

Corporate Communications



Partners for Water and Sanitation

Partners for Water and Sanitation works in developing countries providing unrivalled knowledge and expertise to help them supply clean water and sanitation to their population. Set up in 2002 in response to the Millennium Development Goals for Water and Sanitation, the partnership is initially focussed on Africa where the challenge is greatest. An innovative tri-sector initiative the partnership has members from the private and not-for-profit sectors and central government.

Following three years of steady progress, finding partners, making contacts with African governments, creating their method of working and completing several pilot projects the partnership felt it was time to enter a new phase and re-launch the brand to emphasise that it was now all about delivering sustainable benefits for the communities it serves. Following a competitive tender process Bang were commissioned to create a new visual identity for the partnership to signal the re-launch.

After an initial research phase it became clear that the existing reputation of the partnership was not that good-due to the long set up, there was a view amongst a number of partners that it was more of a talking shop rather than an active entity. Bang worked with the team to create a set of values, and update their mission to be more reflective of the reality of their position.

Bang created a new brand and visual identity for the partnership and created the initial publications, to position the brand. Of particular importance was the corporate brochure-a brand positioning piece and the first of its kind for the partnership.

The design concept was to create a campaign feel-the use of clear open space, stark, strong type and engaging black and white imagery creates a powerful impact, reinforcing the impression of an organisation that delivers and that is passionate about achieving its goals. The combination of metaphorical images highlighting the problem in a stimulating way, with emotive imagery of the subject matter with descriptive imagery of real people involved with projects creates an atmosphere of altruism with realism. It is not glossy, slick or salesy. It is real and important.

Responding to African water and sanitation needs by offering UK water sector expertise