



Water Conservation Campaign

Gwen Gavino



CHANGE THE CYCLE, JOIN THE CYCLE, SAVE THE CYCLE

This campaign will be a call to action, encouraging the target audience, NMSU students, to take part in water conservation techniques and to incorporate them into their live. creating feelings of importance, unity, and positivity with the slogan of the campaign being “Change the cycle, Join the Cycle, Save the cycle.” The campaign will encourage the audience to break old habits that are negatively effecting the water cycle and teach them things they can do to help with water conservation, as well as make them feel like their actions are making a difference and that they are joining others in taking a step in the right direction.

Logo Variations



Chnage

Join

Save

THE
Cycle

THE
Cycle

Chnage

Join

Save

THE
Cycle

Assets



Water Splash
"C"



Wave "y"



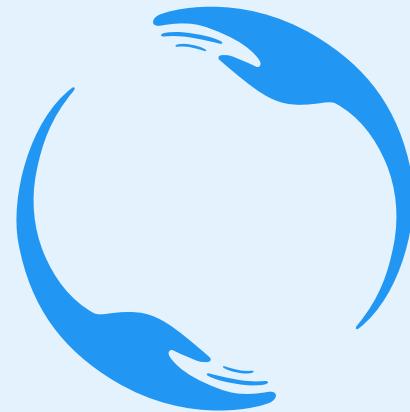
"l" with water
drops



Water drops



Waves



Cycling arms

Raindrop Pattern



Wave Pattern



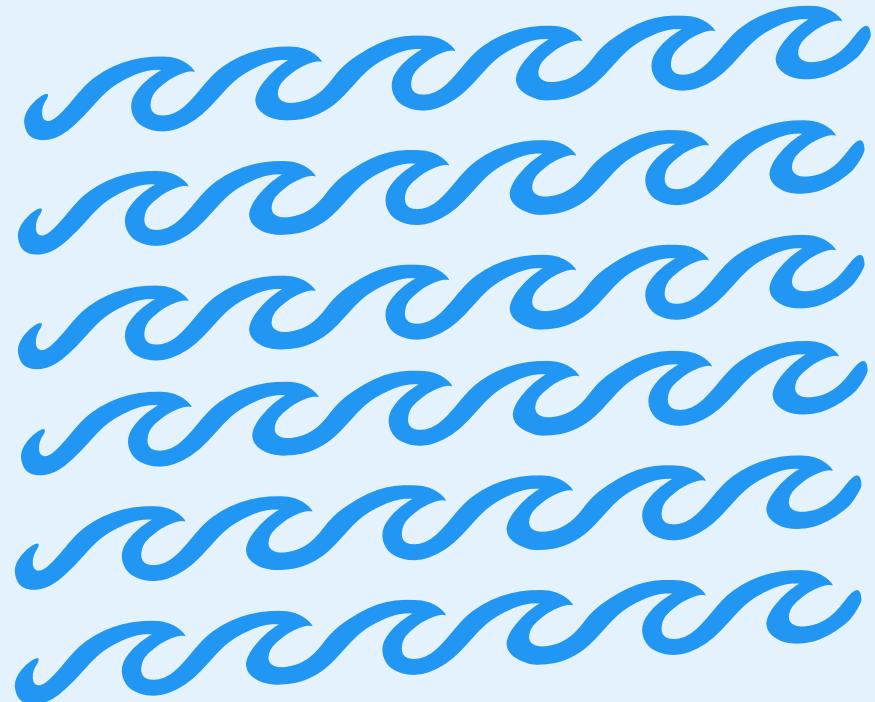
Begining Wave



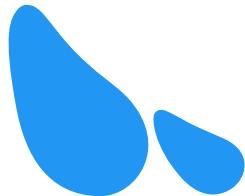
Middle Wave



Ending Wave



Color Pattern



Cycle blue
#2196F3



Glacier blue
#EF42FD



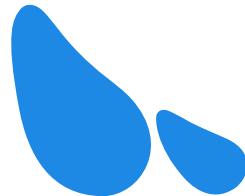
Rain blue
#BBDEFA



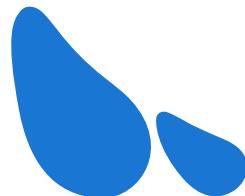
Puddle blue
#90CAF9



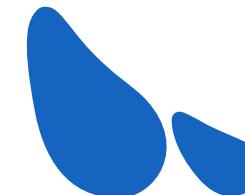
River blue
#42A5F6



Lake blue
#1D89E5



Ocean blue
#1976D3



Storm blue
#1564C0



Deep blue
#0E47A2

Typeface

Comfortaa

Bold

SemiBold

Medium

Regular

Aa Aa Aa

Aa Aa Aa

Aa Aa Aa

Aa Aa Aa

AaAaAaAa



THE *cycle*

CHANGE THE CYCLE, JOIN THE CYCLE,
SAVE THE CYCLE

We live in a closed
system so the water we
get is the water we got

NMSU is devoted
to helping improve our water system
and preserving our environment. By
doing just a few simple things, you
can too!

Learn how you can make a difference by scanning the QR code
or visiting the link below!

<https://safety.nmsu.edu/environmental/swmp.html>



The logo features the word "THE" in a small, blue, sans-serif font at the top, followed by "Cycle" in a large, blue, cursive script font. The logo is set against a white circular background with a blue outline, and is surrounded by stylized blue wavy lines representing water or a cycle.

THE
cycle

NMSU Storm Water Management Program

A graphic of three white water droplets of varying sizes is positioned on the right side of the slide, partially overlapping the blue background.

change the cycle, join the cycle,
save the cycle



THE *cycle*

change the cycle, join the cycle, save the cycle

We live in a closed system so the water we get is the water we got

Surface water is the easiest portion that the public can interact with

Stormwater is a form of man-made pollution that impacts the environment both on and off campus

Some of the most recognizable pollution sources on land include:

- oil releases
- household waste chemicals
- pet waste
- floatables

By making a few small changes, you can help the water cycle and join NMSU in preserving our environment!

Learn more!





Mock-ups





Thank you!