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## OUR VISION

Enriching Communities, Improving the Quality of Life

## OUR MISSIONS



### WATER SUPPLY

Deliver a reliable, resilient supply of water to the public at the lowest cost and highest quality possible.



### FLOOD PROTECTION

Reduce the risk of flooding in our communities with dependable flood damage reduction infrastructure and operations.



### RECREATION

Enhance the quality of life in North Texas communities by creating recreation opportunities around TRWD infrastructure to enable active lifestyles.

## BRAND MESSAGE PILLARS

### WATER SUPPLY

TRWD provides water to more than two million people in an 11-county service area, making it one of the largest water suppliers in the state. The District provides raw water to more than 30 wholesale customers in North Central Texas, including the cities of Fort Worth, Arlington, Mansfield and the Trinity River Authority.

### FLOOD PROTECTION

TRWD was created in part during the 1920's to help protect Fort Worth from devastating floods that wreaked havoc on parts of the city. Since that time, the District has played an active role in protecting citizens and properties along the Trinity River. For decades, the District has worked closely with the U.S. Army Corps of Engineers to maintain a 27-mile levee system built in the 1950s. In addition to owning and maintaining the levees, TRWD has also taken on additional projects along the river through the years to reduce the risk of flooding. We also maintain two lakes in Tarrant County: Marine Creek and Cement Creek that provide additional protection to the city during flooding events.

### RECREATION

Much of the infrastructure TRWD has built for flood protection and water supply purposes provides excellent recreational opportunities for the public we serve. TRWD's Trinity Trail System, which connects to City of Fort Worth trails, spans more than 70 plus miles through 31 neighborhoods and 21 parks. It provides millions access to recreational opportunities and popular destinations along the river and throughout the city. A revamped Twin Points Park built by the District offers patrons access to the popular Eagle Mountain Lake through a boat ramp and swim beach. Eagle Mountain Park, located on the east side of the lake, provides families an opportunity to experience nature at its best via hiking and walking trails. Marine Creek Lake Trails and Airfield Falls are also popular destinations amongst recreation enthusiasts.

## THE QUICK FACTS

### HOW MANY CUSTOMERS DOES TRWD SERVE?

The district serves four initial contracting parties from the amendatory contract – the cities of Fort Worth, Arlington, Mansfield and the Trinity River Authority; 27 municipal customers with contracts that range from 20 to 40 years; 11 industrial customers; and 15 irrigation customers.

### WHERE ARE WE LOCATED?

Our taxing district, primarily centered in Fort Worth, was established in 1949 to fund the Fort Worth floodway. View the taxing district boundaries.

TRWD's service area stretches across 11 counties in North Texas, from Lake Bridgeport in the far northwest to Cedar Creek and Richland-Chambers reservoirs in the far southeast.

### HOW LONG HAVE WE BEEN HERE?

TRWD was founded in the 1920s after torrential April 1922 rains dumped 11 inches of water in Fort Worth. Seventeen breaches in Trinity River levees resulted in a massive flood killing at least 10 people and more than \$1 million in damages. On October 7, 1924, an election was held to create the Tarrant County Water Improvement District No. 1, to allow taxation and to elect five directors. Two years later, voters approved a 1925 recommendation by the Board of Directors to become a water control and improvement district.

### OUR LEADERSHIP

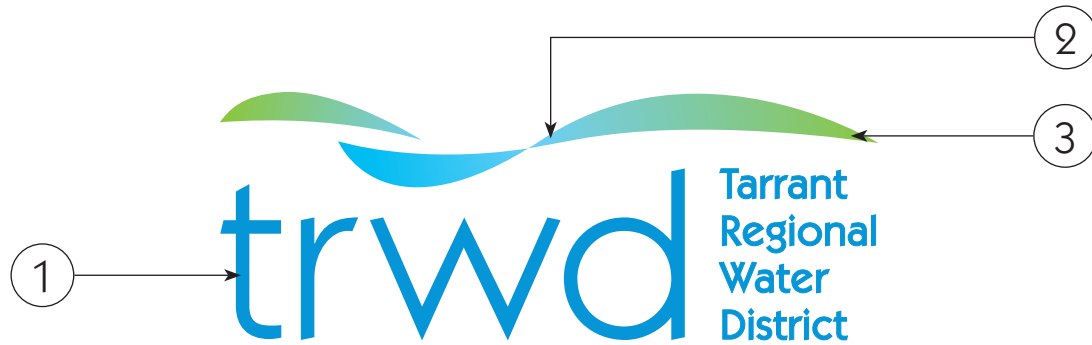
Tarrant Regional Water District is led by a publicly elected five-member board.

### HOW ARE WE FUNDED?

TRWD is supported by three funds. The **Revenue Fund** that receives 100% of the water supply sales. This is the only income for this fund. The Revenue Fund funds reservoirs, pipelines and the wetlands; future water supplies studies and projects; and the operations and maintenances of TRWD pipelines and structures.

The **General Fund** is supported by tax revenues. TRWD's current tax rate is 0.0287 cents per \$100 valuation, which is the lowest in Tarrant County. This tax pays for the operation and maintenance of the 27-mile Fort Worth Floodway that protect more than \$1.2 billion in assets in Fort Worth.

The third fund is the **Contingency Fund**. This fund is supported by TRWD owned oil and gas leases. This money funds special projects and recreation amenities like Twin Points Park, Eagle Mountain Park and trailheads along the Trinity Trails.



1



Cyan

2



Light Cyan

3



Lime Green

HTML/HEX #

0096D6

71C5E8

8DC63F

Panton Coated

PMS 2925 C

PMS 2985 C

PMS 361 C

Pantone Uncoated

PMS 2995 U

PMS 2985 U

PMS 360 U

CMYK Build

C 85  
M 24  
Y 0  
K 0

C 50  
M 0  
Y 0  
K 0

C 50  
M 0  
Y 100  
K 0

RGB Build

R 0  
G 150  
B 214

R 190  
G 207  
B 246

R 141  
G 198  
B 63



1



+



=



Cyan

Light Cyan

HTML/HEX #

0096D6

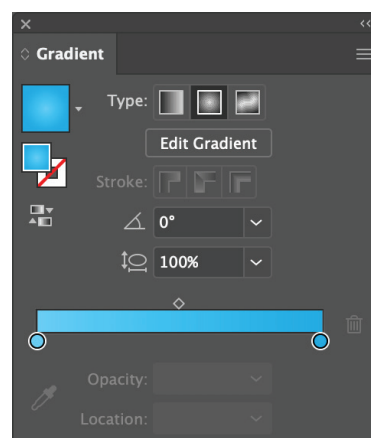
71C5E8

Panton Coated  
Pantone UncoatedPMS 2925 C  
PMS 2995 UPMS 2985 C  
PMS 2985 U

CMYK Build

C 85  
M 24  
Y 0  
K 0C 50  
M 0  
Y 0  
K 0

RGB Build

R 0  
G 150  
B 214R 190  
G 207  
B 246

2



+



=



Light Cyan

Lime Green

HTML/HEX #

71C5E8

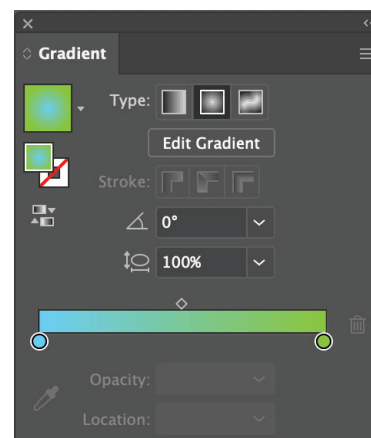
8DC63F

Panton Coated  
Pantone UncoatedPMS 2985 C  
PMS 2985 UPMS 361 C  
PMS 360 U

CMYK Build



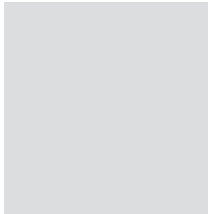
C 50  
M 0  
Y 0  
K 0C 50  
M 0  
Y 100  
K 0

RGB Build

R 190  
G 207  
B 246R 141  
G 198  
B 63

## SECONDARY COLORS

The secondary color palette encourages variety among designs. The three options provide neutral options to the company brand colors. These colors can be included as accents, backgrounds, or pops of color, but require care to avoid brand confusion.

			
	Navy Blue	Gray	Light Gray
HTML/HEX #	00416B	939598	DCDDDE
Panton Coated	PMS 7694 C	PMS Cool Gray 8 C	PMS Cool Gray 4 C
Pantone Uncoated	PMS 2955 U	PMS Cool Gray 8 U	PMS Cool Gray 2 U
CMYK Build	C 100 M 35 Y 0 K 60	C 0 M 0 Y 0 K 50	C 0 M 0 Y 0 K 15
RGB Build	R 0 G 65 B 107	R 147 G 149 B 152	R 220 G 221 B 222

## COMPANY COLOR PALETTE

				
Cyan	Lime Green	Navy Blue	Gray	Light Gray



## TYPEFACE | ITC KABEL STD

ITC Kabel STD 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.

**Book** ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890

**Medium** ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890

**Demi** ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890

**Bold** ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890

**Ultra** ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890

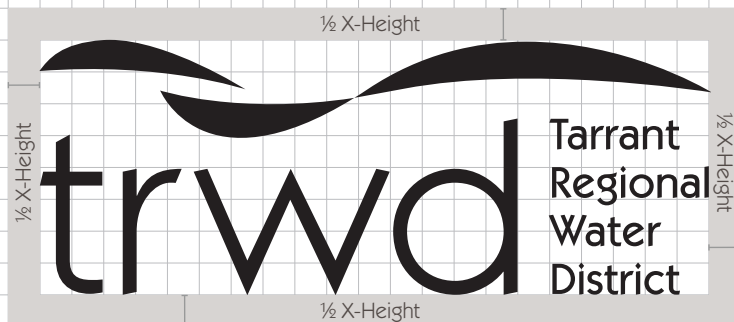
## WEB TYPEFACE

**Avenir** ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890

**Arial** ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890



## CORRECT SPACING:

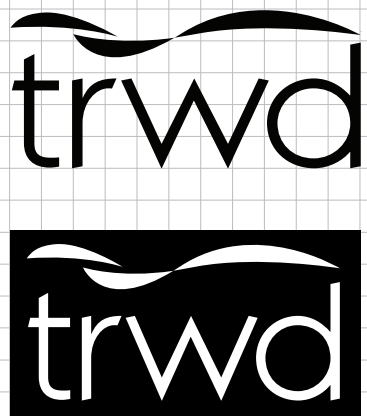
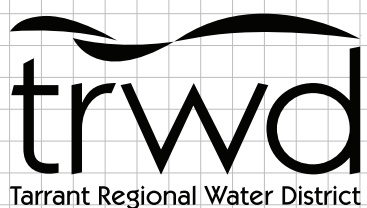


The TRWD Logo should have a margin of clear space on all sides around it equal to half of the TRWD typeface x-height.

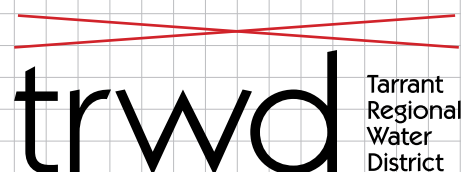
No other elements (text, images, other logos, etc.) can appear inside this clear space.

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

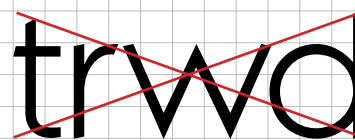
Approved



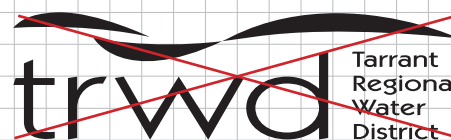
Not Approved



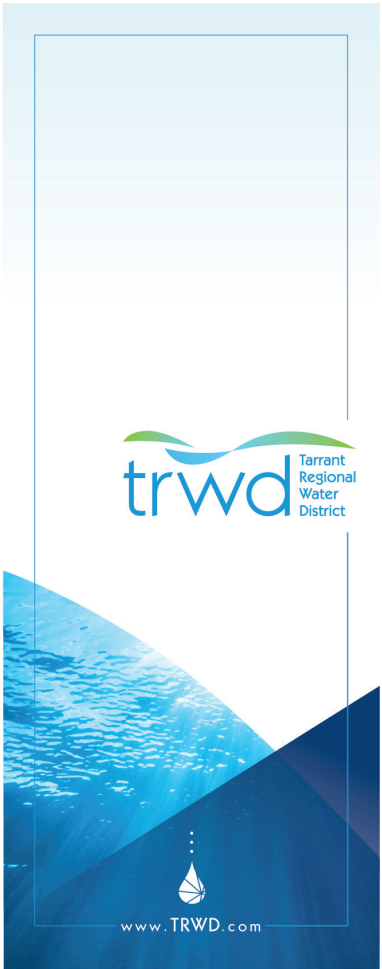
We can't use the TRWD initials & Tarrant Regional Water District without the top design.



We can't use only the TRWD initials.



The logo proportions must not be distorted or warped in any way.



## LOGO FILES | APPLICATIONS & USE

These are suggestions that have been prepared in anticipation for a variety of typical applications, reproductions and file type requirements. Please refer to the information below when determining which logo file type and color profile is most for your desired usage.

### COLOR PROFILES

**PMS** Best for guaranteeing exact Pantone matches when used in embroidery, paint colors etc.

**CMYK** Best for general printing purposes like letterhead and other marketing collateral.

**RGB** Best for web or screen based applications.

**BW** Best for any situation where color is not appropriate or necessary.

### FILE TYPES

**EPS** Best for applications where designers or other users require an infinitely scalable vector format.

**PNG** Typically most appropriate for web or use in purely digital applications. This file type has a transparent background and can be used in place of a JPEG.

## OUR VOICE

We present our messages with a positive attitude, but are honest and transparent in the information we share. We value our employees, customers and the communities we serve. We enjoy belonging to our community and push the envelope with innovation. We care about our planet and protecting its resources. We are energetic and enthusiastic about events and growth in North Texas. We believe in what we do and accept when we make a mistake. We do not give too much technical information to not confuse the public. We love to converse and enjoy asking questions. We are optimistic but realistic. We tell the truth.

## TRWD SOCIAL MEDIA CHANNELS

CHANNEL	PROFILE /	DEPARTMENT PAGE OWNER
Facebook	TarrantRegionalWaterDistrict	Public Affairs
	SaveTarrantWater	Conservation
	WateilsAwesome	Conservation
	ReverseLitter	Public Affairs
	TwinPointsPark	Recreation
	PantherIslandCC	Sydney O'Connell
Twitter	TRWD_News	Public Affairs
	TRWD_Water	Conservation
	ReverseLitter	Public Affairs
Instagram	TrinityTrails	Public Affairs
	PantherIslandCC	Sydney O'Connell
YouTube	TRWDTv	
LinkedIn	Tarrant Regional Water District	

Chart updated 3/24/2020

## APPROVED BOILER PLATE

The Tarrant Regional Water District provides raw water to more than 2.1 million people in 11 North Texas counties, making it one of the largest water suppliers in Texas. It also manages a 27-mile floodway system along the Trinity River in Fort Worth, and provides numerous recreational opportunities for the many communities within its service area.

### TRWD WEBSITES

WEBSITE	URL	VANITY URLs
TRWD	TRWD.com	Adoptariver.com
		adoptariverFW.com
		bridgeportcleanup.com
		cedarcreekcleanup.com
		eaglemountaincleanup.com
		iplproject.com
		iplproject.net
		iplproject.org
Trinity Trails	trinitytrailsFW.com	
Twin Points Park	twinpointspark.com	Itsbetterattwinpoints.com
Reverse Litter	reverselitter.com	10ontues.com
		10ontues.org
		10ontuesday.com
		10ontuesday.org
Water is Awesome	waterisawesome.com	
Save Tarrant Water	savetarrantwater.com	