



**Sonoma  
Water**

2018

# BRAND GUIDELINES

## TABLE OF CONTENTS

### Visual

Logo Family	4
Typography	9
Colors	11
Photography	13

# Introduction

Sonoma Water provides fresh drinking water, flood protection services, wastewater sanitation, and education resources, to residents throughout the North Bay. As an innovative water utility provider, Sonoma Water is committed to the preservation and protection of natural resources for generations to come.

How we communicate our brand and services to the world is important. In this guide, you'll see how we define our brand, how it should be used, and how it should live and appear in the world. Ensuring brand consistency when communicating to residents within Sonoma, Mendocino and Marin counties, sets the stage for increased awareness and understanding.

Thanks for helping grow the Sonoma Water brand.

## Logo Family

In order to meet the diverse needs of the organization we've created a robust suite of brand marks for use in specific circumstances.



**Sonoma  
Water**

## Primary Logo

Where appropriate this is the primary lockup.



Primary Lockup demonstrating  
minimum clearspace

## Brand Don'ts

We've create a large suite of logos for any potential situation you've encountered. Please use any of the provided logos in the library, and never do any of the following.



## Vertical Lockup

There are some places that a vertical lockup is necessary. Often using the brand mark alone (1) is enough in those situations. If you're in a situation where you must use a vertical brand mark you may use (2). However, our goal is to avoid it altogether and use the primary lockup.

1



2



**Sonoma  
Water**



# Typography

Source Sans is an open license Google font which means it's free to download and use. It also works on both platforms. If for some reason you don't have access to an internet connection or to the IT resources you need to install the font. Arial / Arial condensed can be used in its place.

[LINK TO SOURCE SANS PRO](#)

HEADLINE | SOURCE SANS LIGHT 24 PT, SINGLE LINE-SPACING

## Headline Font, lorem ipsum dui autem vel eum

BODY | SOURCE SANS LIGHT 10PT, 1.15 LINE-HEIGHT

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus vitae porta sem. lobortis fermentum sapien. Nam tempus risus non leo elementum viverra. Maecenas pulvinar nibh vitae nunc egestas, sed pulvinar ante condimentum.

Cras imperdiet eros in felis viverra commodo. Donec justo magna, tincidunt nec lorem sit amet, malesuada scelerisque tellus. Vestibulum bibendum nibh justo, at vehicula urna porttitor id. Phasellus pretium felis sem, et molestie dui feugiat porttitor.

SUBHEAD / PRETEXT

Source Sans Regular 24 pt, single-line-spacing, extra kerning (100-300)

# Education / Children's Typography

Use Londerina in various styles, all caps, and push it's sizing up. In a document that has paragraphs remember that in order for a paragraph to be engaging it has to be legible. Use Londerina in combination with Source Sans Pro to tackle longer documents.

[LINK TO LONDRINA SOLID](#)

[LINK TO SOURCE SANS PRO](#)

Londerina

## Headline Font, lorem ipsum duis autem vel eum

BODY | SOURCE SANS LIGHT 10PT, 1.15 LINE-HEIGHT

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus vitae porta sem. lobortis fermentum sapien. Nam tempus risus non leo elementum viverra. Maecenas pulvinar nibh vitae nunc egestas, sed pulvinar ante condimentum.

Cras imperdiet eros in felis viverra commodo. Donec justo magna, tincidunt nec lorem sit amet, malesuada scelerisque tellus. Vestibulum bibendum nibh justo, at vehicula urna porttitor id. Phasellus pretium felis sem, et molestie dui feugiat porttitor.

# Colors

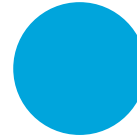
## PRIMARY COLORS



**PMS** 294c

**CMYK** ( 100 | 89 | 29 | 16 )

**Web** #14346e

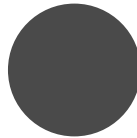


**PMS** 299 C

**CMYK** ( 74 | 16.75 | 1.5 | 0 )

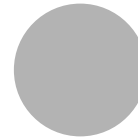
**Web** #00a5dc

## SUPPORTING COLORS



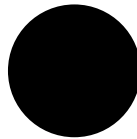
**CMYK** ( 0 | 0 | 0 | 80 )

**Web** #4a4a4aff



**CMYK** ( 0 | 0 | 0 | 50 )

**Web** #b3b3b3\*



**CMYK** ( 0 | 0 | 0 | 100 )

**Web** #000000

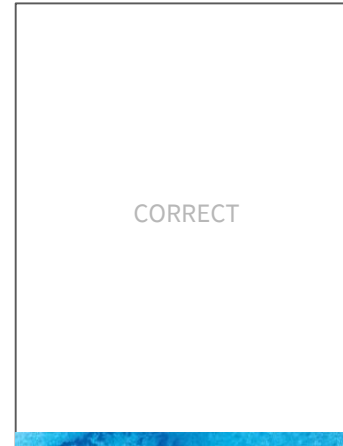
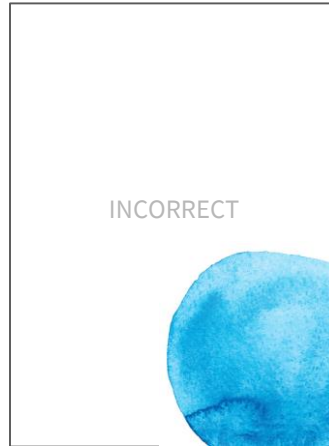
\* The light grey is not suitable for text on web. WCAG guidelines prefer more contrast such as #4a4a4aff

# Watercolor Elements

The Sonoma Water watercolor element expresses the very nature of water. From colors and movement to variegated texture.

Adding watercolor in tight crops allows the element to appear sharp, professional, and under-control.

Tight cropping is a metaphorical expression of the control of water.



# Photography

## LANDSCAPE

Highlight the breadth of the service region through outdoor imagery that features Sonoma, Mendocino and Marin Counties.

## WILDLIFE

Illustrate our commitment to ecology by showing natural habitats and how staff interacts with surroundings.



Sonoma  
Water



# Photography

## EDUCATION

Showcase how students\* experience the program, learning in and out of the classroom, instructors explaining, etc.

## FACILITY

Deemphasize location and maximize end result. To speak to carbon-free water, consider a cup of water in a family's hands. A photo of a waste treatment plant could be appropriate in a press release about improvements to the facility.

\*Please note: when photographing minors, a signed photo release must be obtained.

