



LOGO & BRAND IDENTITY GUIDELINES





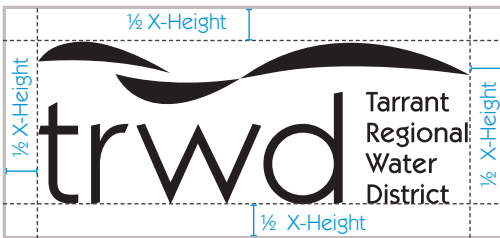
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The new TRWD logo has reinvented our district as a modern, progressive community that will be easily recognized across the metroplex. With this modern design, we are creating a “brand.”

CORRECT SPACING:



The TRWD Logo should have a margin of clear space on all sides around it equal to half of the TRWD typeface x-height.

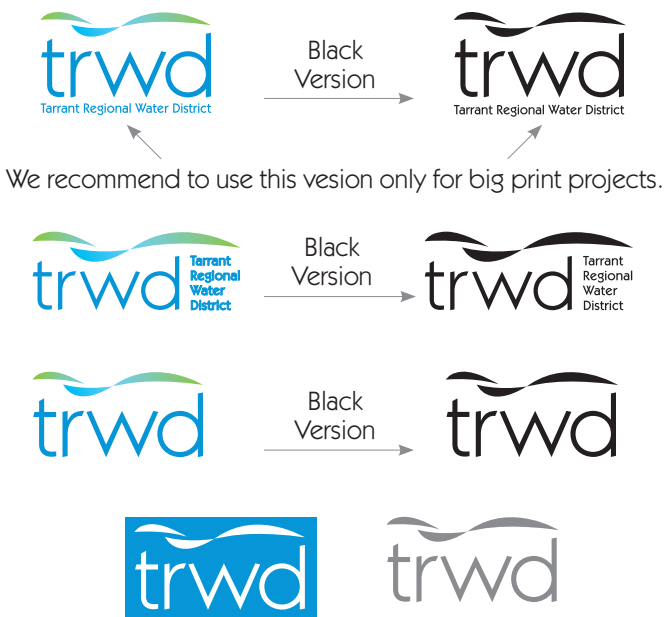
No other elements (text, images, other logos, etc.) can appear inside this clear space.

The logo must be used in the exact layout received. You may not change scale or proportions.

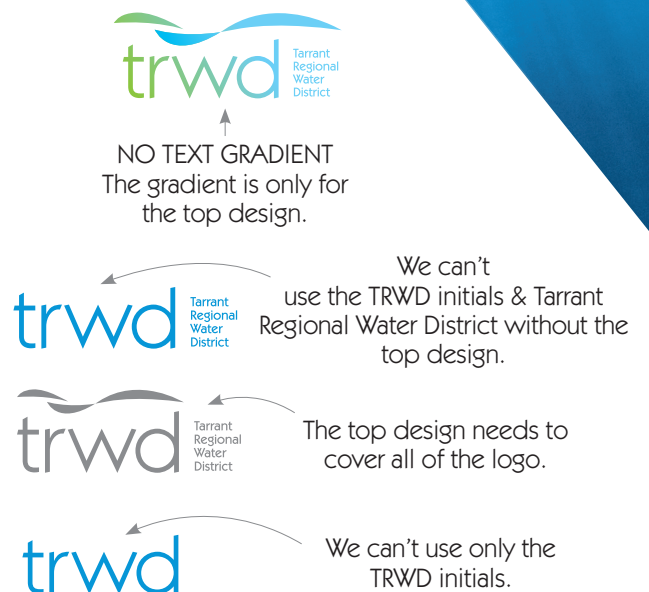


LOGO SPECIFICS

APPROVED



NOT APPROVED



We need to always add 1/2 inch between the logo and the tagline or any other information under the logo.



OUR TAGLINES:

- Water Supply
- Flood Protection
- Recreation



TAGLINE & TYPEFACE DETAILS

ITC KABEL STD

This font is available in a number of weights that allows versatility across a wide range of designed and printed applications.

The main Kabel Std font is ITC Kabel Std Book. ITC Kabel Std Book or as a extra option Avenir should be used for most branding materials, both print and online if possible. For headers or important text, use ITC Kabel Std Bold or Avenir Heavyv font.

Webpages can be an exception, the range of fonts that webmasters can select for webpages are not as wide as other programs. For that reason, Arial is the best selection on website pages.

ITC KABEL STD - BOLD

**A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z**

ITC KABEL STD - BOOK

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

AVENIR - BOOK

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

ARIAL - REGULAR

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z



Cyan: #0096D6	C= 85 M= 24 Y= 0 K= 0	R= 0 G= 150 B= 214	HTML/ HEX #0096D5
Pantone: 2925c / 2995u			



GRADIENT

Light Cyan: #6DCFF6	C= 50 M= 0 Y= 0 K= 0	R= 109 G= 207 B= 246	HTML/ HEX #71C5E8
Pantone: 2985c / 2985u			

Lime Green: #8CC63E	C= 50 M= 0 Y= 100 K= 0	R= 141 G= 198 B= 63	HTML/ HEX #8DC63F
Pantone: 361c / 360u			



GRADIENT

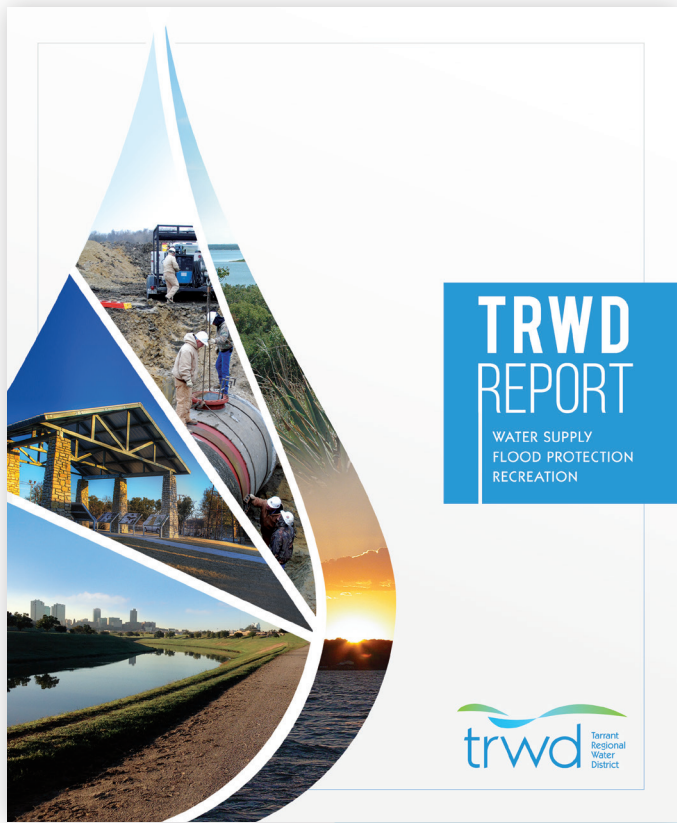
Light Cyan: #6DCFF6	C= 50 M= 0 Y= 0 K= 0	R= 109 G= 207 B= 246	HTML/ HEX #71C5E8
Pantone: 2985c / 2985u			

Cyan: #0096D6	C= 85 M= 24 Y= 0 K= 0	R= 0 G= 150 B= 214	HTML/ HEX #0096D5
Pantone: 2925c / 2995u			

COLOR SPECIFICATIONS

COMPANY COLOR PALETTE

<p>C=85 M=24 Y=0 K=0 #0096D6</p>	<p>C=100 M=35 Y=0 K=60 #00416A</p>	<p>C=0 M=0 Y=0 K=50 #939597</p>	<p>C=0 M=0 Y=0 K=15 #DBDCDE</p>	<p>C=50 M=0 Y=100 K=0 #8CC63E</p>
<p>R=0 G=150 B=214</p>	<p>R=0 G=65 B=107</p>	<p>R=147 G=149 B=152</p>	<p>R=220 G=221 B=222</p>	<p>R=141 G=198 B=63</p>
<p>HTML/HEX: #0096D5</p>	<p>HTML/HEX: #00416B</p>	<p>HTML/HEX: #939598</p>	<p>HTML/HEX: #DCDDDE</p>	<p>HTML/HEX: #8DC63F</p>
<p>Pantone: 2925c / 2995u</p>	<p>Pantone: 7694c / 2955u</p>	<p>Pantone: Cool Gray 8c / Cool Gray 8u</p>	<p>Pantone: Cool Gray 4c / Cool Gray 2u</p>	<p>Pantone: 361c / 360u</p>



Postcard



Annual TRWD Report



2016 COMPANY STYLE



WATER SUPPLY



FLOOD PROTECTION



RECREATION

TAGLINE ICONS

WATER SUPPLY

