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American Water Works Association

# Branding & Style Guide

# Intro to Guidelines

These guidelines are the official reference for all visual and written materials representing the Rocky Mountain Section of the American Water Works Association (RMSAWWA). They ensure a consistent, recognizable identity across all communications and platforms.

At the start of event planning, send all proposed graphics or deliverables to staff ([info@rmsawwa.org](mailto:info@rmsawwa.org)) before beginning any design work. Staff will create the materials or authorize you to proceed. Approval from staff is required before any materials are finalized or shared.

Always consult these standards when planning or designing materials—whether for event graphics, social media posts, presentations, or printed collateral. Following this process safeguards our brand integrity and ensures all content reflects our values and professional standards.

Please use the approved logos, fonts, and color palettes included here to keep all materials consistent, unless otherwise specified. By adhering to these guidelines, you help protect and strengthen RMSAWWA's brand while giving your projects a polished, cohesive look.

# Color Palette

## Primary Colors



#0974bb



#5f4190



#000000



#ffffff

## Tints & Shades



#093553



#05568a



#6ea8d0



#abcee4



#231247



#38266d



#7455a3



#a68ac0



#262626



#414141



#818181



#bfbfbf

# Typography

font-family: Roboto  
font-style: bold  
font-size: 64

# Heading

font-family: Roboto  
font-style: normal  
font-size: 36

## Subheading

font-family: Roboto  
font-style: normal  
font-size: 16

Body

font-family: Roboto  
font-style: mono  
font-size: 16+

Secondary

font-family: Roboto  
font-style: italic  
font-size: 16+

*Supportive*

# Logo Usage

## Primary Logo



## Secondary Logo



## Stamp



# Committee Logo

For Primary Use



Stamp or Secondary Use



Membership Committee



WCWWC Committee

*Note: These are examples. If you would like a committee logo, please reach out to [info@rmsawwa.org](mailto:info@rmsawwa.org) and staff will create it for you.*