RAWCS
Resilient Agricultural Water Community Systems

Logo Guidelines

This booklet is designed to help maintain brand consistency across all platforms and media. Please follow these rules when using our logo to ensure our brand is represented clearly and cohesively.

Logo Overview
Our logo represents the main elements of the organization: Agriculture, Water, Community.
- Blues (water, sustainability, and life)
- Green (agriculture, growth, and environment)
- Brown/terracotta (soil and community)

Our Logo Variations

The following are the logo variations for different situations. Please only use the following logo variations.

Full Color Logomark & Logotype
Use on white or very light background.

RAWCS_fullcolor_horizontal

RAWCS_fullcolor_vertical

Full Color Logomark & White Logotype
Use when full color is available but the logo is used on dark background.

RAWCS_fullcolor_textwhite_horizontal

RAWCS_fullcolor_textwhite_vertical

One-color versions
Use when only one color has to be used.

One-Color Black

RAWCS_onecolor_black_horizontal

RAWCS_onecolor_black_vertical

One-Color White

RAWCS_onecolor_white_horizontal

RAWCS_onecolor_white_vertical

Our Logo

The brand with the Logomark (icon) + Logotype is the preferred usage for all mediums (web, print, promotional materials).

RAWCS logomark is a custom mark. Preferably, it is used in full-color, and one-color versions are available when that is not possible. The one-color versions are available if needed. The logomark and logotype "RAWCS Agricultural Water Community Systems" is only to be used with the brand logomark and never used by itself. The fonts used are based on the Montserrat and the Roboto Condensed typefaces.

Always use the logo files provided in the logo pack. Do not recreate.

The RAWCS logo (horizontal)

The horizontal logo use when the horizontal version fits the space better or vertical space isn't available. The space between the logomark and logotype is the width of the "W" in **W**ater.

The Logomark (icon) — Logotype

The RAWCS logo (vertical)

The vertical logo use where horizontal space isn't available. The space between the logomark and logotype is the width of the "W" in Water.

The Logomark (icon)

Logotype

Logo construction and clear space

For clear space around the logo, use the uppercase W in RA**W**CS as a guide.

Clear space

Clear space

Clear space

Clear space

Clear space

Clear space

Clear space

Clear space
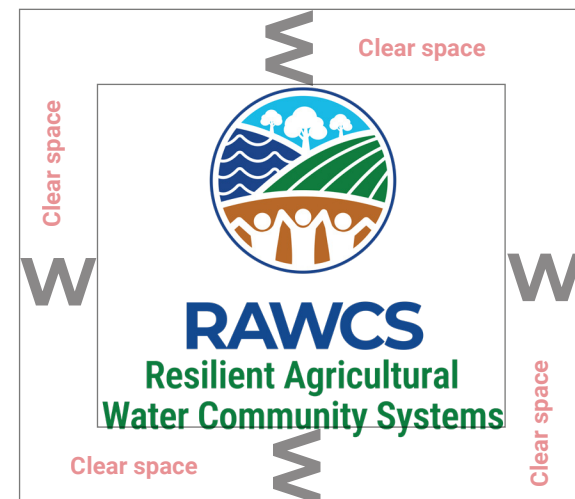
Colors & Font

Our brand uses four main colors. Green and dark blue are the primary colors and may be used as background colors when needed. light blue and brown are secondary colors, intended for accents and highlights.
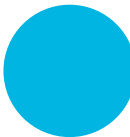
Colors

PMS	356 C
HEX	#0c7a0c
CMYK	87-27-100-15
RGB	20-123-62

PMS	7687 C
HEX	#1D4289
CMYK	100-86-16-3
RGB	28-66-137

PMS	1605 C
HEX	#A65523
CMYK	25-74-100-15
RGB	168-85-35

PMS	306 C
HEX	#00B5E2
CMYK	71-6-4-0
RGB	0-181-226

Font

Use Roboto (sans serif) font for print and for all digital use.

Roboto has many variations. Recommended for all digital use, including titles, headlines, and subtitles. See the example below.

It is available free on Google Fonts to download and install on your computer.

If Roboto is not available, use **Verdana** which is usually preinstalled and available on Windows and OS.

Thin
Thin Italic
Light
Light Italic
Normal
Italic

Medium
Medium Italic
Bold
Bold Italic
Black
Black Italic

Roboto black, bold, & bold italic 24 pt

Resilient agriculture, *river-connected* aquifers, and

Roboto Black 24pt   Roboto Black Italic 24pt   Roboto bold 24pt

Roboto Medium 14 pt

Delivering new research-based tools to communities so they can proactively participate in integrated, sustainable water management for agriculture and other uses, informed by the needs of the communities themselves.

Roboto Black 12 pt

Climate change

Roboto Regular 10 pt

Is causing reduced water supplies and greater water demands throughout the western US, putting extreme pressure on agriculture. This project creates conditions for thriving agriculture with less water. A systems approach creates Resilient Agriculture, Water, and Community Systems (RAWCS) models and decision tools.

Roboto Medium Italic 10 pt

Types of Research

Roboto Light 14 pt

Community research characterizes collaborative interactions necessary to build long-term, effective relationships between stakeholders and researchers.

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Dos & Don'ts

The RAWCS logo identifies the source or origin of any of RAWCS's products.

DO use our logo as it is meant to be used.

DO use fullcolor logo on llight background

❌ DO NOT distort the logo

❌ DO NOT use full color text on dark background.

❌ DO NOT change the transparency of the logo

DO use white text on dark background

❌ DO NOT use any of the one color logotypes with fullcolor logo-mark. Only exception is the white logotype on dark background.

❌ DO NOT use logomark or logotype by itself.

Branding

Use the logo to connect RAWCS to the everyday things around us.

Zoom backgrounds available in the Logo Kit Package

RAWCS_Zoom_bckgr_dark

RAWCS_Zoom_bckgr_circles

RAWCS_Zoom_bckgr_leaf

RAWCS_Zoom_bckgr_blue

About the Project

Water Resources Research Institute at NMSU initiated this project to transcend water scarcity. We endeavor to solve issues related to water use in river-connected areas, and engage communities in research and outreach. We gratefully acknowledge all of our project partners and funders.

National Institute of Food and Agriculture
U.S. DEPARTMENT OF AGRICULTURE

For questions about the RAWCS logo please contact us at mmedia@nmsu.edu, 575-646-2748 or visit our website at RAWCS.nmsu.edu