



BRAND GUIDELINES

March 2021

BRAND GUIDELINES

Introduction

This manual was created to explain the official usage of City of Phoenix Water Services Department's [PHX Water Smart](#) brand identity. A brand identity is the cornerstone of all communication efforts, and it is essential that its integrity be protected. Use of the brand identity carries with it the responsibility to uphold [PHX Water Smart's](#) mission and goals. It benefits everyone involved when the brand identity is applied with consistency and purpose to convey one clear message. These guidelines demonstrate what are and are not best practices when applying the [PHX Water Smart](#) brand identity. Exceptions to these guidelines must be approved in advance by Phoenix Water's marketing staff.

Brand Positioning

The [PHX Water Smart](#) campaign seeks to educate audiences on the supply and usage of water in Phoenix, as well as provide information about the effects of drought and shortage conditions with our water supply. It also communicates the history of water in Phoenix and what proactive steps have been taken to ensure sustainable water supplies. The primary message of the [PHX Water Smart](#) brand is that "We see water differently" by planning ahead and being prepared for any potential water shortage and drought conditions.

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SECTION 1

Brand Identity

SECTION 1: BRAND IDENTITY

Primary Configuration

A brand identity is the face of an organization. The elements of a brand identity work together to create personality, attitude and style. Consistent use of the identity builds a unique, recognizable presence – one that embodies a promise to both employees and residents alike as a way to distinguish that promise from alternatives and competitors. A brand identity is a guarantee that must be fulfilled. In essence, it answers the questions: “Who are we?”, “What do we do?”, and “What sets us apart?”.

Below is the preferred configuration of the brand identity when used in main marketing and communication situations.

PRIMARY LOGO

The PHX Water Smart identity is a wordmark with a subtle water drop in the negative space of the letter “A” in the word “Water.” All elements have been carefully arranged to form a balanced, readable identity.



ONE COLOR APPLICATION

There may be instances in which a single color application is desired. Using an alternative one-color configuration is acceptable using PMS Black 7C or PMS 2955 as shown here.



REVERSED

In some applications, it may be necessary to reverse the brand identity (make it appear white on a solid background). This color must be dark enough to ensure adequate contrast and legibility.



SECTION 1: BRAND IDENTITY

Alternate Configuration

It may be necessary to use a horizontal configuration of the signature in some applications. The approved alternate configuration of the identity is shown below.

ALTERNATE LOGO

The PHX Water Smart identity is a wordmark with a subtle water drop in the negative space of the letter “A” in the word “Water.” All elements have been carefully arranged to form a balanced, readable identity.



ALTERNATE ONE COLOR

There may be instances in which a single color application is desired. Using an alternative one-color configuration is acceptable using PMS Black 7C or PMS 2955 as shown here.

The text "PHX WATER SMART" in white, bold, sans-serif font, set against a solid black rectangular background with rounded corners.

The text "PHX WATER SMART" in white, bold, sans-serif font, set against a solid dark blue rectangular background with rounded corners.

ALTERNATE REVERSED

In some applications, it may be necessary to reverse the brand identity (make it appear white on a solid background). This color must be dark enough to ensure adequate contrast and legibility.

The text "PHX WATER SMART" in white, bold, sans-serif font, set against a solid dark blue rectangular background with rounded corners.

SECTION 2

Usage, Color & Fonts

SECTION 2 : USAGE, COLOR & FONTS

Brand Palette / Clear Space / Minimum Size

The PHX Water Smart branded color palette is designed to help represent the multiple components that make up the communication system. Bright Blue for indoor water conservation, bright Green for outdoor water saving and xeriscape practices, with the bright Orange representing the City of Phoenix planning efforts. The dark Blue is the primary color on which all other colors can stand out and be seen with strong contrast and readability.

			
PMS 2955	PMS 638	PMS 144	PMS 375
CMYK 100/80/35/30	CMYK 80/10/10/0	CMYK 0/55/100/0	CMYK 45/0/100/0
RGB 14/56/94	RGB 0/170/211	RGB 246/139/31	RGB 154/202/60
HTML 0E385E	HTML 00AAD3	HTML F68B1F	HTML 9ACA3C

The full-color logo utilizes four colors and should be used throughout all materials. These four colors are also the approved primary color palette for all branded PHX Water Smart collateral and applications. Limited use of tints (shades) of these colors is acceptable.

PMS stands for Pantone Matching System®. For situations that do not allow PMS colors, color values for CMYK, RGB and HTML are shown here. These values have been taken directly from the Pantone Color Bridge Coated "THE PLUS SERIES" book.



To ensure that the brand identity has visual impact and to keep it from competing with other visual elements, it should always be surrounded by a minimum amount of clear space. The area of isolation should be equal to or greater than the height and width of one capital "M," as used in the word "SMART."

The primary configuration should not appear smaller than exhibited here. Using smaller sizes may result in poor legibility and reproduction quality.

NOTE: When using the brand identity in digital media, the logo should be a minimum of 150 pixels wide.



SECTION 2 : USAGE, COLOR & FONTS

Unacceptable Usage

It is essential that the brand identity be used uniformly and consistently. Shown here are examples of graphic and typographic techniques that should always be avoided and are considered unacceptable practices. This is not an exhaustive list, but is representative of the most common unacceptable uses.



Avoid changing approved brand color combinations.



Avoid changing font styles in approved brand configurations.



Avoid using low resolution versions of the brand.



Avoid any kind of vertical or horizontal distortion.



Avoid using special graphic techniques like drop shadows.



Avoid rotating the brand configuration in all applications.



Avoid modifying approved brand color combinations.



Avoid using dark colors for background placement.



Avoid removing the blue background element.



Avoid techniques that alter approved brand colors.

SECTION 2 : USAGE, COLOR & FONTS

Primary Fonts

The approved brand font is Pill Gothic. In most cases, the 600mg version of Pill should be used whenever possible. If necessary, the more condensed 300mg version can be used for body copy. The regular, oblique and bold versions can also be used. Usage (both public facing and departmental) includes headlines, subheadlines, text, address lines, disclaimers, department and division distinctions, all forms of collateral, uniforms, signage and vehicle graphics. Complimentary typefaces may be selected for use, only when appropriate.

Pill Gothic 600mg Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz123

Pill Gothic 600mg Oblique

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz123*

Pill Gothic 600mg Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz123**

Pill Gothic 600mg Bold Oblique

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz123***

Pill Gothic 300mg Regular (Condensed)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz123

Pill Gothic 300mg Oblique (Condensed)

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz123*

Pill Gothic 300mg Bold (Condensed)

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz123**

Pill Gothic 300mg Bold Oblique (Condensed)

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz123***

SECTION 3

Signatures & Lockups

SECTION 3 : SIGNATURES & LOCKUPS

Department Signature Formal

When applying the Water Services Department signature it is customary to use the Phoenix City Firebird in close proximity to the Department titling convention. In the examples below, there are two options that can be used – the Primary Formal Title lists the full official Department name, while the Alternate Short Title uses an approved titling convention when space is limited.



SECTION 3 : SIGNATURES & LOCKUPS

Department Signature Alternates

It may be necessary to add social media icons and a web address to the formal signature. The approved signature configuration with these elements is shown below in a modular system that can be modified based on scale and proportions.

Social Media
Inclusion



Stacked
Configuration



The length and height of the dark blue bar can vary based on the size and scale of the application dimensions.

Additional contact information and messaging can be added to this bar system depending on specific requirements and communication needs.

SECTION 3 : SIGNATURES & LOCKUPS

Brand Lockups

The PHX Water Smart logo is often partnered with additional identities, including the City of Phoenix Firebird and a well-known campaign called "Water Use it Wisely" that provides public information about water conservation. At times, Phoenix Water uses this campaign as a co-branding opportunity for additional water conservation information to the public.

Co-brand
Lockup Primary
Horizontal



Co-brand
Lockup
Alternate
Horizontal



Co-brand
Lockup
Alternate
Square &
Vertical
Configurations



SECTION 3 : SIGNATURES & LOCKUPS

Brand Themeline

What began as a campaign themeline, We See Water Differently, has come to exemplify the City and its residents' positive, proactive approach to conserving our most precious resource. Shown below are examples of options of how this themeline can be adapted for use.

Font Style: Rift Soft Demi with letter tracking up to 150 points

WE SEE WATER DIFFERENTLY™

Full Length Formal Primary Theme Line

SEE WATER DIFFERENTLY™

Call to Action Alternate Theme Line Option

SEE WATER DIFFERENTLY  PHOENIX.GOV/BEWATERSMART

Call to Action Alternate Theme Line Option with City Firebird & Vanity
URL for Campaign Landing Page

SECTION 4

Communication Materials

SECTION 4 : COMMUNICATION MATERIALS

Applications for Print

Shown below are examples of general print collateral containing PHX Water Smart's official brand identity and color palettes correctly applied. Print collateral includes: general purpose flyers and folders, community brochures, community newsletters, employee newsletters and City event advertising.



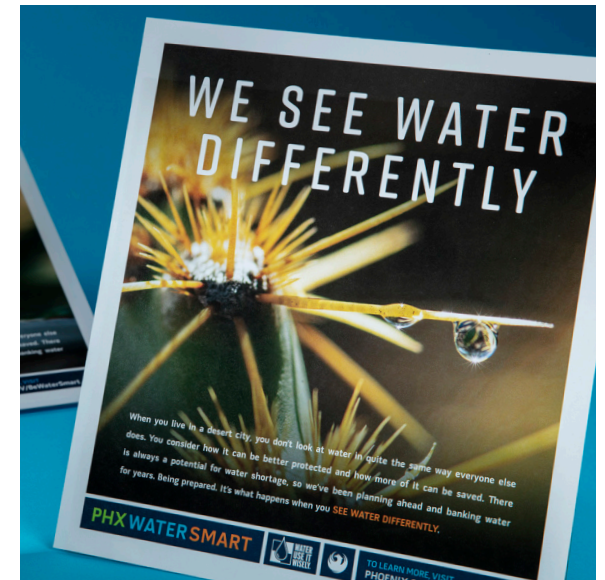
Water Services General Brochure

This marketing brochure gives an overview of all the planning and preparation that has gone into ensuring the City of Phoenix and its residents have water for years to come.



Spanish Rack Brochure

Translating campaign-branded communications materials for a Spanish speaking audience is one of the keys to successful water conservation awareness.



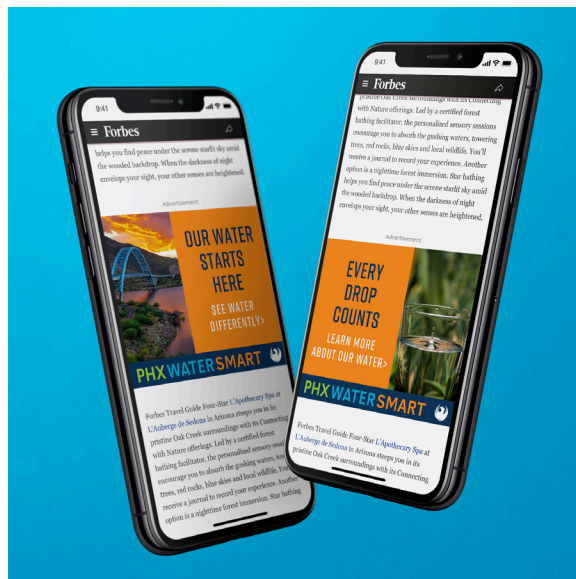
Water Conservation Awareness Print Ad

In the early stages of the 'We see water differently' campaign, it was critical to create a general awareness about water conservation before delivering tips and facts about how to conserve.

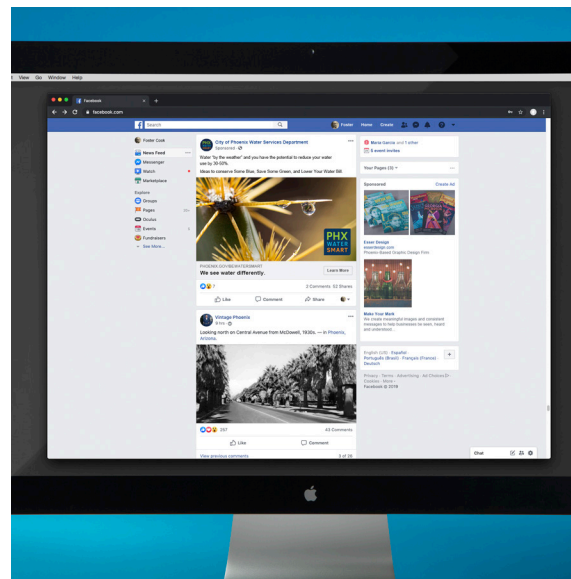
SECTION 4 : COMMUNICATION MATERIALS

Applications for Digital Media

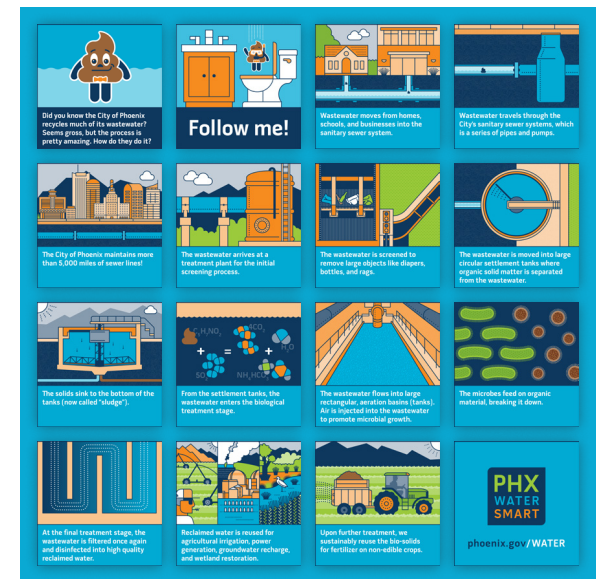
Some examples of PHX Water Smart's official brand identity and color palettes correctly applied in digital media can be seen below. Digital applications could include: paid social ads, social media graphics, and digital display and native advertising.



Mobile Display Ad for Water Conservation Campaign with Horizontal Brand Lockup



Paid Social Ad on Facebook for Water Conservation Campaign with Primary Logo Configuration

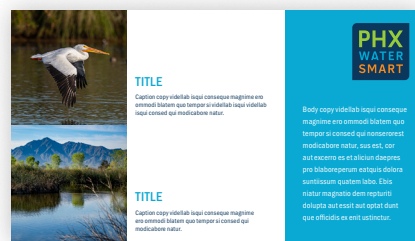
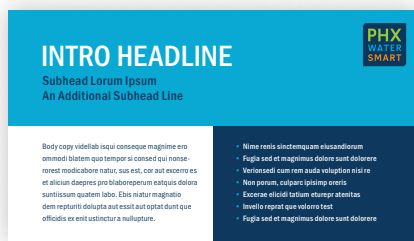


Storyboard for an Animated Video Spot Detailing the Wastewater Recycling Process

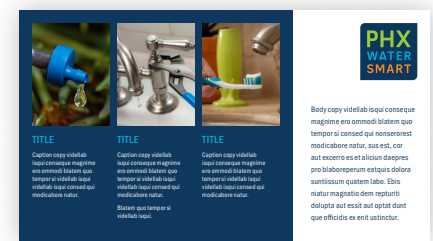
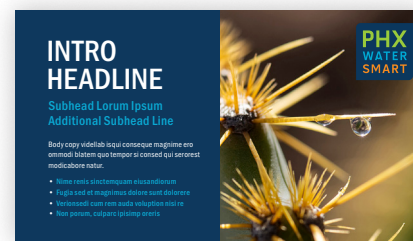
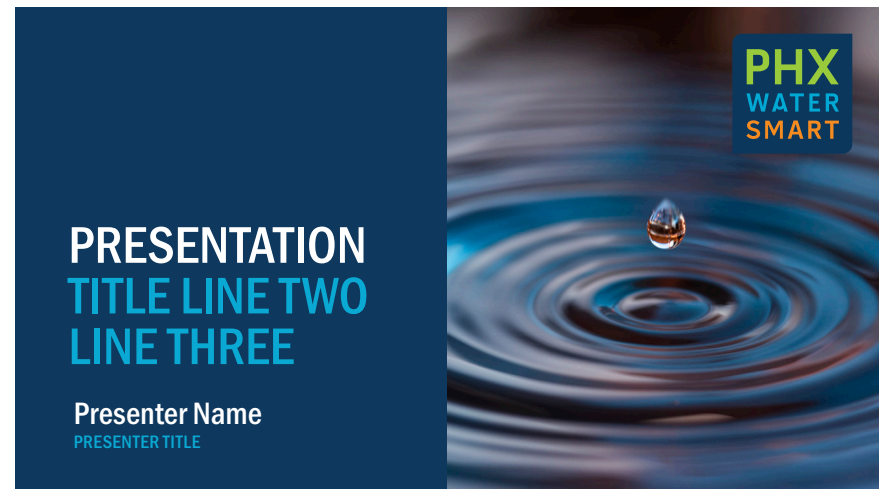
SECTION 4 : COMMUNICATION MATERIALS

Applications for PowerPoint

Standard templates for Phoenix Water PowerPoint presentations are shown below. For unique presentations, it may be necessary to incorporate alternate brand colors. To ensure consistency across all platforms, it is recommended to use a standard system font like Franklin Gothic Condensed. Phoenix Water has a library of strong photographic imagery which can be incorporated in PowerPoint layouts. Consistent use of fonts, color palettes and grids is recommended.



PPT Example Template Option One



PPT Example Template Option Two

SECTION 4 : COMMUNICATION MATERIALS

Applications for Word

Standard templates for Phoenix Water Word documents are shown below. Secondary pages can remove the logo bars but should still conform to the grid. To ensure consistency across all platforms, it is recommended to use a standard system font like Franklin Gothic Condensed. Consistent use of fonts, color palettes and grids is recommended.



Word Example Template Option One



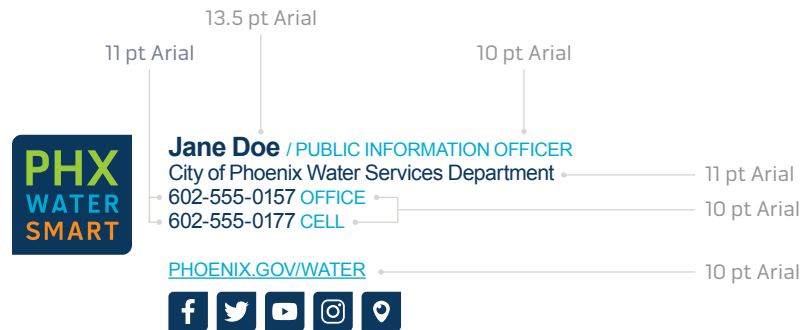
Word Example Template Option Two

SECTION 4 : COMMUNICATION MATERIALS

Applications for Email Signatures

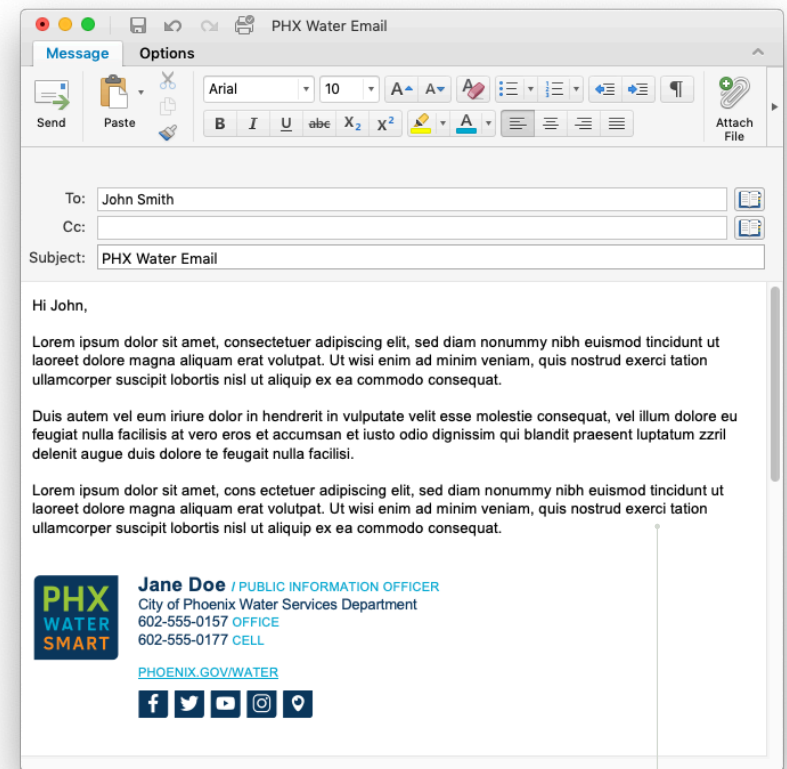
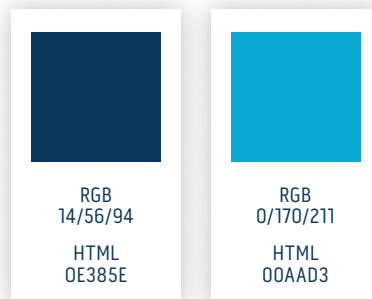
The Phoenix Water email signature template is shown below. All fonts are Arial. Size and style specifications are indicated in grey.

NOTE: This is only to be used by employees within the City of Phoenix Water Services Department.



For situations where a digital application requires using a standard web font, Arial will replace Pill Gothic as the primary brand font.

Arial Regular
Arial Bold



Body Copy: 10 pt Arial

SECTION 5

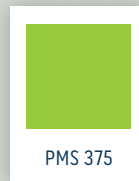
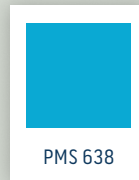
Mascot Configurations & Guidelines

SECTION 5 : MASCOT CONFIGURATIONS & GUIDELINES

Wayne Drop

Meet Wayne Drop, Phoenix Water's main mascot born for water conservation. As time has gone on, Wayne has come to understand his origins in the water cycle, and his knowledge of water resources, water production, water usage and water conservation. This refined emoji version of Wayne Drop is exclusive to Phoenix Water and should be introduced as "Wayne Drop, the emoji" in marketing and outreach materials.

While none of our mascots talk, we take pride in knowing they can communicate their message about Phoenix Water. The best time for their appearance is during a fun topic and not a serious conversation or presentation.



Below are a sampling of alternate poses. For possible additional configurations, special requests and access to the images files, contact the Community Education & Outreach Group.

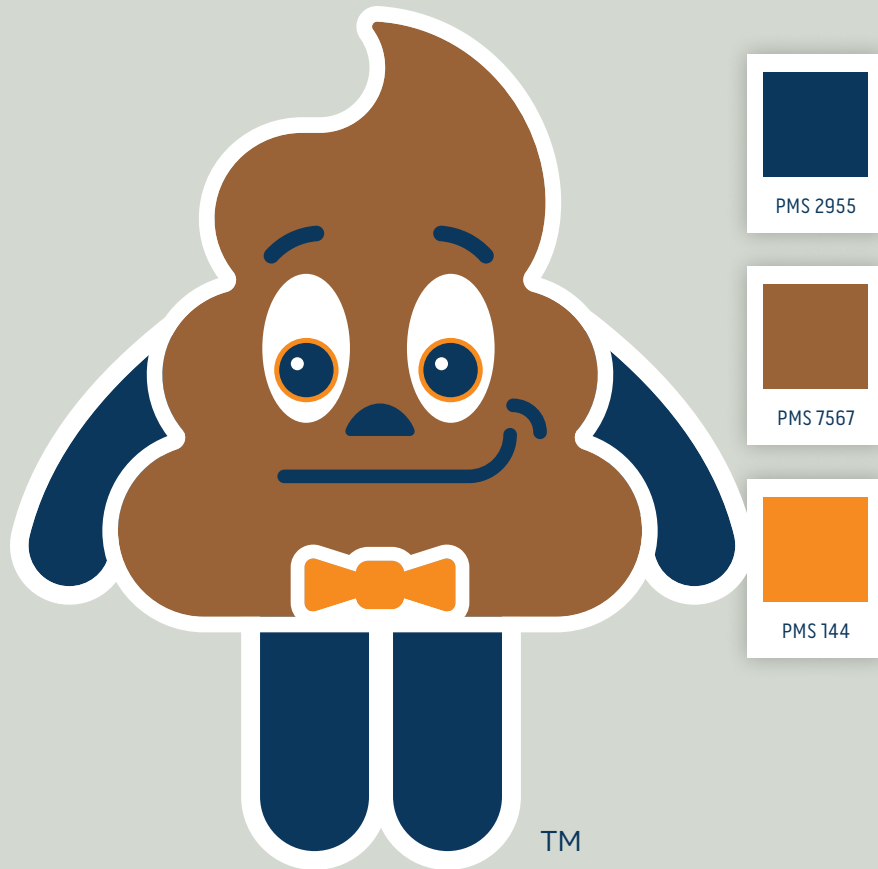


SECTION 5 : MASCOT CONFIGURATIONS & GUIDELINES

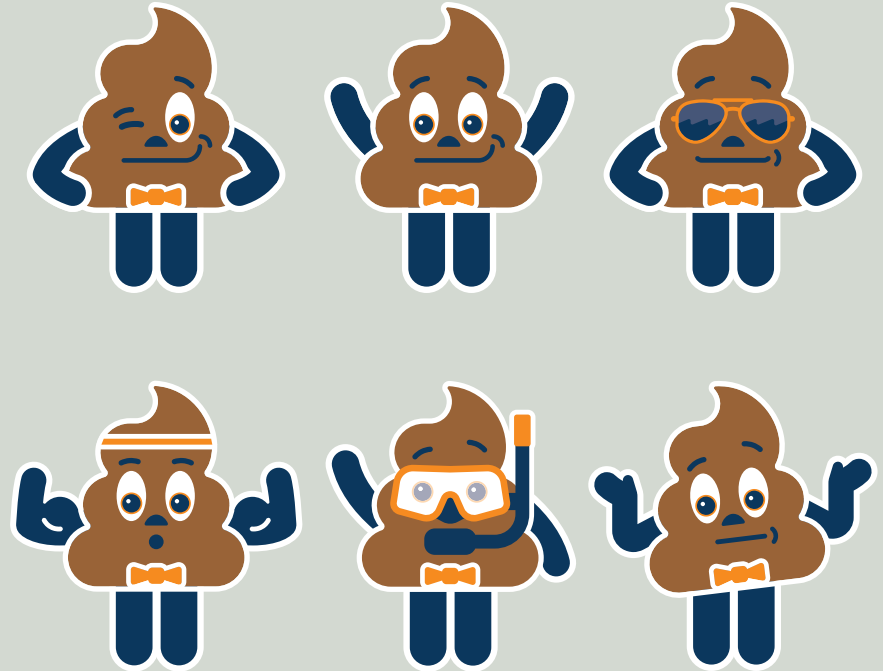
Loo Poo

Meet Loo Poo, the mascot created just for the wastewater treatment process. He's always on the quest to get our customers thinking about what happens to everything they put down the drain. His journey helps them discover how we clean and reuse wastewater. Loo Poo loves to inform the public about matters related to wastewater processing, treatment plants, sewer issues and the Tres Rios wetlands.

While none of our mascots talk, we take pride in knowing they can communicate their message about Phoenix Water. The best time for their appearance is during a fun topic and not a serious conversation or presentation.



Below are a sampling of alternate poses. For possible additional configurations, special requests and access to the images files, contact the Community Education & Outreach Group.

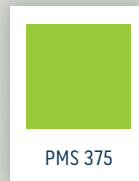


SECTION 5 : MASCOT CONFIGURATIONS & GUIDELINES

Hopper

Meet Hopper, a friendly desert toad made for stormwater. While he doesn't hang out in the storm drain, his goal is to help our customers understand their role in keeping only rain in the storm drain. Why? Because his home is affected by stormwater runoff making its way into washes, rivers, and retention or detention basins.

While none of our mascots talk, we take pride in knowing they can communicate their message about Phoenix Water. The best time for their appearance is during a fun topic and not a serious conversation or presentation.



Below are a sampling of alternate poses. For possible additional configurations, special requests and access to the images files, contact the Community Education & Outreach Group.

