



SANTA ANA WATERSHED
PROJECT AUTHORITY

BRANDING MANUAL

11615 STERLING AVENUE, RIVERSIDE, CA 92503 | (951) 354-4220 | SAWPA.ORG



TABLE OF CONTENTS

- 1** Organizational Overview
- 2** Branding Guidelines
- 3** Logo Usage
- 4** Branding Guidelines - Sub-Brands
- 5** Color Palette
- 6** Social Media Guidelines
- 7** Brand Execution
- 14** Contact Information

ORGANIZATIONAL OVERVIEW

The Santa Ana Watershed Project Authority (SAWPA) was formed in 1968 as a joint power authority under California law, composed of five member agencies; Eastern Municipal Water District, Inland Empire Utilities Agency, Orange County Water District, San Bernardino Valley Municipal Water District, and Western Municipal Water District.

SAWPA focuses on a broad range of water resource issues including water supply reliability, water quality improvement, recycled water, wastewater treatment, groundwater management, brine disposal, and integrated regional planning.

The Santa Ana River Watershed encompasses 2,650 square miles, is home to six million people, and stretches over four counties – San Bernardino, Riverside, Orange, and portions of Los Angeles.

MISSION STATEMENT

SAWPA strives to make the Santa Ana River Watershed sustainable through fact-based planning and informed decision-making, regional and multijurisdictional coordination, and the innovative development of policies, programs, and projects.

MEMBER AGENCIES



BRANDING GUIDELINES

Acceptable Names

- Santa Ana Watershed Project Authority
- Acronym: SAWPA; pronounced "Saw-pa"

Fonts - Microsoft and Adobe Programs

- Arial Regular, Arial Bold, Arial Black, Arial Italic
- Calibri Regular, Calibri Bold, Calibri Black, Calibri Italic

Fonts - Canva Programs

- Open Sans Regular, Open Sans Bold, Open Sans Italic
- Biryani Regular, Biryani Bold, Biryani Italic
- Muli Regular, Muli Bold, Muli Italic

BOILER PLATE

The Santa Ana Watershed Project Authority (SAWPA), a joint powers authority located in Riverside, California, focuses on a broad range of water resource issues including water supply reliability, water quality improvement, recycled water, wastewater treatment, groundwater management, brine disposal, and integrated regional planning. SAWPA's mission is to develop and maintain regional plans, programs, and projects that will protect the Santa Ana River basin water resources to maximize beneficial uses within the watershed in an economically and environmentally responsible manner. To learn more, please visit Sawpa.org.

Acceptable SAWPA Logos



SANTA ANA WATERSHED
PROJECT AUTHORITY

SANTA ANA WATERSHED
PROJECT AUTHORITY



Note: The integrity of SAWPA's logo must be respected. The logo must never be altered, manipulated or recreated. The illustrations above will assist in avoiding any improper use of the logo.

LOGO USAGE

Incorrect Logo Usage

The integrity of the SAWPA logo must be respected. Any modification to the logo diminishes its impact. The logo must never be altered, manipulated or recreated. The illustrations below will assist you in avoiding any improper use of the logo.



Do not place the logo within a border.



Do not add shadows to the logo.



Do not change the color of the logo.



Do not add gradients to the logo.



Do not place the logo on a busy background.



Do not change the fonts of the logo.

BRANDING GUIDELINES

SUB-BRANDS

SAWPA is comprised of sub-brand organizational entities whose character and value are distinct from, but related to, the master brand.

Inland Empire Brine Line



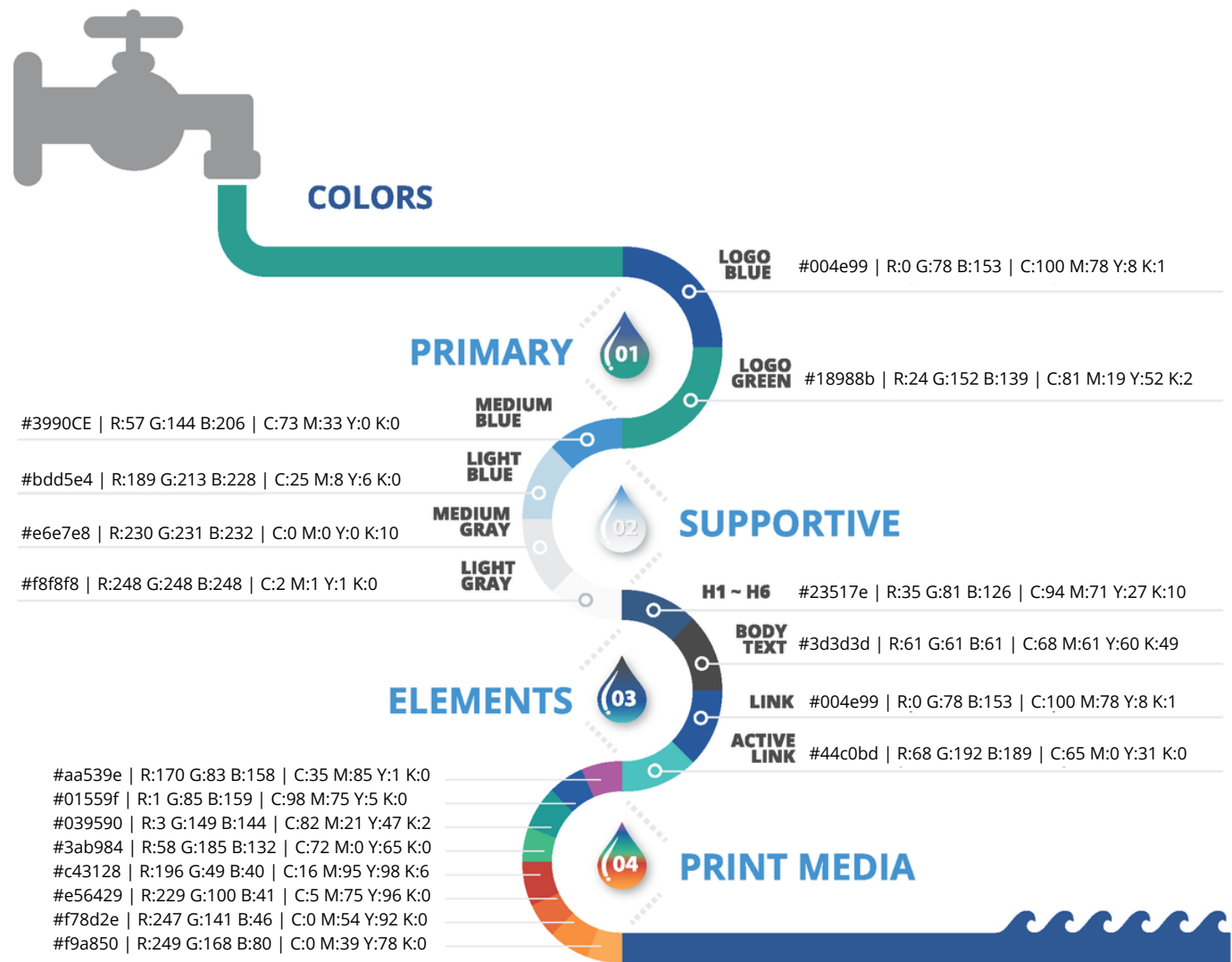
One Water One Watershed (OWOW)



Note: The integrity of SAWPA's Inland Empire Brine Line and One Water One Watershed (OWOW) logos must be respected. The logos must never be altered, manipulated or recreated. The illustrations above will assist in avoiding any improper use of the logos.



COLOR PALETTE



SOCIAL MEDIA GUIDELINES

HANDLES

Instagram: @sawpa_water

Twitter: @sawpa_water

LinkedIn: Santa Ana Watershed Project Authority

YouTube: @SAWPATUBE

MESSAGE

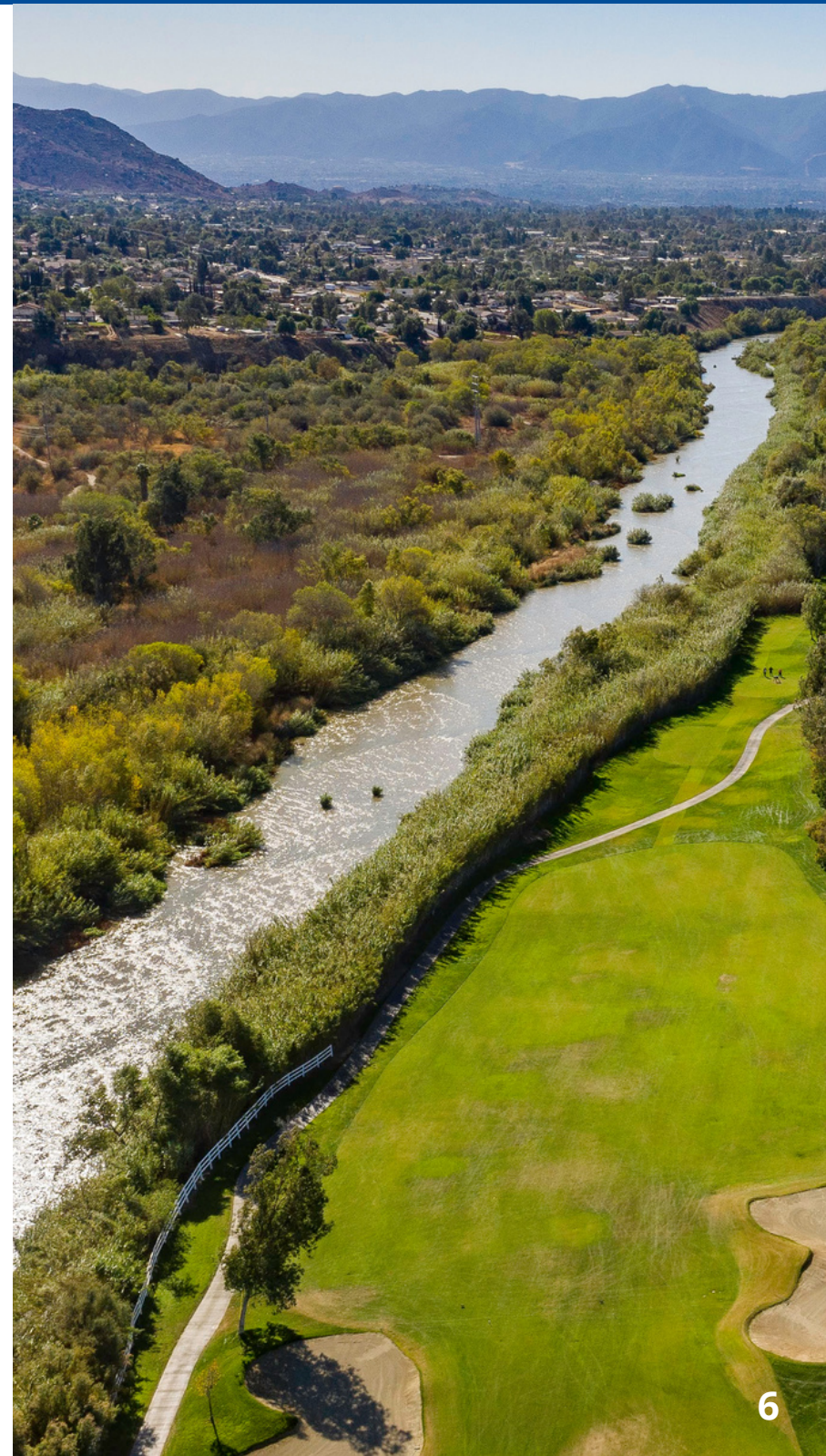
Our social media platforms highlight the efforts of our mission to focus on water resource issues that will preserve the Santa Ana River watershed in an economically and environmentally responsible manner. Our agency encourages all stakeholders to do the same when posting or sharing SAWPA's content.

HASHTAGS

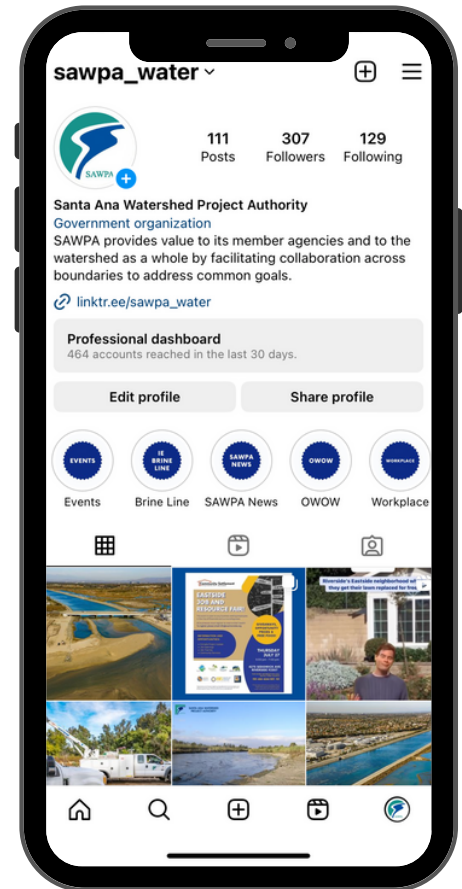
#SantaAnaWatershedProjectAuthority

#SAWPA

#SantaAnaRiverWatershed



BRAND EXECUTION EXAMPLES



BRAND EXECUTION

LETTERHEAD

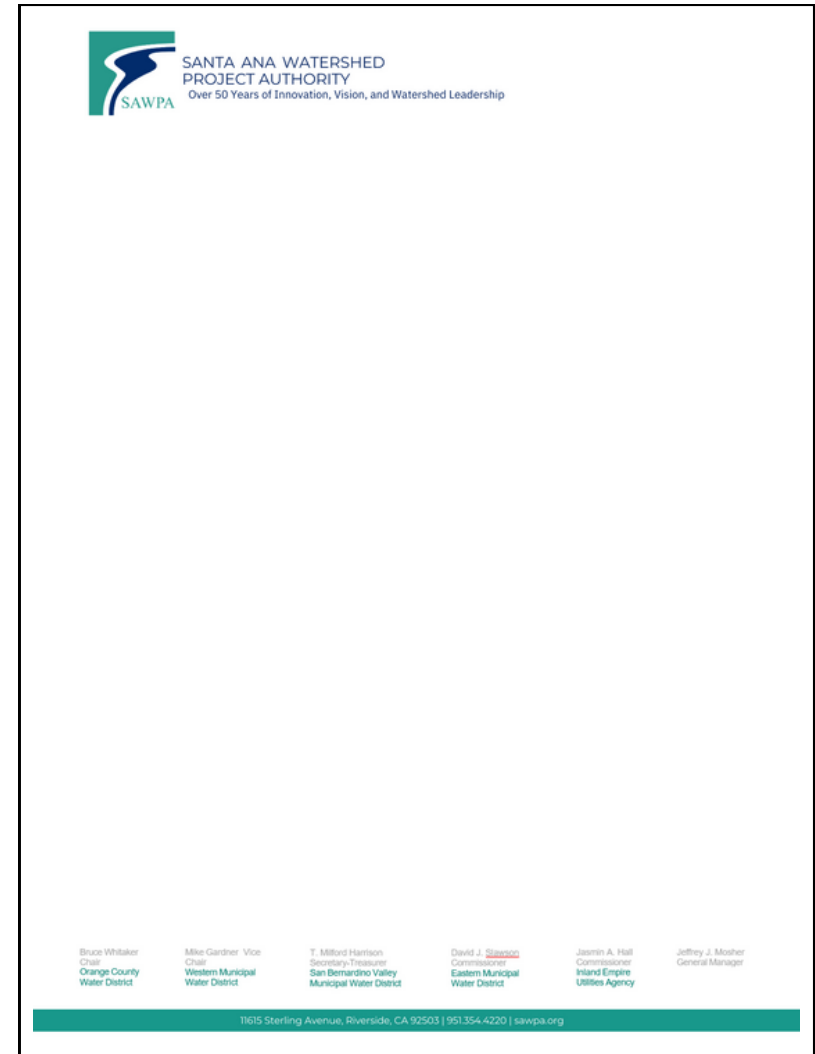
SPECIFICATIONS

LETTER: 8.5" x 11"

MARGINS: 1.88" Top, 1.25" bottom, 0.7" left and right

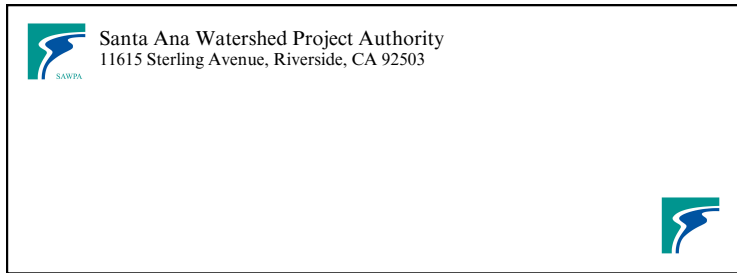
TYPESETTING

- **COMMISSION MEMBERS FORMATTING:** Flush left, Arial, heavy 7pt, green, gray, 1" from bottom
- **HEADER:** Arial, bold 20pt, regular 12 pt, 0.5" from top
- **FOOTER:** Arial, 7pt, uppercase, white, .30" from bottom



BRAND EXECUTION

ENVELOPE

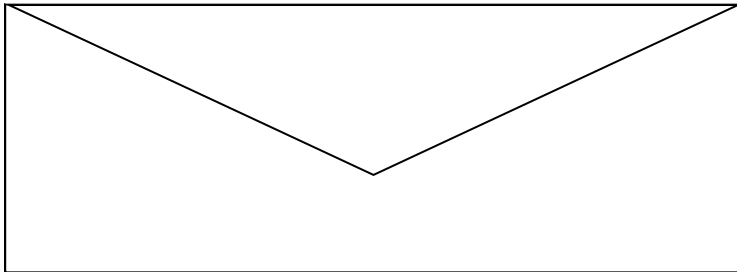


SPECIFICATIONS

ENVELOPE: 4.125 x 9.5"

TYPESETTING

- **HEADER:** Times New Roman 10 pt, Black



BRAND EXECUTION

EMAIL SIGNATURE

John Smith

John Smith's Title

Santa Ana Watershed Project Authority

11615 Sterling Avenue, Riverside, CA 92503-4979

Office: 951.354.4256 | Cell: 951.840.0230

Email: sawpamedia@sawpa.org

sawpa.org |   

TYPESETTING

- NAME: Arial Bold 10 pt, Dark Blue
- POSITION: Arial Regular 10 pt, Dark Blue
- COMPANY NAME: Arial Bold 10 pt, Dark Blue
- ADDRESS: Arial Regular 10 pt, Dark Blue
- CONTACT LETTERS: Arial Regular 10 pt, Dark Blue
- CONTACT INFORMATION: Arial Regular 10 pt, Dark Blue

PLEASE NOTE: Inclusion of a signature block is necessary on initial correspondence of first reply to external recipients. Inclusion on subsequent correspondence or internal correspondence is optional.

BRAND EXECUTION

VEHICLE DECALS



APPROVED LOGO USAGE & PLACEMENT

LOGO: Preferred Square, Abbreviated

PLACEMENT: Centered on both driver and passenger side door

BRAND EXECUTION

HAT DECALS



APPROVED LOGO USAGE & PLACEMENT

HARDHAT

LOGO: Preferred Square, Abbreviated

PLACEMENT: Centered

CONTACT

For further assistance with these guidelines, please contact:

Melissa Bustamonte
Communications Specialist
(951) 840-0230
mbustamonte@sawpa.org



**SANTA ANA WATERSHED
PROJECT AUTHORITY**