



**CWIEA**

**BRAND  
GUIDELINES**

# Hello!

**WELCOME TO THE  
NEW CWEA BRAND.**

Our new positioning, tone of voice,  
and refreshed visual brandmark are  
built to reflect the CWEA of today  
and carry us into the future.

**PURPOSE  
OF THESE  
GUIDELINES**

These guidelines are designed to make it easy for you to find the tools you need to bring the **CWEA** brand to life consistently across all of our brand applications.

By using these visual and verbal tools, CWEA will build a recognizable and inspirational brand.

**LET'S GET STARTED...**

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1

# BRAND STRATEGY

Made up of elements that define the essence of what **CWEA** stands for, our brand strategy informs everything we say and do as an organization.

OUR  
POSITIONING  
STATEMENT

WHO WE ARE,  
WHAT WE DO, AND  
WHY WE DO IT

**CWEA** is the **trusted organization**  
that **advocates for and empowers**  
**wastewater professionals**  
so they can **protect and harness the**  
**potential of California's most critical**  
**resource**  
because **all water is essential.**

This singular idea is our north star—the essence of WHAT **CWEA** stands for and our unique position in the landscape of water organizations.

## OUR BRAND IDEA

THE ESSENCE  
OF WHAT WE  
STAND FOR

# Champions of Wastewater

Inherently proud

Speaks to our people as  
champions *and* nods to  
championing the industry

Focuses on our  
point of difference

References our members  
as well as the industry

These attributes outline how we deliver on our positioning statement and brand idea.

## OUR REASONS TO BELIEVE

### **We empower wastewater professionals.**

We empower professional growth through training, certifications, networking and collaboration, and leadership opportunities at the state and local level.

### **We are the proven experts.**

From our recognized certification program to our experienced and diverse professional community, we are the most trusted industry partner for members, agencies, and beyond.

### **We unite the wastewater industry.**

We are the only organization that unites wastewater professionals in all roles & across geographic regions, building a strong and collaborative community.

### **We're bringing wastewater into the future.**

Our up-to-date certifications and events, cross-industry collaboration, and innovative California perspective is helping to shape the future of wastewater.

### **We raise the profile of wastewater.**

Wastewater professionals protect and harness the potential of California's most essential resource: water. We build awareness for this critical public service.

**POSITIONING  
FRAMEWORK**



## OUR MEMBER AND AGENCY BENEFITS

### FOR MEMBERS

#### FUNCTIONAL BENEFITS:

- Go-to resource for professional growth: certifications, training, leadership opportunities, and cross-industry networking
- Convenient & accessible opportunities to engage on a local level through meetings and trainings with local sections
- Access to an inclusive, collaborative community of professionals that spans roles, career stages, and regions
- Builds awareness of industry, raising profile of wastewater overall, including recognition of individuals
- Go-to resource for industry news and innovation

#### WE MAKE THEM FEEL:

Empowered/Supported, Proud

### FOR AGENCIES & EMPLOYERS

#### FUNCTIONAL BENEFITS:

- Go-to resource for employee development: certifications, training, leadership opportunities
- Convenient & accessible opportunities for employees to engage on a local level through meetings & trainings with local sections
- Trains and certifies competent, qualified, skilled workforce
- Facilitation of cross-region/cross-function collaboration
- Have a voice in shaping the wastewater industry through participation of employees in CWEA leadership
- Opportunity for public recognition through awards
- Builds awareness of industry, raising profile of wastewater overall, including at agency level
- Go-to resource for industry news & innovation

#### WE MAKE THEM FEEL:

Confident, Trusting, Appreciative

## OUR PERSONALITY AND VOICE

Our personality shapes how we talk to audiences across applications, ensuring a consistent tone that reflects our brand positioning.

## WE ARE

---

- **Passionate**  
Energetic, Determined, Curious
- **Proud**  
Confident, Dedicated
- **Human**  
Warm, Supportive,  
Authentic, Accessible
- **Trustworthy**  
Grounded in Experience,  
Credible, Thoughtful

## WE ARE NOT

---

- **Lofty**  
Wordy, Pretentious
- **Arrogant**  
Exclusive, Boastful
- **Unprofessional**  
Disorganized,  
Overly-Casual
- **Stagnant**  
Inflexible, Boring

## OUR TONE OF VOICE

### PASSIONATE *SOUNDS LIKE...*

At **CWEA**, we empower wastewater professionals as they protect California's most critical resource: water. Since our founding in 1927, we've grown to a community of more than 10,000 members across all facets of wastewater management & resource recovery, from operators to lab techs to engineers.

#### **NOT...**

Founded in 1927, the California Water Environment Association is a not-for-profit public benefit association of 10,000-plus water quality professionals who work for public agencies and collection systems, engineering firms, and equipment and service suppliers.

### HUMAN *SOUNDS LIKE...*

All **CWEA** members are invited to vote on next year's incoming **CWEA** officers! This is your chance to have a say in **CWEA** leadership and meet the nominees.

Either join the annual business portion of the awards lunch during our annual conference or submit a proxy by March 30th.

#### **NOT...**

**CWEA** members are invited to attend **CWEA**'s Annual Business Meeting and vote on the incoming **CWEA** Slate of Officers.

You do not have to register for the Annual Conference to attend the Annual Business portion of the Awards Lunch...

### PROUD *SOUNDS LIKE...*

It's an incredibly exciting time to work in the wastewater industry. **CWEA** brings together professionals from across the state to tackle real-world challenges, develop and deliver cutting-edge training, raise awareness for the critical service we provide, and shape the future of wastewater. Join us.

#### **NOT...**

**CWEA** provides value for its members. Whether you're just getting started as a young professional or have a couple decades of experience, you'll benefit from the opportunity to work closely with your fellow wastewater professionals from across the state.

### TRUSTWORTHY *SOUNDS LIKE...*

Trusted by more than X agencies across California, **CWEA**'s certification program provides assurance of employee competency, training, and safe work practices. Learn more about how **CWEA** can elevate your workforce through certifications, training, and industry leadership.

#### **NOT...**

A **CWEA** certificate provides wastewater organizations with written confirmation that the holder has demonstrated a high level of job-related knowledge, skills and abilities. It provides a documented level of assurance that employees are competent in safe work practices.

THESE EXAMPLES ARE MEANT TO BE INFORMATIVE, NOT PRESCRIPTIVE, AND SHOW HOW COPY BRINGS OUR BRAND VOICE TO LIFE.

## OUR TONE OF VOICE

## FINDING A PASSIONATE TONE WITHOUT SOUNDING CHEESY

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### *SOUNDS LIKE...*

At **CWEA**, we celebrate the critical work of our members every day, but especially during Water Professionals Appreciation week! This week, we join hundreds of agencies throughout California in recognizing all you do—from keeping essential wastewater service flowing to taking action to protect California's waterways. Today we're recognizing the inspirational women and veterans who have gone above and beyond...

### *NOT...*

Can you feel the magnitude of appreciation? Not only are you deserving of California's gratitude, you also get a whole week dedicated to you. We are proud to take part in recognizing **CWEA** members. CWEA joined hundreds of agencies throughout California to celebrate Water Professionals Appreciation Week between Oct. 5-13. In an effort to encourage more women and veterans to join our profession, we again highlighted women and veterans...

## BEST PRACTICES

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- Get as specific as possible (this is amazing because...)
- Take an active and direct tone without using a passive voice
- Limit the use of alliteration and puns in public-facing content, using them in headlines or as a sign-off (there's more flexibility for member-facing content and social media)

2

# BRAND VISUAL ELEMENTS

Our visual elements translate our strategy into design. This section covers the tools you'll need to design applications that are consistent and communicate our brand positioning.

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**OUR  
BRANDMARK**

Our brandmark is **bold, iconic, and proud**. It reinforces our position as a **trusted organization** for the wastewater community & our members.

The brandmark visualizes the concept of **California** through our **orange sun**, and nods to the **transformation of wastewater** through the **gradient in our W**.

Consistent & correct usage of the brandmark is vital to maintaining a strong and cohesive brand.

It should always appear on a light background to maintain legibility and contrast.

When used in copy, **“CWEA”** should be in all upper case. It should be bolded in the first use, and not each time thereafter.

---



CWEA

**OUR  
BRANDMARK  
COLORS**

Color is an impactful tool for building brand recognition.

When used consistently, color helps our brand feel proud, trusted, & instantly recognizable.

The letters **C, E, and A** in our brandmark should print **CWEA** Dark Blue.

The **W** houses a gradient treatment from CWEA Dark Blue to CWEA Light Blue.

The dot above the **W** in our brandmark should print CWEA Orange.



CWEA DARK BLUE	CWEA LIGHT BLUE	CWEA ORANGE
PANTONE® 2745 C	PANTONE® 2995 C	PANTONE® 144 C
CMYK 100-92-0-35	CMYK 80-12-0-4	CMYK 0-53-100-0
RGB 41-36-109	RGB 0-67-225	RGB 215-131-44
HEX #29246D	HEX #00A9E0	HEX #D3832B



## OUR BRANDMARK TREATMENT

### 2-COLOR/1-COLOR

When there are printing limitations and the full color brandmark cannot be used, there are 2-color and 1-color versions. In these versions, the W is simplified and prints without the gradient.

#### 2-COLOR



#### 1-COLOR



### REVERSED on COLOR

The **CWEA** brandmark can also be reversed to white when shown against a dominant color field. CWEA Dark Blue is the preferred color to ensure brand recognition and contrast. Reversed brandmark on alternate colors may be used upon approval.

#### BRANDMARK REVERSED ON PREFERRED DOMINANT COLOR FEILD



### REVERSED on IMAGERY

The CWEA brandmark can be placed a over duo-tone image when there is sufficient contrast for clear legibility.

Do not place the brandmark near or over a person's face or over a busy, distracting photo.

#### BRANDMARK REVERSED ON ALTERNATE DOMINANT COLOR FEILD



#### BRANDMARK REVERSED ON DUO-TONE IMAGE



## OUR BRANDMARK TREATMENT

### CLEAR SPACE

Clear space around our brandmark ensures legibility and builds brand recognition.

Clear space, equal to the diameter of the circle, at a minimum, must be maintained on all sides of the brandmark.

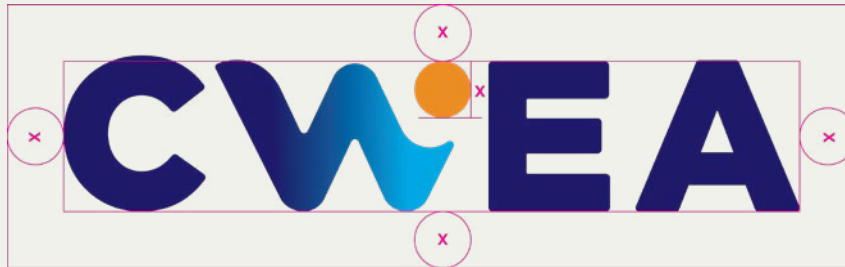
### MINIMUM SIZE

Our brandmark is designed to scale to small sizes on print and read on screen.

**Print minimum size:** 0.5" wide

**Digital minimum size:** 50 pixels wide

### CLEAR SPACE



THE CLEAR SPACE IS DEFINED BY THE DIAMETER OF THE CIRCLE IN THE BRANDMARK.

### PRINT MINIMUM SIZE



### DIGITAL MINIMUM SIZE



**OUR  
BRANDMARK  
DON'TS**

**Consistent and correct** usage of our brandmark elevates our brand and reinforces the strength of brand.

**Always use master art**—never recreate, change, or modify the brandmark.

This page shows a few examples of incorrect identity usage.

**X** DO NOT ALTER THE COLOR OF THE BRANDMARK



**X** DO NOT EXTRACT LETTERS FROM THE BRANDMARK TO CREATE A NEW BRANDMARK LOCKUP



**X** DO NOT PLACE THE BRANDMARK OVER BUSY PHOTOGRAPHIC BACKGROUNDS



**X** DO NOT CROWD THE BRANDMARK



**X** DO NOT ADD DROP SHADOWS OR OTHER EFFECTS TO THE BRANDMARK



**X** DO NOT PLACE THE BRANDMARK AT AN ANGLE OR DISTORT IT.



**OUR  
TAGLINE**

Our tagline encapsulates our Passionate, Proud, Human, and Trustworthy brand voice.

To protect the tagline's integrity, you should always use master art and not recreate or type the tagline.

The tagline may be used locked up with the brandmark in horizontal or stacked format (using master art) or independently of the brandmark when the brandmark appears elsewhere on the application.

**INDEPENDENT**

**PROTECTING CALIFORNIA'S MOST  
CRITICAL RESOURCE**

**USAGE WITH BRANDMARK**

The logo for CWEA, featuring the letters 'CWEA' in a bold, dark blue font. The 'W' is stylized with a light blue gradient and a small orange circle above it.

**PROTECTING CALIFORNIA'S MOST  
CRITICAL RESOURCE**

The logo for CWEA, featuring the letters 'CWEA' in a bold, dark blue font. The 'W' is stylized with a light blue gradient and a small orange circle above it.

**PROTECTING  
CALIFORNIA'S  
MOST CRITICAL  
RESOURCE**

**OUR  
ADDITIONAL  
COLORS**

**CWEA** primarily uses Dark Blue, Light Blue, and Orange, outlined on page 16. Only use additional colors when necessary.

The **CWEA Medium Blue**, Aqua Green, Coral Red, and Warm Gray show a range of additional colors that could be introduced.

**CWEA Warm Gray** is primarily used as a background color. It helps unify our communications pieces.

These colors are bright and warm—not pastel, overly saturated, or dark. They work well with our primary brand colors.



**CWEA  
DARK BLUE**



**CWEA  
LIGHT BLUE**



**CWEA  
ORANGE**



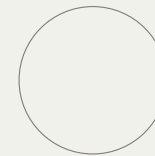
**CWEA  
MED. BLUE**



**CWEA  
AQUA GREEN**



**CWEA  
CORAL RED**



**CWEA  
WARM GRAY**



**CWEA  
DARK GRAY**



**CWEA  
YELLOW**

PANTONE®  
2745 C

PANTONE®  
2995 C

PANTONE®  
144 C

PANTONE®  
2194 C

PANTONE®  
326 C

PANTONE®  
2031 C

PANTONE®  
WARM GRAY 1C  
at 50%

PANTONE®  
409 C

PANTONE®  
601 C

CMYK  
100-92-0-35

CMYK  
80-12-0-4

CMYK  
0-53-100-0

CMYK  
100-40-0-0

CMYK  
73-0-38-22

CMYK  
10-75-60-0

CMYK  
0-0-2-5

CMYK  
0-6-9-60

CMYK  
0-0-57-0

RGB  
41-36-109

RGB  
0-67-225

RGB  
215-131-44

RGB  
41-36-109

RGB  
9-153-145

RGB  
221-100-95

RGB  
242-241-236

RGB  
128-112-118

RGB  
255-246-139

HEX  
#29246D

HEX  
#00A9E0

HEX  
#D3832B

HEX  
#0082D3

HEX  
#00ADA6

HEX  
#D36462

HEX  
#F2F2ED

HEX  
#7F736F

HEX  
#FFF68B

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**OUR  
TYPOGRAPHY**

Typography is an essential visual element. Our **CWEA** typeface conveys emotion, purpose, and personality. It is clear, easy to read, and friendly.

Gotham's selection of weights and italics make it a flexible choice for all of our communications.

The Gotham typeface can be found and purchased from:

H&FJ Foundry  
<http://www.typography.com>

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**TYPEFACE**

# Gotham

**GOTHAM BOLD**

## Gotham

**GOTHAM MEDIUM**

## Gotham

**GOTHAM BOOK**

## Gotham

**GOTHAM LIGHT**

## Gotham

## OUR TYPOGRAPHY COLOR

Quotes, headlines, large positioning text and callouts are printed in **CWEA Dark Blue**, the dominant color of your communications piece is reversed to white when shown on a color field.

Colored text should never be used on a dominant color field.

Body copy is printed in **CWEA Dark Blue** and **CWEA Dark Grey**.

## HEADLINE EXAMPLES

HEADLINE EXAMPLE 1  
IN **CWEA DARK BLUE**

**1st Annual  
Collection System  
Maintenance**

HEADLINE EXAMPLE 2  
IN **CWEA AQUA GREEN**

**1st Annual  
Collection System  
Maintenance**

HEADLINE EXAMPLE 3  
IN **CWEA DARK BLUE**

Take Your  
Career to the  
Next Level

HEADLINE EXAMPLE 1  
ON **COLORED FIELD**

**1st Annual  
Collection System  
Maintenance**

HEADLINE EXAMPLE 2 IN  
ON **COLORED FIELD**

**1st Annual  
Collection System  
Maintenance**

HEADLINE EXAMPLE 3  
ON **COLORED FIELD**

Take Your  
Career to the  
Next Level

## BODY COPY EXAMPLES

BODY COPY EXAMPLE 1

It's an incredibly exciting time to work in the wastewater industry. **CWEA** brings together professionals from across the state to tackle real-world challenges, develop and deliver cutting-edge training, raise awareness for the critical service we provide, and shape the future of wastewater. Join us.

BODY COPY EXAMPLE 2

It's an incredibly exciting time to work in the wastewater industry. **CWEA** brings together professionals from across the state to tackle real-world challenges, develop and deliver cutting-edge training, raise awareness for the critical service we provide, and shape the future of wastewater. Join us.

## DONT'S

**X** DO NOT USE COLORED TEXT  
ON COLORED FEILD

**1st Annual  
Collection System  
Maintenance**

**X** DO NOT USE COLOR FOR BODY COPY  
THAT HAVE NOT BEEN APPROVED

It's an incredibly exciting time to work in the wastewater industry. **CWEA** brings together professionals from across the state to tackle real-world challenges, develop and deliver cutting-edge training, raise awareness for the critical service we provide, and shape the future of wastewater. Join us.

## OUR TYPOGRAPHY STYLES

### TYPE STYLE 1: SINGLE STYLE

**1A. HEADLINE:** The headline is set in Gotham Bold as Title Case for bold and impactful messaging

**1B. CAPTION:** The caption is set in Gotham Bold as All Caps

### TYPE STYLE 2: PAIRING STYLES

**2A. HEADLINE:** The headline is set in two styles, Gotham Bold & Gotham Book, as Title Case to create sufficient contrast and messaging emphasis

**2B. CAPTION:** The caption uses the same principles, as the 2A headline style as All Caps

### TYPE STYLE 2: DUAL COLOR

**3. CAPTION:** The caption uses dual color to bring visual interest to the message. The type can be set in Gotham Medium as All Caps or Title Case

#### HEADLINE TYPE STYLE 1A

**Single Style  
Gotham Bold  
Title Case**

#### CAPTION TYPE STYLE 1B

**ALL CAPS**

#### HEADLINE TYPE STYLE 2A

**Pairing Styles  
Gotham Med.  
& Book**

#### CAPTION TYPE STYLE 2B

**ALL CAPS**

#### TYPE STYLE 3

**DUAL COLOR**



PANTONE® 2745 C  
CMYK 100-92-0-35  
RGB 41-36-109  
HEX #29246D



PANTONE® 2194 C  
CMYK 100-40-0-0  
RGB 41-36-109  
HEX #0082D3

#### EXAMPLE

**1st Annual  
Collection System  
Maintenance**

#### EXAMPLE

Take Your  
Career to the  
Next Level

#### EXAMPLE

**UPCOMING EVENT**  
March Events

**OUR PROGRAM NAMES**

There are many **CWEA** programs, and it's essential they feel like part of the CWEA brand to create a consistent visual identity.

To do this, we use a typographic treatment for program and committee names.

Our program names may appear in close proximity to the CWEA brandmark (as shown on p. 42) while maintaining clear space, or used apart from the CWEA brandmark when the CWEA brandmark is prominently used in the same application (as shown on p. 39.)

**HOW TO:**

**1** TYPESET PROGRAM NAME IN ALL CAPS, GOTHAM BOLD, IN CWEA MEDIUM BLUE.

**2** FILL THE FIRST LETTER IN EACH WORD WITH CWEA DARK BLUE.



**EXAMPLES: PROGRAM NAMES MAY BE STACKED OR HORIZONTAL**

<b>TECHNICAL CERTIFICATION PROGRAM</b>	<b>KIRT BROOKS MEMORIAL SCHOLARSHIP</b>	<b>NORTHERN REGIONAL COMMITTEE</b>
<b>TECHNICAL CERTIFICATION PROGRAM</b>		
<b>KIRT BROOKS MEMORIAL SCHOLARSHIP</b>		
<b>NORTHERN REGIONAL COMMITTEE</b>		

The first letters should be CWEA dark blue with the rest of the word in CWEA medium blue. Color values can be found on p. 21



PANTONE® 2745 C  
CMYK 100-92-0-35  
RGB 41-36-109  
HEX #29246D

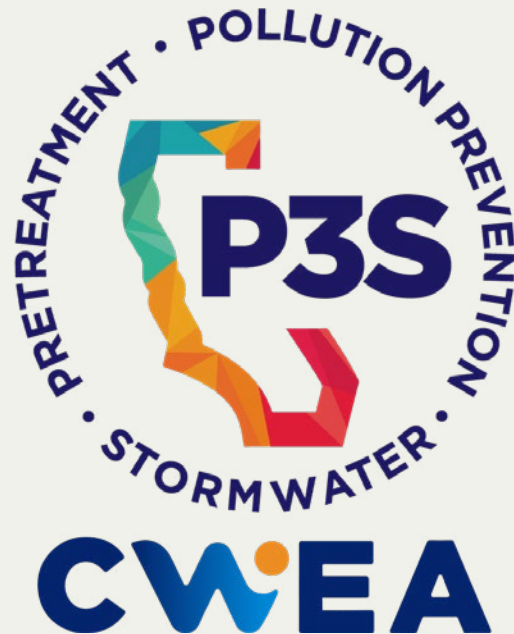


PANTONE® 2194 C  
CMYK 100-40-0-0  
RGB 41-36-109  
HEX #0082D3

**OUR  
PROGRAM  
NAMES**

When using other design elements within the logo, use the same typographic treatment outlined on p. 25 and to maintain consistency.

Always pair it with the CWEA logo below.



The text in the circle should always be Gotham Medium in the CWEA Dark Blue. Text should always remain legible regardless of the introduced art.

OUR  
PROGRAM  
NAME  
DON'T'S

Always use templated master typographical treatment to build program names.

This page shows a few examples of incorrect usage.

**X** DO NOT ALTER THE COLOR OF THE PROGRAM NAME

TECHNICAL  
CERTIFICATION  
PROGRAM

**X** DO NOT ALTER THE EMPHASIS OF THE APPROVED TREATMENT

TECHNICAL  
CERTIFICATION  
PROGRAM

**X** DO NOT INVERT THE EMPHASIS OF THE APPROVED TREATMENT

TECHNICAL  
CERTIFICATION  
PROGRAM

**X** DO NOT CHANGE THE SET TYPE CASE

Technical  
Certification  
Program

**X** DO NOT REVERSE PROGRAM NAMES ON A COLOR FIELD

TECHNICAL  
CERTIFICATION  
PROGRAM

**X** DO NOT ADD GRAPHICAL ELEMENTS TO THE APPROVED TREATMENT

TECHNICAL  
CERTIFICATION  
PROGRAM

**LOCAL SECTION BRANDMARKS**

Each of **CWEA**'s 17 local sections represents a vibrant local community, and today's local section logos reflect the diversity within CWEA's membership.

We have created a system that embraces the individual nature of each local section while bringing some consistency in treatment to build a cohesive CWEA identity.

The combined **CWEA + local section** brandmark should be used as a cohesive unit.

Local section artwork may be modified to eliminate duplicative copy (e.g. CWEA) within the imagery,

**HOW TO:**

- 1** LOCAL SECTION ARTWORK IS MODIFIED TO ELIMINATE COPY (E.G. CWEA, & LOCAL SECTION NAME) WITHIN THE IMAGERY.
- 2** THE MODIFIED ARTWORK IS MASKED INTO A CIRCULAR TEMPLATED AREA, WITHIN THE MASTER CWEA + LOCAL SECTION LOCKUP.
- 3** THEREAFTER THE TYPOGRAPHY WITHIN THE LOCKUP IS UPDATED WITH THE LOCAL SECTION NAME.



**EXAMPLES**



LOCAL  
SECTION  
BRANDMARKS  
DON'Ts

Always use template treatment to build local section brandmarks.

This page shows a few examples of incorrect usage.

**X** DO NOT ALTER THE PROPORTIONS BETWEEN THE LOCAL SECTION SEAL AND CWEA BRANDMARK



CWEA

**X** DO NOT ALTER THE COLORS OF THE APPROVED TREATMENT



CWEA

**X** DO NOT REBUILD THE ARTWORK



CWEA  
NORTHERN SACRAMENTO  
VALLEY SECTION

## OUR IMAGERY

We use imagery to inspire our audience.

Photography creates an immediate emotional connection. Our distinct point of view on photography centers on **content** and **style**.

### HOW OUR CONTENT & STYLE COME TO LIFE

#### CONTENT

Our photography showcases human and natural elements by featuring: wastewater professionals, wastewater infrastructure, and water.

#### STYLE

Our photographic style uses a balance of optimistic and bright lighting, industry-relevant color, uncluttered composition, and intentional use of focus to guide the viewer to the most important part of the image.

**Combined, this creates a distinctly CWEA point of view.**

**See following page for examples.**

### WASTEWATER PROFESSIONALS



### WASTEWATER INFRASTRUCTURE



### WATER

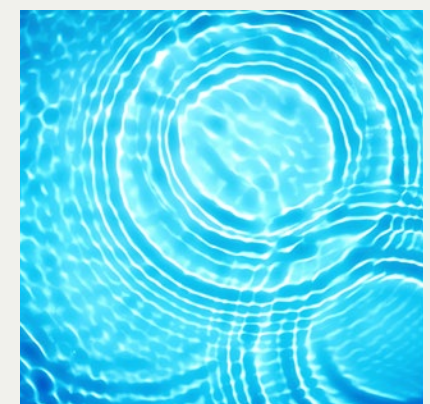
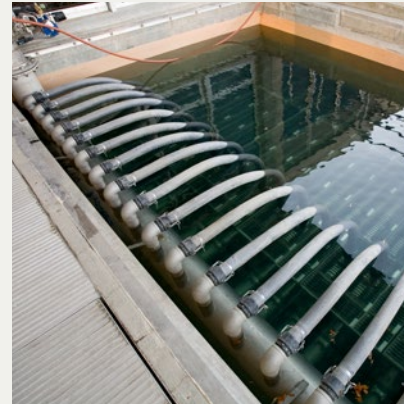
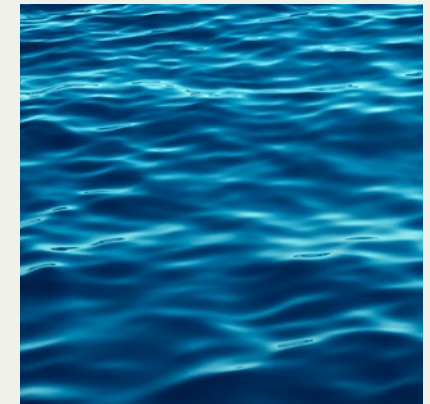


OUR  
IMAGERY  
DOS

BRIGHT &  
OPTIMISTIC  
LIGHTING

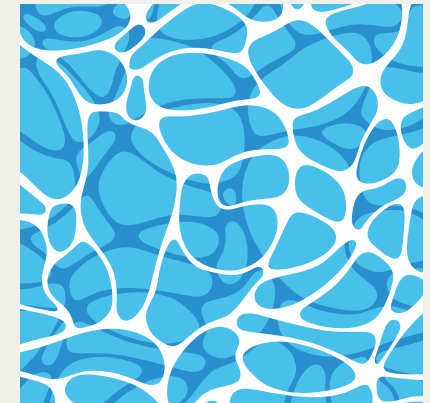
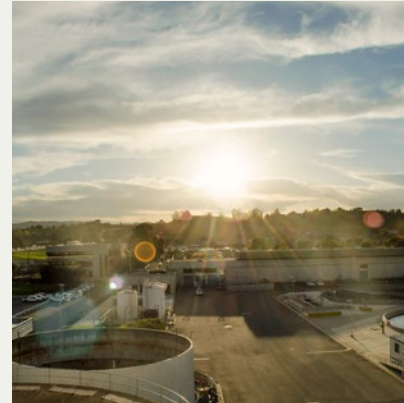
DISTINCT &  
SINGULAR  
FOCUSED  
SUBJECT

NATURAL  
COMPOSITIONS



**OUR  
IMAGERY  
DON'TS**

- X** AVOID MOODY & FLAT LIGHTING
- X** AVOID BUSY & NON DISTINCT SUBJECT
- X** AVOID ILLUSTRATIVE OR HIGHLY COMPOSITED IMAGERY

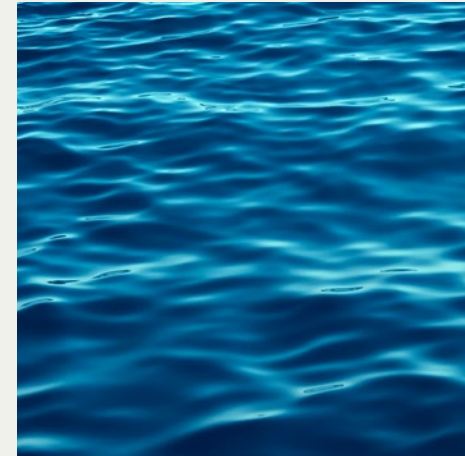


**OUR  
DUO-TONE  
IMAGERY**

Duo-tone photography brings texture into our backgrounds.

When using this treatment with an overlay of text in our communication pieces, it is key that the image content relates to the copy.

Duo-tone imagery can be created with key **CWEA** brand colors.



## OUR DUO-TONE IMAGERY

When using duo-tone imagery, follow the steps below to achieve a consistent effect.

Duo-tone imagery can be created in Adobe InDesign or Illustrator.

**STEP 1:** Save the image as a grayscale tiff. Adjust the levels so there's enough contrast when colorized.



**STEP 2:** Place the image in InDesign. Using the direct selection tool (⌘), click on the image you placed and change the color to the desired duo-tone color.



**STEP 3:** Use the selection tool (⌘), to change the color of the background box. Use a tint of the color if your duo-tone is using the same two colors. This example is using a 75% tint. This effect allows you to see peoples' faces better compared to the additional darker duo-tone option.



**ADDITIONAL OPTION:** If you'd like your duo-tone to be very dark as shown on p. 33, take your image from STEP 2 and place it on top of a colored box. Then place a multiply effect on that image.



**GRAPHICS  
ELEMENTS  
TOOLKIT**

We have created three graphic elements to add visual interest and support our visual **CWEA** brand across touchpoints.

**“W” SUPER GRAPHIC**

The “W” super graphic creates an instantly recognizable CWEA shape, using the W shape from our brandmark. The shape is inspired by the wastewater treatment process, water, and California. It is a flexible shape that can hold photography, color, or create a pattern.

**ORANGE DOT**

The orange dot is extracted from our brandmark and draws attention to important content or messaging. It adds a pop of color to our blue-dominant visual system.

**DIVIDER**

Our divider uses brand color to clearly and simply organize information.

**“W” SUPER GRAPHIC****ORANGE DOT****DIVIDER**

**OUR  
“W”  
SUPER  
GRAPHIC**

Our “W” super graphic creates a holding shape where we can visually celebrate wastewater professionals and the critical work they do.

The “W” super graphic can come to life in a variety of ways: As an outline, filled with color, filled with a single image, or filled with two images or more.

Imagery and color should convey wastewater professionals, wastewater infrastructure, and/or water.

**Always use master art to build your “W” super graphics.**

**OUTLINE & COLOR FILL**



**SINGLE-IMAGE FILL**



**DUAL-IMAGE FILL**



**GRID IMAGE FILL**



**COMPOSITE 1: OUTLINE & COLOR FILL**



**COMPOSITE 2: COMBINATION OVERLAYS**



**COMPOSITE 3: COMBINATION OVERLAYS**



**COMPOSITE 3: PATTERNING**



## ADDITIONAL GRAPHIC ELEMENTS

### ORANGE DOT

Our orange dot is used to highlight key messages, calls-to-action, and can be used sparingly to add a layer of visual detail to applications (as shown on p. 40).

The dot can be used as a whole circle or as a half-circle, anchored to the top edge of your layout. In digital formats, it can become a clickable button.

Ensure the orange dot stands out from the background. It is always filled with **CWEA Orange** with white copy.

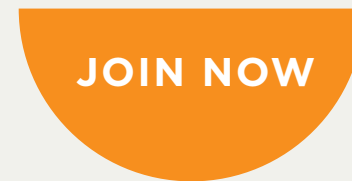
### DIVIDER LINES

We have two weights of divider lines to organize information and guide the viewer to key communication. The divider should be sized proportionally to complement the composition without dominating the layout. (Used throughout this document, and as shown on p. 40.)

#### WHOLE CIRCLE



#### HALF-CIRCLE



#### DIVIDER LINES

**HEAVY WEIGHT 1. BLUE DIVIDER USED TO SEPARATE HEADER FROM BODY TEXT**



**LIGHT WEIGHT 2. GREY DIVIDER USED TO ORGANIZE SUBHEADS & BODY COPY TEXT**



3

# BRAND APPLICATION SAMPLES

The following pages show how our visual elements come to life in applications.

These examples are meant to be informative and inspirational, not prescriptive.

WEB  
HOMEPAGE



CWEA Brandmark

ORANGE DOT  
Highlights our call-to-action

ADDITIONAL COLOR

Warm gray is used as a neutral background color

TYPE STYLE 2A

Sentence case book-weight type paired with bold all-caps type creates strong messaging hierarchy

“W” SUPER GRAPHIC  
Uses the dual-imagery fill housing wastewater professional and wastewater infrastructure photography

ORANGE DOT  
Used as an accent to create visual interest

WEB  
HOMEPAGE  
EXTENDED



**DUO-TONE IMAGERY**  
Adds texture to a flood of color

**TYPE STYLE 3**

**ORANGE DOT**

**TAGLINE WITHOUT BRANDMARK**

Used when brandmark appears elsewhere on the application.

**HEAVYWEIGHT 1 BLUE DIVIDER**

Helps separate header from body text

**LIGHT WEIGHT 2 GREY DIVIDER**

Helps to organize subheads & body copy text within a communication piece

NOTE: THIS EXAMPLE IS MEANT TO BE INFORMATIVE AND INSPIRATIONAL, NOT PRESCRIPTIVE.

**WEB  
TCP  
PAGE**

**INTERIOR WEBPAGE**

Navigation and website header remains consistent across interior web pages. Orange type highlights interior page name for easy UX

**CWEA Brandmark**

**ORANGE DOT**  
Highlights our call-to-action

**PROGRAM NAME**

See p.25 for program name treatment guidance

**TYPE STYLE 2A**

Book-weight type paired with medium weight type creates strong messaging hierarchy

**“W” SUPER GRAPHIC**  
Uses the dual-imagery fill treatment, housing wastewater professional and waste photography



**“W” SUPER GRAPHIC**  
Filled shape used as a tonal background pattern

**WEB  
EVENTS  
PAGE**

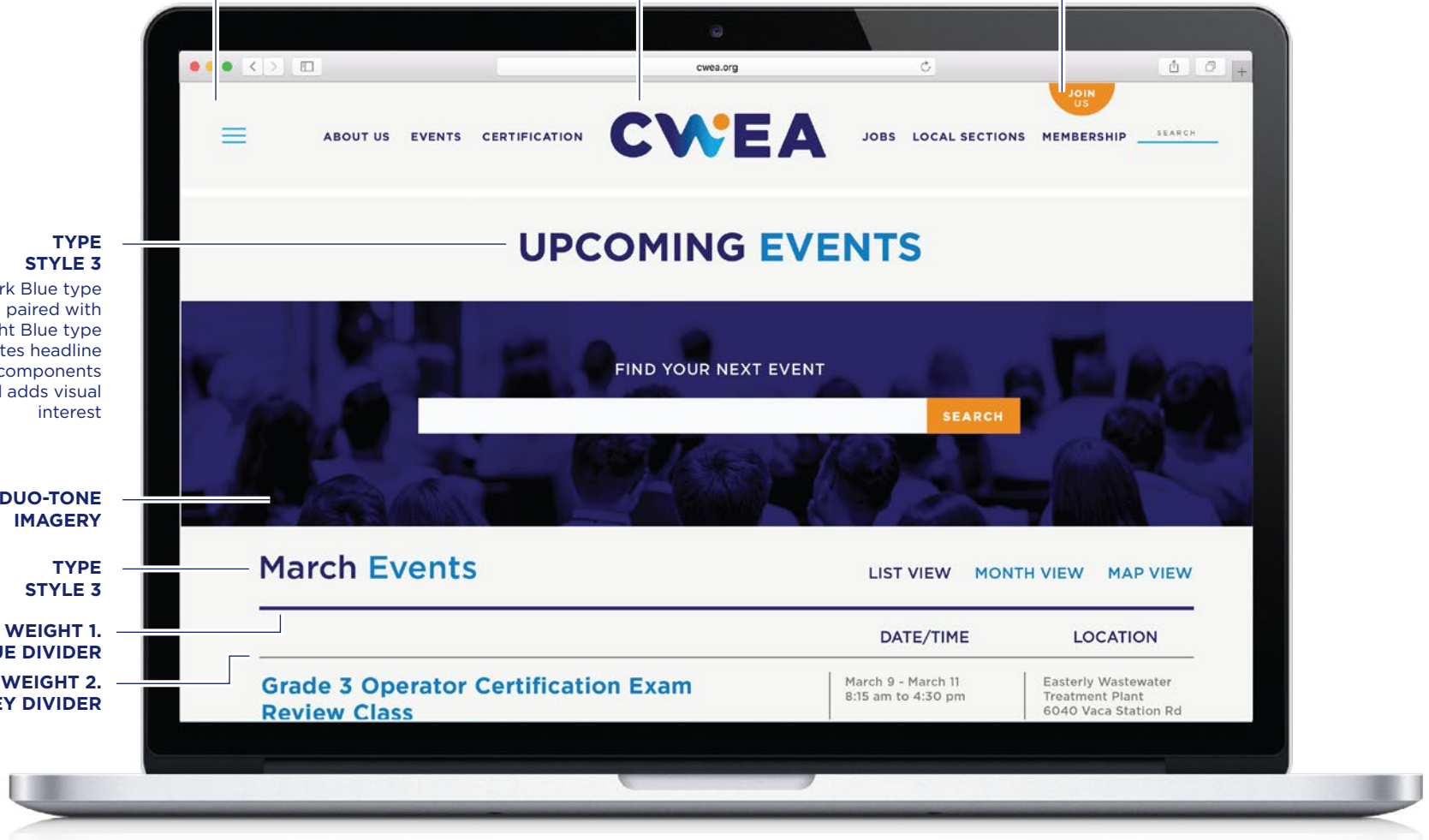
**INTERIOR WEBPAGE**

Navigation and website header remains consistent across interior web pages. Orange type highlights interior page name for easy UX

**CWEA Brandmark**

**ORANGE DOT**

Highlights our call-to-action



**TYPE  
STYLE 3**

Dark Blue type paired with Light Blue type separates headline components and adds visual interest

**DUO-TONE  
IMAGERY**

**TYPE  
STYLE 3**

**HEAVY WEIGHT 1.  
BLUE DIVIDER**

**LIGHT WEIGHT 2.  
GREY DIVIDER**

**UPCOMING EVENTS**

FIND YOUR NEXT EVENT

SEARCH

**March Events**

LIST VIEW MONTH VIEW MAP VIEW

DATE/TIME

LOCATION

**Grade 3 Operator Certification Exam  
Review Class**

March 9 - March 11  
8:15 am to 4:30 pm

Easterly Wastewater  
Treatment Plant  
6040 Vaca Station Rd

**MEMBERSHIP  
BROCHURE**

**ADDITIONAL COLOR**  
Warm gray is used as a neutral background color

**TYPE STYLE 2**  
Sentence case book-weight type paired with bold-weight type creates strong messaging hierarchy

**“W” SUPER GRAPHIC**  
Composite overlays of line and filled Super Graphic W adds a dynamic visual to a simple layout

**TYPE STYLE 1B**

**MEMBERSHIP APPLICATION**

**ONLINE  
CWEA.ORG**

**1/2 ORANGE DOT**  
Highlights our call-to-action

**“W” SUPER GRAPHIC**  
Composite overlays of line and color filled Super Graphic W adds a dynamic visual to a simple layout

**PROTECTING CALIFORNIA'S MOST  
CRITICAL RESOURCE**

**TAGLINE**  
Used when landmark appears elsewhere on the application

**NOTE: THIS EXAMPLE IS MEANT TO BE INFORMATIVE AND INSPIRATIONAL, NOT PRESCRIPTIVE.**

TRADE  
SHOW  
BOOTH



**1/2 ORANGE DOT**

Highlights our call-to-action

**PROGRAM NAME**

See p. 25 for program name treatment guidance

**HEAVY-WEIGHT 1. BLUE DIVIDER**

**“W” SUPER GRAPHIC**

Patterning of Super Graphic W adds a dynamic visual to a simple layout

# LOCAL SECTION EVENT FLYER

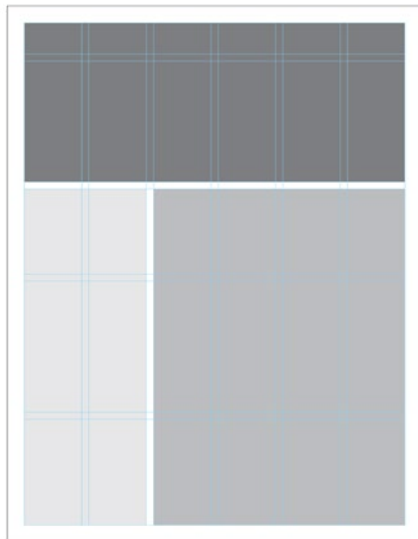
LOCAL SECTION  
BRANDMARK

HEADLINE ON  
A COLOR  
FIELD

ADDITIONAL  
COLOR

## THE GRID

CWEA communications are based upon a simple grid system that helps structure content and create consistent, effective communications.



MASTHEAD

BODY  
CONTENT

**15** MAY 2020 TRAINING & VENDOR FAIR

# 1<sup>st</sup> Annual Collection System Maintenance

**EVENT INFO**

FRESNO-CLOVIS REGIONAL WASTEWATER Treatment Facility  
5607 West Jensen Ave  
Fresno, CA 93706

**DATE**  
WEDNESDAY, MAY 15, 2019

**TIME**  
7:00 A.M. TO 2:30 P.M.

**REGISTRATION & CHECK IN**  
7:00 - 7:30 A.M.

**CWEA MEMBERS PRICE**  
\$60.00

**TO REGISTER CONTACT**  
**Candice Padilla**  
(559)490-4366  
cpadilla@carollo.com

**REGISTER YOUR TEAM EARLY.**  
Register on CWEA's website  
[mycwea.org](http://mycwea.org)

Credit cards only, CWEA does not charge a fee. Payment method is by credit card only. No refunds, attendee substitutions allowed.

## Classes that are being offered at event

- CCTV Pass
- Sewer Cleaning 101
- Hydro Excavation
- Pipepatch for mainline Repairs

**SPECIAL NOTE:**  
4 CWEA Contact Hours in Collection System Maintenance

## VENDORS

- Manholes
- CCTV Equipment
- Pumps
- Safety
- Construction
- Sewer Cleaning Equipment and tools
- Construction and Safety
- Plus several others

SEWER

# ALTERNATE LAYOUTS

**15 MAY 2020 TRAINING & VENDOR FAIR**

## 1st Annual Collection System Maintenance

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- Manholes
- CCTV Equipment
- Pumps
- Safety
- Construction
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- Construction and Safety
- Plus several others

LAYOUT 1

**15 MAY**

**TRAINING & VENDOR FAIR**

## 1st Annual Collection System Maintenance

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 Fresno, CA 93706

**DATE**  
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**SPECIAL NOTE:**  
 4 CWEA Contact Hours in Collection System Maintenance

**VENDORS**

- Manholes
- CCTV Equipment
- Pumps
- Safety
- Construction
- Sewer Cleaning Equipment and tools
- Construction and Safety
- Plus several others

LAYOUT 2

**15 MAY**

**TRAINING & VENDOR FAIR**

## 1st Annual Collection System Maintenance

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 5607 West Jensen Ave  
 Fresno, CA 93706

**DATE**  
 WEDNESDAY, MAY 15, 2019

**TIME**  
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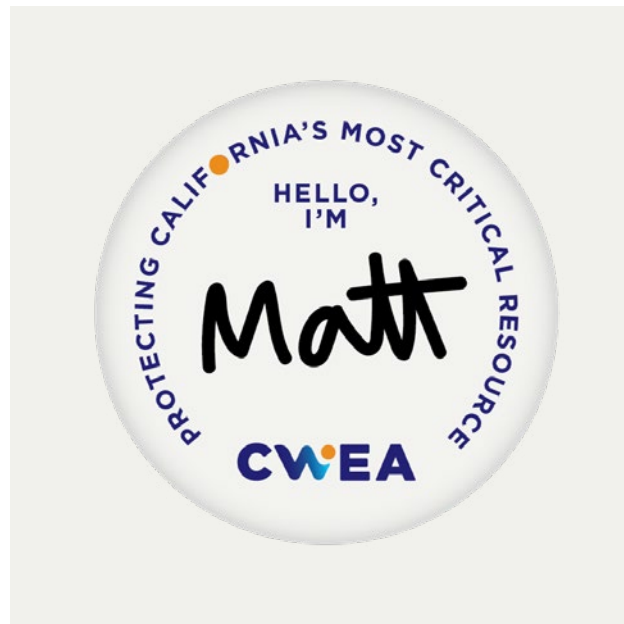
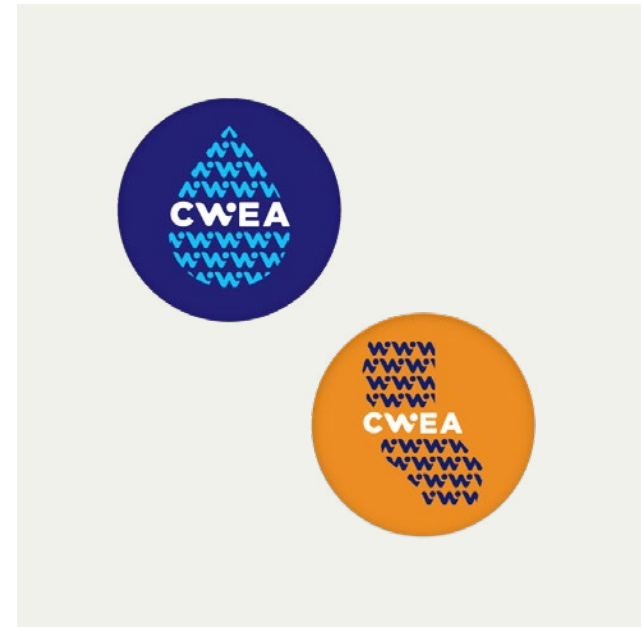
**SPECIAL NOTE:**  
 4 CWEA Contact Hours in Collection System Maintenance

**VENDORS**

- Manholes
- CCTV Equipment
- Pumps
- Safety
- Construction
- Sewer Cleaning Equipment and tools
- Construction and Safety
- Plus several others

LAYOUT 3

### ADDITIONAL APPLICATIONS BUTTONS



NOTE: THIS EXAMPLE IS MEANT TO BE INFORMATIVE AND INSPIRATIONAL, NOT PRESCRIPTIVE.

**CWEA  
CONTACT**

**FOR BRAND GUIDELINES AND  
THE REQUEST FORM VISIT:**

[leaders.cwea.org](https://leaders.cwea.org)

LOGO REQUESTS, NEW PUBLICATIONS

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**ALEC MACKIE**

[amackie@cwea.org](mailto:amackie@cwea.org)

510.382.7800 x 114

LOCAL SECTION LOGOS AND TEMPLATES

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**MEGAN BARILLO**

[mbarillo@cwea.org](mailto:mbarillo@cwea.org)

510.382.7800 x141

**Thank You**