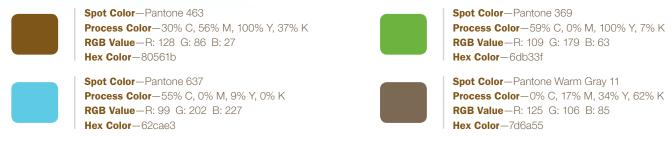


BRAND COLORS

Only the following brand colors should be used in SWCS marketing and communication pieces. The colors represent the vibrancy, passion, professionalism, and the conservation advocacy of the organization and are the cornerstone of the SWCS brand look and feel. Only the following color palettes should be used and no other colors substitutions for colors should be made under any circumstance.

Primary Palette: The following colors represent the colors that are primarily used for the SWCS illustrative landscape, tagline, headline treatments, body copy, and supporting bars/graphics found throughout supporting web and marketing material.



Secondary Color Palette: The following colors represent the colors that are to be used less often than the primary palette. These colors should be used as accents, background gradients and on supporting graphic elements when utilized.

