2026 Brand Guidelines

World Plumbing Day
11 March

Logo

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

Download the logos

2026 Theme:

Plumbing Connects the World

Plumbing is a global network of skilled professionals, pipes, and standards that connect people everywhere to health, opportunity, and each other.

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 2026 Key Messages Infographic   Download 2026 Icons

CONNECTS HEALTH AND WEALTH

CONNECTS OPPORTUNITIES

CONNECTS COMMUNITIES

CONNECTS CHALLENGES TO SOLUTIONS

CONNECTS INNOVATION

CONNECTS EVERYONE

Color Palette

Primary Colors

HEX: #233E99
CMYK: C=100 M=91 Y=0 K=0
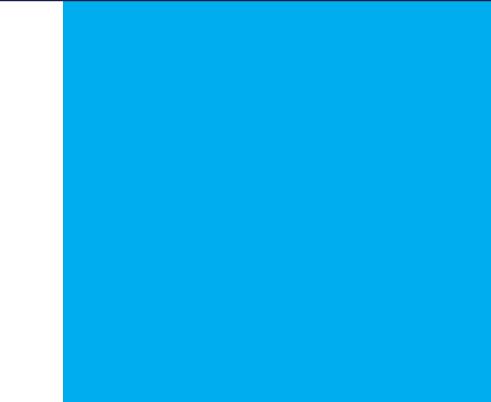
HEX: #00AEEF
CMYK: C=100 M=91 Y=0 K=0

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

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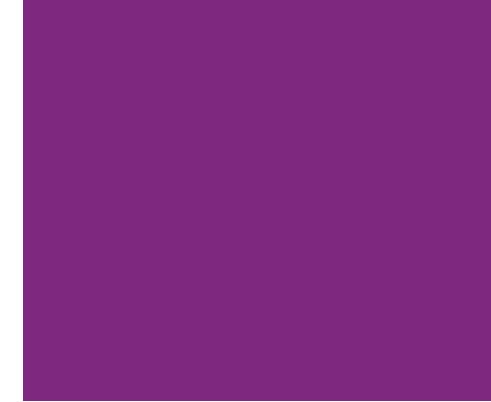
HEX: #7e2880
CMYK: C=61 M=100 Y=13 K=2

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