The AZ Water Association logo is a critical component of identity. This logo serves as the umbrella that identifies the core products, as well as the add-on products of AZ Water Association. This two-page guide is for you and your vendors to use when producing collateral, materials, and electronic presentations that incorporate the AZ Water Association logo.

Logo Style Guide-At A Glance

**Full-Color**
Designated AZ Water Association logo colors against a high contrast background. (Note: A white background is always preferred.)

**Without Tagline or AWWA and WEF Logos**
Can appear without the tagline “Professionals Dedicated To Arizona’s Water” or AWWA and WEF Logo. (Note: The area of isolation must be maintained.) Can only be used in areas with limited space.

**Greyscale**
Designated AZ Water Association logo colors against a high contrast background. (Note: A white background is always preferred.)

**Black**
Can only appear in black against a high contrast background. (Note: A white background is always preferred.)

**Reversed**
Can appear in white against a dark color background or photograph. (Notes: Photo must be in high contrast to the logo and must not interfere with the logo. The area of isolation must be maintained).
The AZ Water Association is provided in three (3) file formats to suit commonly requested applications.

**High Resolution / Production Quality (.eps files)**
Use for high quality, commercial printing of collateral, advertising, and signage, and as source files for graphic design vendors.

**Medium Resolution (.tif files)**
Use for in-house laser and inkjet printing of collateral, newsletters, faxes, and forms.

**Low Resolution (.jpg files)**
Use for digital production of web pages and electronic (PowerPoint) presentations.

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**Logo Colors**

- Pantone 534 C
  
  C:100 M:80 Y:30 K:5
  
  R:46 G:64 B:107

- Pantone 542 C
  
  C:62 M:22 Y:0 K:3
  
  R:102 G:153 B:194

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Do not reproduce the logo against a low contrast background.

Do not stretch or skew the proportions of the logo.

Do not alter the scale or relative position of any of the logo elements.

Do not add additional graphic elements to any part of the logo. This includes shadows, outlines, swishes, highlights, etc.

Do not alter the color or color scheme of the logo.