

National Water Availability Assessment Style Guide for Presentations and Web Content

Purpose

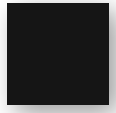
This style guide defines fonts, colors, images, and templates for USGS presentations and web content on the National Water Availability Assessment. For guidance on official USGS publications, visit the [USGS Visual Identity System](#) page on @theCore (VPN required). Most elements of this style guide are available in the [style_guide](#) folder. Icons are available in the [icon_set](#) folder.

Fonts

Arial Black	Use: Titles Size for slides: 60 pt for main title slide, 44 pt for key finding slide, 28 pt for secondary slide Size for posters: 80 pt if title is below USGS header, 70 pt if title is in line with USGS header (<i>Note: the latter option does not conform to USGS Visual Identity</i>)
Arial Bold	Use: Headings, subtitles, important words and phrases Size for slides: 28 pt Size for posters: same as surrounding text (use for emphasis)
Arial Regular	Use: Body of text Size for slides: 24 pt for main text, 18 pt for notes Size for posters: 44 pt for authors, 48 pt for main messages, 32 pt for supporting text (including methods and QR code text)

Colors

General Color Palette

	Hex: #00264C Uses: USGS header, titles and headers on light background		Hex: #9DC6D7 Uses: accents, illustrations, decorative visual components
	Hex: #386785 Uses: accents, illustrations, decorative visual components		Hex: #FEFAF6 Uses: accents, illustrations, text on dark background
	Hex: #151515 Uses: text on light background		

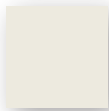
Water Limitation



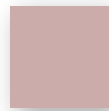
Hex: #3A4250
Limitation level: very low or none



Hex: #82909E
Limitation level: low



Hex: #EDEADF
Limitation level: moderate



Hex: #CCACAB
Limitation level: high



Hex: #925A6B
Limitation level: severe

Climate Impact Driver (CID) Categories



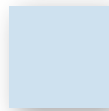
Hex: #C38A6D
CID category: aridity and drought



Hex: #53697A
CID category: wet conditions



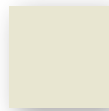
Hex: #A38582
CID category: temperature



Hex: #CEE1EF
CID category: snow and ice



Hex: #BFD FDF
CID category: coastal



Hex: #E8E6D1
CID category: wind



Hex: #9EAECE
CID category: other

Icons

Water availability icons with transparent background: [transparent background](#)

Water availability icons with white background: [white background](#)

Regional icons: [regional](#)

Water quantity and quality:



Groundwater



Surface water



Precipitation



Snow



Streamflow



Water

Water use:



Evapo-
transpiration



Irrigation



Public supply



Recreation



Thermo-
electric power



Fish
consumption

Ecosystems:



Moose



Kilifish



Shiner



Sucker

Climate Impact Driver (CID) categories:



Aridity and
drought



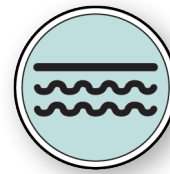
Wet



Temperature



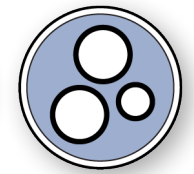
Snow and ice



Coastal



Wind



Other

Regions (examples):



Aggregated
High Plains



Central High
Plains



Aggregated
Southeast



Atlantic Coast



Aggregated
Western



California-
Nevada

QR Code



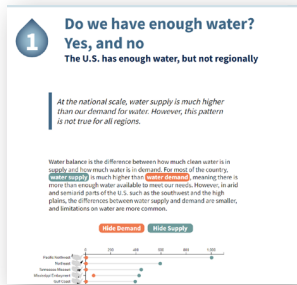
Site: Drupal landing page for all National Water Availability Assessment products

URL: <https://www.usgs.gov/iwaas>

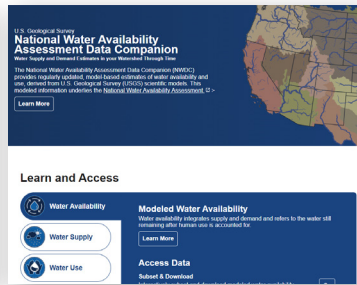
Black: [QR_IWAAs-drupal-webpage.png](#)

Cream: [QR_IWAAs-drupal-webpage_cream.png](#)

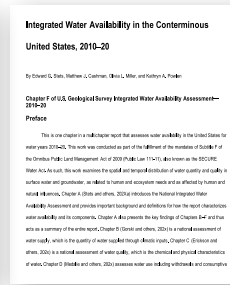
Product and Visualization Thumbnails



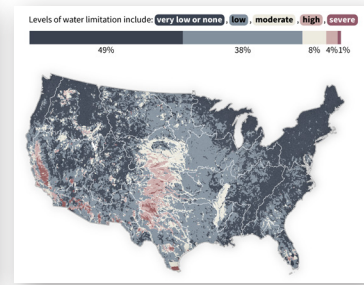
Vizlab Website
[data-viz-site.png](#)



Data Companion
[nwdc.png](#)

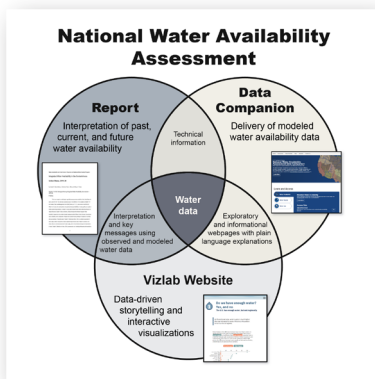


Report
[report.pdf](#)



Water Limitation Map
[national-water-limitation-map.png](#)

Conceptual Diagrams

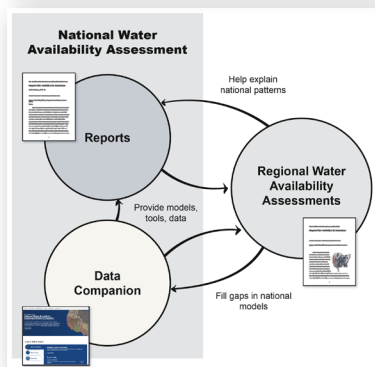


Title: Product Venn Diagram

Use: Explain the unique roles of and overlap between the two major products of the National Water Availability Assessment (the Report and Data Companion) and the complementary Vizlab Website.

Files (png):

- [White background](#)
- [Transparent background](#)



Title: Product Interdependencies

Use: Explain how the two parts of the National Water Availability Assessment (the Report and Data Companion) and the Regional Water Availability Assessments support each other

Files (png):

- [White background](#)
- [Transparent background](#)

USGS Visual Identifier

Folder of identifiers: [USGS Vis ID](#)

For web: PNG (see [USGS Visual Identity System](#) for usage of logo without motto)

For print: PDF



Cream (transparent background)



Dark blue



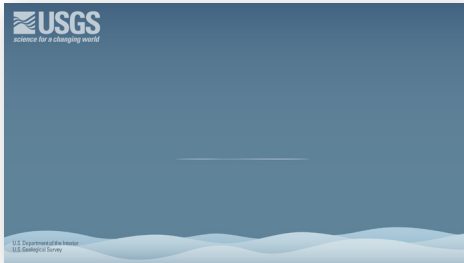
Medium blue

Slide Template and Deck

Template: [slide-template.potx](#)

Slide deck: [key-findings_slide-deck.pptx](#)

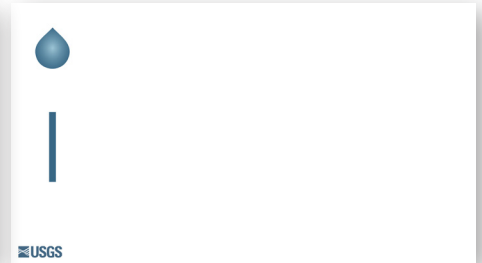
Slide backgrounds:



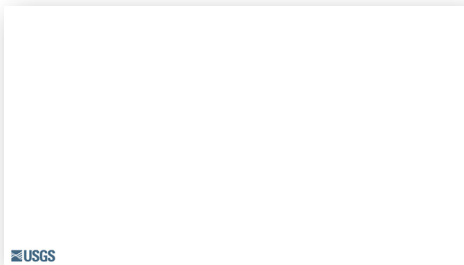
Title: [1_title.png](#)



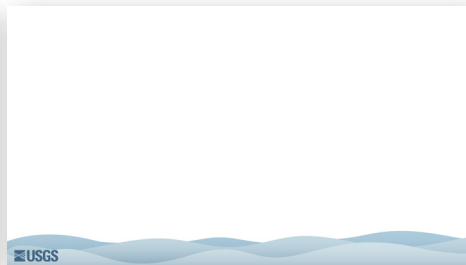
Section header: [2_section.png](#)



Key finding: [3_key-finding.png](#)

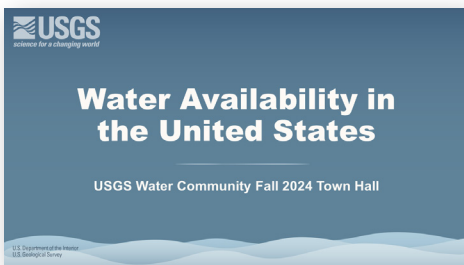


Other content: [4_blank.png](#)

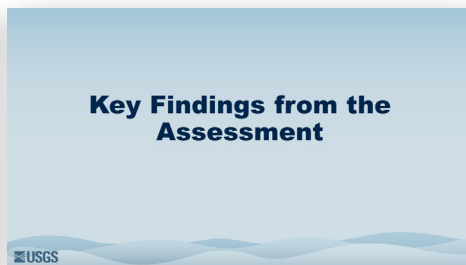


Standalone slide: [5_standalone.png](#)

Example slides:



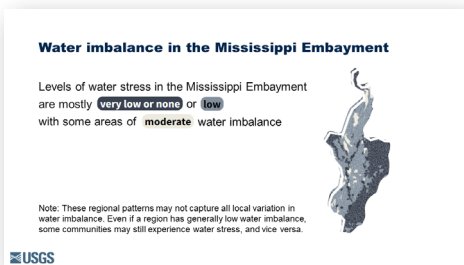
Title



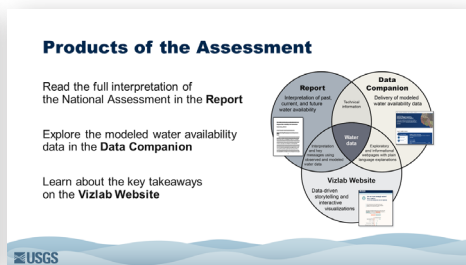
Section header



Key finding



Other content



Standalone slide in another presentation

Poster Templates

Specifications: landscape orientation, 48" x 36"

Full-size templates and example slides: [IWAAs-poster_landscape.pptx](#)

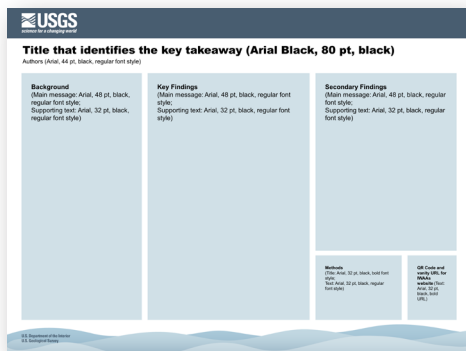
Backgrounds:



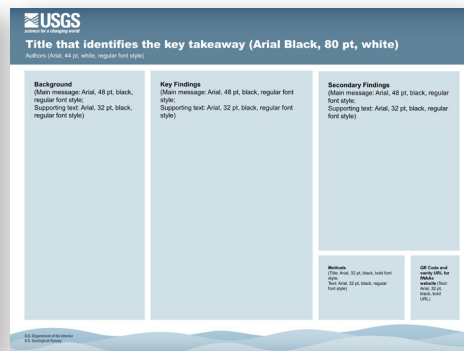
Option 1: [poster_background_1.png](#)

Option 2: [poster_background_2.png](#)

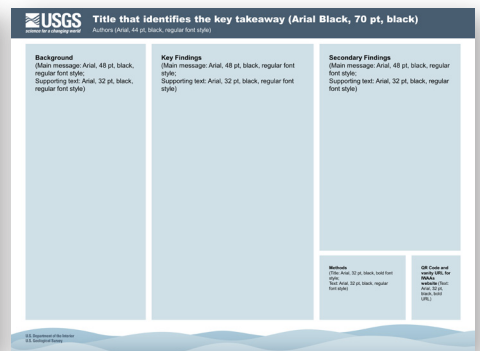
Templates:



Template 1

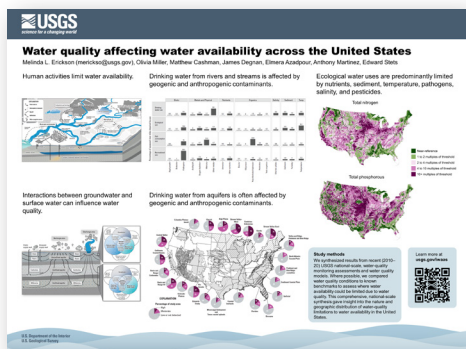


Template 2

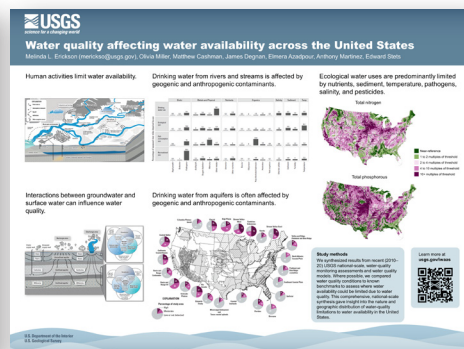


Template 3 (*not VisID compliant)

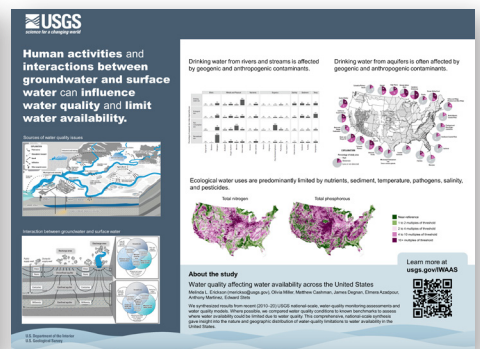
Examples:



Example 1



Example 2



Example 3 ("better poster" layout)