

SWCA

SWCA LOGO GUIDELINES

Quick reference guide

July 2025

INTRODUCTION

THE SWCA LOGO USAGE AND OVERVIEW

The SWCA logo is a core element of our brand identity. It serves as both a recognizable “face” that distinguishes SWCA from other organizations and a “signature” that communicates ownership and authorship of our work.

Using the logo consistently and thoughtfully reinforces a positive, professional image of our company. It’s essential to maintain the integrity of the logo in all applications.

Modern tools make it easy to add the logo to any digital or print piece—but they also make it easy to distort, misuse, or misrepresent it. The guidelines outlined here provide a foundation for appropriate, intentional use of the SWCA logo across a variety of media. You may encounter situations that fall outside these specific rules. When in doubt, please reach out to our team for support or clarification. Approved logos are found on **SWCA.com** in the **SWCA Logo Files.zip** folder. If you need additional file formats please reach out to us:

Bethany Smith

Director of Communications and Creative Services

bethany.smith@swca.com

or,

Michelle Weigman

Creative Services Manager

mweigman@swca.com

RECOMMENDED USAGE

SWCA ENVIRONMENTAL CONSULTANTS - PRIMARY LOGO

For most applications, use the primary SWCA Environmental Consultants logo as designed. The descriptive line is an important part of the logo.

Use the specified SWCA blue and black version whenever possible. Use a black logo on a white field when it's not possible to reproduce the blue accurately (see the color specifications). If the logo must be reversed (the logo must be used on a dark or black background) use a white logo. SWCA blue may be used if the background provides enough contrast.



CLEAR SPACE

Ensure the area surrounding the logo receives adequate open space. The minimum distance between the SWCA logo and anything adjacent to it, on any side, is equal to half the height of the entire logo.



MINIMUM SIZE

The minimum recommended size of the SWCA logo is one inch wide. In most applications, use a logo size that is appropriate for its role and intended media.

Sponsorship Use: When a logo is needed for a conference sponsorship and will be displayed on a website the PNG file format is widely used to display high-quality digital images. For print purposes, use the CMYK .eps file.

LOGO "DON'TS"



Do not change the logo colors.



Do not distort, stretch or alter in any way.



Do not place the logo at an angle. The only exception is at a 90 degree angle.



Do not place the logo on busy backgrounds or patterns.



Do not outline the logo.



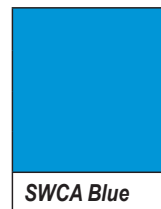
Do not re-create or rebuild the logo using a similar font - use approved original logo artwork.

COLOR

Use CMYK for print, RGB for digital/web and Pantone for specialty color matching.

Print - Preferred 2-Color Usage

- **Spot color blue:** Pantone Coated 2925 CVC
- **Pantone Uncoated:** 2925 CVU
- **SWCA Blue CMYK:** C: 87% M: 23% Y: 0% K: 0%
- **Black:** Pantone Process Black CV for “Environmental Consultants” text and supporting text.



CMYK 87, 23, 0, 0
RGB 0, 150, 215
HEX 0096d7
PMS 2925

Black Only Reproduction

The SWCA logo may be reproduced in solid black on a white or lighter background when it's not possible to reproduce the blue accurately.

Digital / Web

- **RGB blue:** R 0 G 150 B 215
- **HEX:** 0096d7

TWO COLOR LOGO



BLACK ONLY



Reversed Logo Colors

In situations where the logo must be reversed on a dark or black background use a white logo. SWCA blue may be used for entire logo if the background provides enough contrast.

