Contra Costa Water District’s Brand Standards Manual is a set of guidelines for the colors; photography and graphic elements; logo specs; fonts and messaging that comprise our brand and are to be used across the agency. They’re the glue that holds our brand together and help to create and protect the CCWD brand identity.

Building Trust and Recognition
Across our agency, employees frequently tackle design questions when it comes to presentations, reports, and much more. Each time we arrive at a different solution, it creates a fractured experience for our customers. A consistent visual identity will build trust and help customers clearly recognize CCWD messages and services.

Brand Standards at a Glance
This manual will help you understand our brand. First we introduce our mission, vision and goals as well as discuss the voice of CCWD. From there we discuss the proper way to interact with our customers and the service standards that are always to be adhered to. We then go over the history of our logo which is followed by detailed explanations of how the logo is constructed. Each section following gives detailed instructions as how to build standardized collateral for CCWD or provide a starting point to follow when handling any part of the CCWD brand.

This Guide is for You
This document will help employees and consultants who create print or digital materials for CCWD. Efforts were made to make this guide as accessible as possible. Apply the elements as appropriate to your project. Some elements require special expertise. If you need assistance applying these standards, please contact the Public Affairs Department.
This manual, and any relevant logos, should be made available to contractors doing work for CCWD.
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OUR MISSION

The mission of the Contra Costa Water District is to strategically provide a reliable supply of high quality water at the lowest cost possible, in an environmentally responsible manner.

CCWD GOALS

- Promote safety and health in our workplace and business practices.
- Manage water resources to ensure a sustainable supply and to protect water quality.
- Deliver superior customer service as a foundational priority.
- Protect customer financial interests through ongoing stewardship of District resources.
- Invest in assets, technology and efficiencies to cost-effectively provide reliable service.
- Pursue organizational excellence through diversity, inclusivity, leadership and professionalism.
- Foster partnerships through leadership and collaboration at the regional, state and national level.
- Practice environmental stewardship by protecting natural resources and minimizing environmental impacts.
These words represent how we want to be perceived. Use them and their essence when communicating with customers:

• Reliable
• Community focused
• Trustworthy
• Efficient
• Innovative
• Quality
• Friendly
• Safe
• Clean
• Professional

We’ve created this Brand Standards Manual to unify our brand and deliver clear and consistent messages across departments. Contra Costa Water District employees should communicate in a way that is simple, straightforward, and friendly.

We consider our voice to be:

• Sincere
• Conversational
• Knowledgeable
• Authentic
• Accessible to all

Communication can, and should, be easy to read and easy to write. We strive to respect our customers’ time with communication that is clear and to the point. Whenever possible, avoid jargon and acronyms. In every communication, build credibility by providing accurate information that is relevant to the recipient.
NAME USAGE

Our name is Contra Costa Water District. Always use the full name of our organization on first reference. Abbreviated versions, CCWD or District, may only be used in subsequent references. Do not use both abbreviated versions in the same document.

Include the full name of departments, divisions and facilities on the first reference in all formal correspondence. After the first reference, you may use the appropriate term, such as division, department or abbreviated name.

CONTRA COSTA WATER DISTRICT BOARD OF DIRECTORS

The Contra Costa Water District Board of Directors is an elected group of community members who serve overlapping four-year terms. Each member represents a specific geographic region, referred to as Divisions 1 through 5.

The first reference of this collective group is to be written as the Contra Costa Water District Board of Directors. Abbreviated versions, Board or Board of Directors, may only be used in subsequent references. Do not use both abbreviated versions in the same document.

When referencing more than one Board member without position titles, list names in alphabetical order according to their last name. When using Board members names and titles, list names in proper hierarchy: president, vice president, and then the remaining three directors in alphabetical order.

When referring to a single Board member, state the position on the Board (president, vice president, or director) followed by the full name.
COMMUNICATING WITH CUSTOMERS

INTRODUCTION
Service Standards are used to deliver exceptional customer service to both internal and external customers. Employees should continue to search for better ways to serve customers, make them feel welcome and understood, and provide assistance. All departments should deliver the same excellence in service by demonstrating CARE to all customers.

CARE

COMMUNICATION
- Be courteous and respectful, use “indoor voices”
- Keep tone positive, simple, friendly and informal
- Stay calm and professional
- Use positive words when able; for example “here’s an option we can try” vs. “we can’t do that”
- Use clear, common language and terms, not CCWD-specific jargon
- Clearly communicate processes, policies and actions to be taken; explain how policies apply, don’t just quote them

ACCOUNTABILITY
- Be truthful and honest
- Be educated on topics you discuss with customers to ensure you provide accurate information
- If you don’t know the answer, commit to follow up and set realistic response time expectations
- Repeat information or requests back to customers to confirm understanding and accuracy; take notes when possible
- Avoid being defensive or placing blame on others; focus on problem solving and positive actions to take going forward

RESPONSIVENESS
- Listen attentively, provide your undivided attention
- Be helpful and have a “can do” attitude and try to anticipate the customer’s needs and questions without interrupting them
- Aim to exceed expectations, over deliver
- Follow-through on promises to provide assistance and information
- Whenever possible, offer choices to the customer
- Customers should receive consistent information, regardless of the CCWD source
- Ask what you can do to improve service

EMPATHY
- Be friendly and sincere
- Each customer is important, treat them that way
- Let the customer know you understand their concerns, or ask for clarification and additional information to help you understand
- Acknowledge customers’ feelings, “I’m sorry you’re experiencing this, let me see how I can help you”
- Never make derogatory comments about personnel, CCWD, customers or vendors; it’s unacceptable
FROM GREETING TO GOODBYE GUIDELINES

GENERAL FOUR-STEP GREETING
- Provide a cheerful greeting – “good morning” or “good afternoon.” Remember, that the tone is more important than the actual words spoken.
- Identify CCWD, the department, or function – Contra Costa Water District, Customer Service
- Identify yourself – provide your first name (or name and title)
  - Presents customer with a “genuine” person
  - Helpful when multiple conversations are necessary
  - Provides implied measure of personal accountability
  - Offer to assist – “How can I help you?” or “What can I do for you this morning?”

FACE-TO-FACE
- All customers will be greeted with a smile.
- Make and maintain eye contact throughout the interaction.
- Use the customer’s name, if known, or seek to learn the customer’s name and commit it to memory for use during the interaction.
- Always invite the customer to sit, but do not instruct them to do so. (“Would you like to sit?” vs. “Have a seat over there.”)
- When appropriate, offer to speak in a private location, such as an office or empty conference room, to respect the customer’s privacy when discussing their account information.
- Avoid talking up or down to customers. If they prefer to stand, you should stand; if they are sitting, you should sit.
- Generally speaking, conversations in the reception area will be conducted using soft, calming tones.
- While customers are present, any personal conversations with co-workers or via telephone shall be discontinued immediately.
- If reception or the front-line employee is occupied with a call or assisting someone else, any incoming customer will be acknowledged with a greeting, eye contact, a smile, and promise of upcoming service such as “I’ll (or someone will) be right with you.”

PHONE
- Smile while speaking on the phone; it will come through in your tone to the customer.
- Speak at a pace that is slow enough to be understood, but not so slow that it becomes an annoyance.
- If the caller is speaking too softly, politely ask them to speak louder; if the caller is too loud or there is too much background noise, use tact to request clarity.
- Ask permission before placing a customer on speaker phone and identify any additional parties.
- Ask before placing a customer on hold, even for a brief time; if they would prefer not to hold, ask if they would like for you to call them back.
- Never answer the phone or conduct a conversation with food or drink in your mouth.
- Do not cough, sneeze, etc. into the phone. If necessary, ask to excuse yourself, turn your head away from the phone, and then proceed.

TRANSFERRING CALLS
- Provide the customer with the department (and name, if possible) you are going to transfer them to.
- Offer to provide the direct number of the person you are transferring them to in case they get disconnected or would like to call them back directly.
- When applicable, tell customer if the requested person or department is unavailable and offer options to leave a voicemail, call back later, take a message, or further assist the customer on your own.
- When necessary, follow-up any transferred calls with an email providing additional information.
- Try to minimize the number of times a customer is transferred.
- If you are unsure who the customer should be directed to, take down their contact information and commit to prompt follow-up.
CUSTOMER HANDLING CONTINUED

TAking Messages
• Upon customer request, all employees should be willing to deliver a message to another employee on behalf of the customer.
• All messages must be clearly written and delivered promptly in writing or via email.
• Messages should include, when applicable:
  □ Message receiver’s name
  □ Customer information (name, account number, contact information, etc.)
  □ Detailed message
  □ Date and time of message
  □ Expected response time

VOicemail Messages
• Identify CCWD, your department, and yourself.
• If you will not be responding to messages within one business day, your voicemail should be changed to reflect when a caller can expect to receive a returned call.
• Reduce the length of time a caller must wait by avoiding voicemail greeting phrases already known by the caller such as, “I’m unable to take your call right now” and “leave a message after the tone.”

EEmail
• All email will be proofread by the sender for spelling, grammar and syntax errors prior to sending; spellcheck does not catch all errors, proofreading is still necessary.
• When corresponding by email (first of string) to customers, always begin with the person’s name; if no name was given use a generic greeting such as, “good morning” or “good afternoon.”
• All external email (first of string) will include the name and contact information (phone number and any other applicable information) of the person sending it, typed manually or via an automated signature.
• The response to an email sent by a customer should indicate appreciation of the receipt, “thanks for writing” or “thank you for contacting CCWD,” as well as an invitation to write back or call for more information.

GeNeral Goodbyes
• At the conclusion of conversation, reiterate any take-aways, such as actions you will take, information you will provide, requests you can fulfill, and any information or requests you cannot provide or fulfill.
• When appropriate, provide an expectation of timing.
• Wrap up with saying “thank you, I hope you enjoy the rest of your day,” or “is there anything else I can assist you with today,” etc.
BRAND ELEMENTS
The logo created for the Contra Costa Water District was designed in 1988 to reflect both a proud tradition and CCWD’s ability to meet challenges with technology and commitment.

The establishment of objectives for the logo and the eventual approval of the concept were handled by the Board of Directors and a special communications committee representing CCWD’s employees.

The symbolism inherent in the logo can be interpreted in a number of ways. The slanted lines in the upper portion symbolize energy and commitment. The horizontal lines symbolize order and solution. The green at the top represents land and/or concern for the environment. The blue of the lower portion represents water, CCWD’s “product,” but also purity.

The upper portion clearly is a mountain, representing the Sierra source of CCWD’s water and the stylized profile of Mt. Diablo, representing Contra Costa County.

The rhythm or energy of the logo deliberately suggests an ongoing or progressive attitude. And, because the design is solid and enclosed, it lends itself to a wide variety of applications. In this standards manual, you will see how the logo is to be used in common applications. Please take time to examine the applications now, and keep the manual in a convenient place for your use when you are working with the logo.
PREFERRED LOGO

The Contra Costa Water District logo represents the history of CCWD as well as its mission, goals, and values. The full-color logo version is to be used primarily and whenever possible. It is important to always maintain the integrity of the CCWD logo by keeping its elements intact and following all the standard logo and clear space requirements. If space prohibits the use of the Horizontal format, a Vertical format may be used.

Click here for the Logo Library
LOGO LOCK UP CONFIGURATIONS

SECONDARY LOGOS

When the use of the Preferred Horizontal logo is not possible, the logo may be used in its Vertical format. In circumstances where using the full-color logo—Horizontal or Vertical—is not an option, there are 1-Color, Black or White logo options approved for use.

For digital communications, web and mobile, only use of the Preferred logo is approved.

The only approved use of the Abbreviated logo is on hard hats and traffic cones. All other use must be approved in writing by the Public Affairs Department.

Click here for the Logo Library
LOGO LOCK UP CONFIGURATIONS

SAFE AREA
Clear space is the area surrounding the logo that is free of any graphics, partner identities or typography. This space ensures the logo is protected from distracting graphics or typography surrounding it.
The minimum clear space on all four sides of the CCWD logo is equal to the width and height of the “C” in the logotype CONTRA. Where possible, we recommend expanding the clear space to two “C”s or more.

MINIMUM SIZE
The CCWD logo reproduces well at a minimum of 1.5” width. Reducing it to smaller than that will compromise the logo’s integrity, effectiveness and legibility.
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MINIMUM SIZE
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MINIMUM SIZE
The CCWD logo reproduces well at a minimum of 1” width. Reducing it to smaller than that will compromise the logo’s integrity, effectiveness and legibility.
### DO’S AND DON’TS

The CCWD logo is timeless and the face of CCWD, therefore it should be used properly at all times. When placing the logo on a colored background or photo, make sure there is sufficient contrast for the logo to be clearly legible. The logo should never appear on a background that interferes with its visibility. Please do not alter, add to or redesign the logo in any way. To prevent mistakes, please only use files provided to you. Do not try to recreate the logo.

Shown here are some common mistakes to avoid when using the CCWD logo. This list is not exhaustive.

Always begin with ensuring the most current logo version is being used. Do not use an older version of the logo. The old logo does not have correct (enough) clear space between the mark and logotype. **SEE PG.17 FOR CORRECT CLEAR SPACE.**

### LOGO LOCK UP CONFIGURATIONS

<table>
<thead>
<tr>
<th>DO</th>
<th>DON’T</th>
<th>DON’T</th>
<th>DON’T</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="logo1.png" alt="Logo" /></td>
<td><img src="logo2.png" alt="Logo" /></td>
<td><img src="logo3.png" alt="Logo" /></td>
<td><img src="logo4.png" alt="Logo" /></td>
</tr>
<tr>
<td>Do not squash or otherwise distort the logo. Do not stretch or otherwise distort the logo.</td>
<td>Do not add a heavy drop shadow to the logo. If contrast between logo and background is needed, a light &amp; tight drop shadow may be used. No more than 20% transparency.</td>
<td>Do not remove the logotype from the mark.</td>
<td>Do not change the relationship of the logo elements.</td>
</tr>
<tr>
<td><img src="logo5.png" alt="Logo" /></td>
<td><img src="logo6.png" alt="Logo" /></td>
<td><img src="logo7.png" alt="Logo" /></td>
<td><img src="logo8.png" alt="Logo" /></td>
</tr>
<tr>
<td>Do not change the color, use off-brand colors or modify the tint of the logo.</td>
<td>Do not place the full-color logo on a color background. Always use the White logo on a color background. A light &amp; tight drop shadow may be used (see rule above).</td>
<td>Do not remove the logotype from the mark.</td>
<td>Do not change the relationship of the logo elements.</td>
</tr>
<tr>
<td><img src="logo9.png" alt="Logo" /></td>
<td><img src="logo10.png" alt="Logo" /></td>
<td><img src="logo11.png" alt="Logo" /></td>
<td><img src="logo12.png" alt="Logo" /></td>
</tr>
<tr>
<td>Do not place the full-color logo against a busy background of photo. Always place White logo in a clear area. A light &amp; tight drop shadow may be used (see rule above).</td>
<td>Do not place the logo against a pattern or busy background.</td>
<td>Do not squash or otherwise distort the logo. Do not stretch or otherwise distort the logo.</td>
<td>Do not add a heavy drop shadow to the logo. If contrast between logo and background is needed, a light &amp; tight drop shadow may be used. No more than 20% transparency.</td>
</tr>
</tbody>
</table>
LOGO LOCK UP WITH DEPARTMENT TITLE

PREFERRED HORIZONTAL/DEPARTMENT TITLE

CONTRA COSTA WATER DISTRICT
CANAL PATROL

PREFERRED LOGO & DEPARTMENT TITLE

The Contra Costa Water District Preferred Horizontal logo should always be used when pairing a department name with the logo.

TYPESETTING

- POSITION: Flush left, aligned with flush left logotype
- COLOR: CCWD Blue
- FONT: Cooper Hewitt Book, same height as logotype, 0pt Tracking, Uppercase
- SPACING: Using the “C” from the logotype that is sized to the intended final display size, measure 1x C from the bottom of the logotype

CONTRA COSTA WATER DISTRICT
PUBLIC AFFAIRS DEPARTMENT
COLOR PALETTE

LOGO COLORS

CCWD GREEN
CMYK: 81 / 7 / 83 / 0
RGB: 16 / 168 / 99
HEX: 10A863
PMS: 355 C / 355 U

CCWD BLUE
CMYK: 88 / 54 / 0 / 0
RGB: 14 / 112 / 184
HEX: 0E70B8
PMS: 293 C / 293 U
COLOR PALETTE

PRIMARY & SECONDARY BRAND COLORS

Great care should be taken when selecting a color palette for any CCWD job. CCWD Blue and CCWD Green being the main colors of the brand should always take priority in a selection. When communicating anything relating to the core brand, or when using core CCWD templates, use of the Primary colors should be priority. The Secondary colors should only be used as accents and in cases where a visual distinction/separation is needed. Secondary colors are often best used in conjunction with the Primary colors. Sky Blue pairs best with CCWD Blue, while Lime Green pairs best with CCWD Green. Sunflower Yellow may be paired with CCWD Green as well as Lime Green and should be used sparingly. The 80% & 40% Blacks are best used for body copy or divider lines.

PRIMARY COLORS

**CCWD BLUE**
CMYK: 88 / 54 / 0 / 0
RGB: 14 / 112 / 184
HEX: 0E70B8
PMS: 293 C / 293 U

**CCWD GREEN**
CMYK: 81 / 7 / 83 / 0
RGB: 16 / 168 / 99
HEX: 10A863
PMS: 355 C / 355 U

SECONDARY COLORS

**SKY BLUE**
CMYK: 33 / 1 / 7 / 0
RGB: 167 / 218 / 232
HEX: A7DAE8
PMS: 291 C / 290 U

**LIME GREEN**
CMYK: 36 / 0 / 88 / 0
RGB: 174 / 210 / 78
HEX: AED24E
PMS: 367 C / 381 U

**SUNFLOWER YELLOW**
CMYK: 0 / 10 / 100 / 5
RGB: 246 / 210 / 0
HEX: FFDC00
PMS: 7405 C / Yellow 012 U

**40% BLACK**
CMYK: 0 / 0 / 0 / 40
RGB: 153 / 153 / 153
HEX: 999999
PMS: Cool Gray 6C / 7538 U

**80% BLACK**
CMYK: 0 / 0 / 0 / 80
RGB: 51 / 51 / 51
HEX: 333333
PMS: 425 C / 419 U
TYPOGRAPHY

APPROVED TYPEFACES

PRIMARY APPROVED TYPEFACES

The following fonts should be used in all CCWD collateral, across all media.

Cooper Hewitt was selected because it’s a contemporary sans serif, with characters composed of modified-geometric curves and arches, which complements CCWD’s brand.

Cooper Hewitt Semibold should be used for all headlines. Cooper Hewitt Light should be used for all subheads. Headlines and subheads should use optical kerning with tracking set to 0.

All body copy should be set in Source Sans Pro Regular.

Other weights in the Cooper Hewitt and Source Sans Pro font families may be used sparingly and in cases when a different weight is required to convey a message or feeling.

Cooper Hewitt is available for free online at https://www.cooperhewitt.org/open-source-at-cooper-hewitt/coal-hewitt-the-typeface-by-chester-jenkins/

Source Sans Pro is available for free online at https://fonts.google.com/specimen/Source+Sans+Pro

PLEASE NOTE: The Windows-compatible version of the Cooper Hewitt typeface may not have Cooper Hewitt Light available. In these instances, the use of Cooper Hewitt is an acceptable alternative to use where Cooper Hewitt Light is referenced in this Brand Standards Manual.

ALTERNATIVE TYPEFACES

In the case you cannot download Cooper Hewitt and/or Source Sans Pro, Arial is the approved alternative typeface. Arial comes preloaded on all MS Word applications. Arial may also be used as an alternative typeface for web applications when the primary typefaces cannot be used.
GRAPHIC ELEMENTS

FLAT DESIGN

CCWD utilizes flat design when illustrations or icons are used for the brand. If you need assistance with flat design, contact the Public Affairs Department.

45° SLICE

CCWD utilizes a 45° slice graphic element for use of laying text over a photo or design. The 45° angle mimics that of CCWD Logo mark. The height and corner of the page placement will change depending on the design.

SLANTED THIRDS

The Slanted Thirds is a dynamic design that represents CCWD’s commitment for progress and improvement of service to their community. The angles are flexible and are used to tie in design elements from the logo mark, creating unison and framing of designs. The Slanted Thirds must always be placed on the bottom or right side of the page grid and the intersection of each angle must always meet at the one-third marker. The design may be reversed from the example pictured here, so the smaller angle is on the right-hand side; the same rule applies when the design is used on the right side of the page grid.

Only CCWD brand colors are approved for use and may be adjusted for the overall design as long as they are 2 complementary colors as shown throughout this Brand Standards Manual.

The height of the Slanted Thirds may change depending on the design. This element should not be used next to any other busy design work.
IMAGE GUIDELINES AND USAGE

CCWD image guidelines suggest using slightly saturated images. Images of people should invoke a candid feeling.

Based upon the design an image is used for, the image frame can have a 45° angle, which slants toward either the bottom or top. And to be 45° angle may be placed on either the top or bottom left or right side of the picture frame depending on the design. Images throughout these brand standards should be used as a guideline.
Outdoor Adventures Await at

LOS VAQUEROS RESERVOIR
Fishing | Boating | Hiking | Naturalist-led Activities | Interpretive Center

www.ccwater.com/activities
Los Vaqueros Interpretive Center

SUB-BRANDS

CONTRA COSTA WATER DISTRICT — BRAND STANDARDS MANUAL
CCWD LOGO USAGE WITH SUB-BRANDS

SPECIFICATIONS

When using the CCWD logo in conjunction with a Sub-Brand, the CCWD logo should be a White or 1-color logo. Placement of the CCWD logo should be on one of the corners of the page and should be sized smaller than the Sub-Brand logo.

LOSE YOUR LAWN, GET A GARDEN!

Get up to $1,000 in rebates!

- Replace Lawn with Water-Wise Landscaping
- Rebate is $1.00 per sq. ft. replaced
- Pre-approval is required

For Program Eligibility and Information Call: (925) 688-8320
or Visit: ccwater.com/LawnToGarden

Get up to $1,000 in rebates!
LOSE YOUR LAWN, GET A GARDEN!
BRAND
EXECUTION

CONTRA COSTA WATER DISTRICT — BRAND STANDARDS MANUAL
BUSINESS CARDS

SPECIFICATIONS

US BUSINESS CARD: 3.5” x 2”
MARGIN: .125” on all sides

TYPESETTING

FRONT
• NAME: Cooper Hewitt Semibold 14pt, 0pt Tracking, Uppercase, CCWD Blue
• POSITION: Cooper Hewitt Light 8pt, 0pt Tracking, Uppercase, 80% Black (UNLESS NOTED OTHERWISE)
• CONTACT INFORMATION: Source Sans Regular 8pt/12pt, -10pt Tracking, all copy flush right
• ADDRESSES: Source Sans Regular 8pt/12pt, -10pt Tracking, White, all copy flush right
• ICONS: .125” round

BACK
• LOGO: Height .75”, .5” from top, horizontally centered, White
• WEB ADDRESS: Cooper Hewitt Heavy 8pt, 170pt Tracking, Uppercase, White, .25” from bottom
• BACKGROUND: CCWD Blue

PLEASE NOTE: The Windows-compatible version of the Cooper Hewitt typeface may not have Cooper Hewitt Light available. In these instances, the use of Cooper Hewitt is an acceptable alternative to use where Cooper Hewitt Light is referenced in this Brand Standards Manual.
LETTERHEAD

SPECIFICATIONS
LETTER: 8.5” x 11”
MARGINS: .75” Top and sides, 1” Bottom

TYPESETTING
- BOARD OF DIRECTORS FORMATTING: Flush right, 80% Black
- FOOTER: Cooper Hewitt Heavy 7pt, 170pt Tracking, Uppercase, White, .25” from bottom

PLEASE NOTE: The Windows-compatible version of the Cooper Hewitt typeface may not have Cooper Hewitt Light available. In those instances, the use of Cooper Hewitt is an acceptable alternative to use where Cooper Hewitt Light is referenced in this Brand Standards Manual.
Where Does Your Water Come From?

When most people want a drink of water, they head to the kitchen faucet. With a slight turn, a stream of clear, cold water flows. Have you ever stopped to consider where the water comes from and what it takes to get it to your home?

Your water travels miles and miles to be treated or stored for your use. Let’s take a look at where your water comes from and how it arrives at your home.

Water is fed to the pipes going to your home and business by treated water pipes, known as mains, supply treated water to thousands of customers. When most people want a drink of water, they head to the kitchen faucet. With a slight turn, a stream of clear, cold water flows. Have you ever stopped to consider where the water comes from and what it takes to get it to your home?

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Take a Tour of Your Water System

The Contra Costa Water District is responsible for bringing water to your door. Learn about our water system from the source to your tap. Take a guided tour of the Randall-Bold Water Treatment Plant, one of our Delta Water Treatment Plants operated by certified professionals. Your water is closely analyzed, treated and analyzed again to ensure it is safe and ready for your use.

The Contra Costa Water District hosts four public tours of its facilities per year. Call 925-688-8109 to reserve a spot. Participants must be 18 years or older.

RECYCLED WATER BOOSTS REGION’S WATER SUPPLY

It’s a sight that’s becoming more familiar every day. A system that is sustainable and environmentally friendly is essential for the future. The Contra Costa Water District is one of the leaders in recycled water projects, developing alternative sources that are beneficial to our region.

Some water providers supplement this source with others, like the San Joaquin Sanitary District and Brentwood Public Works. These projects are part of a larger initiative to provide a balanced water supply—one that includes different sources and methods of water delivery.

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The value of the region’s strong commitment to recycled water projects is especially apparent in the Central Contra Costa Sanitary District and Brentwood Public Works. These projects are part of a larger initiative to provide a balanced water supply—one that includes different sources and methods of water delivery.

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Where Does Your Water Come From?

When most people want a drink of water, they head to the kitchen faucet. With a slight turn, a stream of clear, cold water flows. Have you ever stopped to consider where the water comes from and what it takes to get it to your home?

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EMAIL SIGNATURE

John Smith
John Smith’s Title

C  555-555-1234  
P  555-555-1234  
F  555-555-1234  
W  ccwater.com

CONTRA COSTA WATER DISTRICT
1331 Concord Avenue, Concord, CA 94520

Facebook  |  Twitter

TYPESETTING
- **NAME**: Arial Bold 14pt, CCWD Blue
- **POSITION**: Arial Regular 10pt, 80% Black
- **CONTACT LETTERS**: Arial Bold 10pt, Uppercase, CCWD Blue
- **CONTACT INFORMATION**: Arial Regular 10pt, 80% Black
- **COMPANY NAME**: Arial Bold 10pt, Uppercase, CCWD Blue
- **ADDRESS**: Arial Regular 10pt, 80% Black
- **SOCIAL MEDIA**: Arial Bold 9pt, CCWD Blue
- **SOCIAL MEDIA DIVIDER**: Arial Regular 10pt, 80% Black

PLEASE NOTE: Inclusion of a signature block is necessary on initial correspondence or first reply to external recipients. Inclusion on subsequent correspondence or internal correspondence is optional.
**POWERPOINT**

**SPECIFICATIONS**
- **SIZE:** 10” x 7.5”

**TYPESETTING**

**COVER**
- **FORMATTING:** All copy flush left
- **TITLE:** Cooper Hewitt Bold 40pt, CCWD Blue
- **SUBTITLE:** Source Sans Pro Light 26pt, CCWD Blue
- **DATE:** Source Sans Pro Light 22pt, 40% Black

**INTRODUCTION**
- **FORMATTING:** All copy flush left
- **SLIDE TITLE:** Cooper Hewitt Bold 26pt, CCWD Blue
- **BODY:** Source Sans Pro Light 18pt, 80% Black
- **FOOTER:** Source Sans Pro Regular 12pt, 40% Black

**BOARD OF DIRECTORS**
- **SLIDE TITLE:** Cooper Hewitt Bold 26pt, CCWD Blue
- **NAME:** Source Sans Pro Light 18pt, CCWD Blue
- **POSITION:** Source Sans Pro Regular 18pt, 40% Black
- **FOOTER:** Source Sans Pro Regular 12pt, 40% Black

**AGENDA**
- **SLIDE TITLE:** Cooper Hewitt Bold 26pt, CCWD Blue
- **LIST NUMBER:** Cooper Hewitt Bold 22pt, CCWD Blue
- **LIST ITEM:** Source Sans Pro Light 22pt, 40% Black

**SECTION DIVIDER**
- **FORMATTING:** All copy flush left
- **NUMBER:** Cooper Hewitt Bold 40pt, CCWD Blue
- **HEADER:** Cooper Hewitt Light 40pt, CCWD Blue
- **LIST:** Source Sans Pro Light 26pt, 80% Black
- **BACKGROUND:** Sky Blue

**INSIDE SLIDES**
- **FORMATTING:** All copy flush left
- **SLIDE TITLE:** Cooper Hewitt Bold 26pt, CCWD Blue
- **HEADER:** Cooper Hewitt Light 22pt, CCWD Blue
- **BULLET LIST:** Cooper Hewitt Light 22pt, CCWD Blue
- **BODY:** Source Sans Pro Light 22pt, 40% Black
- **FOOTER:** Source Sans Pro Regular 12pt, 40% Black

Please note: The Windows-compatible version of the Cooper Hewitt typeface may not have Cooper Hewitt Light available. In these instances, the use of Cooper Hewitt is an acceptable alternative to use where Cooper Hewitt Light is referenced in this Brand Standards Manual.

Please note: All Internal PowerPoint decks will require a placement of the preferred CCWD Logo at the top right corner of all slides.
FEATURES

• BODY: 8.5" x 11"
• MARGINS: 75" Top and sides, 1" Bottom

TYPESETTING

TITLE PAGE
• TITLE: Centered, 100% Black, Cooper Hewitt Semibold
  40pt/48pt, 50pt Tracking, Uppercase

CONTENT PAGE
• LETTER BODY FORMATTING: All copy flush left,
  100% Black (UNLESS NOTED OTHERWISE)
• BODY: Source Sans Pro Regular 11pt/12.5 , 0pt Tracking
• FOOTER: Cooper Hewitt Heavy 7pt, 170pt Tracking,
  Uppercase, White, .25" from bottom

Click here for the Word Document
CCWD Water Supply Update


Sincerely,

John Smith
John Smith's Title

1331 CONCORD AVE, CONCORD, CA 94520
503-688-8000  |  CCWATER.COM

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Annual Company Event

Save the Date

Please Join Us


Event Details

Date: Tuesday, January 1, 2019
Time: 5:00pm – 9:00pm
Location: 1331 Concord Avenue, Concord, CA 94520

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SPECIFICATIONS

LETTER:
• SIZE: 6.25” x (as needed)
• CELL MARGINS: Top: .5”; Bottom: .5”; Left: .25”; Right: .25”

EVENT:
• SIZE: 6.25” x (as needed)
• CELL MARGINS: Top: .25”; Bottom: .25”; Left: .25”; Right: .25”

TYPESETTING

LETTER:
• FORMATTING: All copy flush left
• TITLE: Arial Bold 24pt, CCWD Blue
• BODY: Arial Regular 11pt, 100% Black
• FOOTER: Arial Regular 10pt, Uppercase, CCWD Blue

EVENT:
• FORMATTING: All copy centered
• TITLE: Arial Bold 28pt, White
• SUBTITLE: Arial Regular 20pt, White
• HEADER: Arial Regular 22pt, CCWD Blue
• BODY: Arial Regular 14pt, 100% Black
• FOOTER: Arial Regular 10pt, Uppercase, CCWD Blue

Click here for the Letter All User Email

Click here for the Event All User Email
ENVELOPES

SPECIFICATIONS
- #10 ENVELOPE: 4” x 9”

TYPESETTING
- BACK
  - FOOTER: Cooper Hewitt Heavy 7pt, 170pt Tracking, Uppercase, CCWD Blue, .25” from bottom

LOGO
- CCWD BLUE 1/3
- SKY BLUE 2/3
- LOGO - 2”
FLYERS

LOSE YOUR LAWN, GET A GARDEN!

Lose your lawn, get a garden, and get up to $1,000 in rebates!
• Replace Lawn with Water-Wise Landscaping
• Rebate is $1.00 per sq. ft. replaced
• Pre-Approval is required
For Program Eligibility and Information Call: (925) 688-8320
or Visit: ccwater.com/LawnToGarden

CALL TO ACTION

CALL TO ACTION

LOOSE YOUR LAWN, GET A GARDEN!

TYPESETTING

• HEADLINE: Cooper Hewitt Semibold 40pt/28pt, Uppercase, 40pt Tracking
• SUBHEAD/CALL TO ACTION: Source Sans Pro Bold 18pt/30pt, 0pt Tracking
• CALL OUT: Cooper Hewitt Light 14pt/16pt, 40pt Tracking
• BODY COPY: All copy flush left, Source Sans Pro Regular 12pt/14pt, 0pt Tracking
• FOOTER: Cooper Hewitt Heavy 7pt, 170pt Tracking, Uppercase, White, .25” from bottom and left side

PLEASE NOTE: The Windows-compatible version of the Cooper Hewitt typeface may not have Cooper Hewitt Light available. In these instances, the use of Cooper Hewitt is an acceptable alternative to use where Cooper Hewitt Light is referenced in this Brand Standards Manual.
VEHICLE DECALS

APPROVED LOGO USAGE & PLACEMENT

LOGO: Preferred Horizontal
PLACEMENT: Centered on both driver and passenger side door
HATS

APPROVED LOGO USAGE & PLACEMENT

HARDHAT
LOGO: Abbreviated
PLACEMENT: Centered
APPROVED LOGO USAGE & PLACEMENT

**LOGO:** Preferred Horizontal

**PLACEMENT:** Right upper chest
CONTRA COSTA WATER DISTRICT — BRAND STANDARDS MANUAL

SIGN

CUSTOMER PARKING

APPROVED LOGO USAGE & PLACEMENT
LOGO: Preferred Horizontal

PLACEMENT: When the CCWD logo is used on a sign, the logo should be placed on either the top or bottom margin and may be placed right, left, or centered.