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2025



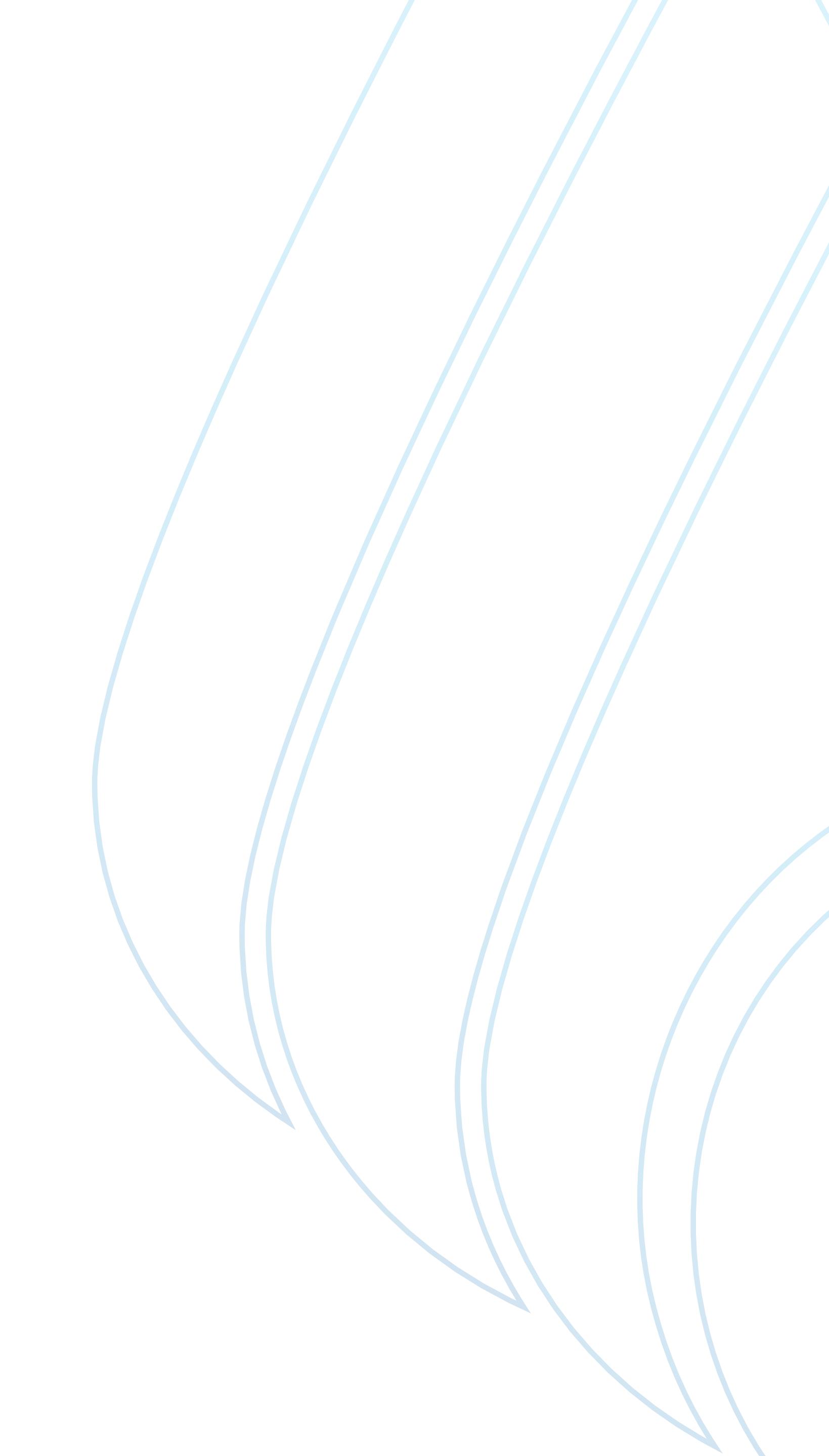
The Water Purity Association Identity Guide is a comprehensive document that outlines the strategy and visual identity of Water Purity Association and provides guidelines for maintaining consistency across all levels of the organization. It covers various aspects such as logos, colors, fonts, and other design elements to create a visually appealing and cohesive brand image. The guide serves as a reference for individuals involved in design-related activities and aims to support the future identity needs of Donnttel Manner with excellence and vitality.



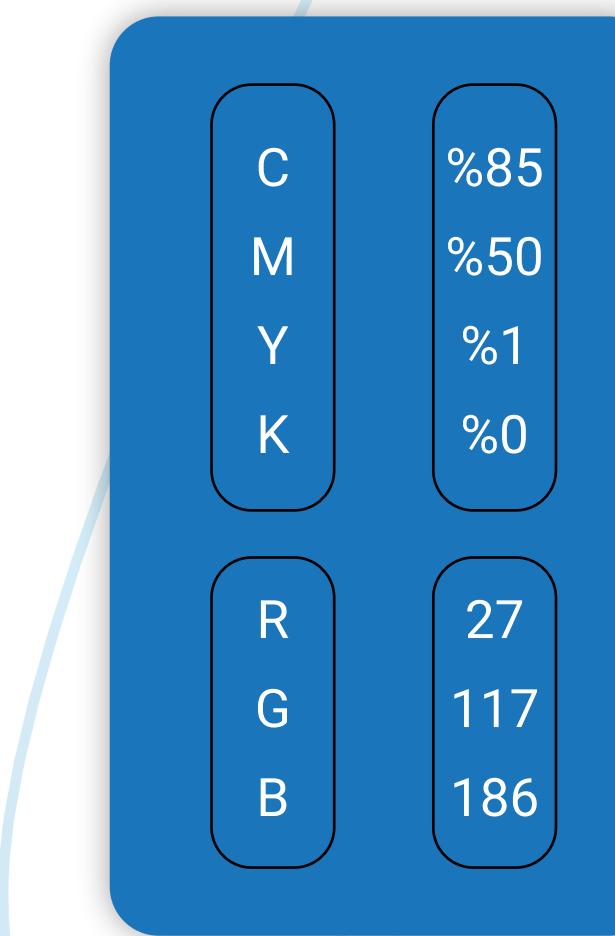
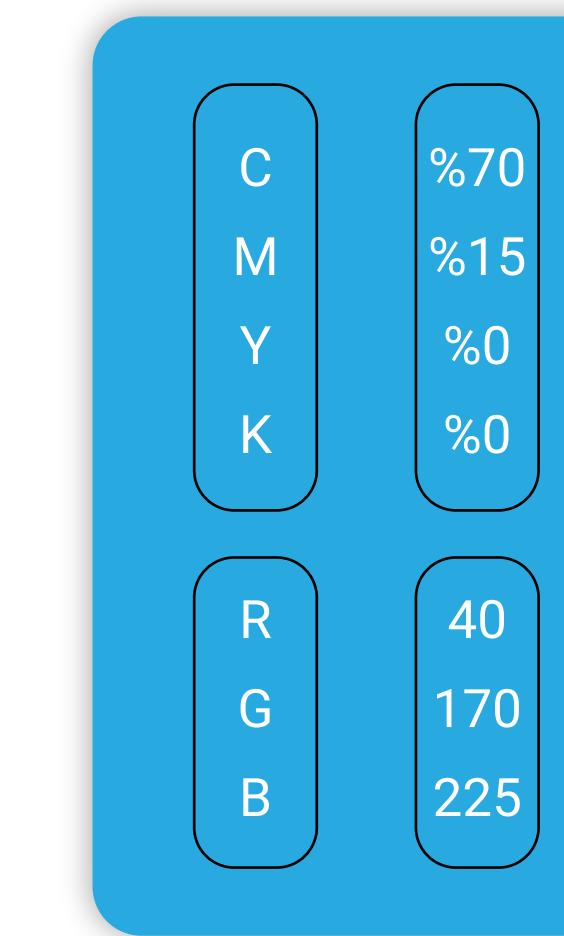
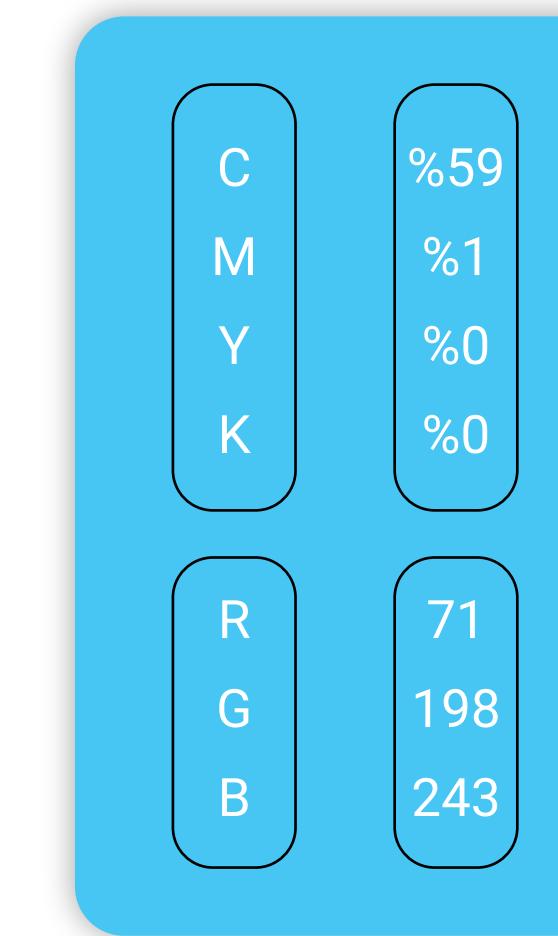
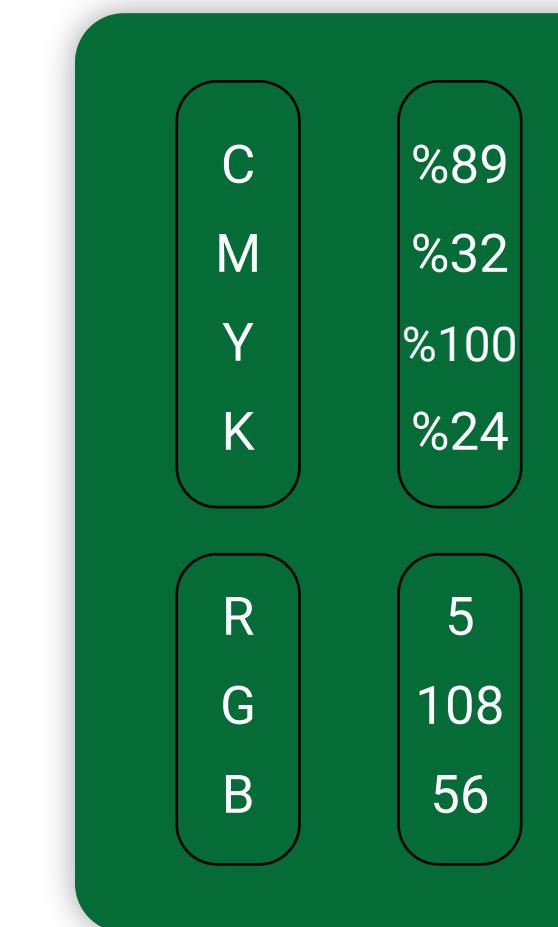
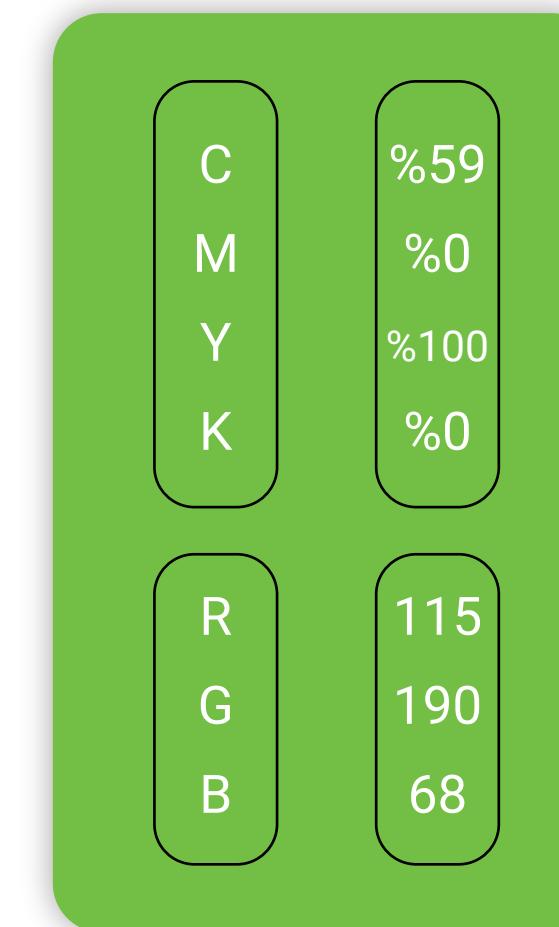
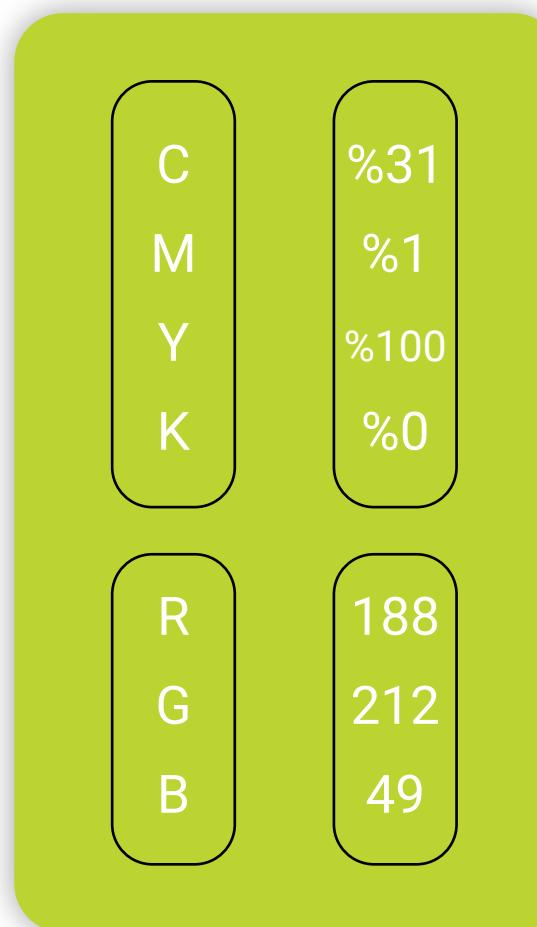




SOLID COLOR V



Accent Colors



LOGO ICON

Logo icons are simplified graphic representations of the brand, designed for versatile use across various platforms.



Logo Placement Guide

Header Placement:

One common placement for a logo on a page is in the header section. It is often positioned at the top-left or top-center of the page, depending on the design and layout. This placement provides immediate visibility and establishes brand identity.

Sidebar Placement:

If your page has a sidebar, you can consider placing the logo in that area. It is typically positioned at the top or bottom of the sidebar, depending on the design. This placement works well for websites or documents with a multi-column layout.

Top-Center Placement:

For pages with a simple and clean design, you can choose to place the logo at the top-center of the page. This placement can be effective for landing pages or single-page designs, where the logo becomes the focal point.

Footer Placement:

In some cases, the footer of a page can be an appropriate location for the logo. It is usually positioned at the bottom-center or bottom-right of the page. This placement works well when you want to reinforce brand identity without overpowering the main content.

Watermark Placement:

For certain types of content, such as presentations or images, you can consider placing a smaller version of the logo as a watermark. This placement is subtle and does not interfere with the main content but still adds a branding element to the page.

Custom Placement:

Depending on the specific design and layout of your page, you may have the flexibility to choose a custom logo placement. It could be integrated into a graphic element or placed in a unique position that complements the overall design.

Remember to consider the visibility, size, and contrast of the logo in relation to other page elements. Ensure that the logo placement does not interfere with the readability or overall user experience of the page.





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