SEE YOURSELF IN WATER

BRAND STYLE GUIDE

WATER REFLECTS POSSIBILITY



See Yourself in Water invites you to look at the water industry and recognize something you may not have expected: a career. The font and design of this campaign emphasizes a sense of movement and energy. The portrait photography invokes the feeling of looking at a reflection in a full-length mirror. Together, these elements creates a sense of excitement in pursuing a career in water, and makes the job seeker feel not like an outsider looking in, but as someone who already belongs.

LOGO VARIATIONS & COLOR COMBINATIONS

1. General applicants variation

SEE YOURSELF IN WATER

RGB 71 149 255
CMYK 72 42 0 0
HEX #4795ff

2. Veteran applicants variation

SEE ★ YOURSELF ★ IN WATER

RGB 18 64 113
CMYK 100 82 30 15
HEX #124071

RGB 171 160 124
CMYK 34 31 56 2
HEX #aba07c

3. Photographic variation



H1 ELZA BLACK OBLIQUE
Primary Typeface
Adobe Fonts

JOB SECURITY

IMPRESSIVE BENEFITS

SERVICE THAT MATTERS

H2 KOMET BOLD
Secondary Typeface
Adobe Fonts

ARE YOU LOOKING FOR A CAREER WITH PURPOSE?

H3 KOMET MEDIUM
Tertiary Typeface

Management and Professional Services

P KOMET REGULAR
Body

Join a workforce that preserves, protects and delivers our most precious natural resource.

ENVIRONMENTAL WORKFORCE PORTRAIT SERIES

Environmental full-length portraits for workforce recruitment campaign. Clean, professional, and authentic —real people in their real work environments.







FRAMING

Full-length portrait with a little breathing room around the subject. Camera held slightly below eye level so the person looks grounded and confident.

LENS & FOCUS

A medium telephoto with a wide aperture. Subject sharp head to toe, background soft enough to be secondary but still recognizable.

LIGHTING

Soft natural light —overcast days are ideal. A subtle fill to open up shadows on the face. Avoid harsh sun or heavy shadows.

ENVIRONMENT

Shoot on location in the subject's actual workplace. The background should tell you something about their job —but shouldn't compete with the person.

WARDROBE

Whatever they wear to work. No styling. Work gear, uniforms, or professional attire —all authentic to the role.

POST-PROCESSING

Neutral, clean edit. Even tones across the series. Minimal retouching —keep the character lines, weathering, and real texture.

SERIES CONSISTENCY

Vary the people, roles, and backgrounds across portraits. Keep the lighting feel and crop consistent so the set works side by side.



BRAND IN USE


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PULL-UP BANNERS




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