MUSKEGON RIVER WATERSHED ASSEMBLY

Style Guide
Color & Typography

Color Guide

Our color palette anchors the MRWA brand.

Primary colors:
Blue and sand drive our visual identity and should dominate every design.

Color hierarchy:
Each color's size reflects its importance—use blue and sand first, supporting colors sparingly.

Blue

#1E3A8A

Sand

#F4EFE9

Teal

#22A3A8

Green

#2E7D5B

Black

#1E3A8A

Light Grey

#1E3A8A

Yellow

#1E3A8A

Typography

Support healthy ecosystems and thriving communities

The Muskegon River Watershed Assembly is committed to protecting the Muskegon River, the land it drains, and the life it sustains. Through education, science, and conservation, we're preserving this vital watershed for future generations.

The MRWA fonts and typography must be used consistently.

Poppins is a free-to-use Google font and can be downloaded here.

SUB-HEADLINES — POPPINS BOLD

Headlines — Poppins Bold

Paragraph — Poppins Regular