



*For Immediate Release*

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## **MWDOC ADOPTS NEW LOGO**

**Fountain Valley, CA** (September 25, 2017) - On Wednesday, September 20, the Municipal Water District of Orange County (MWDOC) adopted a new District logo. The new logo design is a refreshed version of the original, which has served the district for forty-six years.

"Our agency has grown and evolved substantially over the years and we felt it was time for a change," says MWDOC Board President Wayne Osborne. "We have modernized our logo to reflect who we are today, and where we see ourselves in the future; an organization with strong leadership and a dedicated team of professionals who continue to work hard to secure a reliable water supply for Orange County."

The decision to update the logo wasn't made lightly. MWDOC was formed by Orange County voters in 1951 under the Municipal Water District Act of 1911. Keeping true to the history of the organization, the new logo retains core elements of the original design including the overall color scheme, and the orange component.

"The adoption of the new logo marks a significant milestone for our agency" says MWDOC General Manager Rob Hunter. "We believe the logo clearly illustrates our vision for the future and it's clean, simple lines translate better across an ever-changing digital landscape."

The new logo uses contemporary, simple typography and graphics. The orange represents the 2.3 million Orange County residents served by MWDOC, the cool blue leaf represents water within Orange County, and through the additional use of color, a subtle statement is made by clearly separating the "MWD" or "Municipal Water District of," and "OC."

MWDOC will be transitioning to the new logo over the next few months starting with internal documents and in public places such as Facebook, Twitter, Instagram and Pinterest.

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***The Municipal Water District of Orange County (MWDOC) is a wholesale water provider and resource planning agency whose efforts focus on sound planning and appropriate investments in water supply development, water use efficiency, public information, legislative advocacy, water education and emergency preparedness.***

*MWDOC's service area includes all of Orange County with the exception of Anaheim, Santa Ana and Fullerton. MWDOC serves Orange County through 28 retail water agencies.*