



WIAPS

BRAND GUIDELINES 2021

WIAPS CERTIFICATION MARKS – BRAND GUIDANCE AND TERMS AND CONDITIONS OF USE

CERTIFICATION MARKS, TRADEMARK AND LOGOS

1. The Water Industry Approved Plumbers' Scheme (WIAPS) has five certification marks that are registered under the Trade Marks Acts 1994. These WIAPS logos are described below.
2. Water Regs UK Limited (water Regs UK) owns the WIAPS logos set out below and reserves all rights to them.
3. Water Regs UK reserves the right to monitor any use made of its certification marks, trademarks and logos.
4. The WIAPS Logo(s) indicates that the UK water industry have approved the individual detailed in the WIAPS Register as described in the current WIAPS terms of approval.

CONDITIONS OF USE – WIAPS LOGO

5. There are five different types of certification mark, set out below. Approval holders may only use the specific WIAPS logo appropriate to their sector and make reference to an approval issued by WIAPS in respect of a specific business and individual provided the approval is, and remains valid.
 - a. Water Industry Approved Plumber, Approval Holders are entitled to use the logo for certification mark 2541067, on their uniform, vehicle, website and promotional literature. See conditions of use below.
 - b. Water Industry Approved External Service, Approval Holders are entitled to use the logo for certification mark 2519245, on their uniform, vehicle, website and promotional literature. See conditions of use below.
 - c. Water Industry Point of Use Water Coolers and Drinks Dispensers Approved Installers, Approval Holders are entitled to use the logo for certification mark 2541060, on their uniform, vehicle website and promotional literature. See conditions of use below.
 - d. Water Industry Catering Approved Installer, Approval Holders are entitled to use the logo for certification mark 2541063, on their uniform, vehicle website and promotional literature. See conditions of use below.
 - e. RPZ Testers, are entitled to use the logo for certification mark 3183209, on their uniform, vehicle website and promotional literature. See conditions of use below.
6. Approval Holders are entitled to use the WIAPS Logo(s) on the uniform, vehicle, website and promotional literature.
7. In order for a business to use the WIAPS Logo(s), you must have at least one in five employees with a valid WIAPS approval. It must be possible for someone viewing the WIAPS Directory to check that your employees have at valid WIAPS approval one
8. Before using the WIAPS Logo(s), you must have signed and received permission in writing from Water Regs UK

CONDITIONS OF USE – GENERAL

9. If you intend to use the WIAPS Logo(s) on a web page, you must make sure that there is a minimum spacing of 25 pixels between each side of the certification mark or logo and other graphic or textual elements on the web page.
10. You must use the original WIAPS Logo(s).
11. You must acknowledge Water Regs UK's ownership of the WIAPS Certification Mark as a footer or alongside the WIAPS Logo(s). Copies of the 'Mark' are available on request for the purposes of producing artwork.
12. Where the WIAPS Logo(s) is used it must be replicated without adaptation or alteration, reproducing the logo in black and white as opposed to colour is permissible (including without limitation any resizing, stretching or cropping).
13. Where there are any legal and/or regulatory requirements about the WIAPS Logo(s), you must present the WIAPS Logo(s) in a way, which meets those requirements.
14. All references to the WIAPS Logo(s) must be truthful, fair and not misleading.
15. You must only use Water Regs UK approved logo artwork when using the WIAPS Logo(s).

DON'T'S

16. Prior to an Approval being granted Applicants shall not use the WIAPS Logo(s) in any publication or suggest or imply any endorsement of a particular material by the Scheme either verbally, in writing or by any other means.
17. Once an approval expires, the WIAPS logo can no longer appear on the approval holders' uniform, vehicle, website and promotional literature or other stationery
18. You must not use screen prints to extract the WIAPS Logo(s).
19. You must not use the WIAPS Logo(s) to link to specific content, such as PDFs, except with Water Regs UK's prior written consent.
20. You must not incorporate WIAPS Logo(s) into your own product name, service names, trademarks, logos or company names.
21. You must not adopt trademarks or logos that are confusingly similar to the WIAPS Logo(s).
22. You must not use the WIAPS Logo(s) in a way that would affect the goodwill of Water Regs UK or its products or services.
23. You must not copy, store, republish or redistribute the WIAPS Logo(s), in whole or in part, for any commercial gain.
24. It is a condition of use that the mark shall not be used in any printed advertisement or printed publicity matter without indicating that it is a certification mark.

OUR NAMES

The Company's name is:

Water Regs UK Limited.

Water Regs UK limited operates the Water Industry Approved Plumbers Scheme.

The name may be shortened to WIAPS or WIA where necessary.

WIAPS



OUR LOGOS

The logos must always appear complete in this form. Where necessary the trademark icon should be used on all logos until they are fully registered where this must be replaced by the registered trademark icon.

The elements of the logos are at no point to be altered, rearranged, stretched or squeezed. All proportions must always remain constant.



These are the property, certification marks and trademarks of Water Regs UK Limited.

LOGO & CERTIFICATION MARKS CONDITIONS OF USE

Where any of the WIAPS Certification Mark is used it must be replicated without adaptation or alteration, reproducing the logo in black and white as opposed to colour is permissible (including without limitation any resizing, stretching or cropping).

You must not incorporate any element of any WIAPS logo or Certification Mark into your own product name, service names, trademarks, logos or company names.

You must not adopt trademarks or logos that are confusingly similar to any Water Regs UK, WRAS or WIAPS logo or Certification Mark.

It is a condition of use that any mark shall not be used in any printed advertisement or printed publicity matter without indicating that it is a certification mark.



COLOURWAYS

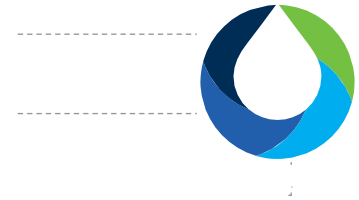
Where possible, the logos must always appear in the following colours:

Pantone 375

Pantone 296

Pantone 300

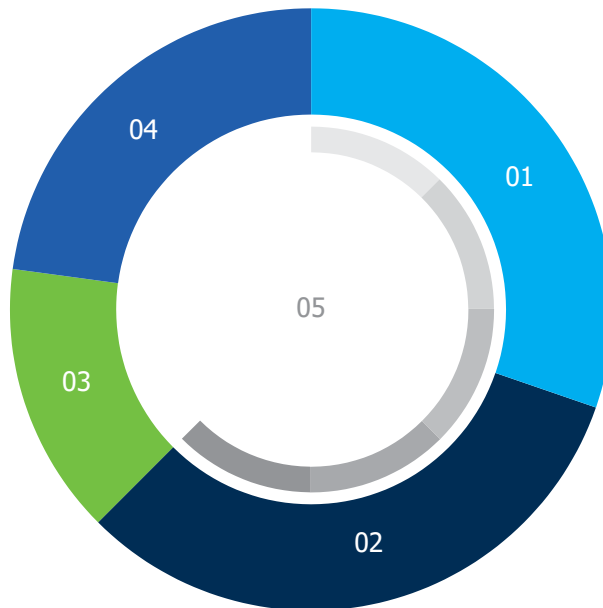
Pantone Process Cyan



Pantone 296

COLOUR PALETTE

The primary corporate colours are:



01

Pantone Process Cyan
C100 M0 Y0 K0
R0 G174 B239

02

Pantone 296
C100 M46 Y0 K70
R0 G45 B86

03

Pantone 375
C59 M0 Y100 K0
R117 G192 B68

04

Pantone 300
C91 M68 Y0 K0
R33 G94 B172

05

Greyscale
10% Black - 50% Black

BLACK & WHITE

The full colour version of the logos should be used wherever possible. However, in cases of technical or budgetary constraints, black and white versions of the logos may be used.



COLOUR BACKGROUNDS

If the logos are used on a coloured background, the text is to be reversed to white.



CLEAR ZONE

The clear zone around the logos and certification marks must always be preserved. It protects the logo's integrity and gives it space to breathe.

If you intend to use any of the WIAPS Certification Marks on a web page, you must make sure that there's a minimum spacing of 25 pixels between each side of the certification mark or logo and other graphic or textual elements on the web page.



SECTOR LOGOS

There are a range of sector logos which work alongside the WIAPS logo.



The secondary logos must be arranged as shown below. None of the information is to be rearranged in any way. Please note WIAPS members are not permitted to use the WIAPS logo



Name + Icon

Approval Title

APPROVED MEMBERS

When using the logos alongside a partner or affiliate logo, ensure the logos are of equal proportions and are either all full colour or all greyscale. Ensure that there is ample spacing around the logo and that the logos are aligned from the centre axis, making sure none appear more prominent than the rest.

ACME

ACME PLUMBERS LTD.

Dear Sir or Madam,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed sit amet orci mauris. Curabitur aliquet sagittis nisi vitae lobortis. Vestibulum elit turpis, adipiscing ut rutrum ullamcorper, ullamcorper fringilla odio, Mauris tempus sapien non lacus hendrerit in viverra quam sagittis. Praesent eu lorem justo. Etiam a est nibh. Nunc lacinia enim hendrerit lorem accumsan et lobortis ipsum lobortis. Nam purus justo, aliquet id dictum eu, suscipit eu orci. Etiam ornare tincidunt neque, quis congue mauris fermentum ut. Vestibulum volutpat placerat tempor.

Vivamus malesuada venenatis faucibus. Proin tristique placerat mollis. Ut rutrum bibendum ante id porta. Sed in metus id quam facilisis tempus id sed velit. Maecenas mollis est ac lorem molestie vulputate. Curabitur rhoncus rutrum ante, id viverra tortor egestas eget. Nullam aliquet mauris a sapien fermentum placerat. Mauris a magna quam, at bibendum nisi. Sed nec ligula libero. Nunc interdum scelerisque sagittis. Morbi at erat vulputate urna porta cursus id id sem. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Vivamus dapibus lorem vel augue gravida vitae suscipit ligula pretium.

Quisque consequat mollis bibendum. Curabitur rutrum, quam sit amet accumsan dictum, lorem sapien luctus justo, ac tristique diam eros eget lectus. Pellentesque nec ante mollis diam vestibulum suscipit. Sed felis metus, malesuada et pulvinar eu, tempor eu justo. Praesent commodo vulputate orci. Proin utricles nulla in mauris elementum consectetur.

Integer accumsan nisi quis augue venenatis sagittis. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Fusce in ante magna, eget tincidunt quam. Morbi sed lorem non augue porta fermentum. In placerat dolor et sapien laculis mattis. Suspendisse potenti. Praesent ut urna nulla, non volutpat nisi. Vestibulum malesuada gravida massa vitae imperdiet. Donec vel risus non libero fringilla aliquam eu sed tortor. Ut fringilla lacinia odio sed blandit. Suspendisse urna sapien, convallis in hendrerit at, faucibus non orci.

In tortor arcu, dapibus eget dictum sed, venenatis sed sapien. Suspendisse potenti. Donec cursus semper magna ac interdum. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla adipiscing nulla sagittis odio eleifend sodales. Integer venenatis pharetra lectus non gravida. In hac habitasse platea dictumst. Nam tincidunt, elit sed faucibus consectetur, massa ante condimentum libero, ut tincidunt tellus sem tristique velit. Vivamus in urna magna. Pellentesque a nibh mauris, vulputate viverra quam. Curabitur vitae quam vel tellus vehicula luctus ut ut felis. Nulla in vulputate tellus.



SUB-LOGO REPRODUCTION SIZES

In print, the minimum size of the logo is 25mm. This is essential to ensure the legibility of the approval text.



WATER INDUSTRY APPROVED PLUMBER

Water Industry Approved Plumber, Approval Holders are entitled to use the logo for certification mark 2541067, on their uniform, vehicle, website and promotional literature.

Approval Holders are entitled to use the WIAPS Logo(s) on the uniform, vehicle, website and promotional literature.



LOGOS IN SITU

Below are some examples of general applications of the logos in situ as they are intended to be used.



TYPOGRAPHY

The corporate typeface for titles and subtitles is -
Din Medium all caps. This must be used for all internally and externally printed materials, including letters, memos, leaflets etc.

As a general rule, font size 20 should be used for document titles, size 14 for page titles and size 12 for section titles.

Arial Regular will be used for body copy in the majority of instances, using size 10 point as a maximum and should not exceed 80% - 85% black.

ONLINE & EMAIL

Arial Regular will be used for all online media and email correspondence.

TITLES TYPEFACE

Din Medium

abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
123456789

COPY TYPEFACE

Arial Regular

abcdefghijklmnop
rstuvwxy
z
ABCDEFGHIJKLM
NOPQRSTUV
WXYZ
123456789

LANGUAGE

Tone of voice within the brand is just as important as the way it looks. The tone of voice takes its cue from the brand values - 'Quality, Safety and Trust'. These should be the benchmark of every communication.

STYLE GUIDELINES

- Sub-heads should be used to break up information.
- Numbers should be written, i.e. 'one to ten'.
- Numerals should be used following this.
- Use '%', not 'per cent'.
- Use 'and' rather than '&' (unless it is a company name, established abbreviation or part of a list).
- If using ellipsis, do not space before or between
- Use double quotation marks when quoting direct speech, single for indirect.

- .

TONE OF VOICE

Written copy should express sector authority and professionalism.

- Keep text simple and concise using short words and sentences where possible.
- Avoid abbreviations.
- Check and double-check for typos and errors.
- Keep customers in mind at all times, ensuring that copy is easy to understand and sounds confident.
- Stay away from 'wacky' or 'quirky' language.
- Avoid unnecessary exclamation marks.
- Never use ALL CAPS in body copy.
- Do not use jargon in customer-facing copy.



