



**WEST BASIN MUNICIPAL WATER DISTRICT**  
17140 S. Avalon Blvd., Suite 210  
Carson, CA 90746

**AGENDA NO. 10**

**DECEMBER 12, 2008 – Communications**  
Kwan (Chair), Gray  
**DECEMBER 22, 2008 – Board Meeting**  
Prepared by: Noelle Collins  
Submitted by: Ron Wildermuth  
Approved by: Rich Nagel

## ACTION CALENDAR

### WEST BASIN STYLE GUIDE AND BRANDING IDENTITY

#### SUMMARY:

Following the adoption of a new West Basin logo, Public Affairs staff has been working with Pasadena Advertising (Pasadena) to develop a Style Guide and Branding Identity for staff and the Board to implement. The Style Guide and Branding Identity will provide direction for staff and the Board in presenting a consistent public identity for West Basin. The Style Guide will be available in both electronic and printed formats.

Staff is currently working with Pasadena to develop templates for use in letterhead, PowerPoint presentations, press releases, fact sheets and other types of marketing and outreach materials. All new materials and documents must be created in accordance with the Style Guide and must be created in collaboration with Public Affairs staff. The Style Guide is attached for your reference.

New letterhead, business cards, signage, fact sheets and other communication tools will be implemented upon Board approval of the Style Guide and Branding Identity. To minimize expense, implementation will take place gradually, as supplies of these materials are exhausted.

#### STRATEGIC BUSINESS PLAN IMPLEMENTATION:

Goal 6, Communications – Engage in effective two-way communications of West Basin's programs and policies with the customer agencies and communities we serve.

#### COMMITMENT STATEMENT:

Customer Service – West Basin is committed to providing value by understanding and meeting the needs of our customers and the communities we serve.

#### FISCAL IMPACTS:

Funds for this project are included in the Fiscal Year 2008-09 Public and Governmental Affairs Budget.

#### ENVIRONMENTAL COMPLIANCE:

Not applicable.

COMMITTEE STATUS:

This item was reviewed by the Communications Committee on December 12, 2008 and recommended for approval at the December 22, 2008 Board meeting.

RECOMMENDED MOTION:

That the Board of Directors approves the new West Basin Style Guide and Branding Identity.

LIST OF EXHIBITS:

Exhibit "A" – Style Guide

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