

# Brand Guidelines

Hot Water Association (HWA)  
Charter Members

*A comprehensive guide to  
all written communications*

*One of the most important ways of expressing our brand is through its identity.  
What we say, and how we communicate it, makes an impression on the way people see  
the Hot Water Association (HWA).*

**The brand guidelines help to:**

- Communicate clearly our core values
- Create professional looking communications
- Ensure brand consistency even when different suppliers are used

In order to develop a strong brand it is essential that these guidelines are followed consistently. If there are any uncertainties in regard to its application please check with the EUA Brand & Digital Marketing Manager.

## Primary logo

*... to be used on white background only*

The logo has been specially drawn so always produce it from the original artwork. Please ensure there is clear space all around the logo so that it stands out sufficiently.

Please contact the EUA Brand & Digital Marketing Manager for the relevant image files.





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For any queries, please contact the EUA Brand & Digital Marketing Manager: [E:mail@eua.org.uk](mailto:E:mail@eua.org.uk) T: 01926 513777

## Secondary logo

*... this is a transparent logo which can be used on any coloured background provided there is sufficient contrast for the white.*

Please contact the EUA Brand & Digital Marketing Manager for the relevant image files.



## Charter logo – landscape

→ For print and web only

... to be used on any background provided there is sufficient contrast

The logo has been specially drawn so always produce it from the original artwork. Please ensure there is clear space all around the logo so that it stands out sufficiently.

This Charter logo is available in orange, grey (with a white background) and a transparent version for coloured backgrounds provided there is sufficient contrast for the white.

Please contact the EUA Brand & Digital Marketing Manager for the relevant image files.



CHARTER MEMBER

## Charter logo – circle

→ For products and packaging only

The Charter Member 'stamp' is available in a two colour and a grey version on a white background which can be used on any background. There is also a transparent version which can be used on coloured backgrounds provided there is sufficient contrast for the white.

Please contact the EUA Brand & Digital Marketing Manager for the relevant image files.



## Getting the logos wrong...

All the elements of the logo have been specifically designed, spaced and positioned. It must not be changed or recreated in any way.

You cannot...

- Modify the artwork, i.e. move the lettering, substitute with another typeface etc.
- Twist or distort the logo's proportions
- Use the logo in any other colour or tint than those specified
- Put the primary logo on any background other than white
- Put the secondary logo on a white background
- Allow text or images to intrude on the clear space



## Primary colours

Pantone: 179C  
CMYK: C0 M77 Y82 K9  
HEX: E9362B  
RGB: R233 G54 B43



Pantone: 7C  
CMYK: C3 M2 Y0 K38  
HEX: 999B9E  
RGB: R153 G155 B158



## Terminology

When referring to the Hot Water Association please use capital letters at the beginning of each word. Always use the full name followed by HWA in brackets for the first mention in any text and refer to the organisation as 'HWA' subsequently.

When using the full name please refer to it as 'the' Hot Water Association and when referring to just 'HWA' do so without 'the'.

## Being a member of HWA...

For as long as you are in membership, you may use our primary or secondary logo on your website and/or letter-headed paper. Where possible, please put this into context by saying 'A member of...'

If you display our logo digitally, please hyperlink the image to [www.hotwater.org.uk](http://www.hotwater.org.uk) where possible.

Please ensure you adhere to these guidelines and contact the Brand & Digital Marketing Manager should you have any queries.