

BRAND GUIDELINES



A group of children, mostly young boys, are gathered around a public water tap. They are all smiling and holding plastic cups, some of which are being filled with water. The scene is captured from a high angle, looking down at the children. The entire image has a strong blue color cast. The text "CLEAN WATER. CLEAR FUTURES." is centered over the middle of the image.

CLEAN WATER. CLEAR FUTURES.



MISSION

Improve the quality of life for the people in Burundi, Africa by providing access to clean water.

VISION

For every man, woman and child in Burundi to have clean water, the highest quality of life and hope within reach.

CLEAN WATER. CLEAR FUTURES.

Clean water is foundational to reversing the cycle of poverty. In Burundi, access to clean water means:

- improved health
- educational opportunities
- shorter, safer walking distances
- community investment and economic growth

SUSTAINABLE SYSTEMS

Our water systems employ a low-tech, sustainable approach to construction that is simple but effective, both in the short term and the long run.

Primary Logotype



Color lockup

This is the primary logo of the Gazelle Foundation brand.

It consists of GAZELLE FOUNDATION typography and mountain/gazelle iconography. The primary logo should always be applied as a complete, single unit and appear only in the approved color combinations.



Solid color lockup

Solid color variations of the logotypes are provided for use in applications where color reproduction is limited.



Colors

The brand colors should be consistent in website, social media and marketing applications.

Orange



PMS 172 C

color values:

C: 0 M: 80 Y: 98 K: 0

R: 250 G: 70 B: 22

HEX/HTML: FA4616

Blue



PMS 3125 C

color values:

C: 89 M: 0 Y: 19 K: 0

R: 0 G: 174 B: 199

HEX/HTML: 00AEC7

Brandon Grotesque

light

light italic

regular

regular italic

bold

bold italic

Headline format:

Pt. Size: Appropriate to content

Lettertype: bold / ALL CAPS

Tracking: 100 pt.

Body copy format:

Pt. Size: Appropriate to content

Lettertype: Light / Regular

Tracking: 5 pt.

BRANDON GROTESQUE BOLD IS USED FOR HEADLINES

Brandon Grotesque light sit amet, consectetur adipiscing elit, sed kiwa aiwad iam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip blahxes ship ex ea comm odo consequat. Duis autem vel eum iriure dolor in hendrerit in vulp utate velit esse molestie consequat, vel ill um dolore eu feugiat nulla facilisis.

HEADLINE

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SPRING FOR THE WATER

Our annual springtime gala fundraiser supports our mission of bringing clean water to the people of Burundi, one village at a time. The event's goal is to fully fund two upcoming water projects, which provide clean water to over 4,000 people.

Primary Logotype



Color lockup

This is the primary logo of the Gazelle Foundation Spring For The Water.

It consists of GAZELLE FOUNDATION typography combined with SPRING FOR THE WATER typography and water drop icon. The primary logo should always be applied as a complete, single unit and appear only in the approved color combinations.

Blue



PMS 296 C

color values:

C: 100 M: 46 Y: 0 K:89

R: 5 G: 28 B: 44

HEX/HTML: 051C2C



Solid color lockup

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RUN FOR THE WATER

Our signature event and fall fundraiser is one of Austin's most popular road races, drawing thousands of runners and walkers to the starting line every year. The event features a 10-Miler, 5K or Kids K. The race benefits the Gazelle Foundation, dedicated to providing clean water to the people of Burundi. Clean water provides a path out of poverty, bringing access to better health, stronger communities, jobs, education, and most of all: hope.

Primary Logotype



Color lockup

This is the primary logo of the Gazelle Foundation Run For The Water. It consists of GAZELLE FOUNDATION typography combined with RUN FOR THE WATER typography and water drop icon. The primary logo should always be applied as a complete, single unit and appear only in the approved color combinations.



Solid color lockup

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Example logos over photography



When placing the full color logotype, ensure sufficient contrast exists between the photo and the mark.



When contrast is an issue, please use the all-white logotype option and ensure sufficient contrast exist between the photo and the mark.





