



HANWASH

Haiti National Clean Water,
Sanitation and Hygiene Strategy

BRAND STANDARDS GUIDE

ESSENTIAL GUIDELINES TO HELP YOU CREATE
COMMUNICATIONS IN THE HANWASH STYLE.

STRENGTHENING OUR BRAND

The HANWASH brand is a valuable asset that we are continually building. Brands that are recognized and respected help attract new team members and retain the ones we already have. A well-defined and understood brand makes it easier for us to gain broader visibility, build market share, and find and keep the best partners and donors. Ultimately, a strong brand will enable us to continue and grow our organization.

A key way to build and protect our brand is by using the HANWASH name, logo and identity structure correctly and consistently. You will find useful tools and information within this brand guidelines document. All HANWASH team members and partners are responsible for using these brand standards.

The following brand standards work as a design system developed to enhance the long-term brand position of HANWASH, and add consistency to all aspects of the brand. The included elements represent HANWASH vision and values — both internally with team members and externally with partners and donors. The brand standards are meant as a guide to assist in designing organization communications and marketing collateral. It is extremely important to follow these standards to ensure clear communication across all brand elements and present HANWASH in a uniform, professional manner.

HANWASH VALUES

A brand is much more than logos, colors, trademarks, and business card formats. The HANWASH brand is really the product of many different factors that create an overall impression of our organization in people's minds. Our brand image is the way people feel, think and respond when they hear the word "HANWASH." The brand stands for something.

Each HANWASH team member is an ambassador of our brand. With each person we talk to about our organization, we have a chance to either strengthen the HANWASH brand or cause it to lose some of its strength and integrity. HANWASH team members have built this organization with their hard work, spirit, knowledge and commitment to the overall vision. Together, we give life to our core values that continue to build HANWASH: Empowering, Collaborative, Systematic, Impactful and Committed.



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HANWASH

Haiti National Clean Water,
Sanitation and Hygiene Strategy

OUR NAME. OUR LOGO. **THE MEANING BEHIND THE MARK.**

The HANWASH logo utilizes a simple typeface for “HANWASH” to attain stability and vitality. Blue, being the representative color for water, evokes the namesake and strength and black builds the feeling of tradition and professionalism. The color combination was also selected as a compliment to the Rotary International brand.

The use of a contrasting font for the “S” brings a fresh element to the logo evoking the emphasis that the organization.

This logo mark represents the organization we are today and the foundation from which we build. The following section will guide you through how to use (and not use) the HANWASH logo.



LOGO USE

HELP BUILD A STRONG BRAND WITH CONSISTENT USE OF OUR LOGO AND BRAND ELEMENTS.

The approved HANWASH team logo versions are shown here. Only these logos may be used, and may not be altered from this form.

FULL COLOR

This full color logo version is the preferred logos for printing and should be used whenever possible. This version looks best against a white or light colored background.



TWO COLOR

This two color logo version may be used when only sold colors are an option and white is the background color.



BLACK/WHITE

This black and white logo version may be used when color is not an option and white or black or a dark blue is the background color.



LOGO USE - ALTERNATE OPTIONS

PERMITTED WHEN THE PRIMARY LOGO DOESN'T WORK BEST.

In circumstances where the primary logos on the previous page do not work in communication materials, the logos below are also approved usages.

HORIZONTAL

These two- and full-color horizontal versions are approved logos to use when appropriate for visibility.



VERTICAL

These two- and full-color vertical versions are approved logos to use when appropriate for visibility.



LOGO USE - SECONDARY MARKS

APPROVED SECONDARY MARK THAT CAN BE USED WHEN APPLICABLE.

The HANWASH water droplet logo is an additional design element, which can be used when applicable. Most often used when a smaller space is available, this mark should only be used in its full color blue color.

All other outdated logos are unauthorized and should not be used moving forward.



LOGO USE

INCORRECT USAGE. THE "DO'S AND DON'T'S".

To maintain consistency and sustain the integrity of the brand, the HANWASH logo should never be stretched or distorted in any way. It should always be shown using the correct colors - and never used in a way that makes the logo difficult to read.

To clarify use of the logo, in addition to showing how to use it correctly, we have also provided examples of incorrect logo use.

Do not change the colors of the logo artwork.



Do not attempt to recreate the logo artwork in any fashion.



Do not move elements of the logos around.



Do not stretch or warp the logo's original dimensions.



Do not add type or taglines, or any additional words to the logo.



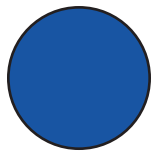
Do not use the wrong resolution artwork that will appear pixelated.



COLOR PALLETTE

CORPORATE STANDARD COLOR PALETTE

A color palette has been established to further enhance the HANWASH brand and create a consistent look throughout all communication.

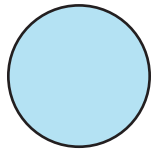


Blue #1

CMYK
C 95
M 75
Y 2
K 0

RGB
R 28
G 85
B 163

Hex
1c55a3

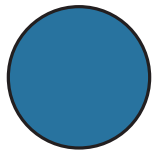


Blue #2

CMYK
C 27
M 0
Y 3
K 0

RGB
R 181
G 227
B 242

Hex
b5e3f2

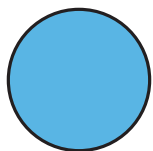


Blue #3

CMYK
C 84
M 50
Y 20
K 2

RGB
R 47
G 114
B 158

Hex
2f729e

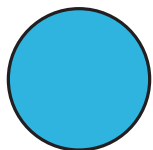


Blue #4

CMYK
C 59
M 12
Y 1
K 0

RGB
R 90
G 181
B 227

Hex
5ab5e3

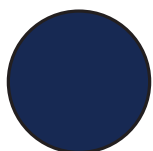


Blue #5

CMYK
C 67
M 9
Y 5
K 0

RGB
R 54
G 180
B 222

Hex
36b4de



Blue #6

CMYK
C 100
M 89
Y 36
K 35

RGB
R 24
G 42
B 84

Hex
182a54

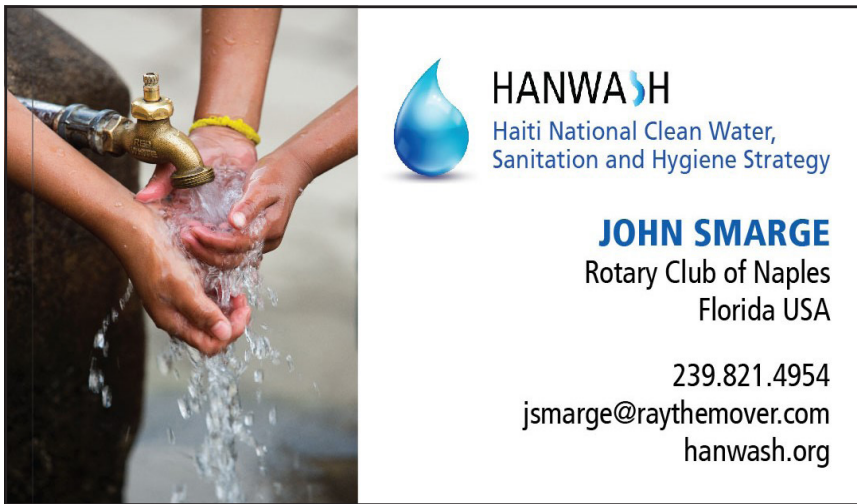


BRAND IDENTITY STRUCTURE

A DEFINED SYSTEM OF PRINTED MATERIALS TO CREATE CONSISTENCY.

BUSINESS CARD ARTWORK

Approved artwork for organization business cards is shown below.
Placement of name, address and contact information is set and should not be altered.



Front



BRAND IDENTITY STRUCTURE

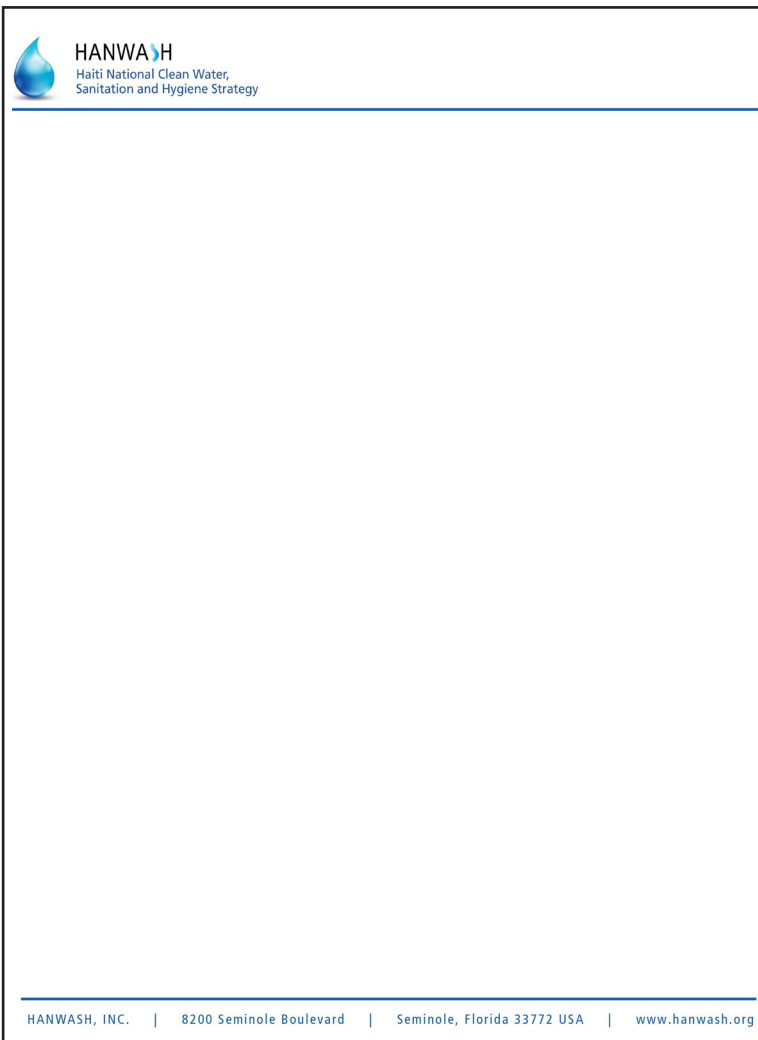
A DEFINED SYSTEM OF PRINTED MATERIALS TO CREATE CONSISTENCY.

CONSISTENCY

HANWASH materials all have a professional look created by consistent use of a similar layout, graphics, color palette, images and typography in line with HANWASH brand standards. We have outlined each of these in the following pages to help you in maintaining and building the brand's visibility.

INTERNAL VS. EXTERNAL USE

When creating communications materials for internal use only it is still important to follow these guidelines to continue to enhance the brand.



Letterhead Example



VISUAL SYSTEM

A CLEAN, STRIKING AND CONSISTENT LOOK FOR HANWASH.

CONSISTENCY

Additional examples of HANWASH materials with consistent branding.

Haiti National Clean Water, Sanitation and Hygiene Strategy

OUR VISION
Universal sustainable access to clean water, sanitation and hygiene for all the citizens of Haiti.

SUSTAINABILITY
01 Non-Government Organizations who specialize in providing water and sanitation solutions
02 HANWASH serves as an umbrella to bring together entities within the WASH sector in Haiti
03 DINEPA government agency in Haiti that regulates water and sanitation in the country

ACCOUNTABILITY
02 Donor Agencies committed to funding Haiti water programs
04 Rotary District 7020 (including Haiti) in cooperation with The Rotary Foundation and other Champion Districts around the world

TRANSPARENCY

THE ACTION PLAN
The HANWASH team uses a systematic, technically driven approach to gather data through community assessments, and then creates local, socially-driven solutions resulting in Commune Action Plans. This approach is being tested and improved in seven pilot communes before being scaled throughout Haiti.

FRAPE Water Survey - Visit Every Water Point

Where is there a water point? Where are the houses? Houses within 500m of a FRAPE water point? Each black dot represents a house.

Legend:
 ● Functional & Potable
 ● Broken
 ● Not Potable (E. Coli)

Statistics:
 Make Potable: 31
 Repair: 51
 New: 49

HANWASH recognizes social and financial buy-in by the community are necessary for a successful and sustainable WASH program.

HANWASH provides funding for engineering studies and mobilizes partners to build the infrastructure. The community takes it from there, including contributing to a thoughtfully managed 'pay for service' model to cover operating costs.

HANWASH is committed to bringing potable water and good sanitation to the entire country of Haiti.

HANWASH.org

Logos: DINEPA, Rotary District 7020, Pure Water, HANWASH, WASH, DORC FOR HAITI.

HANWASH Overview

HANWASH Haiti National Clean Water, Sanitation and Hygiene Strategy

ADOPT A WELL PROCESS

- Commune Action Plan Created Showing Need
- Communities Contacted by HANWASH and Government Leaders
- Community Elects a Management Committee
- Water Management System Training and Sanitation Education
- Well is drilled; hopefully find water
- The well is Inaugurated!

\$20,000 USD

FREQUENTLY ASKED QUESTIONS

If we go ahead now, how long will it take to get the n
Once a commitment is made, the 'name' of the com
a week or two. If a community abandons the process

Where will our well be?
The well would be in the rural areas of Cavallion - or

When would that well be in operation to start the dis
The process from start to finish is typically 4-5 month

Who would be responsible for the maintenance / upk
Every community undergoes a lengthy training pro
their own. The training process transforms the mind
responsible for the well, and then helps them create
community will pay a monthly subscription to the w
generally sufficient to manage and maintain the well

HANWASH La Stratégie Nationale pour l'Eau, l'Assainissement et l'Hygiène en Haiti

Processus de l'Adoption d'un Puits

- Création d'un Plan Communal présentant les Besoins
- Communautés Contactées par HANWASH et les Dirigeants Gouvernementaux
- Election d'un Comité de Gestion par la Communauté
- Formation au Système de Gestion des Eaux et Education à l'Assainissement
- Forage du Puits; Espérances Trouver de l'eau
- Inauguration du Puits!

20 000 \$ US

Questions Fréquemment Posées

Si nous allons de l'avant, combien de temps cela prendra-t-il pour commencer notre puits ?
Une fois que l'engagement sera pris, le nom de la communauté dans laquelle vous vous engagez
devrait être disponible dans une à deux semaines. Si une communauté abandonne la formation, votre
adoption change de communauté.

Où sera notre puits ?
Le puits sera localisé dans les zones rurales de Cavallion - l'une des 82 communes restantes sur le
plan d'action communal.

Quand le puits sera-t-il en opération afin d'attribuer l'eau à la population ?
Le processus, du début à la fin, prend généralement 4 à 5 mois - parfois, il peut prendre aussi peu que 3 mois.

Qui sera responsable de la maintenance / entretien du puits ?
Chaque communauté sur un long processus de formation ayant comme objectif d'autonomiser la communauté quant à la gestion
du puits. Cette formation permet une transformation de la mentalité de la communauté ce qui permet l'autonomie et le permit
de recueillir qu'ELLE-MÊME est responsable du puits. Ce qui, par la suite, l'aide à créer un plan d'affaires pour gérer le puits à long
terme. Chaque famille de la communauté paie un abonnement mensuel d'environ 0.25 à 0.5 par mois. Cette faible cotisation est
généralement suffisante pour assurer la pérennité du puits.

Contactez-nous dès Aujourd'hui afin d'Adopter Votre Puits à Haiti!

CONTACT:
Lindsay Cardozo - lindseycardozo@gmail.com
PDG Delina Madure - delinamadure7020@gmail.com
HANWASH.org

One Pagers

HANWASH Haiti National Clean Water, Sanitation and Hygiene Strategy

ENGINEERING CAPACITY BUILDING PROGRAM: ADDRESSING A GAP
A 2 year internship program to help recent Haitian engineering graduates with the practical and applied
skills of water & sanitation engineering typically learn from on-the-job training. Creating an opportunity
for a community of practice to grow among Haitian students in the internship program for the future.

CHALLENGES: THE COSTS

- Current costs - Water & sanitation infrastructure often stops functioning within 3 years. Repair/Replacement investment in the entire community every 2 years on equipment replacement.
- Recent graduates remain unemployed for years and take jobs that don't harness their skills and education.
- Haitian engineering companies lack resources and project backlog stability to develop young, inexperienced engineers.

OPPORTUNITY: A KEY PIECE

- The lead instructor, Mr. David Holland, has taught young engineers how to plan, design, build and maintain WASH infrastructure in Haiti since 2003. But at a rate of 1 engineer every 3-5 years.
- Mr. Holland speaks French. He recently spent a year learning French by immersion in France.
- Mr. Holland is willing to forgo his regular engineering duties and spend up to six months per year in Haiti to mentor young students this mission.
- A commitment like this from a US-based engineer with 20+ years experience, Haiti, and with Haitian and French language is a rare opportunity.
- Two other associates will contribute additional resources and program stability towards additional local capacity building over time.

TRANSFORMATIVE STRATEGIES

- Providing practical applied education by US-based professors of administrative practice & relationship to Haiti.
- Developing mentorship relationships that extend into the field of engineering practice for Haitian students.
- Annual reporting to track employment of graduates, the projects they work on, and the number of water sanitation beneficiaries in Haiti.

PROGRAM: INVEST IN PEOPLE

- Designed to simulate an engineer's first 2 years on the job. Instructors will 1) give brief introduction to each topic, 2) assign tasks as an employer would give, 3) remain available in a mentorship role. Engineers will be expected to generate work product worthy of payment by a client.
- Two Year Foundational Program - 6 months based on in-person instruction - 18 months membership and special projects.
- Curriculum: Technical skills, ethics, communication and management, business administration - Integrate private and public sector employees into the program to align the curriculum with industry needs and provide networking opportunities.
- Estimated cost set up & delivery, \$350,000 with estimated cost \$1,250/month/engineer

We are actively seeking support and encouragement in a variety of ways:

- Input in developing the inaugural curriculum - letters of support that demonstrate the need and value of this program
- Financial support for setup and execution of the inaugural program

HANWASH.org

CONTACT:
Dan Sulger
dsulgerrotary@gmail.com | (850) 797-0257

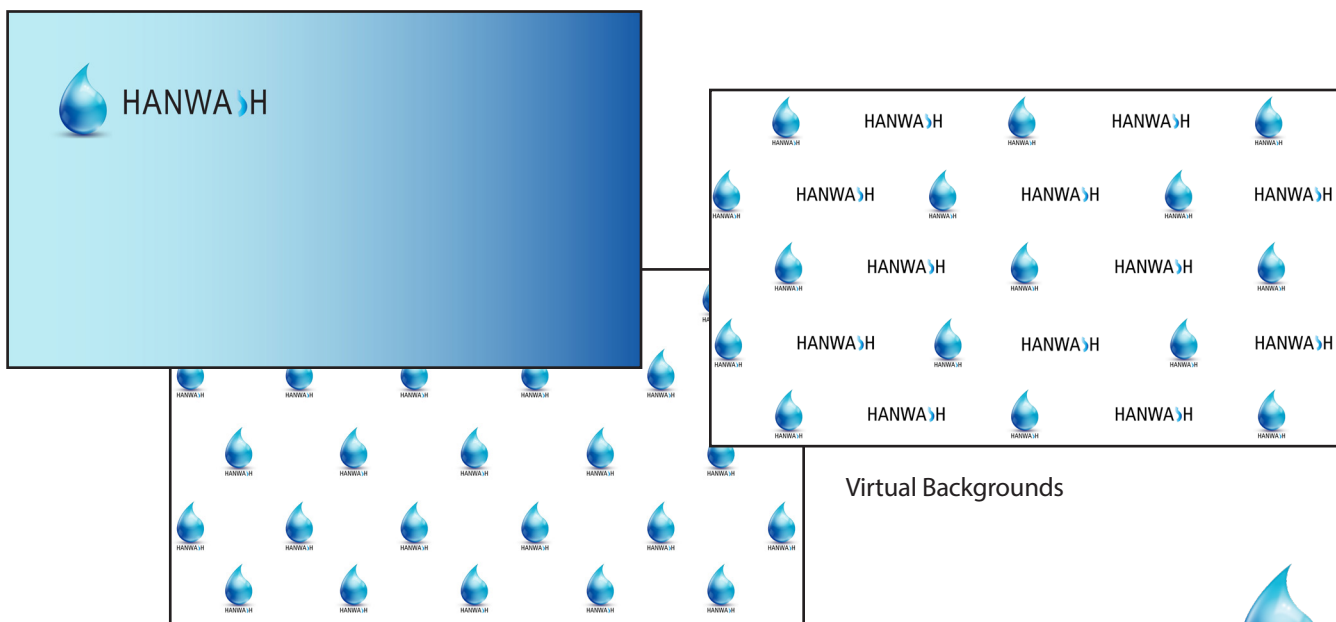
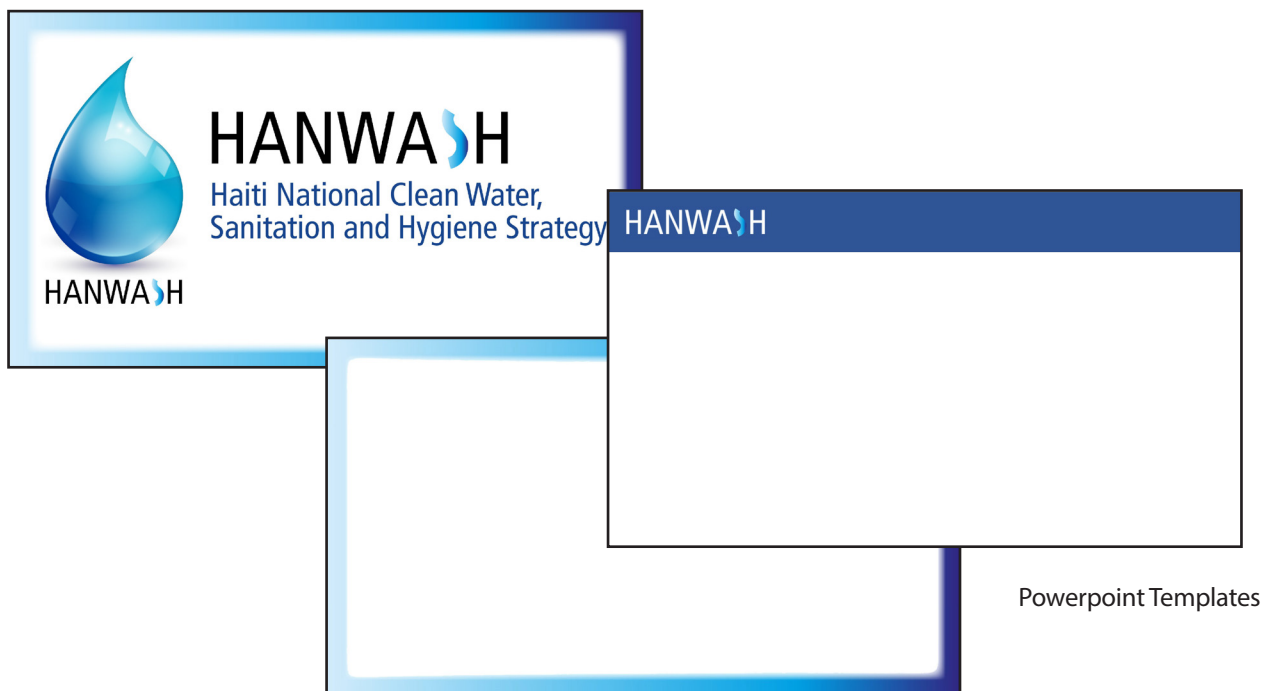
Logos: DORC FOR HAITI, northwater

VISUAL SYSTEM

A CLEAN, STRIKING AND CONSISTENT LOOK FOR HANWASH.

PRESENTATION MATERIALS

Shown here are examples of HANWASH presentation materials with consistent branding.



VISUAL SYSTEM

A CLEAN, STRIKING AND CONSISTENT LOOK FOR HANWASH.

PROMOTIONAL ITEMS

Shown here are examples of HANWASH promotional items with consistent branding. All branding guidelines on previous pages apply to promotional items. Full-color logo is preferred but one-color logo is acceptable when only one color can be imprinted.



Sticker





HANWASH

MARKETING CONTACT
