

Three zeros logo **guidelines**

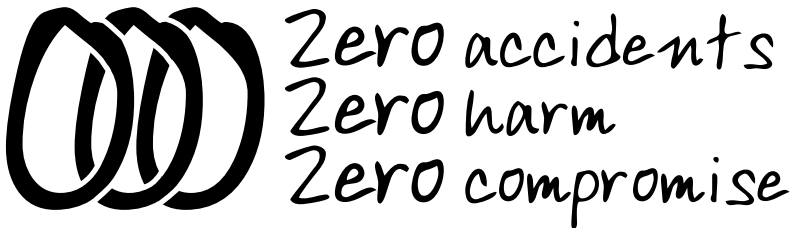
Grey text version



White text version



One colour version



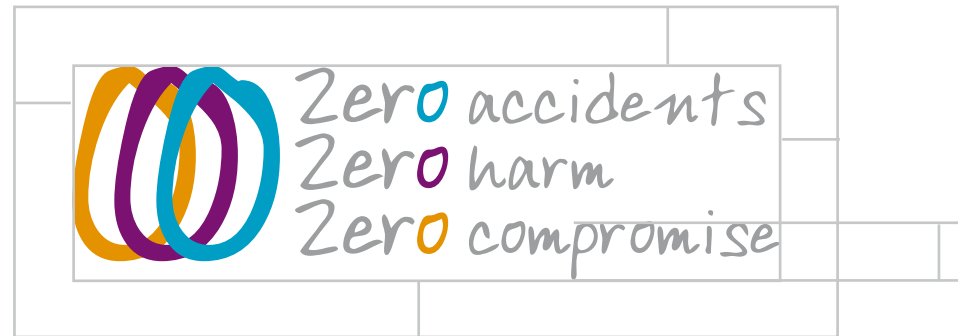
The logo can be used in three ways. With grey text on a white background, with white text on a coloured background or in one colour.

The one colour version can be used where there are print limitations, however the correct logo must be used, you can choose from the colour palette overleaf.

The colour and placement of the zeros must not be changed. Do not use the logo on a background the same colour as the zeros.

The preferred placement of the logo is in the bottom left hand corner. If this is not possible then the logo can be placed in the top left corner.

There should be clear space around the logo, so it is not cluttered and prominent. This space is defined by the height of the 'p' in compromise.



Dos and don'ts

Using the approved logo artwork will help avoid incorrect usage.

Illustrated below are a few common mistakes that should be avoided.



Never place the grey logo on a colour other than white



Conference 2008

Never add elements to the logo



Never distort the logo



Never rotate the logo



Never crop the logo

Logo sizing

To ensure consistency a range of logo sizes have been developed for use on common document sizes. This is a minimum size guide.

A5 format
25mm



A4 format
32mm



A3 format
45mm



Our colour palette



Pantone 145
c0 m47 y100 k8
r229 g146 b0



Pantone 233
c11 m100 y0 k0
r210 g0 b122



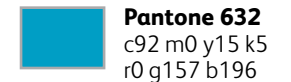
Pantone 259
c55 m100 y0 k15
r124 g18 b114



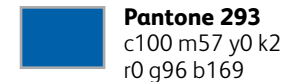
Pantone 383
c20 m0 y100 k19
r190 g189 b0



Pantone 425
k44
r169 g170 b172



Pantone 632
c92 m0 y15 k5
r0 g157 b196



Pantone 293
c100 m57 y0 k2
r0 g96 b169



Pantone 7405
c0 m10 y99 k0
r255 g220 b0

Preferred supplier

Thames Water's preferred supplier for branding material featuring the Three Zeros is Octink, Crown House, 30 Commerce Road, Brentford, TW8 8LE

www.octink.com

Tel – 0208 232 6800

Fax – 0208 232 6801

Contact – Jonathan Burge, Business Development Director (07534 097048)

Changes to accreditation status

In the event that the accreditation is withdrawn, all Three Zeros branding specific to the location must be removed immediately. Therefore, when any branding is placed it must be so in a manner where it can be easily removed if necessary.

The Three Zeros logo on letters and presentation material

- The Three Zeros logo can be used on letterheads or presentation materials which are specific to the office or site which has received the accreditation.
- The preferred placement of the logo is the bottom left hand corner. If this is not possible due to existing letterhead branding then a clear scanned copy of your letterhead should be sent for logo placement to Paul Gell (07747 640750), Thames Water Design and Print Manager, paul.gell@thameswater.co.uk .

Personal Protective Equipment (PPE)

- With the exception of the helmet sticker, the Three Zeros logo must not be used on any PPE.

Streetworks sites

- The Three Zeros logo should not be put on heras fencing or on any machinery or equipment on site. The only visible Three Zeros signage should be the helmet sticker.

Head offices and site offices

- Larger offices and site offices covered by the Three Zeros accreditation may place the logo sign outside the office on a separate free standing sign or attached to the building. This sign must not obstruct any existing signage, especially if providing Health and Safety information. If free standing it must not cause any obstruction, trip hazard or restrict visibility for vehicle or pedestrian movement or obstruct any road signage.
- Recommended site and office signs are A3, A2, A1 and A0.
- The signs should be made of DiaBond for external use as the product can withstand all weathers.

Site compounds and depots – entrance gates

- In addition to signs outside buildings, site compounds and depots may place a sign on the entrance gate – maximum size A2. This again must not obscure any existing signage or reduce visibility for vehicles or pedestrians.

Helmet stickers

- The stickers are for use on safety helmets at accredited sites only and should not be used for any other purpose.
- The sticker size should be 70mm x21mm and should be rectangular shape for ease of placement on the back of the helmet.
- **NB** – Advice should be sought from the supplier of the stickers and helmet manufacturer on the type of adhesive which can be placed on the helmet itself. This is to avoid the helmet structure being weakened by any adhesive contact.