

# **EWB-USA** **BRAND** **GUIDELINES**



# USING THE BRAND GUIDE

## Introduction

The purpose of this brand guide is to ensure consistency of graphics and messaging throughout all mediums and channels. Whether the information is being shared from EWB-USA Headquarters, or an individual chapter, it should appear as coming from a unified source.

Consistent branding and graphics provide a level of confidence in the minds of EWB-USA donors, both individuals and corporations, and reinforces that they are supporting a legitimate organization that is making a difference around the world.

Please use this guide as a reference tool for logo use, naming conventions, brand colors, and messaging. All assets discussed here are available for download from the myEWB-USA website, located in Chapter Resources under '**Communicating EWB-USA**'

If you have any questions regarding this brand guide, or specific usage of any element, please contact the EWB-USA communications manager at:

**[communications@ewb-usa.org](mailto:communications@ewb-usa.org)**

303.772.2723

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## Vision & Mission

Our VISION is a world in which the communities we serve have the capacity to sustainably meet their basic human needs, and that our members have enriched global perspectives through the innovative professional educational opportunities that the EWB-USA program provides.

Our MISSION -- EWB-USA supports community-driven development programs worldwide by collaborating with local partners to design and implement sustainable engineering projects, while creating transformative experiences and responsible leaders.

## Naming Conventions: EWB-USA Headquarters

When writing the full organization name, no hyphen is required, each word should have initial caps, and 'USA' must always be included: Engineers Without Borders USA

When abbreviating the organization name, the hyphen is required, should be all caps, and 'USA' must always be included: EWB-USA

## Naming Conventions: Chapter Abbreviations

Chapters should adhere to all naming conventions as implemented by EWB-USA Headquarters, listed above. In addition, chapters should use their full chapter name in logo executions: Rutgers University Student Chapter [see **page 5**]

In writing, abbreviated chapter names are allowed, but must adhere to the following structure: EWB-USA Rutgers or EWB-USA RU

Abbreviated chapter names are *not approved* for use in logo executions.

## Tone & Voice

The tone & voice for EWB-USA should be personable and approachable. EWB-USA isn't just an organization; it's made up of people – members, partners and supporters. These are the people that make a difference in the world, and we need to make sure we're speaking to them in a way in which they can relate. Below is sample copy, pulled from the **Membership Benefits** section of the website:

*You choose to recycle, ride your bike rather than drive your car, eat organically, and turn off the lights when leaving a room. You are making small conscious decisions every day, so expand your reach and become a member of EWB-USA. Make a difference by becoming part of a nationally renowned group of volunteers that partner with those in need around the world. Our members are building bridges and reliable shelters; they are working with communities to access clean water and electricity and are utilizing their education and skill sets abroad. Become a member and change a life! What are you waiting for? Get involved with Engineers Without Borders USA today!*

## Messaging

When speaking about EWB-USA to new members and potential donors, it helps to speak from your own experiences. To help guide your conversations, here are a few key points:

*EWB-USA is a nonprofit organization*

*We partner with communities to design and implement engineering solutions*

*Our project partnerships provide things like clean water, power, sanitation, education, roads and bridges*

*EWB-USA has over 12,000 members across the U.S.*

*The organization is supported by students and professionals that volunteer their time to build a better world*

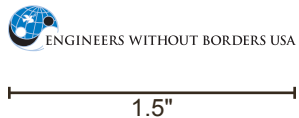
When speaking about EWB-USA to media, you can provide the standard Public Relations boiler plate information included below.

*Engineers Without Borders USA (EWB-USA) is a nonprofit humanitarian organization established to support community-driven development programs worldwide through partnerships that design and implement sustainable engineering projects. EWB-USA members, comprised of professional and student engineers or other disciplines, work with local communities and NGOs in over 45 developing countries around the world on projects such as water, renewable energy, sanitation and more. EWB-USA has grown from little more than a handful of members in 2002 to over 12,000 members today and has over 350 projects worldwide. EWB-USA maintains over 250 dedicated student and professional chapters, and has touched the lives of more than one million people. For more information about EWB-USA please visit [www.ewb-usa.org](http://www.ewb-usa.org)*

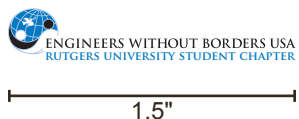
# ASSETS & ICONS



**Corporate Logo: Vertical**  
three-color execution [see [page 9](#)]  
clear space on all sides equal to 1x  
min. width: 0.75"



**Corporate Logo: Horizontal**  
three-color execution [see [page 9](#)]  
clear space on all sides equal to 1x  
min. width: 1.5"



**Chapter Logo: Corporate Use**  
consistent with 'primary logos'  
clear space on all sides equal to 1x  
consistent with 'naming conventions' [see [page 2](#)]  
visit [ewb-usa.org/mychapterlogo](http://ewb-usa.org/mychapterlogo) to create the  
logo for your chapter!

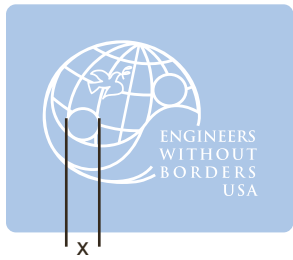
## Logo Usage: Corporate

The corporate logos are to be used for formal and legal communications, including (but not limited to) legal documentation, grant applications & submissions and EWB-USA Board of Directors purposes. Logos may be resized, while keeping with minimum size requirements, and height:width ratios must remain consistent.

For all other communications, the 'Marcom' logo is to be used [see [page 6](#)].

*Please note: All featured logos have been finalized and approved by EWB-USA Headquarters. Changes to the logo text or elements are prohibited unless expressly approved by Headquarters.*

# ASSETS & ICONS



## Marcom Logo: Vertical

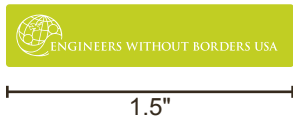
white on blue or green [see pg. page 10]  
rounded corners  
clear space on all sides equal to 1x  
min. width: 0.75"

## Logo Usage: Marcom

The The Marketing and Communication (Marcom) logos should be used for most communications with members, sponsors and donors. Logos may be resized, while keeping with minimum size requirements, and height:width ratios must remain consistent.

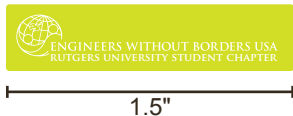
The white 'Marcom' logo may be applied to any brand colors in the primary 'Marcom' palette [see pg. page 10]. The one-color logo is acceptable used in any of the primary 'Marcom' palette colors, and is particularly ideal for embroidery, silkscreening and printed materials.

*Please note : All featured logos have been finalized and approved by EWB-USA Headquarters. Changes to the logo text or elements are prohibited unless expressly approved by Headquarters.*



## Marcom Logo: Horizontal

white on blue or green [see pg. page 10]  
rounded corners  
clear space on all sides equal to 1x  
min. width: 1.5"



## Chapter Logo: Marcom Use

consistent with 'primary logos'  
clear space on all sides equal to 1x  
consistent with 'naming conventions' [see page 2]  
Visit [ewb-usa.org/mychapterlogo](http://ewb-usa.org/mychapterlogo) to create a logo for your chapter!



## 100% Black & One-Color Logos

brand colors only [see page 10]  
consistent with 'primary logos' on  
spacing and sizing requirements

# ASSETS & ICONS

## Web Icons



## Standard Icons



## Project Type Definitions

### **WATER SUPPLY**

Water supply projects work to improve the domestic water supply for communities in need, including development of the source, storage, distribution or treatment.

### **SANITATION**

Sanitation projects provide waste solutions, including latrines, gray & black water systems and health & sanitation education.

### **STRUCTURES**

Structures projects build physical structures, including buildings and bridges.

### **AGRICULTURE**

Agriculture projects work to improve farming capabilities for communities, specifically focusing on irrigation systems, grain processing and greenhouses.

### **ENERGY**

Energy projects assist with providing energy for communities, and generally focus attention to fuels (biofuels or cook stoves) and electricity (wind, water, solar or grid power).

### **CIVIL WORKS**

Civil Works projects include civil projects not covered by the other categories, including roads, drainage, dams, erosion control and solid waste management.

### **INFORMATION SYSTEMS**

Information Systems projects work to find IT solutions for communities, including computers, networks and internet access.

## Iconography

The featured icons correlate with all EWB-USA Project Types. When describing project types, please use the provided copy points.

All assets discussed here are available for download from the myEWB-USA website, located in Chapter Resources under 'Communicating EWB-USA.'

# ASSETS & ICONS

## Photography

The quality of on-site photography helps tell the story of an EWB-USA project. We've included a few tips to ensure your photos are ideal quality for use in EWB-USA and chapter materials.

When implementing photos in printed or web materials, the use of rounded corner photos is encouraged. However, if rounded corners are not possible, a simple photo-style background can be applied to add style to the graphics.

When providing/using photos that can be separated from other EWB-USA branded materials (e.g., stand-alone stickers, post-cards, etc.), the one-color white or black EWB-USA vertical logo [see **pg. page 6** ] should be included in the bottom right corner of the photo.

*Please note : As all camera functions vary, confirm resolution settings on your camera prior to taking photos and consult your user manual as needed.*



**Kikoo, Cameroon**  
Standpipe project with EWB-USA Yale Student Chapter, which serves a community of over 1000 people.

— **Photograph-style Background**  
with 30-45% drop-shadow @ 90°

— **Location**  
community & country

— **Caption** [ideal information]  
chapter name  
project type  
# people affected  
photo credit

— **Rounded Corners**  
10px radius @ 72dpi

● **Web Resolution**  
resolution: 72dpi  
min. width: 200px

● **Print Resolution**  
resolution: 300dpi  
min. width: 3in.

— **Logo Placement**  
white or black one-color logo  
bottom right corner  
not obstructing subject of photo  
ideal for stand-alone image use



# VISUAL STYLE

## Color Palette: Corporate

The colors included here are consistent with the Corporate Logo [see **pg.page 5**], in the three-color implementation. These colors are used on materials for formal or legal communications, and are ideal when color options are limited. One-color implementations are also a good option when color options are limited [see **pg.page 6**].



PMS: 300U  
CMYK: 100 | 44 | 0 | 0  
RGB: 9 | 90 | 166  
Hex: #095aa6



PMS: 277U  
CMYK: 27 | 7 | 0 | 0  
RGB: 181 | 205 | 228  
Hex: #b5cde4



PMS: Black  
CMYK: 0 | 0 | 0 | 100  
RGB: 0 | 0 | 0  
Hex: #000000

# VISUAL STYLE

## Color Palette: Marcom

Below are the primary and secondary EWB-USA color palettes, available for use on most communication vehicles. The secondary palette is for web-use only, and should not be used independently from their corresponding richer colors.



PMS: 300U  
CMYK: 100|44|0|0  
RGB: 9|90|166  
Hex: #095aa6



PMS: 723U  
CMYK: 0|43|97|17  
RGB: 191|115|41  
Hex: #bf7329



PMS: 7407U  
CMYK: 0|22|85|11  
RGB: 204|161|71  
Hex: #cca147



PMS: 5767U  
CMYK: 15|0|68|39  
RGB: 140|148|77  
Hex: #8c944d



PMS: 381U  
CMYK: 20|0|91|0  
RGB: 194|205|35  
Hex: #c2cd23



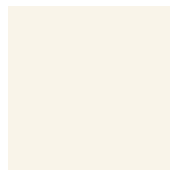
PMS:  
CMYK: 59|63|75|67  
RGB: 54|44|31  
Hex: #362c20



PMS: 277U  
CMYK: 27|7|0|0  
RGB: 181|205|228  
Hex: #b5cde4



PMS: \*web only\*  
CMYK: 16|37|60|0  
RGB: 213|164|116  
Hex: #d5a474



PMS: \*web only\*  
CMYK: 7|12|31|0  
RGB: 235|217|181  
Hex: #ebd9b5



PMS: \*web only\*  
CMYK: 36|22|62|1  
RGB: 169|175|122  
Hex: #a9af7a



PMS: \*web only\*  
CMYK: 14|1|54|0  
RGB: 224|230|145  
Hex: #e0e691

SECONDARY PALETTE

## Typography

The EWB-USA typography is simplified to ensure ease of use across all mediums. Recommended usage for each typeface is listed below. Fonts outside of those indicated here are not approved for use in EWB-USA branded materials, both at the headquarters and chapter levels.

- FRUTIGER EXTRA BLACK CONDENSED** ← **Header Text**  
primarily used for print executions, or web executions as images
- ARIAL BOLD** ← **Alternate Header Text**  
primarily used for web executions, as this is a web-font appearing on all computers
- Arial Regular ← **Body Text**  
used in both print and web executions
- TRAJAN BOLD** ← **Logo Text**  
changes to the logo are prohibited unless expressly approved by EWB-USA headquarters

## Charts & Graphs

A colorful, legible look is ideal for displaying data through charts and graphs. These elements can be created in Microsoft Excel or Apple Numbers, using colors as provided in the Marcom Color Palette [see **pg.page 10**] and provided drop-shadow specifications [see **pg.page 8**]. Charts and graphs are ideal for use in grant applications, year-end reviews, chapter websites, and presentations.

*Please note : Be sure to verify your data to ensure all provided information is as accurate as possible, and all data is appropriately referenced and cited.*

