



**NORTH MARIN
WATER DISTRICT**

Brand Guidelines

April 2020





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.





**NORTH MARIN
WATER DISTRICT**

Our primary logos

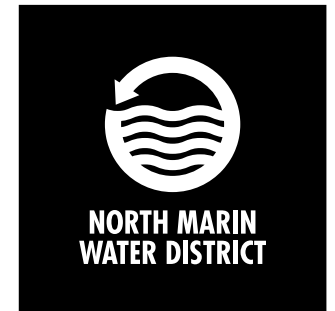
NMWD's logo can be used horizontally or vertically, depending on the space it needs to fill.



**NORTH MARIN
WATER DISTRICT**

Our secondary logos

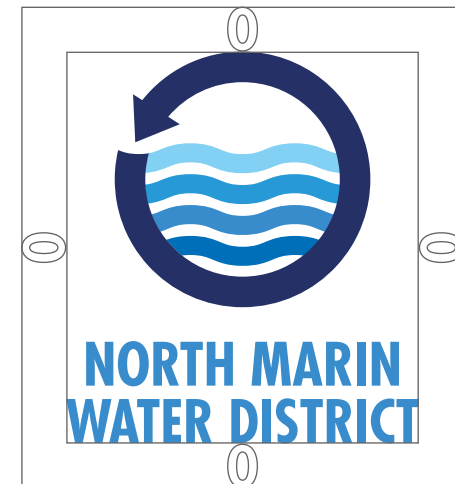
Where it's not possible to use a primary, full color logo, our secondary logo can be used. Use this when the application requires a single color.



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: 50/0/0/0
RGB: 131/208/245
HEX: #83d0f5
Pantone: 297 C



CMYK: 50/0/0/0
RGB: 131/208/245
HEX: #83d0f5
Pantone: 297 C



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



CMYK: 0/0/0/25
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.



CMYK: 50/100/0/0
RGB: 149/27/129
HEX: #951b81
Pantone: 254 C



CMYK: 0/100/0/0
RGB: 230/0/126
HEX: #e6007e
Pantone: 219 C



CMYK: 0/100/100/25
RGB: 183/14/12
HEX: #b70e0c
Pantone: 7626 C



CMYK: 0/100/100/0
RGB: 227/6/19
HEX: #e30613
Pantone: 485 C



CMYK: 0/75/100/0
RGB: 234/91/12
HEX: #398ccb
Pantone: 1595 C



CMYK: 0/50/100/0
RGB: 243/146/0
HEX: #f39200
Pantone: 144 C



CMYK: 75/0/100/0
RGB: 58/170/53
HEX: #3aaa35
Pantone: 361 C



CMYK: 50/0/100/0
RGB: 149/193/31
HEX: #95c11f
Pantone: 368 C

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.

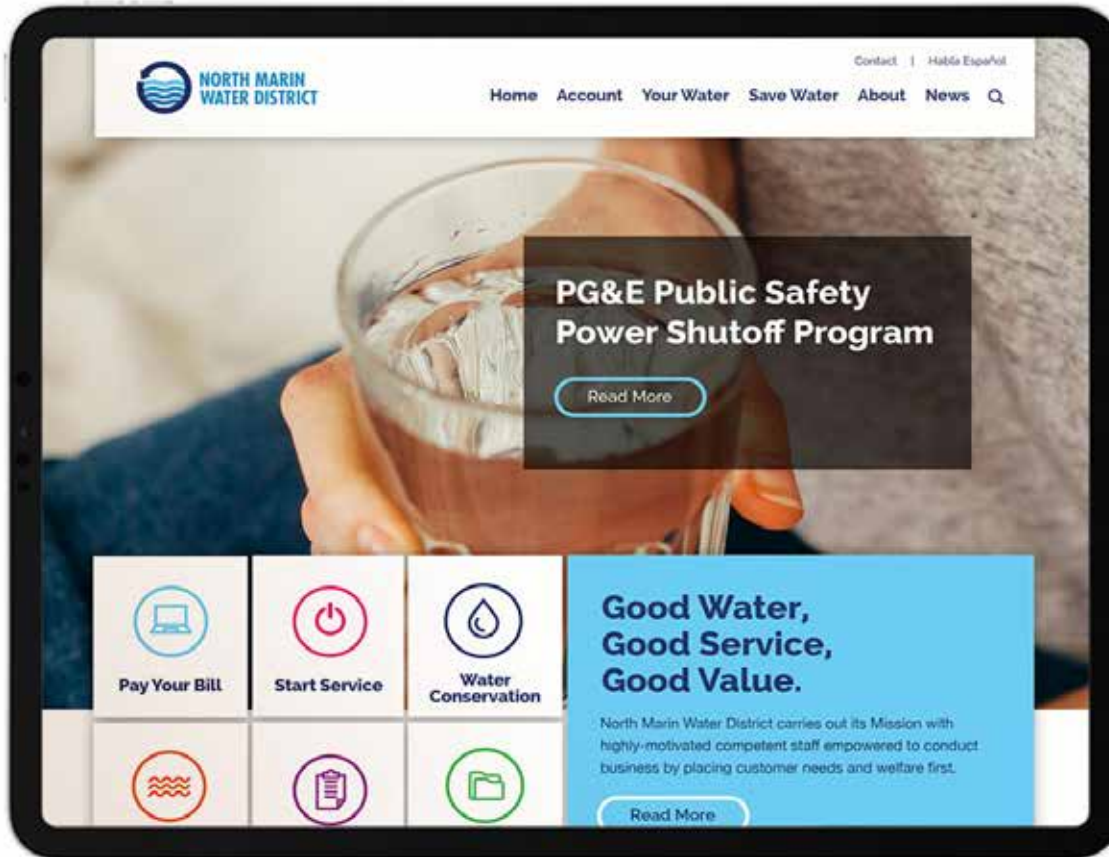
13 **27**
42 **89**
23

Old Style Figures

13 **27**
42 **89**
23

Tabular Lining Figures

Brand examples



Brand examples



Claire Knoles
750 Grant Avenue, #200
Novato
CA 94945

We're here to help.

Call us
415-897-4133
Monday - Friday
8am - 5pm

Email us
info@nmwd.com

Emergencies & After Hours
415-897-4133
After hours calls are answered by
an outside on-call service center.

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.

Nullam dapibus imperdiet tortor, in pellentesque erat consectetur in. Pellentesque commodo eros pulvinar, scelerisque nulla eget, efficitur velit. Donec a justo in ipsum vehicula elementum quis eu elit. Proin tristique vitae metus sit amet auctor.

Vestibulum sodales nec enim sit amet blandit.

Aliquam sapien diam, finibus ut nisi ut, pellentesque porttitor ex. Mauris suscipit tortor cursus aliquet porta. Integer pretium orci eget semper lobortis. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas.


Mauris tincidunt urna non sagittis convallis.

Sincerely,

Pellentesque Erat
Mauris Suscipit
North Marin Water District

North Marin Water District, 999 Rush Creek Place, Novato, CA 94945


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:

Camille Milliner
Kiosk
415-895-5327
camille@kiosk.tm



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