SJWP COUNTRY TAG

Countries partcipating in the Stockholm Junior Water Prize competition will have a specific logo with a country tag.

Please ensure that the logo is only used over a white or very light background to ensure that the skyline graphic stands out.



MINIMUM SIZE

As the logo is comprised of thin weighted text and a fine line element, it is not advised to shrink it beyond the minimum size or it will no longer be legible.

Minimum size: 85 pixels / 22,5 mm high



INCORRECT USAGE

Mistakes happen easily, so please be mindful when using the logo. Do not alter it in any way other than size adjustments.

These examples of logo treatments are not permitted.

- Do not crop the logos
- Do not distort proportions
- Do not add a border or coloured box
- Do not rotate the logos
- Do not add drop shadows
- Do not change the colours













COLOURS

The logo uses three colours, Moonstone, Abyss, and Marigold. Should the colours be required for the design of a country's marketing material, they are detailed here.

Moonstone and Abyss are the primary colours, with Marigold being the accent colour. The accent colour should be used sparingly to accentuate small elements within a design.

MOONSTONE		ABYSS		MARIGOLD	
CMYK	35, 05, 0, 27	CMYK	100, 33, O, 64	CMYK	0, 50, 77, 9
RGB	120, 176, 186	RGB	0, 61, 91	RGB	231, 116, 54
HEX	#78B0BA	HEX	#003D5C	HEX	#E77436

TYPOGRAPHY

The primary font used for SJWP branding is Figtree, should it be required for the design of the country's marketing material. Figtree is a widely accessible Google Font, supporting 280 languages with 421 glyphs.

SJWP communications only use the light, regular, medium, and semi-bold variants, to keep the look light and airy in keeping with the logo.

VARIATIONS

Light	A B C D E F G H I J K L M N O P Q R S T U V W X Y Z Ä Ö Å a b c d e f g h i j k l m n o p q r s t u v w x y z ä ö å
Regular	A B C D E F G H I J K L M N O P Q R S T U V W X Y Z Ä Ö Å a b c d e f g h i j k l m n o p q r s t u v w x y z ä ö å