

NOVEMBER 2015

BRAND TOOL KIT

LET'S HYDRATE CORRECTLY



WHO WE ARE

NSU PA IS AN ORGANIZATION THAT BUILDS SYSTEMS THAT ENABLE DIFFERENT COMMUNITIES TO GET ACCESS TO CLEAN WATER. NSU PA COMES FROM THE AKAN LANGUAGE, WHICH MEANS GOOD WATER. THIS IS WHAT WE WANT TO BE KNOWN FOR, THE ORGANIZATION THAT HELPS PROVIDE GOOD CLEAN WATER.



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STYLE



SIMPLE CONTEMPORARY

THIS IS WHAT REALLY SETS
US ASIDE FROM OTHER BRANDS,
MAKES US UNIQUE AND KEEPS US ORIGINAL.

WE REALLY BELIEVE IN THIS BRAND STYLE –
SIMPLE & CONTEMPORARY. MAINLY BECAUSE IT KEEPS WHAT
WE DO VERY RELATABLE AND AT THE SAME TIME VERY EASY
TO UNDERSTAND.



SIMPLE

SO WHAT WE DO IS EASILY UNDERSTOOD.

SO PEOPLE EASILY UNDERSTAND WHAT WE DO.

CONTEMPORARY

TO KEEP PACE WITH GLOBAL CHANGES.

TO APPEAL TO NEW AND YOUNGER AUDIENCES.

TO BE UNDERSTOOD AND UNMISTAKABLE



LEGO



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NSU PA

OUR LOGO TRIES TO EMBODY THE KINDS OF PLACES WE USUALLY REACH OUT TO – VILLAGES, RURAL AREAS, MAINLY AREAS THAT ARE NOW TRYING TO BUILD THEMSELVES FROM THE GROUND UP.

SO WHAT WE WERE THINKING OF WAS TRYING TO LET OUR TYPEFACE/LOGOTYPE HAVE AN EFFECT AND ILLUSION OF MUDDINESS AND IRREGULARITY BUT STILL MAINTAIN SOME LEVEL OF STURDINESS. KIND OF LIKE A MUD HUT, WHICH IS SOMETHING PREVALENT IN MOST PLACES WE HOPE TO HELP.



NSU PA = U

OUR LOGOTYPE CAN ALSO SIMPLY BE USED AS JUST THE 'U' WHICH IS AT THE CENTER AND THE HEART OF 'NSU PA'. THIS ALLOWS US TO NOT ONLY SHORTEN THE NAME OF THE OF THE BRAND, BUT ALSO EFFECTIVELY PLACE IT ON SOME OF OUR IMAGES AND BRAND MERCHANDISE.

IT ALSO ALLOWS US TO PLACE 'U' (YOU) AT THE CENTER OF EVERYTHING WE DO.



COLOR



#8E5900

RUSTY NAIL BROWN

#FDFDE4

OLD LACE YELLOW

#0099FF

CYAN

#000000

BLACK

THE MAIN COLORS FOR NSU PA ARE A BOLD OLD LACE YELLOW AND A RUSTY NAIL BROWN. WHICH MAKES IT VERY EASILY RECOGNIZABLE.

THE COLORS IN OUR MAIN COLOR PALETTE ARE CYAN AND BLACK.



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PHOTOGRAPHY



PHOTOGRAPHY

ALL OF OUR PHOTOGRAPHY PORTRAY THE PERSONALITY OF THE AREA WE ARE WORKING AT. HOW PEOPLE OVER THERE ARE LIVING AND TRY TO ADEQUATELY CONVEY A CLOSE EXPERIENCE TO WHAT IS HAPPENING AT THAT PARTICULAR AREA AT A GIVEN TIME.









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MERCHANDISE



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SIGNATURE TEE



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SIGNATURE BUCKET

