



BRAND GRAPHICS STYLE GUIDE



Purpose of the Guide

The purpose of this style guide is to provide rules for consistent communication of **the Polk Regional Water Cooperative (PRWC)** brand. This document outlines an identity standards and applications system consisting of color palette, fonts, and logo variation guides.

The introduction of the **PRWC** logo to the public plays a significant role in their impression of the brand. Consistency is paramount to the success of the identity system. Consistent use of the logo and tagline will build brand equity and resonance. The end result will be an increased understanding of the **PRWC** brand by the public.

Color Palette

Color chips are presented in Pantone®, CMYK, RGB and hexadecimal values (web). These are all the primary colors for use with relevant **PRWC** branding.

PRWC Green



Pantone	PMS 2285
CMYK	50 / 0 / 100 / 0
RGB	141 / 198 / 63
Web	8DC63F

PRWC Aqua



Pantone	PMS 2222
CMYK	84 / 38 / 26 / 2
RGB	28 / 128 / 160
Web	1C80A0

PRWC Blue



Pantone	PMS 2392
CMYK	90 / 54 / 31 / 9
RGB	23 / 103 / 136
Web	176788

Support Fonts

Avenir Font Family

Avenir is used as the support or companion typeface due to its clean and stylized appearance, standard x-height and wide, open proportions.

Avenir Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Avenir Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Avenir Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Avenir Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Avenir Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Logo Variations

An official logo should be used on all communications, including printed pieces, visual presentations, advertising and any other materials that represent the Valerin brand.

Proper colors and use of the logos:

Full Color Logos



Reverse Logos

