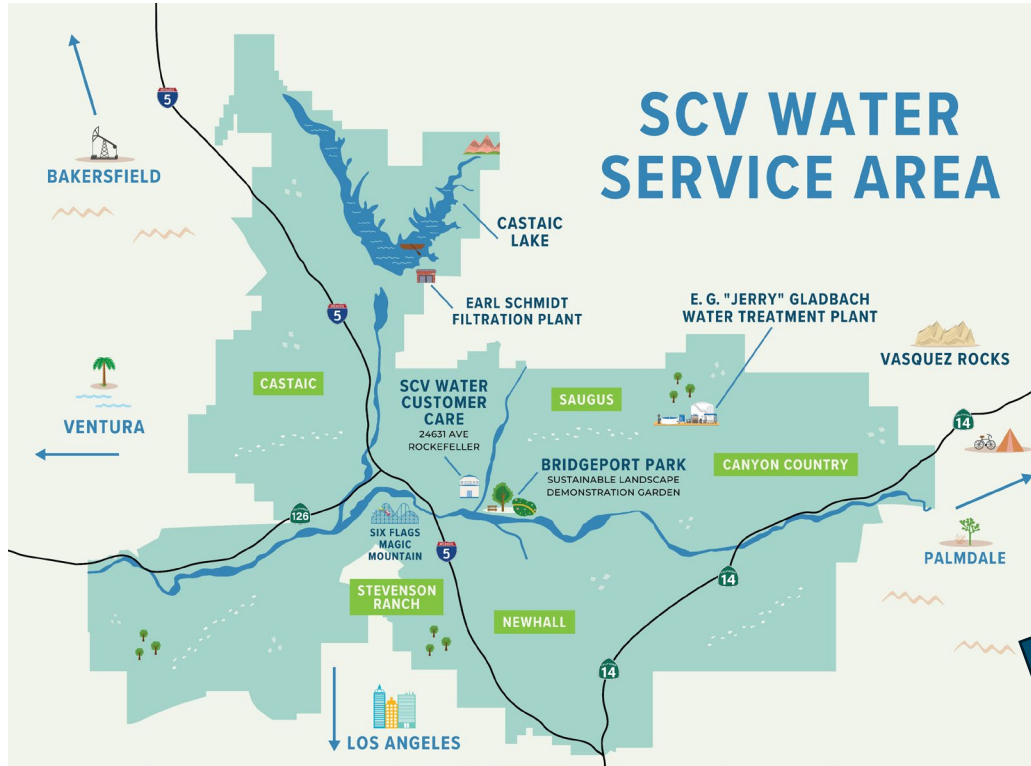


DOES YOUR AGENCY BRAND NEED A REFRESH?

ACWA Spring Conference
May 14, 2025



SCV WATER | WHO WE ARE

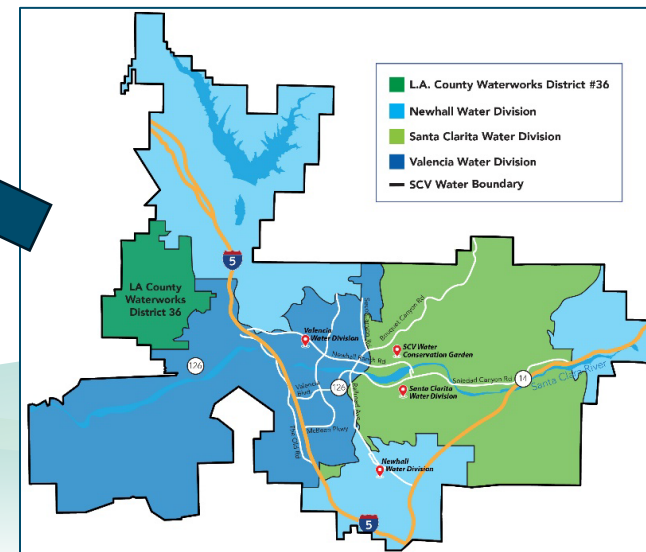


The SCV Water service area is located in northern Los Angeles County, with its western limit generally along the L.A.-Ventura County line.

- A full-service regional water agency located in the Santa Clarita Valley
- Formed on January 1, 2018, by an act of the State Legislature (SB 634)

SCV Water provides water service to:

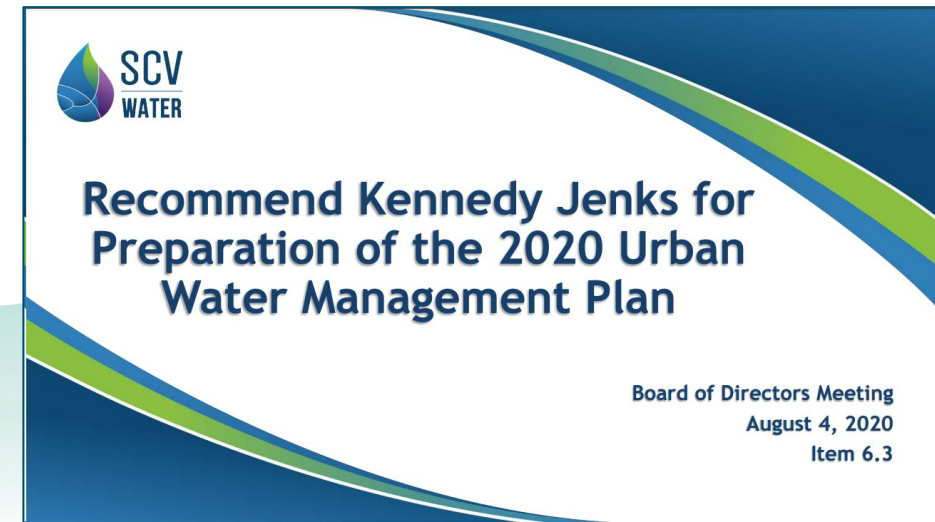
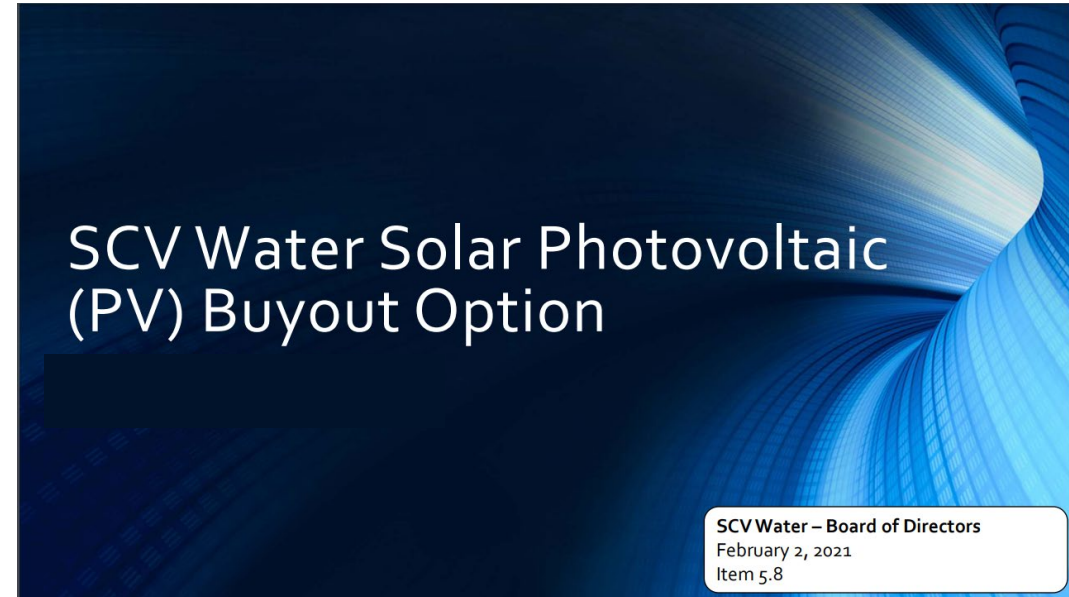
- 🏠 196.8 square miles
- 🚰 75,000+ service connections
- 👨👩👦 Nearly 300,000 people



HISTORY OF OUR BRAND GUIDE

The Beginning

- No formal brand guidelines (Jan. 1, 2018 through Nov. 2022)
- Lack of consistency with standardized items (i.e. PPT, letterhead, logo and color palette usage, language in reports, etc.)
- Attempts for unified “rules” and “best practices,” but ultimately there was subjective use of branded items



LOGO EVOLUTION (BEFORE)



LOGO EVOLUTION (AFTER)



Employee Appreciation Day



Primary



Secondary

BEFORE

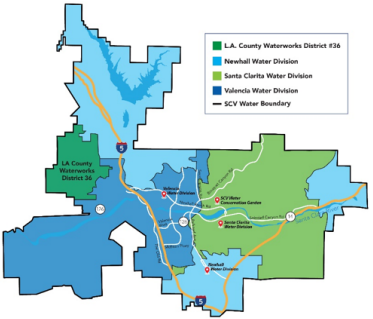


July 8, 2020

SCV Water | Overview

Click to add subtitle

SCV Water | Who We Are



- A full-service regional water agency located in the Santa Clarita Valley
- Formed on January 1, 2018 by an act of the State Legislature (SB 634)
- SCV Water provides water service to:
 - 195 square miles
 - 74,000 retail customers
 - 273,000 total population served

The SCV Water service area is located in northern Los Angeles County, with its western limit generally along the L.A.-Ventura County line.

YOURSCVWATER.COM



27234 Bouquet Canyon Rd., Santa Clarita, CA 91350 | (661) 297-1600 | yourscvwater.com

[Start text here.]

Letterhead

Lindsey Gibson
Public Affairs Specialist II
Santa Clarita Valley Water Agency
Water Resources & Outreach Department
661-297-1600 x259



SCV WATER

SERVICE • COMMUNITY • VALUE

Email Signature



PPT Template

AFTER

**WATER RESOURCES PLANNING
OVERVIEW**

SCV Water Lunch & Learn
January 29, 2025



Sarah Fleury
Senior Water Resources Planner



OVERVIEW

WATER SUPPLY 101

- Water Supply Components
- SCV Water's Supply Portfolio

WATER RESOURCE PLANNING 101

- WR Planning: The "Big" Picture
- Understanding Statewide Water Supply Dynamics
- SCV Water Supply Management: Planning Year-to-Year

2025 OUTLOOK

QUESTIONS



PPT Template



**SCV
WATER**

SCV Water · 27234 Bouquet Canyon Road, Santa Clarita, CA 91350-2173 · 661-297-1600 · yourSCVwater.com

Letterhead



Zoom Backgrounds



**SCV
WATER**

KEVIN STRAUSS
Communications Manager ·
Water Resources & Communications Department

26501 Summit Circle, Santa Clarita, CA 91350
Office: (661) 513-1265 · Cell: (661) 625-2639
Email: kstrauss@scvwa.org

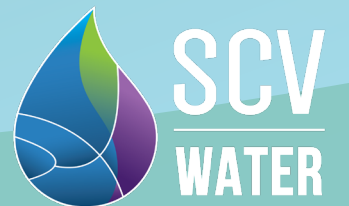
Email Signature



CREATING A BRAND GUIDE



- Presents a **unified voice** before our customers and community
- Strengthens and enhances our **reputation**
- Helps customers and stakeholders better **identify** the many services we provide to the community



WHAT'S IN OUR BRAND GUIDE

- Logo Usage
- Color Palette
- Typography Best Practices
- Employee and Designer Fonts
- Design Best Practices
- PowerPoint Best Practices
- Accessible Design Guidelines
- Photography and Videography Guidelines
- Writing Style Guidelines
- Board Memo Writing Tips
- Boilerplate Paragraph
- Translation Guidelines
- Applications



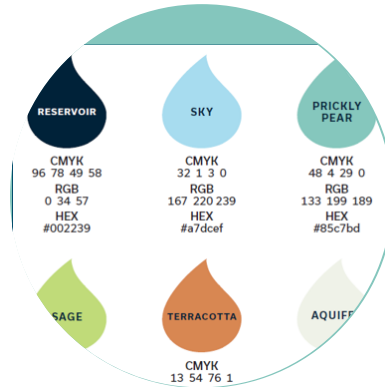
STAFF TRAINING - AGENDA

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What's a Brand Guide?

- Table of Contents



Look & Feel

- Logo Usage
- Color Palette
- Typography

POWERPOINT GUIDELINES

Practices

slides consistent
(e.g., format, etc.)
story
visual – show,
minimum

Things to Avoid

- Too much text – use
- Poor quality images/
- Bad contrast (color)

Best Practices

- PowerPoint
- Photo & Video
- Accessible Design
- Writing Style
- Translation



Your Role

LOGO USAGE

Primary & Secondary



- Primary “standard” square version
- Clear space around the logo
- No smaller than 1” wide



- Secondary horizontal version

Color Variations



Selection & Integrity

- Consider size and orientation to the space available
- Never alter the logo (e.g., changed colors or fonts, be stretched, condensed or redrawn)

COLOR PALETTE

Color Specifications

- CMYK and PMS – used for print materials
- RGB and/or HEX – used for digital media

Primary

Core colors; incorporated into our logo

 LAKE CMYK 98 68 37 21 RGB 0 76 108 HEX #004c6c	 JUNIPER CMYK 78 40 11 0 RGB 52 132 182 HEX #3484b6	 AQUA CMYK 69 14 0 0 RGB 0 174 239 HEX #00aeef
 LARKSPUR CMYK 87 100 23 13 RGB 72 32 110 HEX #48206e	 LUPINE CMYK 44 70 0 0 RGB 152 101 170 HEX #9865aa	 VALLEY CMYK 54 0 100 0 RGB 130 195 65 HEX #82c341

Secondary

Accent colors to be used alongside the primary colors

 RESERVOIR CMYK 96 78 49 58 RGB 0 34 57 HEX #002239	 SKY CMYK 32 1 3 0 RGB 167 220 239 HEX #a7dcef	 PRICKLY PEAR CMYK 48 4 29 0 RGB 133 199 189 HEX #85c7bd
 SAGE CMYK 27 0 68 0 RGB 192 219 121 HEX #c0db79	 TERRACOTTA CMYK 13 54 76 1 RGB 216 135 82 HEX #d88752	 AQUIFER CMYK 5 2 8 0 RGB 239 242 232 HEX #eff2e8

BRAND APPLICATIONS

Reference: Brand Guide,
page 28-46

Stationery

- Letterhead
- Envelopes (Size No. 10)
- Correspondence Cards and Envelopes

Digital

- eNewsletter
- Email Signature
- Zoom Backgrounds
- Social Media

Collateral

- Marketing Materials

Templates

- PowerPoint
- Press Releases
- Meeting Agendas
- Resolutions
- Employee Manual

Miscellaneous

- Fleet Vehicle ID
- Apparel
- Promo Items



QUESTIONS?



Kevin Strauss
Communications Manager
kstrauss@scvwa.org