Using these guidelines

We want to make sure that our brand looks the same no matter where or how it’s being used. Following these guidelines will ensure it’s used in a way that upholds the standards of North Marin Water District (NMWD) and keeps our brand looking professional and consistent.
Our primary logos

NMWD’s logo can be used horizontally or vertically, depending on the space it needs to fill.
Our secondary logos

Where it’s not possible to use a primary, full color logo, our secondary logo can be used. Use this when the application requires a single color.
Clear space

Always keep a minimum clear area around the logo. This space isolates the mark from any other competing graphic elements like other logos or body copy that might conflict with, overcrowd or lessen the impact of the mark.

The minimum space is defined as the height of the O.
Unacceptable usage

Always make sure that the logo is presented as is. Do not rotate, squash, resize or rearrange any of the elements within the logo.
Our primary color palette

Our colors play an integral part of our brand. We use various shades of blue to represent that brand. A secondary color palette is available when more contrast is required.

- **CMYK:** 100/90/30/15  
  **RGB:** 37/49/102  
  **HEX:** #253166  
  **Pantone:** 654 C

- **CMYK:** 75/45/0/0  
  **RGB:** 71/126/192  
  **HEX:** #477ec0  
  **Pantone:** 660 C

- **CMYK:** 75/35/0/0  
  **RGB:** 57/140/203  
  **HEX:** #398ccb  
  **Pantone:** 7689 C

- **CMYK:** 75/25/0/0  
  **RGB:** 38/153/214  
  **HEX:** #2699d6  
  **Pantone:** 2925 C

- **CMYK:** 0/0/0/75  
  **RGB:** 100/99/99  
  **HEX:** #646363  
  **Pantone:** Cool Gray 10 C

- **CMYK:** 0/0/25  
  **RGB:** 208/208/208  
  **HEX:** #d0d0d0  
  **Pantone:** 420 C
Our secondary color palette

Secondary colors help individual graphic elements stand out from our primary color palette, such as icons, backgrounds and special typography. Use the secondary color palette extremely sparingly.
Typefaces

Our brand is supported by our typefaces. These help to shape our message. They are as much a part of our image as our logo is.

We use Raleway Extra Bold for all of our headings.

Used for headings only. Never used for body copy. Raleway comes in other weights including Light, Regular and Bold. These should not be used for headings.

We use Helvetica Neue Regular for all of our body copy.

Used for body copy only. Never used for headings. Helvetica Neue comes in other weights including Light, Bold and Black. These may be used sparingly for emphasis within body copy.

Old Style Figures

The Raleway typeface contains Old Style Figures which can be used to call attention to important figures. By default, Old Style Figures are turned on in most applications. Tabular Lining Figures are also acceptable where Old Style Figures are not appropriate.

Old Style Figures

<table>
<thead>
<tr>
<th>13</th>
<th>42</th>
<th>27</th>
<th>13</th>
<th>42</th>
<th>27</th>
</tr>
</thead>
<tbody>
<tr>
<td>23</td>
<td>89</td>
<td>23</td>
<td>89</td>
<td></td>
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</tr>
</tbody>
</table>

Tabular Lining Figures
Brand examples
Good water, good service, good value.

Dear Lorem

Dolor sit amet, consectetur adipiscing elit. Maecenas non dolor sed tortor porttitor faucibus.
Quisque sagittis, massa vel gravida finibus, mi risus tristique mi, ac faucibus nisl velit ut velit.


Vestibulum sodales nec enim sit amet blandit.


Mauris tincidunt urna non sagittis convallis.

Sincerely,

Pellentesque Erat
Mauris Suscipit
North Marin Water District
Brand examples

Good Water,
Good Service,
Good Value.

Dolor sit amet, adipiscing elit.
Maecenas non dolor sed tortor porttitor faucibus. Quisque sagittis, massa.
Nullam dapibus imperdiet tortor, in erat consectetur in. Pellentesque commodo eros pulvinar, scelerisque nulla eget.
Find out more at nmwd.com

Good Water,
Good Service,
Good Value.

Dolor sit amet, adipiscing elit.
Maecenas non dolor sed tortor porttitor faucibus. Quisque sagittis, massa.
Nullam dapibus imperdiet tortor, in erat consectetur in. Pellentesque commodo eros pulvinar, scelerisque nulla eget.
Find out more at nmwd.com

73%
Stafford Lake Reservoir Level
Maecenas non dolor sed tortor porttitor faucibus. Quisque sagittis, massa.
Nullam dapibus imperdiet tortor, in erat consectetur in. Pellentesque commodo eros pulvinar, scelerisque nulla eget.
Find out more at nmwd.com
More information

For further assistance with these guidelines, please contact:

Claire Knoles
Kiosk
415-895-5327
claire@kiosk.tm