



SOUTHWEST
ENVIRONMENTAL
FINANCE CENTER

BRAND GUIDELINES KIT

Southwest Environmental
Finance Center





WELCOME

This kit contains information and guidance to successfully and effectively showcase the Southwest Environmental Finance Center (SW EFC) Brand. It offers the necessary brand assets to help you create effective educational and promotional materials such as social media graphics, flyers, PowerPoints, webpages, print and digital resources, and other public-facing materials.

For use when creating any content that does not fall under EFCN or BIL branding.

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LOGOTYPE

SW EFC LOGOS

SW EFC Logo

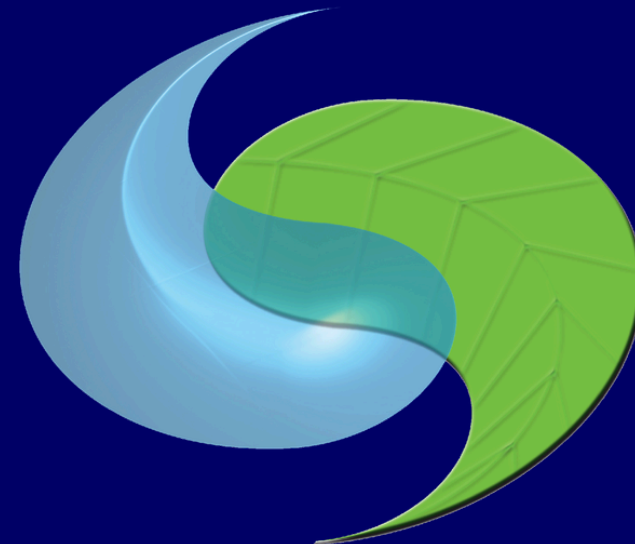
SW EFC logo with black text.
For use on white or light
backgrounds.



SOUTHWEST
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SW EFC Logo

SW EFC logo with white text.
For use on dark backgrounds.



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SW EFC LOGOS

SW EFC Icon

For use when you need a recognizable identifier where a full logo is too detailed or impractical.



SW EFC Text

Only for specific use cases.

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CO-BRANDING GUIDELINES

We use co-branded logos when both the SW EFC and another organization have ownership or partnership, like a collaborative event, presentation, or production

Before you use an organization's logo, it is your responsibility to obtain and understand the right permissions and lockup possibilities with them. Carefully follow the standards for using an organizations' logo just as you would for SW EFC.

When co-branding multiple logos:

1. Make all logos the same visual size.
2. Use logos against a contrasting background.
3. Separate logos by an appropriate distance to avoid overcrowding.
4. Use logos in a horizontal position when possible, avoid vertical stacking.

LOGO USAGE

1. All SW EFC promotional or educational materials should contain logos.
2. Logos should never be altered under any circumstances.
 - a. Don't crop the logo
 - b. Don't recolor the logo
 - c. Don't alter the logo
 - d. Don't rotate the logo
3. Logos should be placed over a light background when possible.
4. **Space** - maintain the minimum amount of clear space, equal to the width of the "C" on all sides.
5. **Size** - in digital and print applications our logo should be at least 125 pixels or 1.25" wide.

SW EFC LOGOS

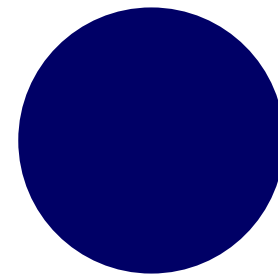
Download SW EFC Logos
[Here.](#)



BRAND COLORS

PRIMARY COLORS

Our primary color palette is comprised of a dark blue, steel blue, light blue, and white. Use these colors as the main colors in a design.

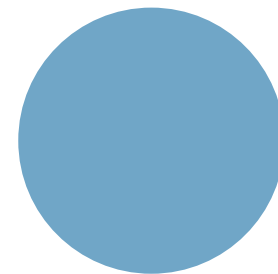


DARK BLUE

HEX: #000066

RGB: 0, 0, 102

CYMK: 100, 100, 0, 60

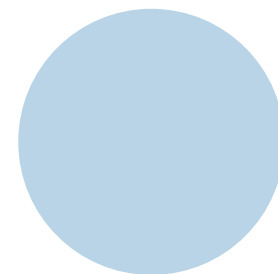


STEEL BLUE

HEX: #70a6c7

RGB: 112, 166, 199

CYMK: 44, 17, 0, 22

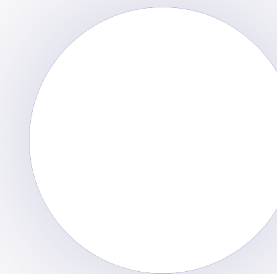


LIGHT BLUE

HEX: #b8d4e6

RGB: 184, 212, 230

CYMK: 20, 8, 0, 10



WHITE

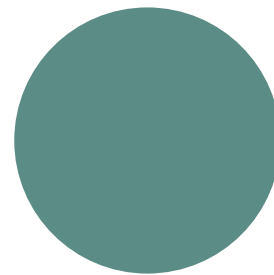
HEX: #ffffff

RGB: 255, 255, 255

CYMK: 0, 0, 0, 0

SECONDARY COLORS

Our secondary color palette is comprised of teal, dark gray, and black. Use the teal or dark gray to draw attention to an element. Use the black for body text and subtitles when appropriate.

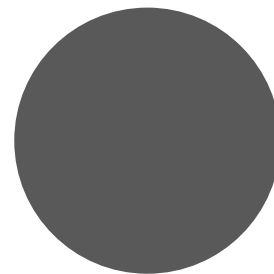


TEAL

HEX: #5b8c85

RGB: 91, 140, 133

CYMK: 35, 0, 5, 45

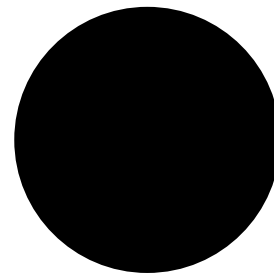


DARK GRAY

HEX: #595959

RGB: 89, 89, 89

CYMK: 0, 0, 0, 65



BLACK

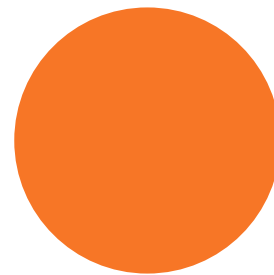
HEX: #000000

RGB: 0, 0, 0

CYMK: 0, 0, 0, 100

TERTIARY COLORS

Our tertiary color palette is comprised of a bright orange and a bright green. The tertiary colors should be used primarily as accents. Accents can include buttons, banners, shapes, and important information in headers and footers.

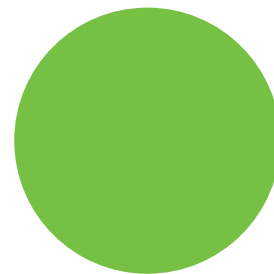


BRIGHT ORANGE

HEX: #f77626

RGB: 247, 118, 38

CYMK: 0, 52, 85, 3



BRIGHT GREEN

HEX: #76c043

RGB: 118, 192, 67

CYMK: 39, 0, 65, 25



TYPOGRAPHY

BRAND FONTS

Primary Font

Arial Bold (Headings)

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

VWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Secondary Font

Raleway (Body)

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

VWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

BRAND FONTS

Font Usage

1. Use **black** or **dark blue** text for white or light backgrounds.
 - a. **Dark blue** is preferred for **headings** and **black** is preferred for **body text**.
2. Use **white** text for dark backgrounds.
3. Use **Arial Bold** for headings
4. Use **Raleway** for body text.

Text Colors

Aa

DARK BLUE

HEX: #000066

RGB: 0, 0, 102

CYMK: 100, 100, 0, 60

Aa

BLACK

HEX: #000000

RGB: 0, 0, 0

CYMK: 0, 0, 0, 100



WHITE

HEX: #ffffff

RGB: 255, 255, 255

CYMK: 0, 0, 0, 0

TYPOGRAPHY GUIDELINES

1. Use appropriate font size and text color so text appears clean and easily legible. We aim to create materials to engage a wide range of users. This means also considering accessibility throughout the design process. Refer to Web Content Accessibility Guidelines [Here](#)
 - a. For example, white text can go over dark blue, dark gray, or black. But white text should not go over light blue.
2. Give your text enough padding by adding enough white space around all four sides of a block of text, it gives the text room to breathe and is visually pleasing and easier to read.
3. Don't use too tight of spacing between lines of text.
4. Avoid placing words that appear alone on their own line.
5. Don't increase space between the letters so that text looks disjointed.
6. Don't put text over a busy background.
7. Don't use unapproved fonts.



EXAMPLE BRANDED MATERIAL

HELP US HELP YOU!

SOUTHWEST ENVIRONMENTAL FINANCE CENTER

Who we are:

The Southwest Environmental Finance Center (SW EFC) at UNM's School of Engineering **helps communities manage water and wastewater systems sustainably**. Since 1992, we've partnered with state, local, tribal, and private organizations to improve water and wastewater systems, focusing on areas like asset management, water loss control, and environmental compliance. We work with our community partners to **build their skills and resilience**, ensuring long-term sustainability while addressing real-world environmental challenges. **Our services are always FREE!**



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*We promote self-reliance
through innovative training
and assistance focused on
actionable results.*

WHAT WE DO:



Technical
Assistance



Tools &
Resources



Educational
Videos



Trainings &
Webinars



GIS Mapping



Podcasts



Community
Outreach &
Engagement



Needs
Assessments



Blogs



INTERESTED?
GET IN TOUCH!

Email us:

swefc@unm.edu

Visit our website:

swefc.unm.edu



Our work especially serves:

- **Water, wastewater, & stormwater systems**-- we can assist you for free!
- **State regulators**--we can provide services to systems in your region!
- **Technical assistance providers**--we would love to collaborate!

SOUTHWEST ENVIRONMENTAL FINANCE CENTER



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The SW EFC **helps communities manage water and wastewater systems sustainably**. Since 1992, we've partnered with state, local, tribal, and private organizations to improve water and wastewater systems. We work with our community partners to **build their skills and resilience**, ensuring long-term sustainability while addressing real-world environmental challenges. **Our services are always FREE!**

We serve:

- **Water, wastewater, & stormwater systems**-- we can assist you for free!
- **State regulators**--we can provide services to systems in your region!
- **Technical assistance providers**-- we would love to collaborate!

Learn more at:

swefc.unm.edu



Our services include:



Technical
Assistance



Tools &
Resources



Trainings &
Webinars



GIS
Mapping



Community
Outreach &
Engagement



Needs
Assessments



Educational
Videos



Blogs &
Podcasts



INTERESTED?
GET IN TOUCH!

1 Direct request at training or other event

2 Email us:

SW EFC

General Email

swefc@unm.edu

Sami Stroud

Communications &
Outreach

sstroud1@unm.edu

3 Go to the EFCN website:

efcnetwork.org



4 Fill out EPA's Water TA Request form:





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THANK YOU

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