



BRAND & VISUAL GUIDELINES FOR IWTE



2025

**Sustainable
Water Solutions**





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IWTE is a leading MEA provider of water treatment solutions for commercial and industrial applications.

With over 32 years of experience, we have built a reputation for delivering high-quality and sustainable solutions to our clients.

We are proud to partner with top manufacturers around the world, sourcing the best equipment and chemicals for our clients.

In addition, we have production lines in multiple locations, enabling us to provide customized solutions that meet the unique needs of our clients.



**Let's Change &
Grow Together!**

Horizontal version

The horizontal version of the logo is the official version, and should be used in all media.

However, in exceptional cases where there is not enough space for the usual logo, you can use the vertical version of the IWTE logo.

You should avoid using the Vertical version unless it is strictly necessary.

DON'T create any logos yourself.

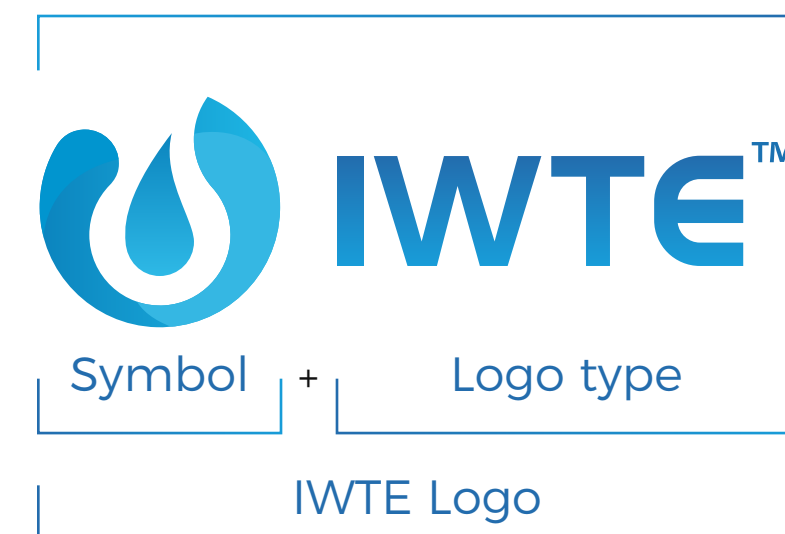
For a list of current approved product brands and to download any logo, please go to IWTE.com/partnerbrandguidelines in the Brand Elements section.

Separate the elements?

The logotype never appears without the symbol but the symbol could appear without the logotype.

VISUAL USE OF LOGOS

The primary frame of reference for our brand is the IWTE logo. It is the unifying visual element that appears across all communications, enabling us to build strong brand recognition.



Positive & Negative LOGOS



Positive version



Negative version

IWTE logo consists of a modern, fluid design combining a protective outer shape with a water drop at its core.

Key Elements

Outer Circular Shape:

Represents safeguarding and sustainability.

Water Drop:

Symbolizes the essence of water and our commitment to protecting every drop.

Logo Inspiration

Our logo reflects our mission to provide sustainable water solutions.

The circular shape conveys protection and unity, while the water drop signifies our focus on clean water access and environmental stewardship.

The gradient shades of blue embody water, trust, and innovation.



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Architecture

The logo is a graphic comprised of the wordmark (logotype) and figurative mark (symbol).

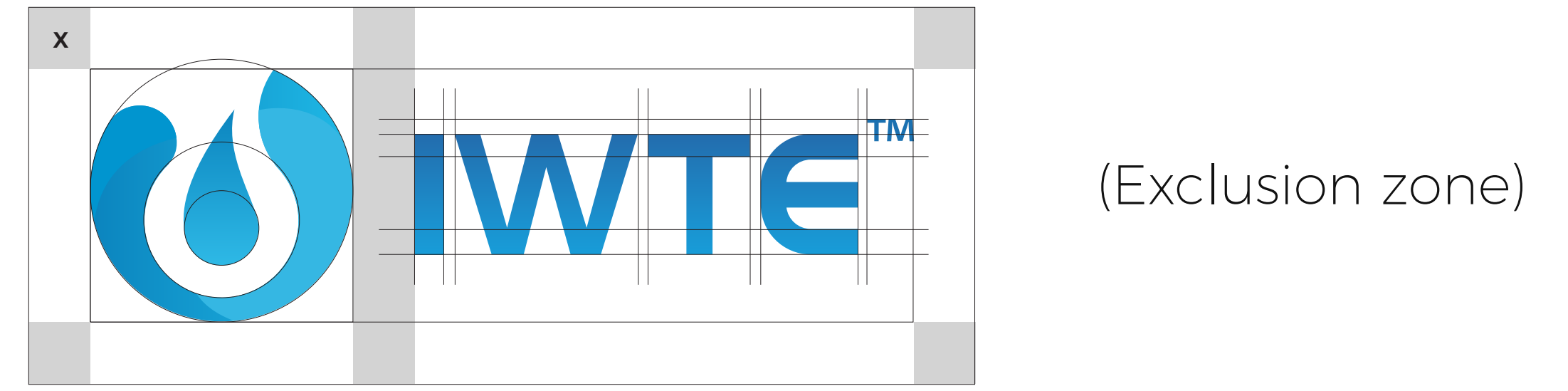
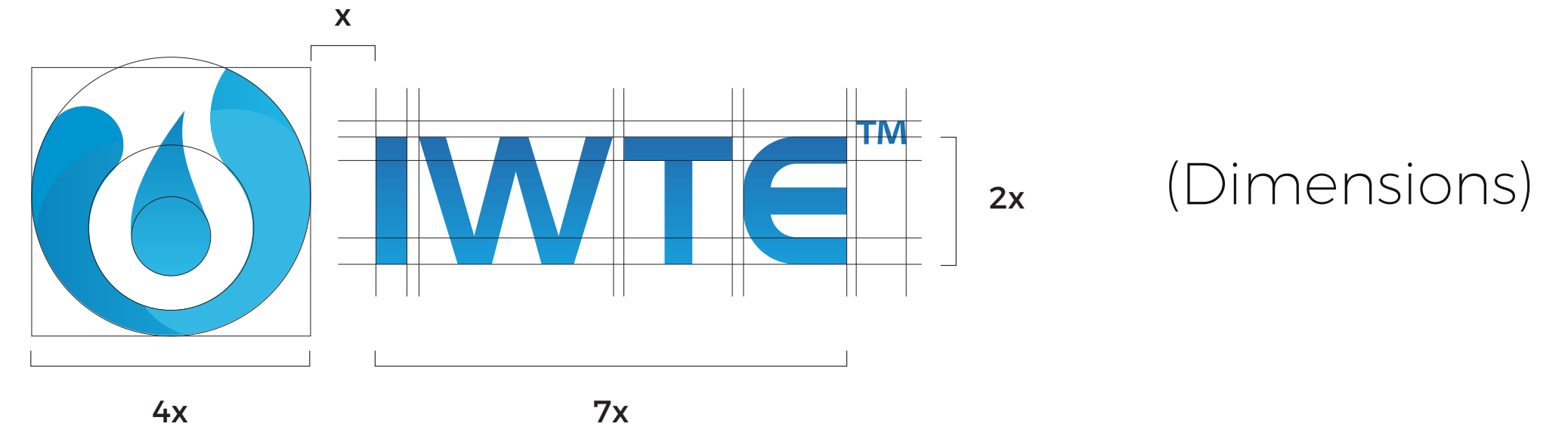
The logo should be always produced from the master artwork.

Use the complete logo

The only time you should use the symbol alone is on the IWTE website or social media channels where there are other elements to help the user recognise the brand.

Minimum Size

Minimum size refers to the smallest dimensions allowed for the IWTE logo. The minimum sizes for each configuration of the logo are listed below.



For print: 0.75" minimum
For web: 60 pixel minimum

For print: 1" minimum
For web: 100 pixel minimum

For print: 0.25" minimum
For web: 30 pixel minimum



✘ Remove Icon



✘ Delete Trade Mark



✘ Change Color



✘ Distort Randomly



✘ Shear Shape



✘ Move elements



✘ Scale Typeface



✘ Adding shadows



FONTS

The Montserrat family can be used in all weights. It solves hierarchy issues in a easy and clean way.

The Gill Sans family can also be used in all weights.

Montserrat

Let's Change & Grow Together!

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Xx Yy Zz
0123456789
*%\$#@!

Gill Sans

Let's Change & Grow Together!

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Xx Yy Zz
0123456789
*%\$#@!

ExtraLight - Light - Regular - Medium - SemiBold - Bold - ExtraBold - Black

IWTE Product Names in Copy and Messaging

When a product or service of IWTE is first referenced in your marketing materials, the product or service name must appear in close proximity to the word "IWTE" but not directly attached to the logotype.

IWTE Name in Copy and Messaging

IWTE is our brand name and is the only way to reference our organization in the copy of your marketing materials. The only exception of this occurs when the channel partner is dealing with a specific business unit.

Channel Partners are not permitted to use any of IWTE value prop messaging. For example "Let's Change & Grow Together!."

Correct Use

IWTE

IWTE's Treatment Solutions

Incorrect Use

IWTE Water Treatment & Solutions

IWTE Water

IWTE Water Tech

Correct use in copy and messaging

IWTE's Water Treatment Solutions' * Pumps

IWTE's * membrane / IWTE's * Instruments

Incorrect use in copy and messaging

~~**IWTE's ABC Brand**~~

~~**IWTE - ABC membrane**~~



Primary colours

IWTE Blue (**PANTONE 2383 C**) is the main colour of the IWTE identity so it has the strongest presence on our brand.

IWTE (Picton Blue) complements the IWTE Blue colour, creating balance and making the palette more distinctive and sophisticated.

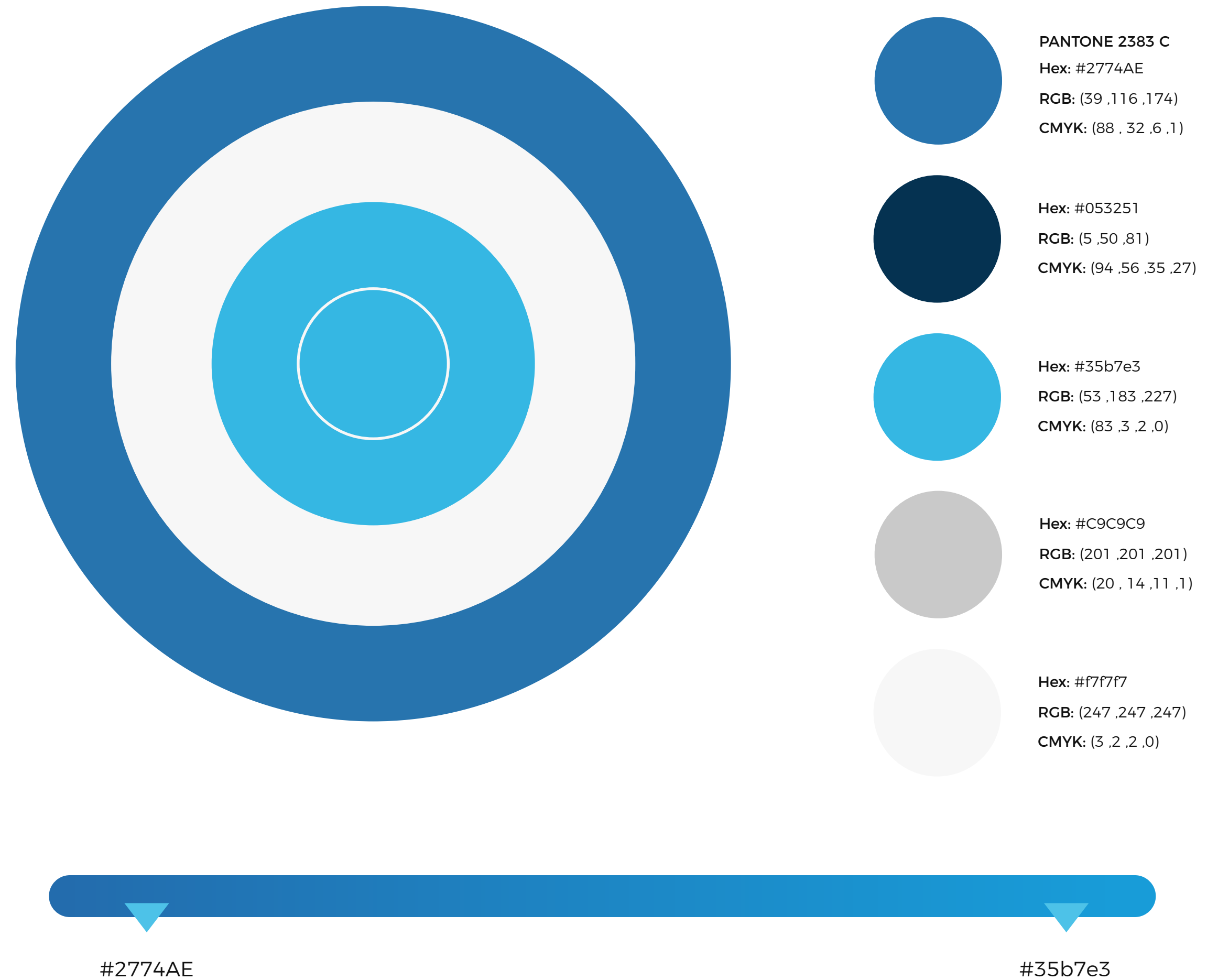
IWTE White balances the other colours and gives space to the elements.

Secondary colours

These colours provide flexibility when you need to present a large variety of elements. They should be used to accent the primary palette, never dominate the piece.

IWTE White balances the other colours and gives space to the elements.

IWTE Grey contrasts the cool corporate colours, adding warmth.



Use of Photography

IWTE partners are free to use IWTE videos, photos and collateral as long as they are used according to our guidelines.

DO: Contact IWTE for any product photo needs. When using images of IWTE products in your marketing materials or website, use only images provided by IWTE.

DON'T: Re-create, alter or distort the artwork in any way.

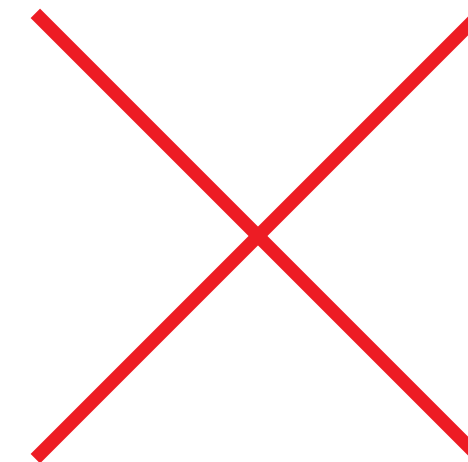
DON'T: Place IWTE product next to competitor product.

DON'T: Share artwork files with others. If products are used in promotional or instructional videos the same rules must be respected.

Product information must be accurate to the product shown. Product information is available on www.iwteco.com or contact your IWTE representative.



DON'T: Place IWTE product next to competitor product



DON'T: Alter the colors



DON'T: Print low resolution photography



DON'T: Add a stylized filter or image effect



DON'T: Warp or skew the image



DON'T: Apply excessive drop shadows



DON'T: Alter the image background



DON'T: Rotate the product at an unnatural angle

FOLLOW IWTE AND SHARE IWTE CONTENT

We encourage you to share content created by IWTE from our official channels including Facebook, Instagram, LinkedIn & Twitter.

An up-to-date listing of the official IWTE sites can be found in the footer of www.iwteco.com.

By multiplying the channels where IWTE solutions are visible, we all benefit!

SHARE YOUR OWN IWTE STORIES

If you have a great story about a IWTE solution, please feel free to share it.

Always use IWTE AND the subbrand or product line name together in the first mention, e.g., IWTE Everpure, IWTE Hypro, IWTE Sta-Rite. On platforms that embrace large numbers of hashtags, please consider using the brand name as a hashtag as well. (#IWTEmyers)

Tag IWTE (@IWTE) so that we are alerted to your success story (so that we can share it too!), and use hashtags (#IWTE) on platforms that utilize them.

Link to pages on www.iwteco.com when possible or appropriate while referencing IWTE

All together now.

When choosing a design treatment (type only, image or icons), think about the subject of the message.

Keep it simple. If it's a feature, icons work well; calls-to-action are nicely illustrated with singular images/ Icon; and when trying to explain what Issue is, a type treatment is a good solution — especially within a client's publication.

GOOD EXAMPLES:



WHAT NOT TO DO:

