



Brand Guidelines

September 2024

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This brand guide is designed to help employees, contractors, program/community partners, designers, communicators, and others preserve consistent messaging and visual identity for the Washington State Department of Commerce's FundHubWA program.

This document includes usage guidelines for the logo, color palette, and typography as well as direction on brand personality and tone. These standards should serve as the basis for creating materials that represent FundHubWA for internal and external communications.

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Brand Overview

FundHubWA is a program administered by the Washington State Department of Commerce that connects Washingtonians with state and federal funding opportunities that benefit the economy and the climate.



Relationship to Washington State Department of Commerce

While FundHubWA is independent from the Washington State Department of Commerce, it is appropriate in some cases to note FundHubWA's relationship with the Department of Commerce to establish credibility. For example, in ad copy, feel free to include a statement such as "FundHubWA is administered by the Washington State Department of Commerce" where possible. It is not necessary to co-brand FundHubWA materials with the Department of Commerce logo.



Relationship to Washington's Climate Commitment Act

FundHubWA is supported with funding from Washington's Climate Commitment Act (CCA). The CCA logo should be included in materials where there is room. If not possible, a descriptor should be included such as "FundHubWA is funded by Washington's Climate Commitment Act."

Messaging

Mission

Help all people and organizations in Washington access state and federal funding opportunities for decarbonization, energy efficiency, environmental justice, resiliency, natural resource protection, and related programs and investments.

Vision

To accelerate Washington's progress towards achieving its climate, clean energy, equity, and natural resource goals through investments in clean and affordable energy, job creation, and infrastructure.



Promise

FundHubWA connects Washingtonians to funding that brings climate and economic benefits.

Brand Personality

The attributes below should be expressed in all communications for FundHubWA, including advertising, social media content, presentations, collateral, etc.

We are:

- **Optimistic**, but not naïve
- **Empowering**, but not pushy
- **Friendly**, but not casual
- **Motivated**, but not hasty

Audiences



Individuals



Businesses



Education



Local
Government



Nonprofits



Public
Agencies



Tribes



Utilities

FundHubWA helps these audiences find funding for the following categories:

- Agriculture
- Buildings & Infrastructure
- Energy Efficiency
- Energy Infrastructure
- Environmental Justice
- Forestry & Land Management
- Hazard Mitigation & Emergency Management
- Manufacturing
- Renewable Energy
- Residential
- Resilience
- Rural
- Transportation
- Waste & Organics Management
- Water & Natural Resources
- Workforce Development

Logo

It is essential that the FundHubWA logo is present on all branded materials and assets, both print and digital.

The logo must not be modified in any way.



Reversed and Single-color logos

Use these logos sparingly, only when the primary logo cannot be used. The reversed logo can be used when it must be printed or displayed on a dark background. The single-color logo must only be used in print instances where 4-color printing (CMYK) is not possible.



Clear space & minimum sizing

The logo must always be protected by sufficient clear space, separated from other graphic elements and text. Proper clear space can be measured by rotating the height of the H around the logo.

To ensure legibility, the logo should never be reproduced smaller than 1/2 inch or 36 pixels wide.



1/2" minimum

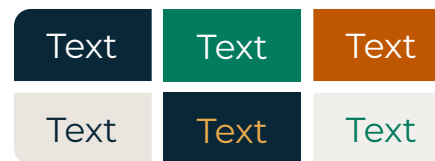
Color Palette

CYMK: 94-74-52-58 RGB: 10-39-56 HEX: #0a2738 USE: Text and backgrounds	CYMK: 87-29-72-14 RGB: 2-123-95 HEX: #027b5f USE: Text and backgrounds	CYMK: 6-36-83-0 RGB: 237-170-73 HEX: #edaa49 USE: Accents	CYMK: 11-65-100-1 RGB: 218-115-32 HEX: #da7320 USE: Accents	CYMK: 19-76-100-8 RGB: 191-86-0 HEX: #bf5600 USE: Call-outs
		CYMK: 72-8-62-0 RGB: 69-173-133 HEX: #45ad85 USE: Accents	CYMK: 4-4-5-0 RGB: 241-239-236 HEX: #f1efec USE: Backgrounds	CYMK: 7-7-10-0 RGB: 234-229-223 HEX: #eae5df USE: Backgrounds

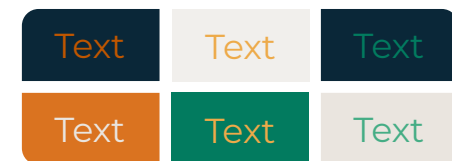
Text & background pairings

To ensure legibility, text must have sufficient contrast with its background. The following examples are potential color combinations to use and avoid.

YES



NO



Typography

Montserrat is the approved typeface for use in FundHubWA materials. It is available through [Google Fonts](#). For internal documents where Montserrat may not be available, the typeface Century Gothic is preferred.

H1

**This is a
headline.**

Font

Montserrat Bold

Case

Sentence or Title Case

H2

This is an H2 header.

Font

Montserrat Semibold

Case

Sentence

BODY

This is body copy.

Font

Montserrat Regular

Case

Sentence

BUTTON

This is button text

Font

Montserrat Semi-Bold

Case

Sentence or Title Case

Photography

We must deliver an authentic and equitable representation of all people and areas of Washington state. This includes showing diversity in ethnicity, age, gender, body type and ability, and considering a breadth of locations from urban to rural.

The imagery must showcase the audiences and projects that FundHubWA supports. Include candid moments of people achieving their climate and clean energy related goals. [See page 5](#) for guidance.

Use color photos. Avoid dimly lit photos or people with forced expressions and staging.

These photos are for example only and cannot be used without permission.



Example Materials

Social Graphics

Get funding for your project
AND
Help the climate

FUND HUB WA FundHub.WA.gov

This social graphic features a dark blue background with white and yellow text. The text reads "Get funding for your project AND Help the climate". The word "AND" is in a large, bold, yellow font. At the bottom, there is the FundHubWA logo and a green button with the text "FundHub.WA.gov".

FUND HUB WA

This social graphic consists of two photographs. The top photo shows a woman in a green shirt looking at a car. The bottom photo shows a man in a yellow safety vest and orange hard hat looking at a tree in a forest. The FundHubWA logo is at the bottom.

Website

Find funding now

I am

looking for funding in

Show my opportunities Show all funding options ↗

FUND HUB WA

The website search interface has a green background. It features a search bar with the text "Find funding now". Below it are two dropdown menus: "I am any applicant type" and "looking for funding in any category". At the bottom, there are two buttons: "Show my opportunities" and "Show all funding options" with an external link icon. The FundHubWA logo is in the bottom right corner.

Fact Sheet

FUND HUB WA

Your gateway to grants and incentives

FundHubWA connects you to climate and clean energy funding opportunities to help improve your home, business, or community.

Find funding now at FundHub.WA.gov

Funding to shape the future

Initiatives like the Inflation Reduction Act, Bipartisan Infrastructure Law, and Climate Commitment Act are making new funds available to make our state cleaner, healthier, and more resilient. FundHubWA compiles these opportunities in one searchable tool to help you find state and federal funding through grants, tax incentives, rebates, and more.

FundHubWA provides:

- Searchable database of funding opportunities for individuals, public agencies, nonprofit, and businesses.
- Links to applications and resources to help you apply for grants, rebates, and other incentives.
- Email signups to keep you in the loop about upcoming opportunities that are right for you.

FundHubWA includes funding opportunities for:

- Individuals
- Businesses
- Education
- Local Government
- Nonprofits
- Public Agencies
- Tribes
- Utilities

Made possible by the Climate Commitment Act

FUNDED BY WASHINGTON'S CLIMATE COMMITMENT ACT

The Washington State Legislature approved the creation of FundHubWA in 2024. FundHubWA is administered by the Washington State Department of Commerce and is supported with funding from Washington's Climate Commitment Act. The CCA supports Washington's climate action efforts by putting cap-and-invest dollars to work reducing climate pollution, creating jobs, and improving public health. Information about the CCA is available at climate.wa.gov.

This fact sheet has a light beige background. It features the FundHubWA logo at the top left. The text describes the platform as a gateway to grants and incentives, highlighting its role in connecting users to funding opportunities. It lists the types of funding opportunities available and the categories of users who can benefit. The bottom section mentions that the platform is made possible by the Climate Commitment Act and includes a small logo for the act.