

BRAND GUIDELINES: Source Water Protection Collaborative

Logo Variations

Primary Logo Treatment

The dark grey logo is the default treatment and should be used whenever possible.

**SOURCE WATER
PROTECTION
COLLABORATIVE**

primary logo
treatment

Black and White Treatment

Use the all black version of the logo when printing documents in black and white. This will prevent the logo from looking washed out when colors are converted to grayscale.

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black and white treatment

Reverse Treatment

Use the all white or white with teal bars on colored or photographic backgrounds or enclose the logo.

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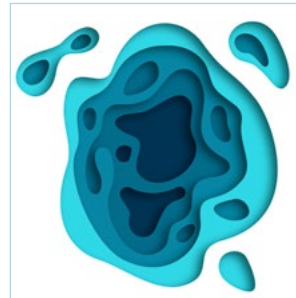
Enclosed Logo

Depending on the complexity of the background it may be appropriate to enclose the logo in any of the blues except teal or white



Water Graphics

Vector water graphics may be used in all SWPC materials but must be from the artwork pre-approved by Environmental Initiative marketing team. Examples of designs incorporating water graphics are shown below.



Logo Rules

Spacing

A space equal to the width of a "O" around the entire logo.



Do Not

Never alter the logo in the following ways:

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Color outside the brand color scheme

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Stretch or distort



Not enough contrast between background and logo



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Colors

Color plays an important role in SWPC's brand identity. All four blues should be used on collateral materials. Paragraph copy should be the darkest blue unless it's a heading or call out text.

When printing in full color coated paper stock is preferable. Uncoated stock absorbs ink which tends to darken and dull colors. CMYK colors included in these guidelines are meant for coated paper stock. Colors shown below and on subsequent pages are in RGB because this brand guidelines book will likely be viewed on-screen. RGB/Hex hues will typically look lighter on-screen compared to CMYK swatches. Always print with CMYK colors and request printed proofs whenever possible.



C: 93 **M:** 77 **Y:** 43 **K:** 36
R: 31 **G:** 55 **B:** 83
Hex: #1F3753



C: 90 **M:** 49 **Y:** 29 **K:** 6
R: 2 **G:** 110 **B:** 143
Hex: #026E8F



C: 83 **M:** 32 **Y:** 25 **K:** 1
R: 3 **G:** 138 **B:** 168
Hex: #038AA8



C: 59 **M:** 0 **Y:** 15 **K:** 0
R: 88 **G:** 199 **B:** 217
Hex: #58C7D9

Typography

When used appropriately typography is a powerful piece of the brand identity toolkit. The font family Karla is recommended for use across all collateral materials.

Karla is an open source font that can be downloaded Karla from fonts.google.com.

Karla SemiBold, Bold or Extrabold should be used for headings in both print and digital collateral. Karla Regular and Medium are the most appropriate for paragraph copy. Various font weights can also be used for special typographic treatments such as quotes or key points that are separated from the main text of the marketing collateral.

Karla Samples

Karla - Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Karla - Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Karla - Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Karla - Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Karla - Extrabold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Iconography

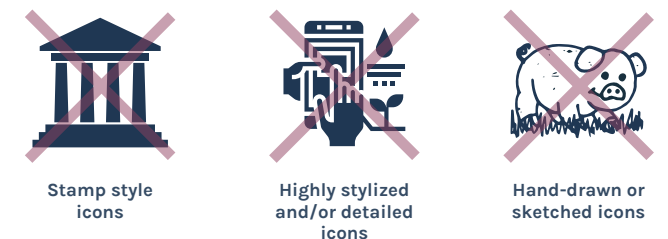
SWPC has a growing stock of iconography that can be used for presentations or documents. These icons are a modern "line" style. The line weight should always be the same and the level of detail should not exceed that of the examples shown below.

Icons may be any of the colors included in this document but should only be one color. Icons may stand alone or be encompassed in a circle with 20% tint outline of the icon color. Icons should always be aligned to the center of each other. Consult with the marketing team before using a new icon.

Brand Appropriate Icons



Icon styles that are unacceptable for SWPC



Stamp style icons

Highly stylized and/or detailed icons

Hand-drawn or sketched icons