



West Basin Municipal Water District
Visual Style Guide

Table of Contents

Brand Standards

New West Basin Identity	1
Corporate Signature	2
Correct Use	3
Preferred Colorways	4
Misuse	5
Companion Logos	6
Color Palette	7
Typefaces	8-9

Brand Identity System

Standards in Practice	10
Letterhead	11
Envelope	12
Business Card	13
Buck Slip	14
Labels	15
Office Forms	16
White Paper Cover	17
Electronic Brand Elements	18
Environmental	19

New West Basin Identity

West Basin today possesses a well-deserved reputation as a reliable provider of clean, safe water in its service area, in the water industry and among customer agencies. We are about to enter a new phase of corporate responsibility and development in response to Southern California's critical water shortage, especially in expanded conservation, education recycling and desalination. As a part of this new direction, we are introducing a new corporate identity to reflect our expanded efforts and provide a cornerstone on which to build a new West Basin brand.

We have chosen a memorable graphic logo designed to project and reinforce the personality, progress and potential of WBMWD. It will become an integral part of our corporate communications to enhance the perception of West Basin as advancing water resource management and water acquisition, purification, conservation, and distribution.

Above all, we chose this graphic because it reflects our commitment to our customers & communities:

Water Reliability

committed to innovative planning & investments
to provide water supply reliability & drought protection

Water Quality

committed to providing safe, high quality water
by meeting current and anticipated water quality requirements

Sound Financial and Resource Management

committed to efficient business operations, financial planning and asset management

Customer Service

committed to providing value by understanding and meeting
the needs of our customers and the communities we serve

Environmental Stewardship

committed to sustainable and environmentally-friendly business practices

Corporate Signature



Since 1947, West Basin Municipal Water District has dedicated itself to providing safe, clean drinking and recycled water to 185-square miles of the coastal Los Angeles area. As we plan for the next phase of our agency growth and development, we realize the importance of presenting a unified brand identity to our community, customers and the water industry.

To help make this a reality, we have created this visual style guide as a tool you can use to strengthen our brand and reinforce our position as an industry leader. When we carefully coordinate the visual and functional aspects of all our communications, we make those communications more powerful and effective. By adhering to these brand identity guidelines, you play a vital role in our mutual success.

The guidelines presented here will help you apply the West Basin identity correctly and consistently across all media. They provide the building blocks for supporting our entire agency identity. This carefully designed system will be applied to our signage, stationary, collateral material, packaging, advertising, website, and all internal and external communications.

We ask that you help us by properly using the West Basin logo, and references to our products, in accordance with these guidelines.

Thank you for taking pride in your agency and your work. Thank you for following the West Basin Branding Guidelines.

West Basin Municipal Water District

General Manager

Rich Nagel

richardn@westbasin.org

310-217-2411

Corporate Signature: Correct Use

Minimum Size

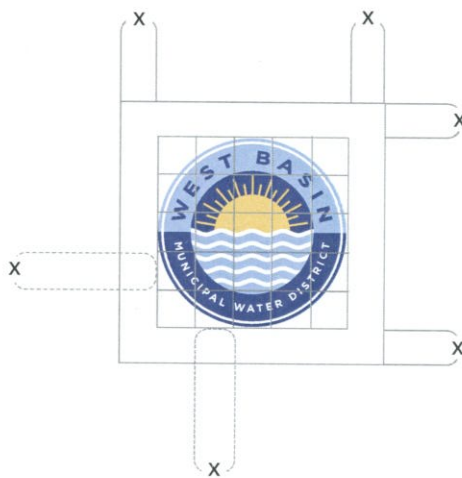
The West Basin corporate signature should not be reproduced at a width less than one-half inch, as shown.



Isolation

The West Basin corporate signature should always be surrounded by a predetermined area of clear space. This space is known as the area of isolation. No text, graphic elements, or page edges should encroach upon it.

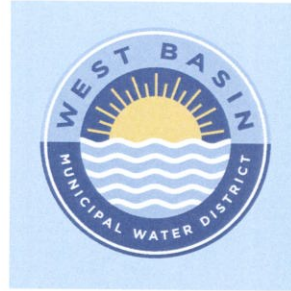
The area of isolation is determined by one fifth the height or width of the logo, or approximately the width of the large outside ring of the west basin logo.



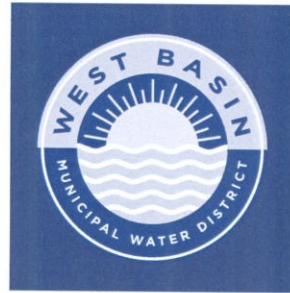
Corporate Signature: Preferred Colorways



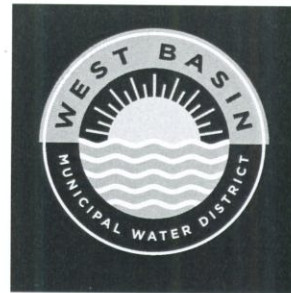
Four color or spot color



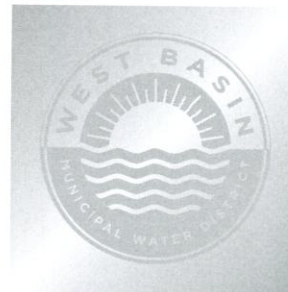
Single spot color PMS 541C



Grayscale



Non-tonal for embossing,



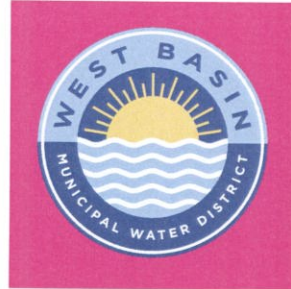
or etching on metal or glass

Corporate Signature: Misuse

Below are examples of violations of our logo parameters—unauthorized use of colors and backgrounds, variations of shape from circular to oval, etc. which weaken the logo and brand identity. Consistency in all uses of the West Basin logo are necessary not only for clarity and recognition, but also for reinforcing the brand in the minds of our community, customers and the water industry as a whole.



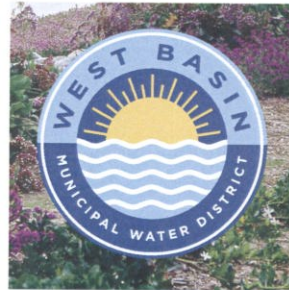
DO NOT apply any colors to the signature other than those indicated in this guide



DO NOT place the signature on a conflicting color background



DO NOT stretch or distort the signature



DO NOT place the signature on complex images or patterns



DO NOT tilt or skew the signature



DO NOT place objects or graphics in front of the signature

Companion Logos

When the West Basin signature is placed with another logo, care should be taken to follow both organization's logo specifications.

On a West Basin brand piece, the logo should have prominent placement, previous specifications for free space should be followed, and it should be 25% larger visually than the accompanying logo.

On a cosponsored piece, the logos should be of equal size visually. The West Basin logo should not appear to be smaller than a cosponsor's logo. Specifications for area of isolation should be followed.

WB brand piece





Cosponsored piece




Color Palette

Provided here are specifications for rendering West Basin corporate colors in a range of industry standard media. Any media not represented here, such as opaque vinyl for signage or other industrial media, should be matched as closely as possible to the Pantone System colors.

SWATCH	PANTONE	PROCESS	RGB	WEBSAFE
	PMS 541C PMS 294U	C 100 M 60 Y 10 K 30	R 0 G 76 B 127	#004C7F

SWATCH	PANTONE	PROCESS	RGB	WEBSAFE
	PMS 543C PMS 544U	C 30 M 10 Y 5 K 0	R 176 G 205 B 225	#B0CDE1

SWATCH	PANTONE	PROCESS	RGB	WEBSAFE
	PMS 141C PMS 128U	C 0 M 15 Y 50 K 0	R 255 G 217 B 143	#FFD98F

Typefaces

The two font families which have been chosen for West Basin materials are **Gotham** and **Myriad**. **Gotham** was used to create the West Basin logo. Either **Gotham** or **Myriad** may be used for our marketing and product materials. Both fonts offer a broad range of options for your convenience. Depending on your needs, you may choose from light face to bold, roman or italic. For the sake of consistency, heads and subheads should use either the "Gotham" or "Myriad Roman" faces. For the body copy and captions use Myriad regular and or *italic*.

Gotham Family

Gotham Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Gotham Bold Ital

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Gotham Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Gotham Medium Ital

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Gotham Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Gotham Book Ital

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Gotham Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Gotham Light Ital

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Typefaces

Myriad Family

Myriad Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Myriad Bold Ital
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Myriad Roman
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Myriad Ital
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Brand Identity System


Standards in Practice

The following segment illustrates our brand standards as they have been applied to everyday business materials - from business cards to office signage. These pages are intended for use as visual cues for those instances when West Basin employees or associates may need to create circumstantial materials such as operational forms, report documents, or promotional items.

It is our hope that when these circumstances arise, the guidelines set forth in this guide will assist those individuals in creating effective materials that evoke the energy, stability and professionalism that are central to the aesthetic of our new agency identity.

When developing correspondence for laser print or fax, grayscale versions of letterhead and office documents are filed with the Communications Department.

Letterhead



17140 South Avalon Boulevard, Suite 210, Carson, CA 90746-1269, 310.217.2411, www.westbasin.org

Not to scale

Envelope



Not to scale