



Brand quick guide

About the brand

We are **Hunter Water** and we are proud of the important and significant contribution we make to the health, wellbeing and prosperity of our region. For **more than 130 years**, we have provided safe, **high quality water services** to people in homes and businesses across the Lower Hunter.

At Hunter Water, our **people are passionate** about water – we **love water**. We are committed to building trusted relationships with our people, partners, stakeholders, customers and community so that together, we can deliver **a sustainable, resilient and prosperous future for our region**.

The Hunter Water brand is an important and powerful part of our story. It is the **visual representation of our identity** and our distinct voice to communicate our vision, purpose and values with our community.

Logo overview

Please use the stand alone **Hunter Water** logo for all applications.

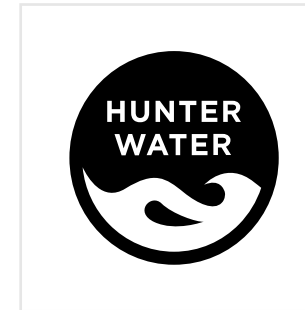
Exceptions include **clearly specified** campaign collateral/events.



For use with light backgrounds



For use with dark backgrounds



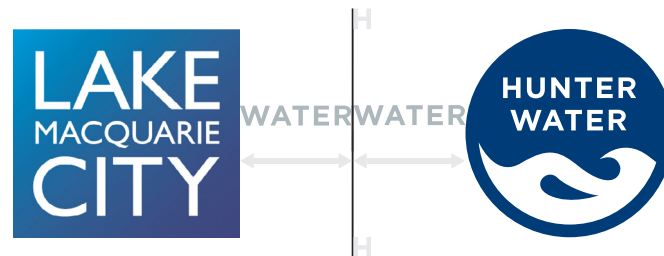
For use on black and white documents only, light background



For use on black and white documents only, dark background

Logo padding and spacing

It is important to apply reasonable **padding** when applying the Hunter Water logo. Ensure the logo has the **width of "HU"** surrounding it



Ensure the logo has the width of **"WATER"** between the partners logo. The keyline should be black or white and be the height of the **"H"** above and below the lockup.

Logo incorrect use

- **Do not** change the colour relationships or introduce additional colour elements.
- **Do not** tilt any elements of the logo.



- **Do not** change the proportions of the logo so that letters have varied sizes. The logo should remain consistent in all use cases.
- **Do not** skew the logo.



- **Do not** place logotype on inappropriate colours or detailed backgrounds that inhibit the clear legibility of the branding.
- **Do not** place any imagery inside the logo.





Brand quick guide

Fonts external

These fonts have a community feel, to align with our community messaging. Generally, external fonts should be used for all external communication.

Where possible, use sentence case to aid with accessibility

This is a heading

KG Happy Regular
24pt | 24pt leading

This is a subheading

Helvetica Neue 75 Bold
14pt | 16pt leading

This is body copy Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation tincidunt ut laoreet dolore magna aliquam sed diam nonummy nibh euismod

Helvetica Neue 45 Light
9pt | 11pt leading

Fonts internal

Internally, our fonts need to be accessible and communicate operational content.

This is a heading

Arial Bold
24pt | 24pt leading

This is a subheading

Arial Bold
18pt | 22pt leading

This is body copy Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation tincidunt ut laoreet dolore magna aliquam sed diam nonummy nibh euismod

Arial Regular
9pt | 11pt leading

Graphic motifs, icons, illustration and photography guidelines available on request.

Colour palette

Hunter Water's base colours are **navy blue, dark blue and light blue**. These can be used throughout all collateral to ensure the brand is strong and consistent. Our secondary colours are **teal and orange**, which should only be used as accents and highlights.

Primary	Navy blue C83 M53 Y0 K63 R16 G45 B95 #102DSF PMS 662C	Dark blue C82 M47 Y0 K34 R31 G89 B169 #1F59A9 PMS 7684C	Light blue C72 M18 Y0 K4 R88 G200 B245 #44C8FS PMS 292C
	Teal C100 M2 Y0 K32 R0 G170 B173 #00AAAD PMS 326C	Orange C0 M59 Y83 K0 R245 G130 B51 #F58233 PMS 151C	

Accessibility

Colour contrast

Strong colour contrast, especially between text and background is critical for legibility. Contrast is to be considered when placing text on images and patterns, ensuring the text is not distorted by what's behind it. Certain colours offer different levels of contrast. You can use this tool to determine if the combination is suitable: <https://webaim.org/resources/contrastchecker/>

Text and spacing

Text should apply the appropriate spacing, stated in the font section of the guidelines. Clear spacing between letters and lines of text allows for quicker recognition. Please ensure adequate space around each body of text. Where possible, use sentence case as all uppercase can make it difficult to read. Text should never run diagonally and limit the use of vertical text.