



AWOF

African Water Operators Forum

Brand Guidelines

The logo, the concept and the rules for using them.

1st African Water Operators' Forum

Nairobi, Kenya · 24-26 November 2026 · KICC

awof.info

Convened by WOPs International & GIWEH

THE IDENTITY

The mark



AWOF

African Water Operators Forum

The concept

A single drop of water cradling two rising figures. The symbol places people at the centre of water — the operators, communities and partners who keep it flowing. It is a picture of Water Operators’ Partnerships: utilities helping utilities, knowledge shared across borders, and progress that moves together toward water for all of Africa.



People at the centre

Two figures rise inside the drop — utilities, communities and partners held as one.



Partnerships that flow

The embrace carries the WOPs idea: solidarity between operators, freely given.



Water & growth

Droplet and upward forms signal care, renewal and shared progress across the continent.

THE SYSTEM

Logo variants

Four official lockups cover every surface. Always reproduce them from the master files — never recreate, restyle or recolour.



Primary lockup
Default mark for light backgrounds.



Reverse lockup
For navy, photography or dark backgrounds.



Symbol
Favicons, app icons, avatars and very small sizes.



Compact
Mark + AWOOF for tight spaces such as site headers.

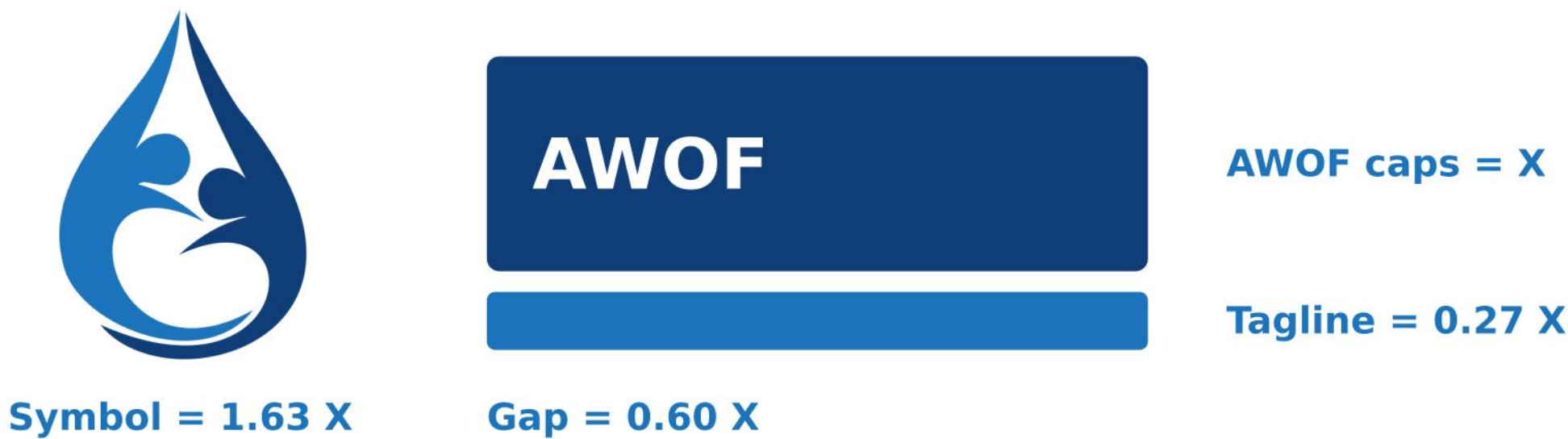
THE SYSTEM

Construction & clear space

The logo is built on X — the height of the AWOOF capitals. Keep clear space of at least X on every side so the mark always has room to breathe.



Proportions



Minimum size

Full lockup

28 mm wide in print · 150 px on screen

Symbol

9 mm · 48 px

THE SYSTEM

Colour

Navy leads. Ocean and sky support it. Gold is the single accent for calls to action — used sparingly.

Primary · wordmark, headers

Deep Navy

#103E78
R16 G62 B120

Secondary · symbol, links

Ocean Blue

#1C75BC
R28 G117 B188

Accent · highlights

Sky

#00AEEF
R0 G174 B239

Backgrounds · reverse

White

#FFFFFF
R255 G255 B255

Supporting

Single CTA accent

Gold

#C9A227
R201 G162 B39

Body text

Ink

#1C2733
R28 G39 B51

Panels · sections

Mist

#EEF2F6
R238 G242 B246

Contrast

Use white or sky text on navy; navy or ink text on white and mist. The gold accent sits on navy or white only, never on sky or ocean. Maintain a 4.5:1 contrast ratio for all text.

Typography & usage

Typography

AWOF

African Water Operators Forum

Poppins

Logo wordmark & all headings — SemiBold / Bold

Sans-serif

Logo tagline & body copy — Regular / Medium

Do

- ✓ Use the approved lockups from the master files.
- ✓ Keep at least X of clear space around the logo.
- ✓ Scale proportionally — hold the aspect ratio.
- ✓ Put the reverse logo on navy, dark or busy photos.
- ✓ Use the symbol when space is very tight.

Don't

- ✗ Stretch, squash or distort the proportions.
- ✗ Recolour the logo or change the palette.
- ✗ Rotate, tilt or add shadows, glows or outlines.
- ✗ Crowd the clear space with type or graphics.
- ✗ Place it on low-contrast or cluttered backgrounds.

Questions on brand use?

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