**NOVEMBER Z015** 

## BRAND TOOL KIT

LET'S HYDRATE CORRECTLY



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## NHO ME HRE

NSU PA IS AN ORGANIZATION THAT BUILDS SYSTEMS THAT ENABLE DIFFERENT COMMUNITIES TO GET ACCESS TO CLEAN WATER. NSU PA COMES FROM THE AREN LENGUAGE, 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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## SIMPLE CONTEMPORARY

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

WE REALL BELIEVE IN THIS BRAND STYLE -SIMPLE & CONTEMPORARY. MAIN! 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.

### E ONTEMPORERE

TO KEEP PACE WITH GLOBAL CHANGES. To appeal to new and younger audiences. To be understood and unmistakee









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OUR LOGO TRUES TO EMBODY THE KUNDS 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 TRUING 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.

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

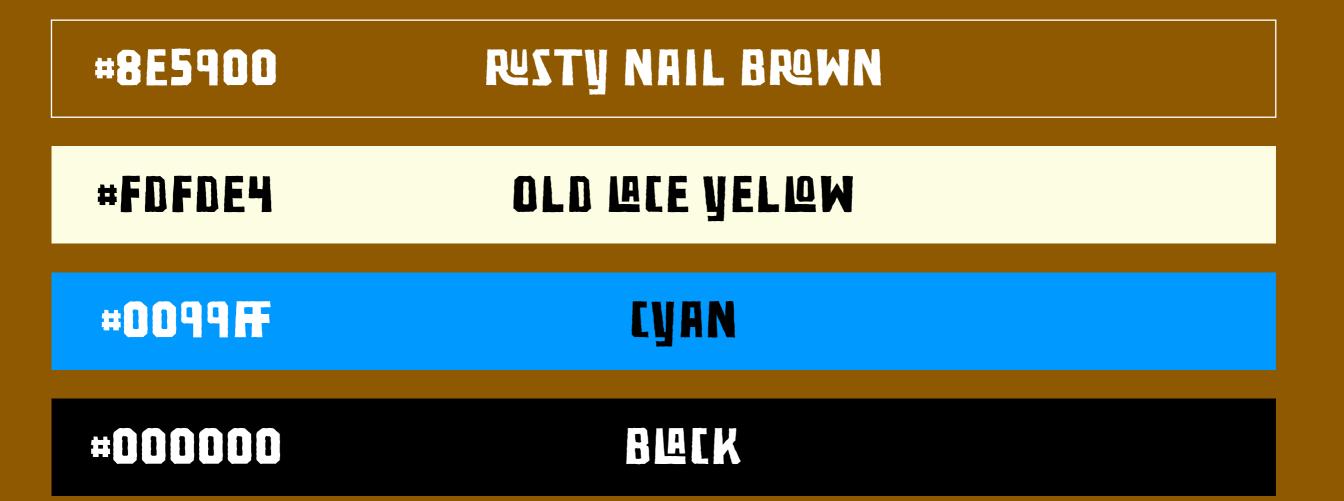
IT ALSO ALLOWS US TO PLACE 'U' (YOU) AT THE CENTER OF Everything we do.

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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.



## 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 adequated 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



### NOVEMBER 2015 BREND TOOL KIT

### SIGNATURE BUCKET



