



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) 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



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