



Healthy Land  
Clean Water  
For Life

## TYPOGRAPHY

To uphold the SWCS brand, it is important to maintain consistency in typography—the style, arrangement and overall appearance of the text.

### Main Headers

Color: Pantone 463  
Font: Optima LT Std, Black  
Alternative Fonts: Helvetica, Arial, Bold  
Recommended Font Size: 18pt

## Welcome to the New SWCS Career Center

### Body Copy

Color: Pantone Warm Gray 11  
Font: Helvetica Neue (T1), Roman  
Alternative Fonts: Helvetica, Arial, Regular  
Recommended Font Size: 11pt

The Soil and Water Conservation Society (SWCS) hosts an annual conference, and numerous regional and special-topic conferences throughout the year.

### Subheads

Color: Pantone 369  
Font: Optima LT Std, Bold  
Alternative Fonts: Helvetica, Arial, Semibold  
Recommended Font Size: 13pt

### SWCS Network:

Connect with other professionals in conservation.

### Bullet Points

Bullet Color: Pantone 369  
Font Color: Pantone Warm Gray 11  
Font: Helvetica Neue (T1), Roman  
Alternative Fonts: Helvetica, Arial, Regular  
Recommended Font Size: 11pt

- Improve the practice of conservation by fostering the development of state-of-the-art conservation practices and systems.
- Improve conservation policy by bringing science and professional judgment to bear in shaping local, state, provincial, and federal policy.