



San Francisco  
**Water Power Sewer**  
Services of the San Francisco Public Utilities Commission

# BRAND GUIDELINES

## Brand Identity

A distinctive identity that communicates a clear set of values with confidence.

This style guide has been created to help foster a strong and coherent visual identity for the agency. Our brand enhances the recognition of our high quality water, power and sewer services, and serves to build a stronger, more consistent visual presence in the City and County of San Francisco, the entire San Francisco Bay Area and State of California.

### Initial Design Meeting

All departments are welcome to approach our design team with graphic requests by contacting [graphics@sfwater.org](mailto:graphics@sfwater.org). In addition, consultant graphic designers must contact the Graphics Team for an initial design meeting, before developing new design files and new materials. An initial design meeting is necessary to ensure consistency of the overall look and messaging of new materials, as well as effectively accomplish agency goals.

All materials must be reviewed and approved by the Graphics Team before submitting to the project manager for final review and print.

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## Logo Size, Space & Color



### Colors:



Water - Blue  
Pantone 285  
C89 M43 Y0 K0  
R0 G125 B195  
Hex# 007DC3



Power - Yellow  
Pantone 130  
C0 M30 Y100 K0  
R251 G176 B52  
Hex# FBB034



Sewer - Green  
Pantone 376  
C50 M0 Y100 K0  
R141 G198 B63  
Hex# 8DC63F



Byline - Black  
Process Black  
C0 M0 Y0 K100  
R0 G0 B0  
Hex# 000000



**Horizontal Logo:**  
Proportions have been based off a 3:1 ratio with an established relationship between mark and text.



### Grayscale:



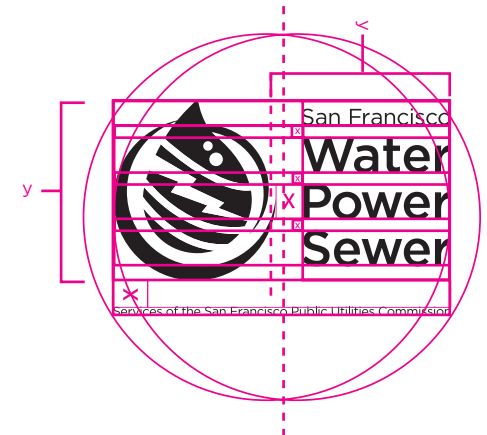
Water - K 100%



Power - K 40%



Sewer - K 70%



**Vertical Logo:**  
Proportions have been based off a 3:1 ratio with an established relationship between mark and text.

## Logo Size Specifications

### Minimum Logo Size Specifications

To maintain readability:

- The logo cannot be reduced less than the size specification.
- Byline “Services of the San Francisco Public Utilities Commission” is required unless a graphics team decision allows for a onetime alteration.
- Minimum font size for the byline is 6 pts.
- Byline font: Gotham

San Francisco Water Power Sewer (horizontal):

Minimum Mark Width = 0.5" inches (12.7mm)



Minimum Byline Height - Gotham Book, 6 pts,  
K 100%, Tracking (-20)

San Francisco Water Power Sewer (vertical):

Minimum Mark Width = 0.5" inches (12.7mm)



Minimum Byline Height - Gotham Book, 6 pts,  
K 100%, Tracking (-20)

Hetch Hetchy Regional Water System (horizontal):

Minimum Mark Width = 0.5" inches (12.7mm)



Minimum Byline Height - Gotham Book, 6 pts,  
K 100%, Tracking (-20)

Hetch Hetchy Regional Water System (vertical):

Minimum Mark Width = 0.5" inches (12.7mm)



Minimum Byline Height - Gotham Book, 6 pts,  
K 100%, Tracking (-20)

### Logo Clear Space

To ensure legibility of the logo, it must be surrounded with a minimum amount of clear-space to avoid competition from other visual elements.

Using the logo in a consistent manner across all applications helps to establish and reinforce immediate recognition of the agency look and feel.



## Knowing Which Logo to Use

### In City Logo vs. Regional Logo

The **Retail/In City logo** is used on materials that are used or distributed within the City and County of San Francisco, or represent work of the entire agency (ie: legal documents, state required planning documents, etc.).

The **Wholesale/Regional logo** is to be used on materials for the regional water and hydroelectric system that are distributed outside of San Francisco city limits.

Internally available at: S:\Agency-Wide Templates\  
San Francisco Water Power Sewer Logos

#### Retail / In City logo – San Francisco Water Power Sewer

- To be used on all materials focused on retail customers within San Francisco.
- Retail / In City logos – 4 color horizontal and vertical - use on web, print, PPT
- Retail / In City logos – grayscale horizontal and vertical - use on white background

#### Wholesale / Regional logo – Hetch Hetchy Regional Water System

- To be used on all materials focused on wholesale water and hydroelectric outside of the City and County of San Francisco.
- Wholesale / Regional – 4 color horizontal and vertical - use on web, print, PPT
- Wholesale / Regional – grayscale horizontal and vertical - use on white background



## File Formats

File formats can be confusing. It is important to remember that each format retains a certain amount of resolution and different formats correlate with different types of media. If you have questions or cannot find the file type you need, contact [graphics@sfgwater.org](mailto:graphics@sfgwater.org).

### Common Use Formats

- JPEG: a compressed image file format used for media such as Microsoft Office and web/digital purposes
- PNG: a lossless format used for web/digital purposes, capable of transparency

### Vector Format for Design

- EPS: a vector based/PostScript image file format used for high-resolution printing. Can only be opened by vector based programs such as Adobe software.

## What NOT to Do

Maintaining the integrity of the logo is a part of maintaining the integrity of the agency's visual identity. The logo should never be distorted, difficult to see or read. If you run into a situation where you are unsure how to present the logo, email [graphics@sfgwater.org](mailto:graphics@sfgwater.org) for help.



Do not stretch or skew the logo to distort proportions.



Do not change the logo colors.



Do not change the font.



Do not place the logo on a busy or dark background.



Do not separate or shift logo elements or layout.



Do not recreate the logo with any abbreviations.



Do not rotate or change the logo orientation.



Do not add effects such as beveling, drop shadows, outlines, or glow effects.



Do not put the logo in a white or colored box on a dark or busy background.

## Typography

Fonts can effectively help with name recognition and brand building when used consistently and correctly.

**About the font:** Franklin Gothic was designed by Morris Fuller Benton between 1903 and 1912 for American Type Founders Company. The typeface was updated in 1979 for ITC by Vic Caruso. The heaviness and boldness of Franklin Gothic gives off the impression of being serious and important. Unlike most bold typefaces, Franklin Gothic has a lightness about it. Historically, this san serif has been known as the best interpretation of the classic 19th century type style.

### Font size is determined by readability and legibility.

For agency designs, **fonts should never be below 6pts.** in any visual or document. In a document, font size should **always be a minimum of 8pts.** (7pt. is acceptable as a caption). A document should also follow a hierarchical structure of font sizes to aid organization and readability.

**About the font:** Minion is a serified typeface designed in the “classical tradition,” by Robert Slimbach in 1990. Minion Pro was later released in 2000. The font is inspired by classical, old style typefaces of the late Renaissance, a period of elegant, beautiful, and highly readable type designs. It combines the aesthetic and functional qualities that make text type highly readable with the versatility of typographic control, whether for lengthy text or display settings.

## Primary Font Family

Franklin Gothic - A san serif font used in most documents.

<b>Aa</b>	Franklin Gothic Book ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789
<b>Bb</b>	<i>Franklin Gothic Book Italic</i> <i>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789</i>
<b>Cc</b>	Franklin Gothic Medium ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789
<b>Dd</b>	<i>Franklin Gothic Medium Italic</i> <i>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789</i>
<b>Ee</b>	<b>Franklin Gothic Heavy</b> <b>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789</b>
<b>Ff</b>	<b><i>Franklin Gothic Heavy Italic</i></b> <b><i>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789</i></b>

## Secondary Font Family

Minion Pro — A serif font used only to complement the primary font family (e.g., in the body of text).

<b>Aa</b>	Minion Pro Regular ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789
<b>Bb</b>	<i>Minion Pro Italic</i> <i>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789</i>
<b>Cc</b>	Minion Pro Semibold ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789
<b>Dd</b>	<i>Minion Pro Semibold Italic</i> <i>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789</i>
<b>Ee</b>	<b>Minion Pro Bold</b> <b>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789</b>
<b>Ff</b>	<b><i>Minion Pro Bold Italic</i></b> <b><i>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789</i></b>

## Complimentary Typography

Complimentary fonts are used for headings and to supplement typographic hierarchy.

**About the font:** Gotham was born in 2000, by Hoefler & Frere-Jones. Creation of the font was influenced by post-war building signage and hand-painted letters seen in New York City, specifically from the geometric lettering of New York's Port Authority Bus Terminal. The font was publicly released in 2002 and said to have an "American feel." It is widely used in logos, including ours.

**About the font:** Swiss 721 is a font from Bitstream library, released in 1982 Switzerland. Edouard Hoffmann, director of the Haas Typefoundry, specified the design; Max Miedinger drew the font under his guidance. Swiss 721 is commonly compared to Helvetica. We utilize this font in the headings of our printed collateral.

### Complimentary Font Family

Gotham

<b>Aa</b>	Gotham Extra Light ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789
<b>Bb</b>	Gotham Book ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789
<b>Cc</b>	<i>Gotham Book Italic</i> <i>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789</i>
<b>Dd</b>	Gotham Medium ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789
<b>Ee</b>	<i>Gotham Medium Italic</i> <i>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789</i>
<b>Ff</b>	<b>Gotham Bold</b> <b>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789</b>

### Complimentary Font Family

Swiss721 Cn BT

<b>Aa</b>	Swiss721 Cn BT Roman ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789
<b>Bb</b>	<i>Swiss721 Cn BT Italic</i> <i>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789</i>
<b>Cc</b>	<b>Swiss721 Cn BT Bold</b> <b>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789</b>
<b>Dd</b>	<i>Swiss721 Cn BT Bold Italic</i> <i>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789</i>



## Color Palette

In addition to our three agency colors, we have created a color palette to guide our brand's success. Color scheme is one of the most significant factors in the overall look and appearance of any brand. Because our core values are environmentally oriented, we've based our color palette off of neutral earth tones.

### Agency Colors



Pantone 285  
C89 M43 Y0 KO  
R0 G125 B195  
Hex# 007DC3

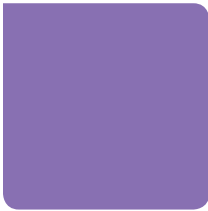


Pantone 130  
C0 M30 Y100 KO  
R251 G176 B52  
Hex# FBB034



Pantone 376  
C50 M0 Y100 KO  
R141 G198 B63  
Hex# 8DC63F

### Secondary Colors



Pantone 272  
C51 M61 Y0 KO  
R136 G113 B179  
Hex# 8871B3



Pantone 7620  
C0 M95 Y94 KO  
R181 G35 B29  
Hex# BF2620



Pantone 485  
C0 M97 Y100 KO  
R238 G42 B36  
Hex# EE2A24



Pantone 180  
C0 M79 Y100 K11  
R217 G83 B30  
Hex# D9531E



Pantone 151  
C0 M28 Y100 K6  
R238 G177 B17  
Hex# EEB111



Pantone 128  
C0 M11 Y65 KO  
R255 G222 B117  
Hex# FFDE75



Pantone 373  
C16 M0 Y46 KO  
R218 G232 B162  
Hex# DAE8A2



Pantone 370  
C56 M0 Y100 K27  
R94 G151 B50  
Hex# 5E9732



Pantone 322  
C100 M0 Y33 K35  
R0 G123 B133  
Hex# 007B85



Pantone 5483  
C62 M0 Y21 K31  
R255 G222 B117  
Hex# FFDE75



Pantone 298  
C69 M7 Y0 KO  
R19 G181 B234  
Hex# 13B5EA



Pantone 7466  
C70 M0 Y23 KO  
R28 G190 B202  
Hex# 1CBECA



Pantone 283  
C35 M9 Y0 KO  
R159 G203 B237  
Hex# 9FCBED



Pantone 300  
C100 M44 Y0 KO  
R0 G121 B193  
Hex# 0079C1



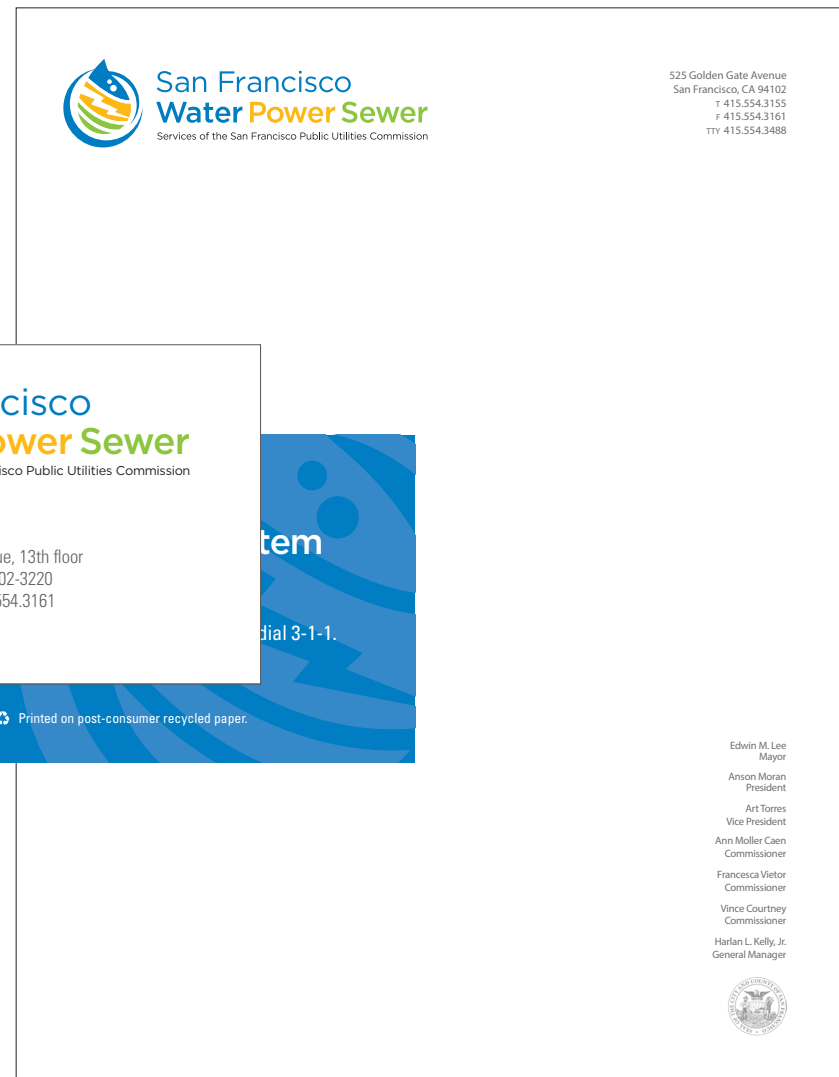
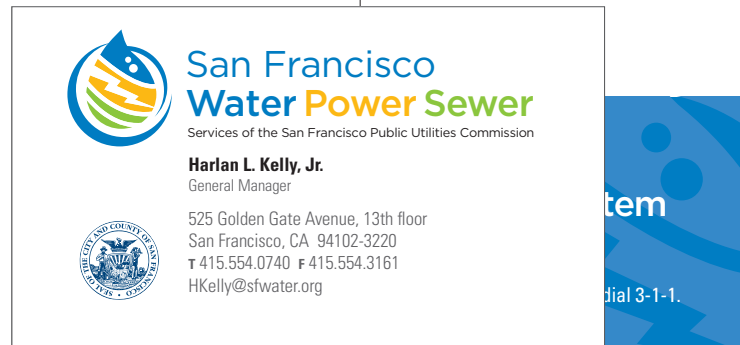
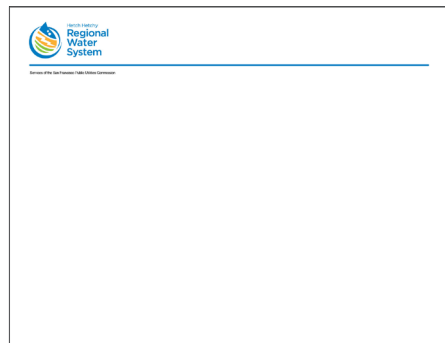
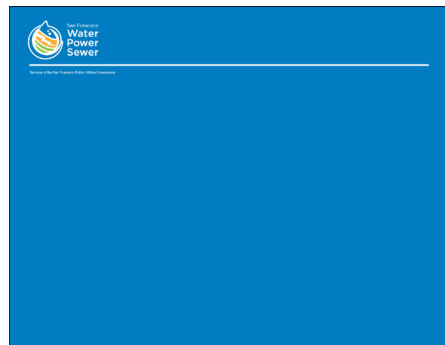
Pantone 294  
C100 M58 Y0 K21  
R0 G85 B150  
Hex# 005596



Pantone 8100  
C82 M52 Y31 K8  
R57 G107 B128  
Hex# 396B80

# Templates

Letterhead, business card, envelope, and powerpoint templates have been established for agency use. These templates can be found on the internal website, *Currents*.



- Edwin M. Lee  
Mayor
- Anson Moran  
President
- Art Torres  
Vice President
- Ann Moller Casen  
Commissioner
- Francesca Vietor  
Commissioner
- Vince Courtney  
Commissioner
- Harlan L. Kelly, Jr.  
General Manager



**Request For Business Cards** are managed by division and bureau staff and printed through City Reprographics. All business cards utilize a uniform design on the front. Four options are available for the back.

- Blue – Water Enterprise and General Divisions
- Yellow – Power Enterprise
- Green – Sewer

## Agency Programs and Co-Branding

To maintain consistency, the agency logo is displayed with other logos in a side by side, clear space lock-up with a black center dividing line.

### Co-Branding



Some of our agency programs have their own logos. The agency is seeking to eliminate individual program logos so we can strengthen our agency identity. For further guidance on program logos, contact [graphics@sfgwater.org](mailto:graphics@sfgwater.org).

### Agency Programs (Examples)



Particular programs are branded with their own look and feel. Check with the program staff for guidance.

### Iconography & Program Branding

#### Local Water Supply



# Sample Printed Collateral

The graphics team can provide sample collateral which demonstrates our use of secondary design elements, including the swoop or wave. The wave element is consistent throughout our collateral materials and suggests the representation of our three enterprises, water, power and sewer. While the wave element is not used to limit outside design, it is suggested to maintain the brand identity.

**Providing efficient, reliable services**  
while sustaining the resources entrusted to our care.

**Hetch Hetchy Regional Water System**

The San Francisco Public Utilities Commission (SFPUUC) delivers water through the Hetch Hetchy Regional Water System to 2.5 million customers throughout the Bay Area. This means bringing water directly from the Hetch Hetchy Reservoir to Yosemite National Park and providing local water to customers businesses and homes. With portions of the 167-mile delivery system crossing three national and state parks, our water supply is vulnerable to a major earthquake as well as other catastrophic but could severely disrupt drinking water supplies.

Division of the Hetch Hetchy Regional Water System  
Hetch Hetchy Power System  
San Francisco Combined Sewer System

San Francisco Water Power Sewer  
Division of the San Francisco Public Utilities Commission

**Diversifying San Francisco's Water Supply**

**Hetch Hetchy Regional Water System**

San Francisco Bay Area residents and businesses have long enjoyed some of the nation's highest-quality drinking water. We must protect this vital resource from possible disruptions caused by drought, climate change and natural disasters, and we are partnering with neighboring Bay Area water providers to diversify our water supply. And, while San Francisco residents and business demand for water is among the lowest in all of California, we can do more. The future concerns vibrant public health and safety of the San Francisco Bay Area depend on making these critical water supply investments now. Together, we can help ensure a reliable water supply for generations to come.

**It's hard to imagine life without water—we depend on it every day.**

San Francisco Water Power Sewer  
Division of the San Francisco Public Utilities Commission

**Conservation Using Water Wisely**

**Promoting the efficient use of water through education, assistance and incentive programs.**

Conservation is a key way to manage our water supply. California is a dry state, and our city is sensitive to the challenges of sharing the drought of growing populations with a limited water supply.

**Water Conservation Programs**

The suite of types of education, incentives, encouragement and information to help Alamo customers conserve water and thereby help in achieving the drought conditions. With City programs to increase water use efficiency in City facilities.

While customers have made great strides in conserving water, considerable opportunities to save water remain.

**Program highlights include:**

- Financial Incentives for Installation of High-Efficiency Water Fixtures and Landscaping
- Free Leak and Landscaping Efficiency Audits for residential, commercial and multi-unit customers
- Distribution of low water-efficiency showerheads, toilets, faucets and other fixtures
- Free installation of high-efficiency toilets for low-income customers through the Community Program (CCP)
- Free water use auditing service
- Water conservation programs
- Informational materials and presentations
- Installation of smart meters to improve efficiency

**Conservation Goals**

San Francisco has long been recognized as a leader in water conservation. In July 2014, the city announced that it would be the first city in the nation to reduce the amount of water imported into the city by 20% through water conservation and other measures. We will continue to reduce our water demand to 1.6 billion gallons per day (gpd) by 2018 and 2.2 gpd by 2025.

Conservation

San Francisco Water Power Sewer  
Division of the San Francisco Public Utilities Commission

**Hetch Hetchy Regional Water System**

**Delivering high quality water every day.**

Reliable drinking water delivered by gravity for 2.5 million people in San Francisco • Alameda • Santa Clara • San Mateo counties

Programs to promote the efficient use of water and develop alternative local sources for our diverse water needs.

San Francisco Water Power Sewer  
Division of the San Francisco Public Utilities Commission

**Hetch Hetchy Power System**

**Generating clean energy for vital services.**

Reliable hydroelectric and solar energy for San Francisco's city services:

MUSE • SF General Hospital • Laguna Honda Hospital • SFO Air Support • Public Schools City Hall • Public Libraries • Public Health • Street Lights • Police and Fire Stations Port Facilities • Shoreside Power • Treasure Island

San Francisco Water Power Sewer  
Division of the San Francisco Public Utilities Commission

**San Francisco Water Power Sewer**  
Division of the San Francisco Public Utilities Commission

**San Francisco Combined Sewer System**

**Protecting public health and the environment.**

1,000 miles of gravity-fed sanitary and storm sewers • Award-winning Wastewater Treatment Plants

- Treating 72 million gallons on dry days, 500 million gallons on rainy days
- Innovative programs to manage sewage, stormwater, and prevent pollution of our Bay and Ocean.
- SFPUC's Leadership in Landfills • Rainwater Harvesting • Sustainable Urban Stormwater Management

San Francisco Water Power Sewer  
Division of the San Francisco Public Utilities Commission

# Sample Printed Collateral

**Regional Water System**  
Hetch Hetchy Reservoir  
Frequently Asked Questions

**Hetch Hetchy Reservoir** was formed on the Tuolumne River after construction of O'Shaughnessy Dam in 1923. The reservoir can store up to 117 billion gallons of drinking water for the Hetch Hetchy Regional Water System, operated by the San Francisco Public Utilities Commission.

**The System**  
The Hetch Hetchy Regional Water System is an efficient, clean public asset which plays a key regional role in water delivery in the state of California.

On a daily basis, this system reliably delivers high-quality drinking water to 2.6 million residents and businesses across Southern Nevada, Northern Santa Clara, San Mateo, and San Francisco counties.

The system generates 5.6 billion kilowatt hours of clean, hydroelectric power annually for the City and County of San Francisco's municipal uses and retail customers as well as additional energy for municipal and agricultural users in the 602 square-mile service area of the Modesto and Turlock Irrigation Districts.

**San Francisco Water Power Sewer**  
Hetch Hetchy Power System  
**Generating clean energy for San Francisco**  
Providing generation, transmission, energy efficiency and other clean energy services for our City

**FACTSHEET**  
**SEWER SYSTEM IMPROVEMENT PROGRAM**  
**Innovative Green Infrastructure Projects**

On a rainy day, stormwater runs off San Francisco's streets, sidewalks, and parking lots and flows rapidly into the City's combined sewer system. During heavy rains, stormwater has the potential to overwhelm the system, which may lead to problems like neighborhood flooding and wastewater discharges into the San Francisco Bay and Pacific Ocean.

As part of Phase I of the Sewer System Improvement Program (SSIP), the San Francisco Public Utilities Commission (SFPUC) will construct eight innovative green infrastructure projects throughout the City and monitor and evaluate its effectiveness in helping to manage stormwater. These projects will decrease the amount of stormwater going into the combined sewer system, helping to keep it from being overwhelmed during large storms, reducing neighborhood flooding, and protecting water quality in the Bay and the Ocean.

**Greening the City**  
Green infrastructure is one of the many techniques that the SFPUC will implement throughout the next 20 years to upgrade our aging infrastructure and ensure a reliable sewer system for generations to come. Green infrastructure is a stormwater management tool that takes advantage of the natural processes of soils and plants in order to slow down and store stormwater.

Green infrastructure provides multiple benefits to the community and environment by beautifying neighborhoods, improving streets for bicyclists and pedestrians, and creating public open spaces while reducing stress on San Francisco's aging sewer system.

**Building innovative projects to manage and treat stormwater while greening the City**

**WHAT IS WATERSEID?**  
Waterseid is an award of Green Seal stormwater credits based on grants. Funding provides a matching credit of Green Seal credits for each dollar of grant funding. The award is given to San Francisco water utilities for green stormwater infrastructure that is not otherwise part of the combined sewer system, which means construction of the system will be more readily accepted in some parts of the City being funded.

**URBAN WATERSHED ASSESSMENT**  
The SFPUC is assessing and implementing a plan for the next 20 years of sewer and stormwater management upgrades to address sewer system challenges in each of the 10 San Francisco water utility watersheds. The plan will include a mix of green infrastructure projects and other stormwater management strategies. The plan also includes a mix of green infrastructure projects, such as green roofs, permeable pavement, rainwater harvesting, and other green infrastructure projects. In addition to providing the SFPUC with an innovative Stormwater Utility services that will help address each watershed's specific environmental, and economic benefits.

**Benefiting the Sewer System**  
Several green infrastructure projects are in the early planning stages. Over the next three years, the SFPUC will work with community members and other City departments to design green infrastructure projects that provide benefits to our sewer system and for communities throughout the city.

**San Francisco's Watersheds - Which one do you live in?**

**Mission & Valencia Green Gateway, Alamo Creek Watershed**  
In partnership with SFPUC, the project involves water gardens and green roofs in the Mission and Valencia neighborhoods. The project will help reduce stormwater runoff and improve water quality in the Alamo Creek watershed.

**Wiggie Neighborhood Green Corridor, Channel Watershed**  
In partnership with SFPUC, the project involves water gardens and green roofs in the Wiggie neighborhood. The project will help reduce stormwater runoff and improve water quality in the Channel watershed.

**Water Power Sewer**  
**2013 CALENDAR**  
Water Pollution Prevention Tips

**Get Your FREE 2013 Calendar**  
Featuring wild San Francisco garden photos and pollution prevention tips for your home and garden. Help be a solution to pollution.

**San Francisco Water Power Sewer**

**Hetch Hetchy Regional Water System**  
**2012 Construction Management Awards**  
**Lower Crystal Springs Dam Improvements**  
Infrastructure Category: \$10-\$50M  
February 24, 2012

**Water Hetchy Water System Improvement Program** | **HDR**

**San Francisco Water Power Sewer**  
www.sfwater.org

**Sustaining the resources entrusted to our care.**

**Conservation**  
Preserving natural resources and reducing water consumption through water conservation programs.

**Groundwater**  
Protecting and restoring groundwater resources.

**Recycled and Reusable Water**  
Reusing water for irrigation and other non-potable uses.

**Desalination**  
Producing fresh water from seawater.

**ClearPower®**  
San Francisco Water Agency's renewable energy program, which can be 100% green.

**Sustainable Renewable Energy**  
Investing in renewable energy sources like solar, wind, and geothermal.

**LED Street Light Conversion Program**  
Replacing old streetlights with energy-efficient LED lights.

**Municipal Energy Efficiency Program**  
Reducing energy consumption in city buildings and facilities.

**Urban Watershed Stewardship**  
Protecting and restoring watersheds and green infrastructure.

**Stormwater Design Guidelines**  
Providing guidance for green stormwater infrastructure.

## Promotional Collateral

Fitting our logo onto promotional goods and clothing articles is challenging. Imprint space and color limitations often dictate the quality of logo representation. Please contact [graphics@sfwater.org](mailto:graphics@sfwater.org) **BEFORE** selecting collateral or other logo'd items. Contacting the Graphics Team ahead of item selection will ensure accurate reproduction of logo and consistency of visual identity.



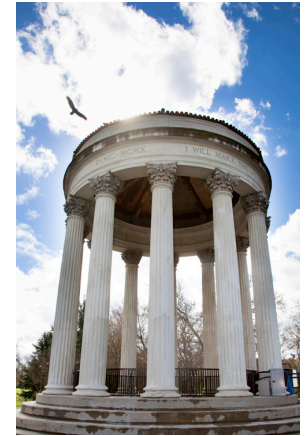
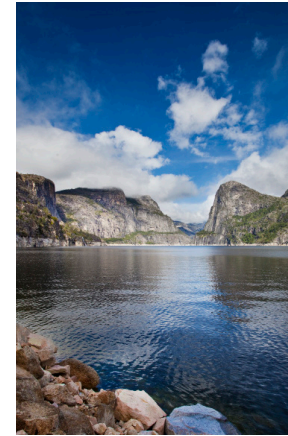
## Photographic Imagery: Environmental

Imagery plays a critical role in communicating who we are. Photographs should capture the nuances and scale of who we are, what we do, our past, present and future.

Environment and infield shots are specific to the work we do and the messages we communicate. Photographs should show the expanse of the area we are covering and highlight key details. In addition to current photos, historical and other archival photographs are available. Our agency employs photographers and their images are preferred over any outside photography.

Purchased stock photos are a last resort choice and we prefer to be very selective if stock photos are necessary.

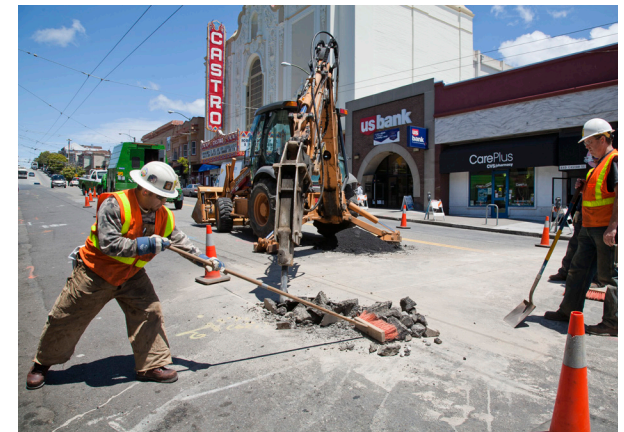
If in need of photos for designed materials, contact [graphics@swater.org](mailto:graphics@swater.org) or the agency photographers.



## Photographic Imagery: People

Who we are plays a critical role in our messaging. The emotive capacity of an image is often derived from people. If our customers are able to relate to us as individuals, they will be more willing to trust us as agency.

Purchased stock photos are a last resort choice and we prefer to be very selective if stock photos are necessary. Requests for our photographs or approval of alternative imagery can be made by emailing our graphics team, [graphics@sewater.org](mailto:graphics@sewater.org).



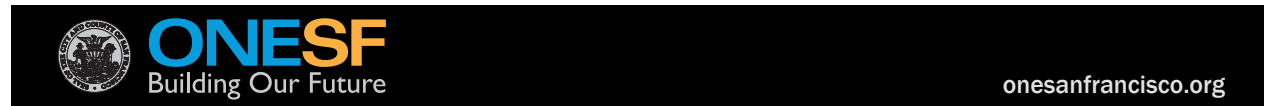


## Construction Signs

The ONESF logo, tagline, and design templates identify the projects and shared citywide goals of the City's ten-year Capital Plan and should appear on all City street, sewer, site, and building construction signs. The ONESF logo reflects the shared citywide goals of infrastructure improvement ('we are all ONESF'), the unique nature of San Francisco ('there's only ONESF'), and a color scheme evocative of our great City by the Bay.

To establish and maintain the ONESF identity it is important that it appear consistent across all signage. Therefore, it is critical to never alter the embedded logo, logotype or locked portions of the enclosed design templates. This includes adding or deleting elements, using unauthorized colors, adding additional logos, or otherwise altering the text or layout of the sign outside of specifically designated areas as described in the templates.

Templates for City construction signage as well as guidelines for production for most City client departments are available online: [onesanfrancisco.org/staff-resources/signage-and-style-guide/](https://onesanfrancisco.org/staff-resources/signage-and-style-guide/)



### Oceanside Water Pollution Control Plant & Westside Pump Station

Corrosion and concrete surface repairs, odor control, instrumentation and security systems upgrades

**For more information:**  
Catania Galvan, cgalvan@sfwater.org  
415.554.3289  
sfwater.org/construction

**Digester Improvements & Corrosion Protection**  
WW-490, Schimmick Construction Company, Inc. 415-XXX-XXXX  
BEGINS: ?, 2012; COMPLETION DATE: ?, 2012

**Dewatering Facility Upgrades**  
WW-452, Cal State Constructors, 415-XXX-XXXX  
BEGINS: ?, 2012; COMPLETION DATE: ?, 2012

**Security Improvements (Westside Pump Station)**  
WW-535R, Azul Works, 415-XXX-XXXX  
BEGINS: ?, 2012; COMPLETION DATE: ?, 2012



The SFPUC Wastewater Enterprise operates and maintains 993 miles of combined sewers, which collect sanitary sewage from homes, businesses, and street runoff; storage facilities; and three treatment plants that treat both sanitary sewage and stormwater to protect public health and the San Francisco Bay and Pacific Ocean.

Emergency Phone Number: 311

**A Project of the City's Ten-Year Capital Plan**  
There's only one San Francisco—together we're taking care of it.

This project is brought to you by:



**MAYOR**  
Honorable Ed Lee

**BOARD OF SUPERVISORS**  
David Choe, President  
John Avalos  
David Campos  
Carmen Chu  
Malia Cohen  
Sean Espinosa  
Mark Farrell  
Jane Kim  
Eric Mar  
Christina Olague  
Scott Wiener

All external and internal communications and promotional materials, including any printed or digital collateral must comply with our brand standards. Approvals are made by the Graphics Team of the Communications Department, [graphics@sfwater.org](mailto:graphics@sfwater.org).

### *Need More Info?*

These style guidelines are provided for the purpose of establishing and maintaining the look and feel of our brand. It is imperative that consistency be upheld for the professional stability of our agency's public image. These guidelines are not intended to restrict or limit the brand, but to assure proper use of design elements. Any inquiries or requests can be made by contacting the Graphics Team by email, [graphics@sfwater.org](mailto:graphics@sfwater.org).