

HANDWASHING STATION BRAND GUIDE



OVERVIEW

The following document outlines general recommendations for installing branded materials to all Water Mission handwashing stations. The recommendations include the type of signs, approximate dimensions, and suggested materials for installation.

We understand the equipment used in handwashing stations (i.e. water tanks and stands) may vary greatly from country to country. We encourage you to do the best with the resources you have.

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REQUIRED BRAND ELEMENTS

In the Bahamas, Haiti, Indonesia, Kenya, Malawi, Mexico, Peru, and Tanzania, each handwashing station must have **at a minimum** the Water Mission and Poul Due Jensen Foundation logos. Signs for Honduras and Uganda programs will have different branding (please see appendix for details).

This can be achieved by using the following materials:



Water Mission and Poul Due Jensen Stand Alone Logos

The Handwashing Steps poster is provided at an A4 size, however, it can be scaled to print larger to an A3-A0 size.



Handwashing Steps Poster



Handwashing Only Sign

Available in horizontal and vertical layout



Find these assets at watermission.org/covid-19-resources.

HANDWASHING STATION

Option 1: LWTS Enclosure



2.4 m x 3 m Wall Mockup
8 ft x 10 ft



3 m x 3 m Wall Mockup
10 ft x 10 ft

Logos

Handwashing
Steps Poster

Handwashing
Only Sign

SIGNS AND DIMENSIONS

Logo Sign: 1.8 m x 0.3 m | 6 ft x 1 ft (one)

Handwashing Steps poster: A2 (one)

Handwashing Only sign: A4 (x2, one per handwashing spigot)

RECOMMENDED MATERIALS

1. Plastic (PVC), screwed/bolted to wall
2. Metal (aluminum), screwed/bolted to wall
3. Hand-painted - *See appendix*

***Every handwashing station must have soap.**

HANDWASHING STATION

Option 2: Large Tank (800L)



800L Tank: 1.2 m high and 3 m diameter
4 ft high and 10 ft diameter

SIGNS AND DIMENSIONS

One set per handwashing spigot – 4 total

- Water Mission Logo: 15 cm x 46 cm | 6 in x 18 in
- Poul Due Jensen Logo: 15.25 cm x 65 cm | 6 in x 25.5 in
- Handwashing Steps poster: A3
- Handwashing Only sign: A4

RECOMMENDED MATERIALS AND INSTALLATION

1. Logos
 - a. Waterproof, vinyl stickers applied directly to water tank
 - b. Plastic (PVC), screwed to metal frame
 - c. Metal (aluminum), screwed/welded to metal frame
2. Handwashing Steps poster and Only signs
 - a. Plastic (PVC), screwed to metal frame
 - b. Metal (aluminum), screwed/welded to metal frame

***Every handwashing station must have soap.**

HANDWASHING STATION

Option 3: Medium Tank (250L)



250L Tank: 1 m high and 1.4 m diameter
3.6 ft high and 4.6 ft diameter

SIGNS AND DIMENSIONS

- Logo: 50.5 cm x 94.5 cm | 19.9 in x 37.1 in
- Hand Washing Steps poster: A3 (x2, one per spigot)
- Handwashing Only sign: A4 (x2, one either side of tank)

RECOMMENDED MATERIALS AND INSTALLATION

1. Logos - Waterproof, vinyl sticker applied directly to water tank
2. Handwashing Steps poster
 - a. Plastic (PVC), screwed to metal frame, facing spigot
 - b. Metal (aluminum), screwed/welded to metal frame, facing spigot
3. Handwashing Only sign
 - a. Plastic (PVC), screwed to metal frame, on side of tank
 - b. Metal (aluminum), screwed/welded to metal frame, on side of tank

***Every handwashing station must have soap.**

HANDWASHING STATION

Option 4: Small Tank (50L)



FRONT



BACK

50L Tank: 1.2 m high and 3 m diameter
4 ft high and 10 ft diameter

SIGNS AND DIMENSIONS

- Handwashing Steps poster: A3
- Water Mission Logo: 16 cm x 33 cm | 6.5 in x 13 in
- Handwashing Only sign: A4 (optional)

RECOMMENDED MATERIALS AND INSTALLATION

1. Logos
 - a. Waterproof, vinyl stickers applied directly to back of water tank
 - b. Plastic (PVC), screwed to metal frame
 - c. Metal (aluminum), screwed/welded to metal frame
2. Handwashing Steps poster
 - a. Waterproof, vinyl stickers applied directly to front of water tank
3. Handwashing Only sign (optional)
 - a. Plastic (PVC), screwed to metal frame or placed beside tank
 - b. Metal (aluminum), screwed/welded to metal frame or placed beside tank

***Every handwashing station must have soap.**

HANDWASHING STATION

Option 5: 5 Gallon Bucket



SIGNS AND DIMENSIONS

- Handwashing Only sign: A4, horizontal only
- Handwashing Steps poster: A4

RECOMMENDED MATERIALS AND INSTALLATION

1. On Bucket – Handwashing Only sign (with branding)
 - a. Waterproof vinyl sticker applied to bucket
2. Next to Bucket – Handwashing Steps poster (with branding)
 - a. Plastic (PVC) securely fasten
 - b. Metal (aluminum), securely fasten

***Every handwashing station must have soap.**

HANDWASHING STATION

Option 6: Tap Stand (No Tank)



SIGNS AND DIMENSIONS

- Handwashing Steps poster: A4 (x2, placed on either side of pole)

RECOMMENDED MATERIALS AND INSTALLATION

1. Handwashing Steps poster (with branding)
 - a. Plastic (PVC), screwed to metal frame
 - b. Metal (aluminum), screwed/welded to metal frame

***Every handwashing station must have soap.**

APPENDIX

PAPER SIZE CHART

A4	21 cm x 29.7 cm	8.27 in x 11.69 in
A3	29.7 cm x 42 cm	11.69 in x 16.53 in
A2	42 cm x 59.4 cm	16.52 in x 23.39 in
A0	84 cm x 118.87 cm	33.1 in x 46.8 in

RECOMMENDED PAINT COLORS

Below are the recommended paint colors to use on the LWTS enclosure if printing signs is not a viable option:

Logos and fonts:



Dark Blue

Handwashing Steps Poster:



Light Brown
For hands



Light Pink
For soap and lather



Light Blue
For water



Orange/Red
For direction arrows



Light Grey
For spigot

PARTNER LOGO EXCEPTIONS

Honduras and Uganda programs will use the following branded signs:

Honduras: All materials will have Water Mission and Pentair logos only.

Uganda: There will be **three** logo options to choose from, depending on the handwashing station funding:

1. Water Mission + PDJF
2. Water Mission + charity: water
3. Water Mission + Northwoods Church

Find these assets at watermission.org/covid-19-resources.