

ON-SITE WASTEWATER ACCREDITATION PROGRAM GRAPHIC STANDARDS

COLORS



PMS 548



CMYK
C = 100
M = 24
Y = 0
K = 64



RGB
R = 0
G = 19.4
B = 27.6



PMS 5835



CMYK
C = 0
M = 2
Y = 67
K = 40



RGB
R = 60.8
G = 51.8
B = 26.6

FONTS

Flux — Regular

Bold

Italic

Bold Italic

Bullet — Regular

Regular Script

small caps

small caps alt

small caps script

Speed Caps

CORRECT LOGO USAGE

Below are examples of the NPCA OWAP logo in its various forms.

When using the logo, always:

- keep the image proportionate
- use the approved NPCA/OWAP colors shown at left
- Never eliminate “On-Site Wastewater Accredited”

See incorrect usage examples on page 2

Two-color PMS —



NPCA

ON-SITE WASTEWATER
ACCREDITED

Two-color RGB —



NPCA

ON-SITE WASTEWATER
ACCREDITED

Black and White —



NPCA

ON-SITE WASTEWATER
ACCREDITED

Reverse —



NPCA

ON-SITE WASTEWATER
ACCREDITED

GRAPHIC STANDARDS

INCORRECT LOGO USAGE

Below are examples of the NPCA logo used INCORRECTLY.

Never box —



Never separate logo from logo type —



Never change the position of the diamond —



Avoid placing on a busy background —



Avoid placing a two-color logo on a dark background —



Logos for member use

When using the logos to indicate NPCA On-site Wastewater Accreditation, members must display the logo smaller than their own company's logo and name. Further, members who are licensed to use the NPCA logo must use the logo only in the forms provided.

Getting the logos

NPCA/OWAP logos are available at www.precast.org

- Select "Members Only"
- Type User Name and Password and follow download instructions

EPS files are best for banners, signage, embroidering and placing in advertisements.

JPEG files are best for Web sites, presentations and including in correspondence.

For more information

If you have questions or need alternative logo formats, contact: Christopher Whited
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