

---

# 2025 Brand and Messaging Guidelines



**World Plumbing Day**  
11 March



**World Plumbing Day**  
11 March



# Logo

This is the World Plumbing Day logo going forward.  
This will not change annually.

[Download the logos](#)

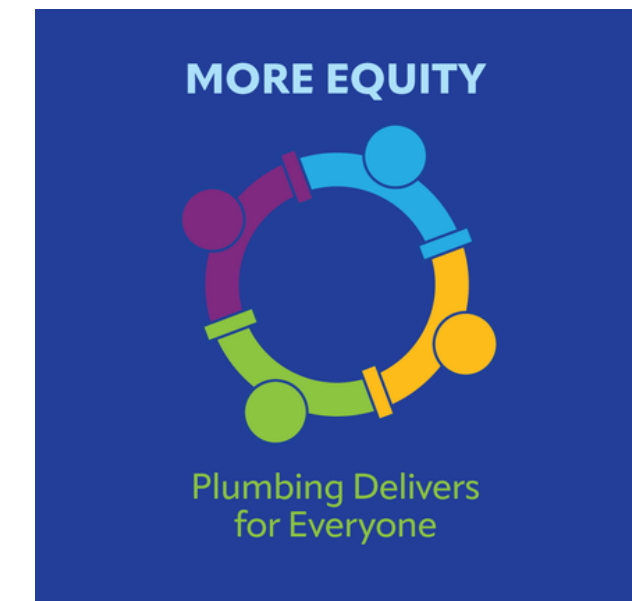
# 2025 Theme:

## Plumbing is More

The theme "Plumbing Is More" highlights the transformative role of plumbing in shaping healthier communities, sustainable environments, and economic growth.

*Unlike the logo, the theme will change every year, but always around our six communications pillars: prosperity, careers, resiliency, water, the future and equity.*

[Download these icons](#)



# Color Palette

## Primary Colors



HEX: #233E99  
CMYK: C=100 M=91 Y=0 K=0



HEX: #00AEEF  
CMYK: C=100 M=91 Y=0 K=0



HEX: #AEE2FA  
CMYK: C=29 M=0 Y=0 K=0

## Accent Colors



HEX: #7e2880  
CMYK: C=61 M=100 Y=13 K=2



HEX: #A2CA60  
CMYK: C=41 M=2 Y=81 K=0



HEX: #AEE2FA  
CMYK: C=29 M=0 Y=0 K=0

# Fonts

Header Font

Aa

Open Sans

Body Font

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()

Open Sans

---

# 2025 Key Messages



**World Plumbing Day**  
11 March

# Key Messages / Suggested Assets

**Plumbing Powers Prosperity:** Plumbing is fundamental to economic prosperity, public health and environmental sustainability in every community.

- The plumbing industry creates jobs by driving innovation in water conservation and community resiliency.
- Investment in professional plumbing infrastructure delivers measurable returns in public health outcomes, reduced water waste, and economic development.
- Plumbing innovations reduce water waste, lower utility costs, and contribute to more efficient buildings, reducing operating costs for businesses and consumers alike.
- Skilled plumbing professionals enable essential services such as healthcare, education, and commerce through reliable water supply and wastewater management.

## Local Stats + Assets

- WHO statistics on return on investment in water infrastructure
- US: Every job created in the water sector helps add another 3.68 jobs in the national economy.

## Proposed Local Interviews for Content

- Diverse voices who are plumbing contractors or engineers share their career successes
- Building code officials or city planners officers who can discuss the impact of plumbing infrastructure on local economies and real estate values.
- Healthcare facility managers who can speak to plumbing's role in patient safety and mitigating HAIs.



# Key Messages / Suggested Assets

**Plumbing Advances Water Solutions:** Plumbing leads the transformation to sustainable water management through technology, expertise, and global best practices.

- The plumbing industry designs, implements and maintains systems that conserve water, reduce energy use, and protect environmental resources.
- Global plumbing innovations, adapted to local conditions, provide solutions for water scarcity and climate resilience.
- Professional plumbing standards ensure safe integration of new technologies like greywater systems, rainwater harvesting, and smart water management.
- Continuous professional development keeps local plumbing professionals at the forefront of sustainable technology.

## Local Stats + Assets

- Global water scarcity projections from UN Water
- How different WPC members address UN Sustainable Development Goals water efficiency targets in their countries.
- Case studies of local water challenges showcasing relevant technological solutions.

## Proposed Local Interviews for Content

- Contractors or engineers who have built their business around emerging water technologies.
- Educators who run training programs to discuss the skills needed by today's plumbers.
- Manufacturers/innovators/engineers who have pioneered advanced solutions.

MORE INNOVATION



Plumbing Advances  
Water Solutions

MORE INNOVATION



Plumbing Advances  
Water Solutions



# Key Messages / Suggested Assets

**Plumbing Offers Fulfilling Careers:** The global plumbing industry offers diverse career paths that combine technical expertise with environmental stewardship and community service.

- Plumbing offers a variety of well-paying career paths, including system design, installation and maintenance, sustainability consulting, communications, and business ownership.
- Ongoing upskilling and professional development enable continuous career growth and specialization as new technologies emerge.
- It's a career that combines technical skill, problem-solving, and the opportunity to make a tangible difference in people's lives.
- The demand for skilled plumbers is rising globally, offering job security and opportunities for entrepreneurship.
- The profession attracts innovators who want to solve environmental challenges while building successful businesses.

## Local Stats + Assets

- International and local skills shortage statistics in the plumbing sector
- Professional licensing recognition across borders
- Average career progression timelines and earnings potential

## Proposed Local Interviews for Content

- Plumbers who started as plumbers or engineers and built into a related career(i.e. Dave V.; Russ C.).

MORE POSSIBILITIES



Plumbing Offers  
Fulfilling Careers

MORE POSSIBILITIES



Plumbing Offers  
Fulfilling Careers

# Key Messages / Suggested Assets

**Plumbing Protects Communities:** Plumbing creates resilient communities by providing clean water, preventing disease, and ensuring public safety while adapting to environmental challenges.

- Professional plumbing systems form a critical line of defense against waterborne diseases and public health threats.
- Properly designed and maintained plumbing infrastructure helps communities withstand and recover from natural disasters.
- Plumbers are essential emergency responders who restore vital services after disruptions.
- Resilient plumbing systems adapt to climate change impacts while maintaining public health protection.

## Local Stats + Assets

- WHO data on waterborne disease prevention
- Natural disaster impact statistics on water infrastructure
- Climate change projections affecting local water systems
- Infrastructure resilience investment data

## Proposed Local Interviews for Content

- Plumbers who helped communities rebuild after disasters.
- Engineers who design systems to mitigate the impacts of climate change.



# Key Messages / Suggested Assets

**Plumbing Enhances the Future:** The plumbing industry addresses complex challenges like water reuse, energy recovery, and carbon reduction for a cleaner, greener, healthier future.

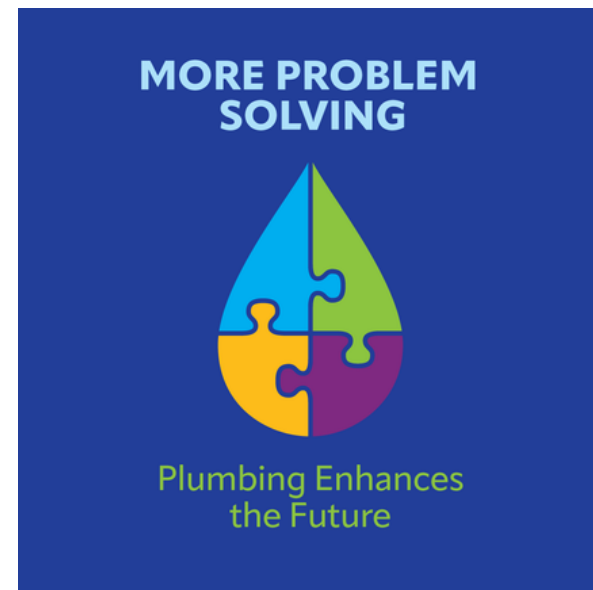
- Plumbers integrate sustainable technologies that reduce environmental impact while maintaining performance.
- Emerging technologies like smart plumbing systems offer solutions to modern challenges, from water conservation to reducing carbon footprints.
- The plumbing industry is adapting to meet the needs of future generations, from integrating renewable energy systems to improving water quality.
- The plumbing industry advances the transition to greener, more resilient urban environments.

## Local Stats + Assets

- Showcase local green building projects
- Case studies of innovative solutions to local water challenges
- Green jobs growth projections

## Proposed Local Interviews for Content

- Manufacturers/innovators/engineers who can discuss the integration of plumbing innovations in modern, energy-efficient buildings.
- Plumbers who can discuss how their careers have changed with new opportunities.



# Key Messages / Suggested Assets

**Plumbing Delivers for Everyone:** Plumbing creates healthier communities by ensuring safe water and sanitation access for all.

- Access to clean water and sanitation is a basic human right, and plumbing helps bridge the gap for underserved communities.
- Equitable access to clean water and sanitation improves public health outcomes across all demographics.
- Plumbers ensure equitable access to safe, reliable water access, vital for health, dignity, and quality of life.
- The plumbing industry provides inclusive career opportunities that support community development.

## Local Stats + Assets

- World Bank data on the economic impact of poor sanitation
- IWSH projects / other WPC member projects that support the SDG goals.

## Proposed Local Interviews for Content

- IWSH global volunteers share their success stories (some of this video exists)
- Young plumbers from emerging economies talking about their work.
- Voices who are plumbing contractors or engineers talk about water and sanitation as basic human rights

