always put punctuation at the end of our sentences, but when it comes to captions, callouts and other shortened phrases, you only need a period at the end if the phrase has a verb in it. And we prefer one space after periods.

Dashes and Hyphens

Use em dashes (the long ones) when you need to create a pause in a sentence. Use en dashes only in number ranges. Use hyphens to join words together.

Numbers

In general, write out numbers one through nine. You can write the others in number form.



DESIGN GUIDELINES

I. INTRODUCTION

On the following pages, you will find examples of Every Drop's branding and visual identity system.

Following these guidelines and using the logo, color palette, typography and photography correctly will ensure clarity of expression and a consistent visual identity for Every Drop across all types of media, and will reinforce what the Every Drop brand means now and into the future.

DESIGN GUIDELINES

II. PRIMARY LOGO

The Every Drop logo is bright, clear, and hopeful. The Ripple mark is a focal point of color and fades in opacity from the center to the outer edge, providing a sense of movement and life.

The logo below should be considered first for most uses, and works well in horizontal spaces.



**III. ALTERNATE
LOGO**

The stacked version of the logo retains the visual meaning of the brand while working better in vertical spaces, or when a more compact logo lockup is required.

Small Changes. Big Difference.



DESIGN GUIDELINES

IV. CLEAR SPACE

Whenever you use the Every Drop logo, it should be surrounded by a minimum area of clear space equal to the height of the capital “E”. No graphic or text elements of any kind should ever enter this area of clear space.



V. MINIMUM SIZE

Below are the smallest sizes at which the tagline is still readable. Minimum widths should be in proportion to the minimum heights below. Smaller uses where the tagline is removed are shown on the next page.



DESIGN GUIDELINES

V. MINIMUM SIZE CONTINUED

When the logo is used on a website or in an app, there will be instances where it needs to be smaller than the minimum size. In those situations it's ok to remove certain parts of the logo. Refer to the examples below for the parts of the logo that will remain. The smallest sizes for each version are marked as "A" or "B."

A

B

1. Full Logo, Mark and Tagline

- A. 220 px X 54 px
- B. 152 px X 109 px



2. Logo and Mark

- A. 147 px X 36 px
- B. 74 px X 46 px



3. The Mark

- A. 15 px X 16 px
- B. 15 px X 16 px



VI. INCORRECT LOGO USAGE

Correct use of the Every Drop logo will help it be immediately recognizable wherever it's seen. Below are visual examples of INCORRECT usage for reference. These examples apply to both the Primary and Alternate logos.



DON'T rotate the logo.



DON'T distort, stretch, or alter the logo in any way.



DON'T add drop shadows, bevels or effects.



DON'T outline the logo.



DON'T change the colors of the logo.



DON'T add, subtract or change logo elements.



DON'T make the logo too small.



DON'T place the logo on a background that makes any part of it difficult to read.

DESIGN GUIDELINES

VII. MAIN COLOR PALETTE

Color is an essential part of expressing the Every Drop brand. The main palette consists of three colors: Cyan, Dark Gray and White.

<p>Cyan CMYK: 100, 0, 0, 0 RGB: 0, 174, 239 HEX: #00ADEF</p>	<p>Dark Gray CMYK: 75, 75, 75, 75 RGB: 29, 23, 20 HEX: #1C1614</p>	<p>White CMYK: 0, 0, 0, 0 RGB: 255, 255, 255 HEX: #FFFFFF</p>
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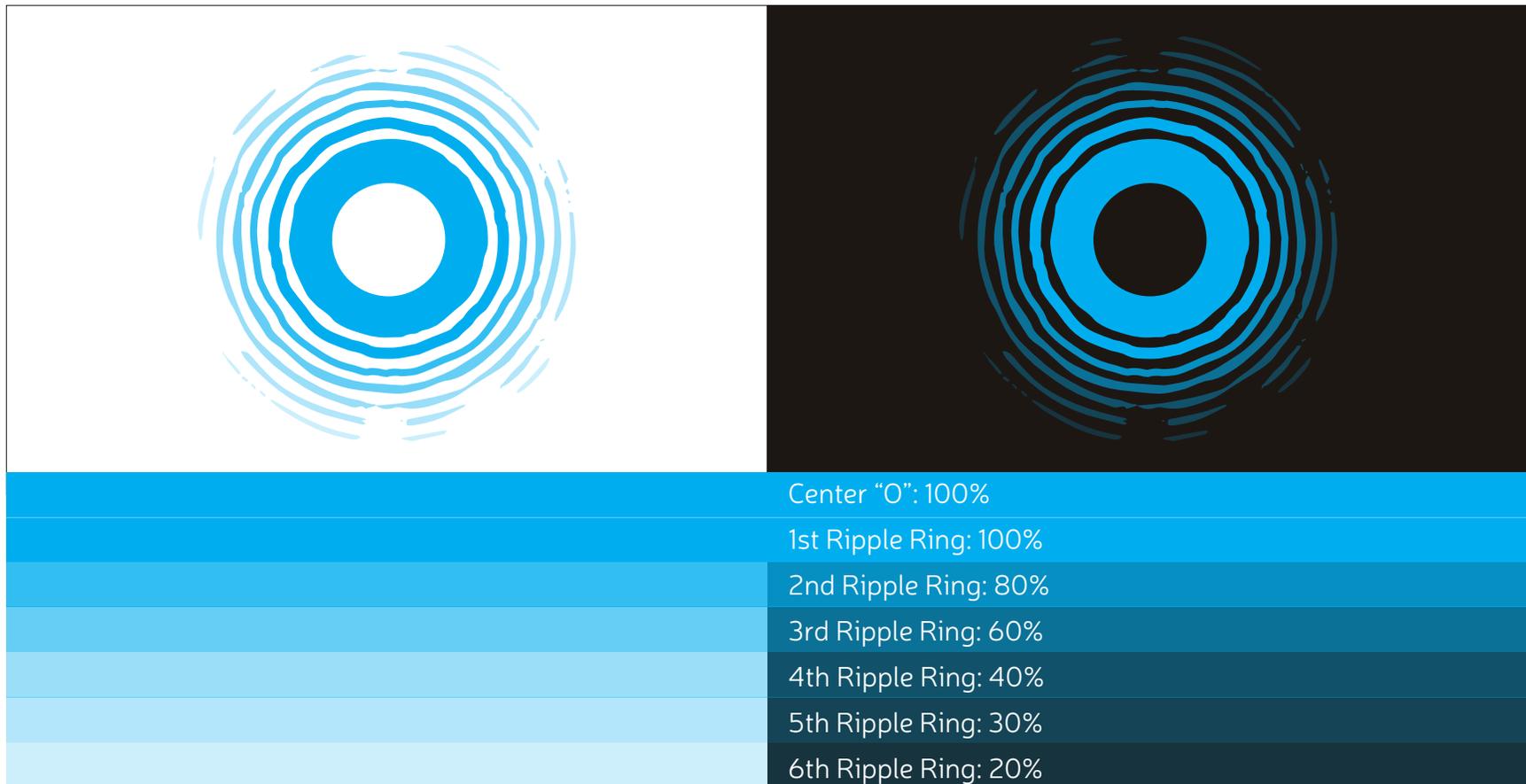
VIII. ACCENT COLOR PALETTE

Accent colors should be used sparingly and in minimal areas in order to compliment and not overpower the main palette.

<p>Accent Purple CMYK: 47, 64, 0, 0 RGB: 145, 110, 176 HEX: #916DB0</p>	<p>Accent Light Gray CMYK: 4, 4, 4, 4 RGB: 231, 228, 228 HEX: #E6E4E3</p>
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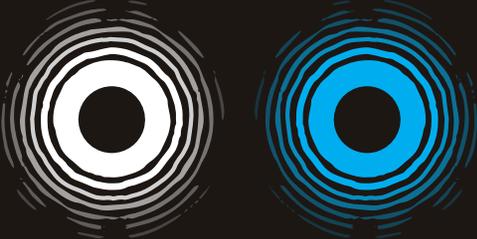
**IX. RIPPLE MARK
COLORS**

The subtle gradient fade effect for The Ripple mark is achieved by decreasing the opacity of each ring from the center to the edge. The ripples appear to be different shades if placed on light or dark backgrounds.



**IX. RIPPLE MARK
COLORS
CONTINUED**

You may wish to place The Ripple mark on one of the main or secondary palette colors. In that situation, please use the following marks on the following colors.

<p>Cyan Use white mark</p> 	<p>Dark Gray Use White or Cyan mark</p> 
<p>White Use White mark</p> 	<p>Accent Purple Use White mark</p> 
<p>Accent Light Gray Use Cyan mark</p> 	<p>Light Photograph Use Cyan mark</p>  <p>Dark Photograph Use White or Cyan mark</p> 

DESIGN GUIDELINES

X. TYPOGRAPHY: PRIMARY FONT

Katahdin Round is a font created by Tyler Finck. Its bold letter forms and slightly rounded edges, make it both authoritative and approachable. Katahdin is the northern end of the Appalachian Trail and the highest mountain in Maine at 5,270 feet, which is a nice environmental connection and coincidental bonus.

Print: Use this font for headlines and wherever big, bold text is needed.

Digital: Use it for featured text and headers.

Katahdin Round Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

**XI. TYPOGRAPHY:
SECONDARY
FONT**

Neris is a font created by Eimantas Paškoniš and named for a river in Lithuania (another unintended but interesting coincidence in relating to the Every Drop brand). It works well as a thinner weight compliment to Katahdin.

Print: Use this font for content and wherever smaller, readable text is needed.

Digital: Use this font for body copy, sub-headers, buttons and navigation.

Neris SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Neris Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

DESIGN GUIDELINES

XII. PHOTOGRAPHY

Imagery is more than just pretty pictures. It helps to shape, sustain and set apart the Every Drop message in a significant way. Vibrant, colorful graphics and eye-catching imagery shown in a positive way offer a sense of wonder and appreciation for the natural environment and its importance.

Photos should be outdoor images, full of sunshine and natural light, in order to connect the user to the positivity and optimism of the Every Drop message. If people appear in photos, they should appear observed in candid moments enjoying and connecting with the environment, unaware of the camera.

Things To Keep In Mind

- Use natural environments to communicate the message; buildings and overly urban settings should not be used.
- Do not use dull-colored or under-saturated images or filters. Black and white photography should also be avoided.
- Do not use flash photography instead of natural light.
- Do not stage portraits of people in a studio. Photograph people in their natural surroundings.
- Avoid photography that is overly staged. People in photos should not be looking directly at the camera.

**XII. PHOTOGRAPHY
CONTINUED**



EVERY DROP 

www.everydrop.com