MUNICIPAL WATER DISTRICT OF ORANGE COUNTY STRATEGIC COMMUNICATIONS PROGRAM AND PLAN

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INTRODUCTION

"The art of communication is the language of leadership."
~ James Humes, Author & President Reagan's Speechwriter

Strategic communication is the process of relaying specific, purposeful ideas and information to targeted audience groups in order to reach identified goals and objectives. The Municipal Water District of Orange County's (MWDOC or District) goals and objectives are identified in the District's Mission Statement:

*Our mission is to **provide reliable**, high-quality **supplies** from Metropolitan Water District of Southern California and other sources **to meet present and future needs** at an **equitable and economical cost**, and **to promote water use efficiency** for **all of Orange County.***

MWDOC presently develops, coordinates, and delivers a substantial number of programs and services aimed at elevating stakeholders' awareness about water policy, efficient water use, and the District's role in advocating for sound policy and water reliability investments that are in the best interest of Orange County. As water is a necessary resource to all life, these efforts encourage and benefit all Orange County residents and businesses, across all demographics.

Over the past decade, there has been a significant shift in the way people receive information. The media market is overcrowded and constantly evolving. The public is bombarded minute by minute with news from their phones, televisions, computers and tablets. Traditional media has been on the decline and at the same time, digital media continues to explode. Water providers must prove themselves to be relatable, trustworthy, and essential. This is accomplished by communicating more frequently and more effectively using a wider array of tools and channels to meet the needs and interests of an extremely diverse demographic. It is important to recognize that no single communications tool or channel can fulfill all of the District's identified goals and objectives. Instead, a holistic approach should be taken, utilizing all the tools in the toolbox to create a compounding and inclusive impact.

Historically, and typical for the industry, MWDOC has maintained a modest public profile, however, the District's influence continues to grow, and MWDOC has quickly become a leading regional voice for water in the State. MWDOC's very vocal support for the Delta Conveyance Project (DCP), investments in quality water education, water use efficiency, and emergency management, as well as increased participation in state water regulations and policy has elevated the District's profile in the water industry. It has become necessary to expand communications efforts to reach people where they spend the most time - on social media and through other firmly established electronic channels.

Strategic communication is an ongoing activity where the purpose, audience, message, tools, and channels may change at any given moment, however, for the most part, the overarching goals remain the same. As a result of this, MWDOC's Strategic Communications Program and Plan must remain a living document in order to implement effective, relevant communication with timeliness and accuracy. This document serves as a blueprint, establishing a baseline understanding for how MWDOC's programs will provide information and value to its various stakeholders, partners, and employees; enhance the District's image; and, support MWDOC's mission, goals and objectives to secure long term water reliability for the region.

COMMUNICATIONS GOALS & OBJECTIVES

"The two words 'Information' and 'Communication' are often used interchangeably but they signify quite different things. 'Information' is getting out; 'Communication' is getting through."

~ Sydney J. Harris, American Journalist

The charge of the MWDOC Public Affairs Department (Department) is to elevate public awareness, garner support, and establish confidence in the District's initiatives. Additionally, the Department is tasked with providing transparent, reliable, and accurate information to the public, our partners, and our member agencies. These commitments support not only the MWDOC mission, but also an ongoing districtwide stance to be the leading regional voice for water issues throughout the State. With 28 member agencies in the District's service area - many with competing interests - and a complex, ever-changing landscape of water policy and regulation, MWDOC must utilize various communications tools and channels to reach and unify such a vast and diverse group of stakeholders and audiences.

The MWDOC Strategic Communications Program and Plan aligns the District's identified goals and objectives with the respective audiences, and outlines the appropriate communications tools and channels used to connect them all together. This living document will continue to be updated and amended as the District's goals and objectives evolve, shift, or change.

GOALS & OBJECTIVES
As defined by the Board of Directors, executive management, and the District's Mission Statement, MWDOC'S primary goals and present objectives are as follows:

GOAL #1: SECURE LONG TERM WATER RELIABILITY FOR ORANGE COUNTY AND THE REGION.

o **OBJECTIVE 1.1:** Provide recognized, effective leadership and sound representation across all MWDOC organizational roles, including at the District level, at Metropolitan Water District of Southern California (Metropolitan), as well as at the County, State, and Federal levels.

o **OBJECTIVE 1.2:** Provide leadership, water education, and outreach support towards the successful advancement and completion of the **Delta Conveyance Project (DCP)**.

o **OBJECTIVE 1.3:** Provide unwavering advocacy on behalf of the region to invest in, improve, and expand Orange County's water supply portfolio by continuing to study, evaluate, and recommend opportunities identified in the **Orange County Water Reliability Study.**

GOAL #2: EXAMINE, DEVELOP, AND IMPLEMENT SOUND POLICIES AND PROGRAMS THAT SUPPORT ORANGE COUNTY WATER INVESTMENTS, AND PROVIDE RECOGNIZED VALUE TO THE REGION.

o **OBJECTIVE 2.1:** Provide unbiased analysis of water reliability programs, projects, and accompanying policies that affect Orange County, and to identify and ensure implementation of cost efficient solutions for the region.

o **OBJECTIVE 2.2:** Be the trusted, leading voice for the region on water reliability, water policy, efficient water use, water education, and emergency preparedness and response.

o **OBJECTIVE 2.3:** Educate, inform, and involve Orange County stakeholders and California civic, business, education, and community leaders of today and tomorrow.

GOAL #3: PROVIDE EFFECTIVE COMMUNICATION AND ADVOCACY PROMOTING MWDOC PROGRAMS, POSITIONS, AND SERVICES.

o **OBJECTIVE 3.1** Expand and refine communications efforts to ensure stakeholders, partners, employees, and other decision makers have the information and education they need to make judicious decisions regarding water-saving opportunities and best practices, as well as pending policy matters that affect Orange County.

o **OBJECTIVE 3.2:** Grow and improve MWDOC's traditional and electronic media presence to establish trust and credibility in the District's programs, positions, and activities.

o **OBJECTIVE 3.3:** Define and enhance the District's brand identity.

This [award winning](#) Strategic Communications Program and Plan articulates the process of communicating the value of the aforementioned goals and objectives to the District's identified audience members who may *or may not* be engaged in MWDOC's programs or activities.

TARGET AUDIENCES

"To effectively communicate, we must realize that we are all different in the way we perceive the world and use this understanding as a guide in our communication with others."

~ Tony Robbins, Author & Entrepreneur

The ability to understand MWDOC's identified audience groups makes it possible to logically align messaging with the appropriate communications tools and channels to reach the District's identified goals and objectives. There are many ways to categorize MWDOC's audience groups and determine which tools and channels the District can use to best connect with those groups. These categories may include demographics, geography, employer, behavior, and attitudes, to name a few.

Accordingly, the Department has identified several key audience groups (See Appendix A). This by no means is a complete list since our business is water, and every person on the planet needs, and uses it. Water is an essential resource for all life, and for the success and sustainability for all societies regardless of how identified audience groups are categorized.

SAMPLE PERSONAS FOR TARGET AUDIENCES

Water Industry Professional

Authority, Steward, Knowledgeable, Focused, Forward-thinking

Goals & Objectives
- Goal #1
- Goal #2
- Goal #3

Messages
- Message #1
- Message #3-#5
- Message #8-#19

Activities & Partnerships
- Water-saving programs & incentives
- MWDOC Member Agencies
- Boy/Girl Scouts Organization
- Surveys
- Annual campaigns
- SWRCB
- AWWA
- UWI
- ACWA
- So Cal Water Committee

Channels
- Trainings and Workgroup Meetings
- Print media
- Electronic media
- CCRs
- Virtual platforms
- Community events
- District Programs
- Conferences and Meetings

TARGET AUDIENCES

Student K-6th Grade

Curious, Impressionable, Enthusiastic, Imaginative, Adaptive

Goals & Objectives
- Goal #2

Activities & Partnerships
- Boy/Girl Scouts Organization
- Educators
- OCDE
- OC STEM
- CAELI
- Wyland Foundation
- MWDOC Water Awareness Poster Contest

Messages
- Message #1-#5
- Message #8-#10
- Message #17-#19

Channels
- Ricky Raindrop
- Community events
- Boy/Girl Scouts Program
- Choice School Programs

OC Elected Official

Ambitious, Engaged, Traditional, Invested, Informed

Goals & Objectives
- Goal #1
- Goal #2
- Goal #3

Activities & Partnerships
- Elected Officials Forum
- ACC-OC
- Metropolitan & Member Agencies
- OCBC
- SoCal Water Committee
- SWRCB
- UWI
- AMWA
- ACWA
- AWWA

Messages
- Message #1-#5
- Message #8-#9
- Message #11-#14
- Message #17

Channels
- Introduction to Water Booklet
- Briefing papers
- Written correspondence
- Virtual platforms
- Inspection Trips
- D.C. Luncheon
- Water Policy Forum
- O.C. Water Summit
- Speaker presentations

MESSAGING AND TACTICS

"Many attempts to communicate are nullified by saying too much."

~ Robert K. Greenleaf, Author

Modern day society is exposed to thousands of bits of information each day. The barrage of messages received through billboards, television, radio ads, as well as print media, email, and text notifications, has given many people a sense of anxiety from information saturation to overload. To be effective, the District must start by stripping out the unnecessary complexities. Messaging needs to be purposeful, simple, clear, concise, and consistent.

Messaging guidelines:
- Before engaging any audience group, be clear about what the District is trying to accomplish.
- Determine what the intended audience needs, wants, and cares about, then get to the point.
- Use words and language that the audience easily understands and can relate to. Be careful not to include industry jargon, technical terms, or excessive detail.
- Use an active voice and clearly define the call to action.

Messages also must be consistent in order to effectively engage audience groups in the District's programs and activities. Important messages become more memorable through repetition. Consistency should be practiced across all District organizational roles as it is vital to the effectiveness of MWDOC's communications efforts and can prevent confusion or misunderstanding.

MESSAGES:

1. Nearly half of all Orange County water is imported from hundreds of miles away AND local water supply sources meet only about half of what Orange County needs.
    a. Protecting our water supply is everyone's responsibility.
    b. Using water more efficiently is everyone's responsibility.
    c. We can all do our part to protect and secure Orange County's water supply for generations to come.
2. Your tap water is clean, safe, and reliable.
3. Providing a healthy, dependable supply of water is our highest priority.
4. Water is our most precious natural resource.
5. Water is life.
6. Less water, more savings.
7. MWDOC can help you save WATER, TIME, and MONEY.
8. Orange County IS Water Smart / OC IS Water Smart (Hook / Lead: Did You Know? / Hashtag: #OCisWaterSmart).
9. We're in this together.
10. Save together.
11. Orange County's primary water source from Northern California is at risk.
12. California (Orange County) needs the **Delta Conveyance Project (DCP) -** the most sound, economical, and environmentally sustainable solution for the region.
13. Climate change, droughts, and other natural disasters will happen. Californians need to invest in a variety of reliable water sources.

14. MWDOC's **Orange County Water Reliability Study** identifies the best water infrastructure projects available to the region based on reliability and value. Through MWDOC's water use efficiency programs and incentives, Orange County saves more than 17.1 billion gallons of water each year.
15. MWDOC has been educating Orange County students about the importance and value of water for nearly five decades through the MWDOC Choice School Programs.
16. Through strong leadership and sound representation, MWDOC works diligently to secure a dependable water future for all of Orange County.
17. Water industry jobs provide steady, long-term careers that ultimately contribute to the welfare of workers, their families, and to the health of the state's economy.
18. MWDOC is committed to educating and encouraging water leaders of today and tomorrow.

While strategy provides the path towards reaching an end goal, tactics define the specific actions taken along the way. Tactics have a definite beginning and end, and are more about the planning and detailed components of a plan.

Some tactics can be utilized to accomplish several, if not all objectives in some cases, however **Tactics** identified for each of the primary MWDOC GOAL objectives are as follows:

OBJECTIVE 1.1 Tactics:

o Maintain a steady, clear, accurate voice throughout the organization by ensuring that all outreach materials both traditional and digital are reviewed and updated frequently.
o Participate in one-on-one and group conversations or meetings with decision makers and partners, and provide informational materials and guidance whenever appropriate.
o Engage stakeholders, partners, and member agency representatives across all MWDOC organizational roles in order to ensure the District is providing needed and necessary support and advocacy.
o Discover common ground and identify opportunities to partner with other organizations to advance the District's goals, objectives, and initiatives.

OBJECTIVE 1.2 Tactics:

o Identify opportunities to keep **DCP** at the forefront of messaging, such as earned media, social media, print media, and other effective forms of communication.
o Identify leading voices in **DCP** as MWDOC Water Policy Forum & Dinner and OC Water Summit speakers.
o Invite speakers from both sides of the **DCP** to participate as Inspection Trip presenters.
o Provide briefing papers, hands-on activities, and presentations to educator groups, teachers, and students to integrate water supply sources and **DCP** into classroom lessons where appropriate.

OBJECTIVE 1.3 Tactics:

o   Work with member agencies and partners to educate and advocate for the completion of local projects deemed most valuable by the **Orange County Water Reliability Study.**
o   Produce collateral and content such as briefing papers, media kits, and videos highlighting the **Orange County Water Reliability Study** for stakeholders including elected officials, member agencies, as well as traditional and social media audiences.

OBJECTIVE 2.1 Tactics:

o   Host a learning workshop targeting leaders from member agencies; include a messaging component for attendees.

OBJECTIVE 2.2 Tactics:

o   Present a MWDOC Water Policy Forum & Dinner *Speakers Series* each fiscal year and secure top-level expert speakers to discuss timely, relevant water related topics with Orange County stakeholders and leaders.
o   Develop messaging that amplifies MWDOC's opposition to any potential legislation that imposes a "public goods charge" "water user fee", or "water tax" on public water agencies or their ratepayers.
o   Assume leadership roles where possible at the local, County, and State levels in all areas of expertise and District focus.
o   Provide comprehensive tool kits to stakeholders, partners, and member agencies that support and promote water-centric programs, activities, and campaigns, offering direction for implementation and ensuring a unified message.
o   Provide hands-on water education activities to Orange County K-12 teachers that enhance and extend classroom lessons.
o   Administer the Water Energy Education Alliance that strengthens career pathways and builds and bolsters technical training programs for Southern California students.
o   Administer a water-centric K-12 MWDOC Choice School Program for Orange County students that enhance their ability to become responsible environmental stewards
o   Support and advance environmental literacy, giving students the knowledge and understanding they need to create ecologically sound, economically prosperous, and equitable communities.

OBJECTIVE 3.1 Tactics:

o   Provide stakeholders with valuable resources such as the OC Water 101 Booklet (volume 1) and other MWDOC collateral (briefing papers).
o   Integrate District partners and their target audiences (i.e. ACCOC, OCBC, and others) into Inspection Trips and Policy Dinners.
o   Provide briefing papers, hands-on activities, and focused presentations where appropriate.
o   Utilize all communications tools and channels to engage and inform identified audience groups.

OBJECTIVE 3.2 Tactics:

o   Cultivate relationships with traditional media (Newspaper Editorial Boards, Radio and Television News outlets) to maintain a steady voice on water issues, and utilize Social Media to maximize the reach of earned media opportunities and events.
o   Evaluate and amend where necessary all current communications platforms and tools to ensure the District is utilizing the most effective and contemporary systems.

OBJECTIVE 3.3 Tactics:

o   Apply approved Logo and Brand Identity Guidelines to all MWDOC outreach materials and platforms, activities, programs, and events.
o   Promote districtwide buy-in by implementing the MWDOC Logo and Brand Identity Guide.

COMMUNICATIONS TOOLS AND CHANNELS

"If you have an important point to make, don't try to be subtle or clever. Use a pile driver. Hit the point once. Then come back and hit it again. Then hit it a third time- a tremendous whack."

~ Winston Churchill, British Politician, Army Officer & Author

Most of the District's audience groups will already have preconceived notions about who MWDOC is based on past or current collaborations, our website structure and social media content, as well as any interaction with our communications materials including articles, print materials, and news media. To successfully reach these individuals with our intended messages, MWDOC must utilize the tried-and-true tools and resources that are readily available, and strategically place the messages where they can easily be found.

As a guiding reference, the MWDOC Public Affairs Department has defined communications tools, activities, and channels, and identified how MWDOC currently utilizes each of these resources to effectively reach the goals and objectives of the District.

A communications tool is the partnership or activity used to interface with an identified audience to achieve goals and objectives. Some examples include:

- **Partnerships -** *S*uccessful partnerships are developed through an understanding of each other's specific needs to reach identified goals and objectives. Partners typically see a reward involved with coming together and are able to offer each other a choice of tools, services, and solutions to meet those needs. Exceptional partnerships act as a catalyst for those involved to grow and prosper.

  MWDOC's RECOGNIZED PARTNERS*:

  - MWDOC member agencies
  - Metropolitan and its member agencies
  - Department of Water Resources (DWR)
  - State Water Resources Control Board (SWRCB)
  - Media
  - Technical Consultants
  - School Program Contractors
  - Educators
  - Boy Scouts/Girl Scouts Organizations
  - Association of California Cities – Orange County (ACC-OC)
  - Orange County Business Council (OCBC)
  - Association of California Water Agencies (ACWA)
  - American Water Works Association (AWWA)
  - Association of Metropolitan Water Agencies (AMWA)
  - Council for Environmental and Economic Balance (CEEB)
  - Urban Water Institute (UWI)
  - So Cal Water Committee
  - Wyland Foundation

- o Bolsa Chica Conservancy
- o Orange County Coastkeepers
- o UCCE Master Gardeners
- o Orange County Department of Education (OCDE)
- o OC STEM
- o California Environmental Literacy Initiative (CAELI)
- o California Environmental Education Foundation (CEEF)
- o Orange County and Pacific West Association of Realtors (OCAR) and (PWR)
- o Other Contractors

*This is by no means an exhaustive list, but gives an indication of the many partners of the District.

- **Activities-** An activity is a planned course of action taken in order to achieve a specific aim. Activities have a distinct beginning and end and usually contain several tasks within them that once completed, conclude the activity. Examples of District activities:

  - o Annual Campaigns
    - ▪ MWDOC Water Awareness Poster Contest
    - ▪ Fix-a-Leak Week
    - ▪ Irrigation Week
    - ▪ Smart Irrigation Month
    - ▪ Wyland National Mayor's Challenge for Water Conservation
    - ▪ Imagine A Day Without Water
    - ▪ Emergency Preparedness Month
    - ▪ Garden Smart campaign, and more
  - o Workgroup Meetings
  - o D.C. Luncheon
  - o Water Energy Education Alliance (WEEA) Leadership Roundtable meetings
  - o Surveys
  - o Water saving programs and incentives

- **A Communications Channel** is the medium through which a message is sent to its intended receiver. The basic channels are visual, written, spoken, or electronic. Examples of District communications channels:

  - o **Word of mouth**
  - o **Speaker presentations**
  - o **Trainings**
  - o **Conferences/Meetings**
    - ▪ Elected Officials Forum
    - ▪ Water Policy Forum
    - ▪ Orange County Water Summit
  - o **Community Events**
  - o **Print media**
    - ▪ News stories/News Releases

- Newsletters
- Briefing papers/Talking points
- Media kits
- Written correspondence
- Introduction to Water booklet (Volumes)
- Flyers/Signage/Brochures
- Promotional giveaways
- Door hangers/Bill inserts
- Consumer Confidence Reports (CCRs)
  - **Electronic media**
    - Social Media
    - Email blasts
    - Radio
    - Television
  - **District Programs**
    - Choice School Programs
    - Scouts Programs
    - WEEA
    - Inspection Trip Program
    - WEROC
  - **Ricky Raindrop**

IMPLEMENTATION, ASSIGNMENTS, AND SCHEDULES

"Individual commitment to a group effort – that is what makes a team work, a company work, a society work, a civilization work."

~ Vince Lombardi, American Football Player & Coach

Public sector organizations shoulder a unique responsibility to be transparent, accountable, and have a positive impact on the community. A carefully developed and executed communications plan can establish trust and credibility in the District's programs and activities for our stakeholders, partners, audience members, and employees. This holds especially true in the water industry which is often vulnerable to changes in the political climate.

To effectively reach MWDOC's identified goals and objectives, each of the District's programs and activities must include *basic strategic targets* such as goals, intended audiences, messages, and tools. To ensure the benefit or value received is worth the time, money, talent, and effort expended by the District and its staff, every task, project, or program should start with the question "Why are we doing this?" In turn, all strategic targets should include an *implementation plan* which identifies tactics and logistics, and eventually, active monitoring, evaluation, and amending.

Assignments are essential to maintaining productivity and accountability as well as collectively accomplishing the goals of a project. The MWDOC Public Affairs Department has developed a Programs and Responsibility flowchart which breaks down the Department's primary roles and assignments by team member (See Appendix B).

Additionally, the MWDOC Public Affairs Department has developed a series of logistical checklists to efficiently plan, implement, and control the flow of information for each program and activity, and will continue to do so as new activities and programs are developed. Furthermore, the Department uses robust program management software tools such as Asana and CoSchedule to stay in touch with impending deadlines and to keep everything, including assignments and checklists, organized and in one place.

IMPLEMENTATION, ASSIGNMENTS, AND SCHEDULES

	Federal or State Elected Officials	Legislative Staffers	Orange County Elected Officials	Business Community Leaders	Environmental Organization Leaders	Community Organization Leaders	Water Industry Professionals	Landscape Contractor	Media	Educators	Students K – 6th	Students 7th-12th	College Students	Orange County Residents	Emergency Manager	Human Resources
GOALS																
Goal #1	X	X	X		X		X		X	X						
Goal #2	X	X	X	X	X	X	X		X	X	X	X	X	X	X	
Goal #3	X		X	X	X	X	X	X	X	X			X	X	X	X
MESSAGES																
Message #1	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
Message #2	X	X	X	X	X	X			X	X	X	X	X	X	X	
Message #3	X	X	X	X	X	X	X		X	X	X	X	X	X	X	
Message #4	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
Message #5	X		X	X	X	X	X			X	X	X	X	X	X	
Message #6				X				X					X	X		
Message #7				X		X		X					X	X		
Message #8	X		X	X	X	X	X	X		X	X	X	X	X	X	
Message #9	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
Message #10	X			X	X	X	X	X		X	X	X	X	X		
Message #11	X	X	X	X	X		X		X	X			X	X	X	
Message #12	X	X	X	X	X		X		X	X			X	X	X	
Message #13	X	X	X	X	X		X		X	X			X	X	X	
Message #14		X	X		X		X		X	X			X	X	X	
Message #15				X	X	X	X	X	X	X			X	X		
Message #16							X			X				X		
Message #17	X	X	X	X	X	X	X		X	X	X	X	X	X	X	
Message #18		X			X		X	X		X	X	X	X	X		X
Message #19	X	X			X	X	X	X		X	X	X	X	X		X
COMMUNICATIONS TOOLS AND CHANNELS																
Partnerships	X	X	X	X	X	X	X	X		X	X	X	X	X		X
Annual Campaigns	X	X	X	X	X	X	X		X	X	X	X	X	X		
Surveys	X	X	X	X	X		X	X		X				X	X	X
Word of Mouth	X	X	X	X	X	X	X	X	X	X	X	X	X	X		X
Speaker Presentations	X	X	X	X	X	X	X		X	X	X	X			X	
Trainings							X	X		X				X	X	X
Conferences/Meetings	X	X	X	X	X	X	X		X	X					X	X
Community Events	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
Print Media	X	X	X	X	X	X	X	X	X	X	X	X	X	X		
Electronic Media	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
District Programs	X	X	X	X	X	X	X	X	X	X	X	X	X	X		X
Ricky Raindrop								X	X	X	X	X		X		
Virtual Platforms	X	X	X	X	X	X	X	X	X	X		X	X	X	X	X

MONITOR, EVALUATE, AND AMEND

"Everything that can be counted does not necessarily count; everything that counts cannot necessarily be counted."

~ Albert Einstein, Theoretical Physicist

The effectiveness of the MWDOC Strategic Communications Program and Plan depends on a large variety of factors including technological advancements or changes, the rise and fall of audience engagement, current news or media concentration, political changes in leadership and focus, and even the weather.

There are a significant number of Key Performance Indicators (KPI), metrics and measurements that the MWDOC Public Affairs Department currently uses. Some of the most common include:

- Constant Contact activity reports- email marketing for surveys, events, newsletters, and news release distribution (results per activity)
  - Open rate
  - Click rate
  - Registration rate
    - Includes financial indicators
  - Responses
- Website (Google) Analytics
  - Return Visitor and First Visitor metrics
  - Web traffic and Search Engine Optimization (SEO) including landing pages and time spent on specific pages
  - Click through rate
  - Page views per session
  - Referral traffic
  - Content downloads
  - Use of forms such as newsletter, interest lists, and mailing list sign ups
- Social Media Dashboard Analytics (Facebook, Twitter, Instagram)
  - Followers
  - Likes/Fans
  - Post engagements
  - Content sharing
  - Sentiments
  - Link clicks
  - Inbound messages
  - Ad campaign performance
  - Ranking
- Verbal and Written Feedback
  - Phone calls
  - Email and written correspondence
  - Public comment at meetings

Program and activity evaluation is constant, and through this evaluation process the District's messaging and activities continue to be shaped and refined. Additionally, the tools mentioned here will remain relevant and useful no matter how the goals and objectives or messaging changes.

MWDOC BRAND

"Your brand is what people say about you when you're not in the room."

~ Jeff Bezos, American Technology Entrepreneur, Founder, Chairman, & CEO of Amazon

Many organizations downplay the value of branding because they view themselves as a business, not a brand. However, branding is a critical step to achieving success in communications, creating meaningful interactions, and establishing credibility. Branding is the sum of all the impressions an audience has of an organization. This is based on the interactions they have had with employees and Board members, as well as with the communications tools and channels that are used to reach them. Each of these interactions tells a story to the audience. For example, if materials are presented in a clean, organized, skillful, and contemporary fashion, the audience associates those materials with sophistication, expertise, and trustworthiness. The most important thing is to set expectations for the experience that the audience will have each time they interact with the brand, making it instantly recognizable. People need to identify with, and understand what information comes to them and from whom. How an audience perceives the brand will ultimately determine how successful an organization's efforts are. If an organization does not create and establish their own brand, their audience and competitors will do it for them.

Decades ago, branding was simply labeled a visual representation of an organization - a name, slogan, logo, or combination of all three. Today, it is understood that these elements, while extremely powerful and important, are just one piece of the puzzle. A brand is far more encompassing—it defines an organization's identity. Some of the benefits gained by strengthening the MWDOC brand include:

- **Builds trust and establishes credibility** – Credibility is at the heart of any successful outreach effort. Maintaining a consistent message demonstrates expertise, professionalism, and experience. Brand credibility is established by:
  - Non-verbal identifiers such as a logo or graphic materials
  - Verbal or written communications through marketing efforts
  - The organization's mission statement
  - Delivering expertise regularly through all identified channels
  - Consistently providing valuable information and resources

- **Fosters loyalty** – Once trust has been established, loyalty will soon follow. People who are loyal to a brand continue to support that organization in good times and bad, share positive messages, and introduce new audience groups to the organization.

- **Increased recognition or brand awareness** – One measurement of brand success is if an organization can be identified simply by its attributes such as the logo, tagline, or materials packaging. Brand familiarity can influence decisions when an audience must differentiate between messages that contain conflicting information. People are more likely to trust a brand they recognize.

- **Supports marketing and outreach efforts** – A brand links the name, logo, print materials, online presence, and professional services together bringing a united, clear, consistent message to all audience groups, and across all channels.

- **Extends range of influence** – Consistent branding is a powerful tool that has the potential to reach a large amount of people across a wide variety of channels including online, offline, mobile, and niche markets.

- **Motivates employees** – To build a strong brand, it is essential to have brand ambassadors – individuals, both internal and external, who are engaged, connected, and committed to the organization's activities and priorities. One of the most powerful, and more frequently overlooked brand assets is an organization's workforce. Employees spend a great deal of time at work, and as a result, form solid opinions about their employer. A contemporary, clean, consistent, and well-respected brand can institute a sense of pride, and can help inspire strong, internal brand ambassadors.

A strategic and thoughtfully developed brand should become the backbone of an organization's identity. It is a powerful communications tool which, when utilized correctly, will enable the District to build and establish credibility, as well as present an overall positive experience for identified audience groups. The MWDOC Public Affairs Department has developed the MWDOC Logo and Brand Identity Guidelines as a living document that will continue to grow and evolve along with the District (See Appendix C). The Department's consistent branding efforts align with the MWDOC Strategic Communications Program and Plan goals and objectives to successfully maintain and continue to enhance a brand presence throughout the Orange County region.

Federal or State Elected Official

Ambassador, Busy, Engaged, Educated, Driven

Goals & Objectives

- Goal #1
- Goal #2
- Goal #3

Activities & Partnerships

- ACWA
- OCBC
- SoCal Water Committee
- SWRCB
- Metropolitan & Member Agencies
- Media
- D.C. Luncheon

Messages

- Message #1-5
- Message #8-13
- Message #17
- Message #19

Channels

- Introduction to Water Booklet
- Briefing papers
- Written correspondence
- Virtual platforms
- Water Policy Forum
- O.C. Water Summit
- Elected Officials Forum
- Inspection Trips

Legislative Staffer

Political Emphasis, Educated, Involved, Ambitious, Adaptable

Goals & Objectives

- Goal #1
- Goal #2

Activities & Partnerships

- MWDOC Member Agencies
- ACC-OC
- Surveys
- D.C. Luncheon

Messages

- Message #1-4
- Message #9
- Message #11-14
- Message #17-19

Channels

- Introduction to Water Booklet
- Briefing papers
- Social media
- Virtual platforms
- Inspection Trips
- Water Policy Forum
- O.C. Water Summit
- Elected Officials Forum

OC Elected Official

Ambitious, Engaged, Traditional, Invested, Informed

Goals & Objectives
- Goal #1
- Goal #2
- Goal #3

Messages
- Message #1-#5
- Message #8-#9
- Message #11-#14
- Message #17

Activities & Partnerships
- Elected Officials Forum
- ACC-OC
- Metropolitan & Member Agencies
- OCBC
- SoCal Water Committee
- SWRCB
- UWI
- AMWA
- ACWA
- AWWA

Channels
- Introduction to Water Booklet
- Briefing papers
- Written correspondence
- Virtual platforms
- Inspection Trips
- D.C. Luncheon
- Water Policy Forum
- O.C. Water Summit
- Speaker presentations

Water Industry Professional

Authority, Steward, Knowledgeable, Focused, Forward-thinking

Goals & Objectives
- Goal #1
- Goal #2
- Goal #3

Messages
- Message #1
- Message #3-#5
- Message #8-#19

Activities & Partnerships
- Water-saving programs & incentives
- MWDOC Member Agencies
- Boy/Girl Scouts Organization
- Surveys
- Annual campaigns
- SWRCB
- AWWA
- UWI
- ACWA
- So Cal Water Committee

Channels
- Trainings and Workgroup Meetings
- Print media
- Electronic media
- CCRs
- Virtual platforms
- Community events
- District Programs
- Conferences and Meetings

Media

Persistent, Proactive, Inquisitive, Adventurous, Resilient

Goals & Objectives
- Goal #1
- Goal #2
- Goal #3

Activities & Partnerships
- Annual campaigns
- All identified partners if newsworthy

Messages
- Message #1-#4
- Message #9
- Message #11-#15
- Message #17

Channels
- Print media
- Electronic media
- Word of mouth
- Virtual platforms
- Water Policy Forum
- O.C. Water Summit
- Inspection Trips
- Ricky Raindrop

Business Community Leader

Influential, Resourceful, Accomplished, Motivated, Active

Goals & Objectives
- Goal #2
- Goal #3

Activities & Partnerships
- OCAR
- OCBC
- ACC-OC
- Imagine a Day Without Water
- Garden Smart campaign

Messages
- Messages #1-13
- Messages #15
- Messages #17-19

Channels
- Social media
- Flyers/Signage/Brochures
- Speaker presentations
- Door Hangers/Bill Inserts
- Surveys
- Word of mouth
- Virtual platforms
- WEEA
- Inspection Trips
- O.C. Water Summit
- Water Policy Forum

Community Organization Leader

Purposeful, Dynamic, Trustworthy, Dedicated, Economical

Goals & Objectives
- Goal #2
- Goal #3

Messages
- Message #1-5
- Message #7-10
- Message #15
- Message #17-19

Activities & Partnerships
- Boy/Girl Scouts Organizations
- Inspection Trips
- OCAR
- Water-saving programs & incentives
- Orange County Coastkeeper
- CAELI
- UCCE Master Gardeners
- Imagine a Day Without Water
- Garden Smart campaign
- Wyland National Mayor's Challenge for Water Conservation

Channels
- Social media
- Flyers/Signage/Brochures
- Speaker presentations
- Door Hangers/Bill Inserts
- Virtual platforms
- Word of mouth
- News stories
- Newsletters
- Briefing papers
- CCRs

Environmental Community Leader

Service-oriented, Passionate, Invested, Motivated, Aware

Goals & Objectives
- Goal #1
- Goal #2
- Goal #3

Messages
- Message #1-5
- Message #8-15
- Message #17
- Message #19

Activities & Partnerships
- Orange County Coastkeeper
- Bolsa Chica Conservancy
- CAELI
- Imagine a Day Without Water
- Wyland National Mayor's Challenge for Water Conservation

Channels
- Social media
- Surveys
- Speaker presentations
- Water Policy Forum
- Briefing papers
- CCRs
- Virtual platforms
- Community events
- Inspection Trips

Emergency Manager

Organized, Persuasive, Responsible, Driven, Decisive

Goals & Objectives
- Goal #2
- Goal #3

Activities & Partnerships
- Surveys
- DWR
- Technical consultants
- ACWA
- Other contractors
- Imagine a Day Without Water
- Emergency Preparedness Month
- MWDOC Member Agencies

Messages
- Message #1-4
- Message #8-9
- Message #11-14
- Message #17

Channels
- Speaker presentations
- Electronic media
- Trainings
- Conferences
- Virtual platforms
- Community events
- WEROC

Landscape Contractor

Expert, Thrifty, Creative, Hands-on, Detail-oriented

Goals & Objectives
- Goal #3

Activities & Partnerships
- MWDOC Member agencies
- OCAR
- Wyland Foundation
- UCCE Master Gardeners
- Smart Irrigation Month
- Irrigation Week
- Garden Smart campaign

Messages
- Message #1
- Message #4
- Message #6-10
- Message #15

Channels
- Flyers/Signage/Brochures
- Door Hangers/Bill Inserts
- Social media
- Trainings
- Virtual platforms

OC Residents

Diverse, Penny-wise, Family focused, Casual, Industrious

Goals & Objectives

- Goal #2
- Goal #3

Activities & Partnerships

- MWDOC Member Agencies
- Annual campaigns
- Water-saving programs & incentives
- Orange County Coastkeeper
- UCCE Master Gardeners
- OCDE
- CAELI
- OC STEM
- Boy/Girl Scouts Organizations

Messages

- Message #1-19

Channels

- Electronic media
- Surveys
- District Programs
- Word of mouth
- Door Hangers/Bill Inserts
- CCRs
- Promotional items
- Virtual platforms
- Community events

College Student

Independent, Perceptive, Receptive, Social, Frugal

Goals & Objectives

- Goal #2
- Goal #3

Activities & Partnerships

- Educators
- Surveys
- Bolsa Chica Conservancy
- Orange County Coastkeeper
- CAELI
- Imagine a Day Without Water
- Wyland National Mayor's Challenge for Water Conservation

Messages

- Messages #1-15
- Messages #17-19

Channels

- Social media
- Word of mouth
- Print media
- Electronic media
- Virtual platforms
- Community events

Student
7-12th Grade

Opinionated, Vulnerable, Eager, Trendy, Utopian

Goals & Objectives

- Goal #2
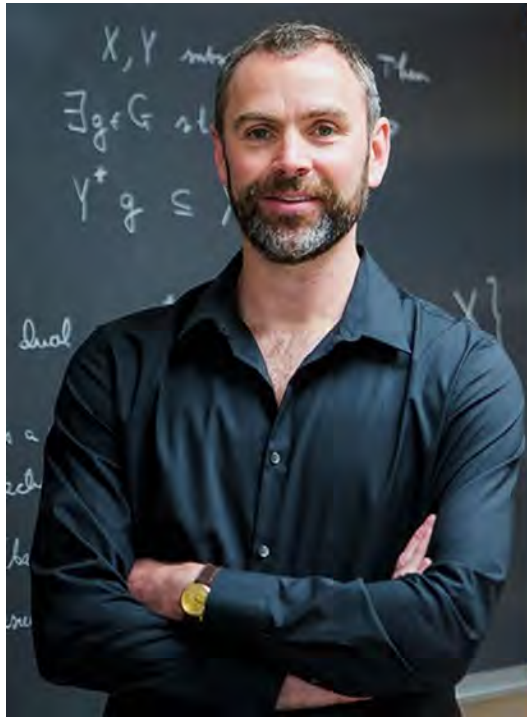
Activities & Partnerships

- Boy/Girl Scouts Organization
- Educators
- OCDE
- OC STEM
- CAELI
- Wyland Foundation
- MWDOC Water Awareness Poster Contest

Messages

- Message #1-#5
- Message #8-#15
- Message #17-#19

Channels

- Ricky Raindrop
- Community events
- Boy/Girl Scouts Programs
- MWDOC Choice School Programs
- Speaker presentations
- WEEA

Student
K-6th Grade

Curious, Impressionable, Enthusiastic, Imaginative, Adaptive

Goals & Objectives

- Goal #2

Activities & Partnerships

- Boy/Girl Scouts Organization
- Educators
- OCDE
- OC STEM
- CAELI
- Wyland Foundation
- MWDOC Water Awareness Poster Contest

Messages

- Message #1-#5
- Message #8-#10
- Message #17-#19

Channels

- Ricky Raindrop
- Community events
- Boy/Girl Scouts Program
- Choice School Programs

Educators

Intellectual, Industrious, Influential, Inventive, Innovative

Goals & Objectives
- Goal #1
- Goal #2
- Goal #3

Activities & Partnerships
- OCDC
- OC STEM
- CAELI
- School Program Contractor
- Imagine a Day Without Water
- MWDOC Water Awareness Poster Contest
- Wyland National Mayor's Challenge for Water Conservation

Messages
- Message #1-5
- Message #8-19

Channels
- Briefing papers
- Virtual platforms
- Trainings
- Word of mouth
- WEEA
- Boy/Girl Scouts Programs
- MWDOC Choice School Programs
- Introduction to Water Booklet
- Ricky Raindrop

Public Affairs Team Programs/Responsibilities

#P Digital Strategic Communications Consultant & Video Production

Damon Micalizzi
PA Director

Board Liaison and Support

Executive Management Team

Communications Advisor

Strategic Communications Forecasting and Planning

Member Agency Support

Media Relations and District Spokesperson

Influencer Partnerships

Interdepartmental Liaison

Interagency Relationship Development

Editorial Content Development

News Releases

OC Water Summit

Tiffany Baca
PA Manager

Daily Program, Staff, and Project Management

Evaluate, Refine, and Advance Existing Programs

New Program Development

Establish, Maintain, and Grow Strategic Partnerships

Strategic Message Development

Leader, Water Energy Education Alliance (WEEA)

Develop and Advance Education Program Initiatives

News Releases / Media Relations

Website Management

Social Media Oversight

Brand Manager

Public Affairs Workgroup

Sarah Wilson
PA Specialist

Member Agency and Board Support

Choice School Programs Coordination and Oversight

Scouts Programs Oversight

Public Outreach

Press Kit Development

Marketing Material Development

Graphic Support

Water Policy Dinners & Special Event Coordination

eCurrents Newsletter

Editorial Content Development

News Releases

Community Event Oversight

Bryce Roberto
PA Coordinator

Member Agency and Board Support

Inspection Trips Program Coordination

Public Outreach

Boy Scouts Program Coordination

Social Media Content Development

Marketing Material Development

Graphic Support

Briefing Papers/ Fact Sheets Maintenance

Research Projects Including Event Speaker Recommendations

Consumer Confidence Reports

Traci Muldoon
PA Assistant

Member Agency Support

PA Department Support

Registration Special Events

Social Media Content Development

Marketing Material Development

Graphic Support

Poster Contest Coordination

Community Event Coordination & Participation

Editorial Calendar

Research Projects

Press Clips

Promotional Items

Katie Vincent
Education Programs Assistant

Water Energy Education Alliance (WEEA) Program Support

Research Projects Related to Career Technical Education (CTE)

Identify, Secure, and Coordinate Grant and Sponsorship Funding

Identify and Secure WEEA Meeting Speakers

Provide Presentations on Workforce Development and CTE

Coordinate with Educators, Workforce Development Entities, and Industry on CTE

Marketing Material Development Specific to WEEA

Other Duties as Assigned

Municipal Water District of Orange County

Logo and Brand Identity Guidelines

Updated 06.29.2018

Brand Implementation

MWDOC

Introduction

Guidelines for Brand Identity and Logo Usage

This logo and brand identity resource will provide guidelines for using the Municipal Water District of Orange County (MWDOC) logo and will introduce the color, typeface, and brand voice that should be used across all MWDOC communications. The elements described in this guide are a fundamental part of how others recognize and relate to MWDOC and these standards have been established to ensure the brand remains consistent in appearance, sound, and feel. While this resource covers most basic applications and instances of the MWDOC brand and use of the logo, it cannot anticipate all possible scenarios.

Any logo or brand identity issues not covered in this guide must be referred to:

MWDOC Public Affairs
Attn: Tiffany Baca
(714) 593.5013
tbaca@Mwdoc.com
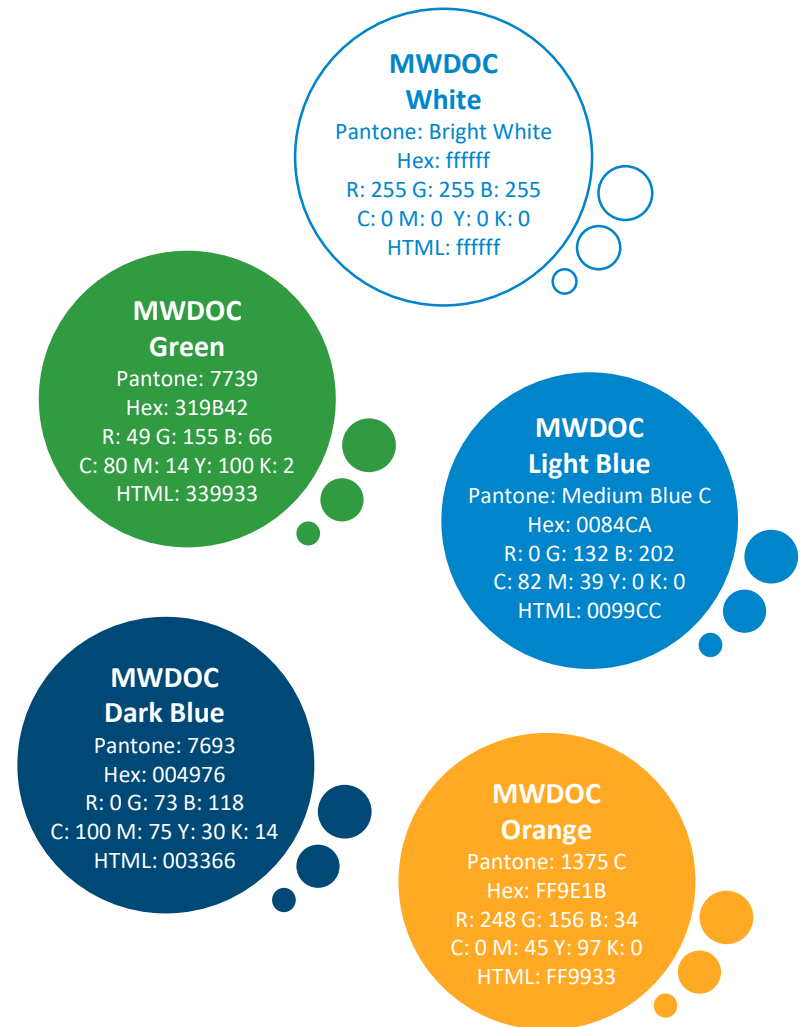18700 Ward Street
Fountain Valley, CA 92708

Color Palette

Use these values when referring to color options

The MWDOC brand and logo color palette was selected to project a modern, clean look while remaining true to the brand's historic color background. The basic, primary colors orange, green, and blue have been used in MWDOC's visual communications since 1971.

The colors shown on the opposite page should be incorporated into all MWDOC branded materials. Spot, process, and web color equivalents have been provided as reference in order to ensure consistency.

It is important to note that it is impossible to foretell what differences will occur between every printed and digital application of these selected colors. There are countless factors in which the appearance of any color may vary. To ensure the best result, always default to this guide, or when producing print or electronic materials through a selected vendor, consult a professional graphic designer or professional printer.

MWDOC White
Pantone: Bright White
Hex: ffffff
R: 255 G: 255 B: 255
C: 0 M: 0 Y: 0 K: 0
HTML: ffffff

MWDOC Green
Pantone: 7739
Hex: 319B42
R: 49 G: 155 B: 66
C: 80 M: 14 Y: 100 K: 2
HTML: 339933

MWDOC Light Blue
Pantone: Medium Blue C
Hex: 0084CA
R: 0 G: 132 B: 202
C: 82 M: 39 Y: 0 K: 0
HTML: 0099CC

MWDOC Dark Blue
Pantone: 7693
Hex: 004976
R: 0 G: 73 B: 118
C: 100 M: 75 Y: 30 K: 14
HTML: 003366

MWDOC Orange
Pantone: 1375 C
Hex: FF9E1B
R: 248 G: 156 B: 34
C: 0 M: 45 Y: 97 K: 0
HTML: FF9933

Typeface

Simple. Legible. Clean.

All variations of the MWDOC logo use only one font, **Franklin Gothic Demi**. This font style was selected for it's simplicity and legibility, and also because it is included as a default font style with any Microsoft Office installation. The goal with all of the selected typeface across the MWDOC brand is to keep it clean and simple.

That said, when producing materials with text, the typeface used should be consistent with the brand image. Typeface to be used in instances that require text are: **Franklin Gothic Demi, Franklin Gothic Medium, Franklin Gothic Book**, **Calibri**, **Calibri Light, Arial,** and in certain cases, **English**. The typeface referenced here should be used for all internal and public documents, stationery, outreach materials, promotional items, and correspondence.

(Franklin Gothic Demi)
Municipal Water District of Orange County
1234567890!@#$%^&*()

(Franklin Gothic Medium)
Municipal Water District of Orange County
1234567890!@#$%^&*()

(Franklin Gothic Book)
Municipal Water District of Orange County
1234567890!@#$%^&*()

(Calibri)
Municipal Water District of Orange County
1234567890!@#$%^&*()

(Calibri Light)
Municipal Water District of Orange County
1234567890!@#$%^&*()

(Arial)
Municipal Water District of Orange County
1234567890!@#$%^&*()

(English)
Municipal Water District of Orange County
1234567890! @#$%^& *()

Brand Voice and Messaging

Purposeful, consistent expression through words

The brand voice consists of both **messaging** and **tone**. These two aspects come together to create an effective strategy when speaking to the public. It is important to create clear, consistent messaging that reflects the MWDOC brand personality. The brand message is simply MWDOC's mission statement. All roads lead back to the mission statement. The tone is how you are communicating the message.

Our Mission:

"To provide reliable, high-quality supplies from MWD and other sources to meet present and future needs, at an equitable and economical cost, and to promote water use efficiency for all of Orange County."

~ MWDOC

Brand Message
Have a plan – Have a goal

To create effective messaging, is important to tell a story from start to finish. Clarity and consistency are key. Always have a goal when preparing messages for both internal and external audiences. Define what you are trying to achieve. Plan key messages and action points before creating content to avoid including technical jargon and fluff where it is not needed. If your message requires the use of technical language and/or acronyms, spell it out in clear language for your audience. Avoid colloquialisms. Stick to the point, and be as succinct as possible.

The Lead

Introduction and main point(s)
Who, What, When, Where, Why

The Body

Evidence, background, primary details that support The Lead

The Tail

Least important information; details for those most interested

Brand Tone

Everything we write should be thoughtful, interesting, and human

In order to communicate effectively, you have to know who your audience is and present your message in a way that they understand and respond to. Essentially, each time you communicate with an audience, you need to tailor your message in order to engage them. Your voice is your voice, but you take on different tones depending on who you are speaking to - Elected Official vs Typical Homeowner, Education Partner vs School Children, or describing an event vs giving instructions. You may have to stretch or adapt your tone to fit the audience or platform. The tone that should be used to communicate the brand effectively should always be:

KNOWLEDGEABLE
INFORMATIVE
ENGAGING
PROFESSIONAL
TRUSTWORTHY
FOCUSED
CLEAR
CONSISTENT
APPROACHABLE

PHOTOGRAPHY

BRANDING
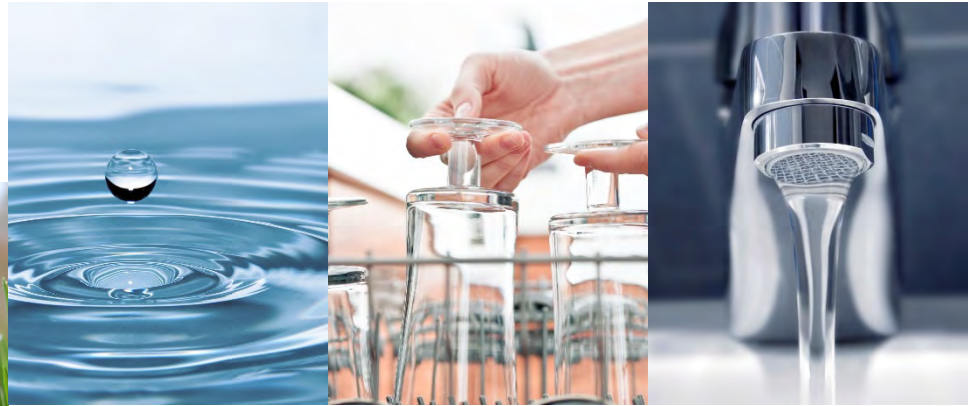
PHOTOGRAPHY

BRANDING

When choosing photographs for presentations, outreach, and promotional materials, select simple, clean imagery that aligns with the MWDOC brand. Whenever possible, use professional stock images that are clean and crisp. To assist with this, the MWDOC Public Affairs Department has put together a selection of presentation images that have been saved in the Shared O drive under Presentation Images.

Logo Design
The conceptual background

The original MWDOC logo was adopted in 1971 and since that time, has represented the organization throughout Southern California's water industry. The MWDOC logo became a recognized symbol of water resource planning, advocacy, and reliability for Orange County. When preparing the design for the new logo, it became very clear that the organization's history and reputation needed to be acknowledged by maintaining several key brand elements.

Staying true to the history of the MWDOC brand, colors in the original logo design, orange, green and blue, were maintained.

The water element was reintroduced in the new MWDOC logo design in a revitalized, modern way. The cool, water-blue-colored leaf was placed in the forefront of the design to symbolize water as MWDOC's primary focus.

There are hundreds of water agencies that serve California, and it can be difficult to differentiate which agency serves who. Through the use of color, a subtle statement is made by clearly separating MWD and OC.

Since 1971, the orange has been a primary element of the MWDOC brand, and it made sense to keep it. MWDOC serves and advocates on behalf of 2.3 million Orange County residents.

The font that was selected for the refreshed MWDOC logo is nearly the same weight as the font in the original logo design. However, the new design has cleaner lines with defined space between the letters, which will make it easier to read on embroidered materials.

Logo Usage and Guidelines

Always use approved artwork

The MWDOC logo acts as the primary visual component of the MWDOC brand. Therefore, it is critical to maintain the integrity of the logo and to be consistent with its usage. Never recreate, modify, or distort the MWDOC logo in any way, and always ensure you are using the correct logo artwork for the application or occasion. If for some reason another variation is needed outside of the scope defined in this guide, refer to the Public Affairs Department representative listed on page 3.

The distinct use of color helps to define MWDOC's brand identity. The MWDOC logo was developed to be most impactful in a four-color format. Although the four-color version is preferred and should be used whenever possible, black, white, and blue versions are available for secondary use in one-color media.

Logo Variations

Approved designs

The MWDOC logo was created with three approved versions, as shown on the right. These versions allow for flexibility to optimize the logo's visual presence across multiple applications and should not be altered.

The official logo consists of the MWDOC icon and acronym and should be considered the default choice for all applications. The secondary logo consists of the MWDOC icon and the full name "Municipal Water District of Orange County" and should be used in less formal applications or when the organization name is unknown or necessary. The third logo option includes the MWDOC icon and the official MWDOC website url. This option should be used in promotional applications only or in instances where it is critical to direct others to the official MWDOC website. A gradient version for all three logos is available for use only where you have flexibility to be more artistic or expressive.

Official MWDOC logo (Acronym only)

Promotional version referencing the website

Secondary MWDOC logo

All three approved versions include a gradient option

Logo Configuration

Size relationship among the MWDOC logo elements and clearance area

The illustration below indicates the correct size relationship and configuration among the logo elements. These elements, their relative sizes, and their placement relative to each other must never be altered or modified.
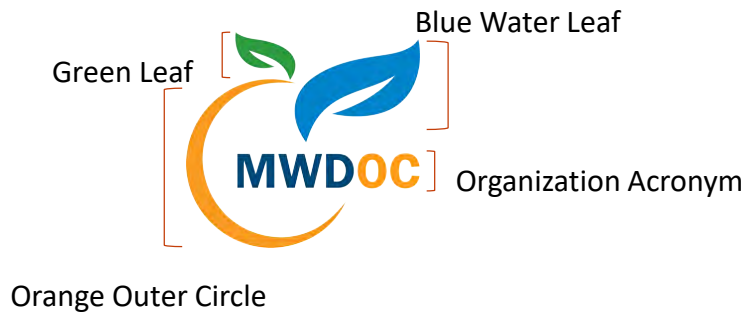
Clearance area is the minimum distance allowed between the logo and any other element (graphic, type, or edge of page). This helps ensure legibility and enhances recognition. The clearance area around all four sides of the MWDOC logo must never be less than the height of the uppercase "M" in the official version of the logo. This is known as the "cap-height."

Green Leaf

Blue Water Leaf

Organization Acronym

Orange Outer Circle

MWDOC LOGO AND BRAND IDENTITY GUIDELINES | LOGO IMPLEMENTATION

Minimum Size

Maintain a minimum size for logo recognition

To ensure legibility of all versions of the MWDOC logo, a minimum size must be maintained at all times. All color and gradient variations of the **official logo** must not be displayed in any Microsoft Office program in a size smaller than 0.6 inches in height and 0.65 in width as shown in the example on the right.

All color and gradient variations of the **secondary logo** must not be displayed in any Microsoft Office program in a size smaller than 0.7 inches in height and 1.34 inches in width, as shown in the example on the right.

All color and gradient variations of the **MWDOC .com logo** must not be displayed in any Microsoft Office program in a size smaller than 0.6 inches in height and 0.88 inches in width, as shown in the example on the right.

The objective is to maintain legibility. If you cannot read the text, the logo is too small and needs to be resized.

Official version (Acronym only)
No smaller than 0.6 inches in height and 0.65 inches in width

Secondary logo (full text)
No smaller than 0.7 inches in height and 1.34 inches in width

.com logo
No smaller than 0.6 inches in height and 0.88 inches in width

Reverse Treatment
When to use the black and white MWDOC logo

A reversed (white) version of the MWDOC logo can be reproduced on a black or dark colored background. In one-color applications, sufficient contrast should be maintained by using the reverse logo on tonal values of 40% black or darker and a one-color black version of the logo on tonal values of lighter than 40%. If the MWDOC logo is superimposed upon or reversed out of a photograph, it should always be placed in an area that offers a consistent background and provides sufficient contrast.

Black	MWDOC Dark Blue	MWDOC Light Blue	MWDOC Orange

100%	85%	75%	65%

50%	40%	30%	20%
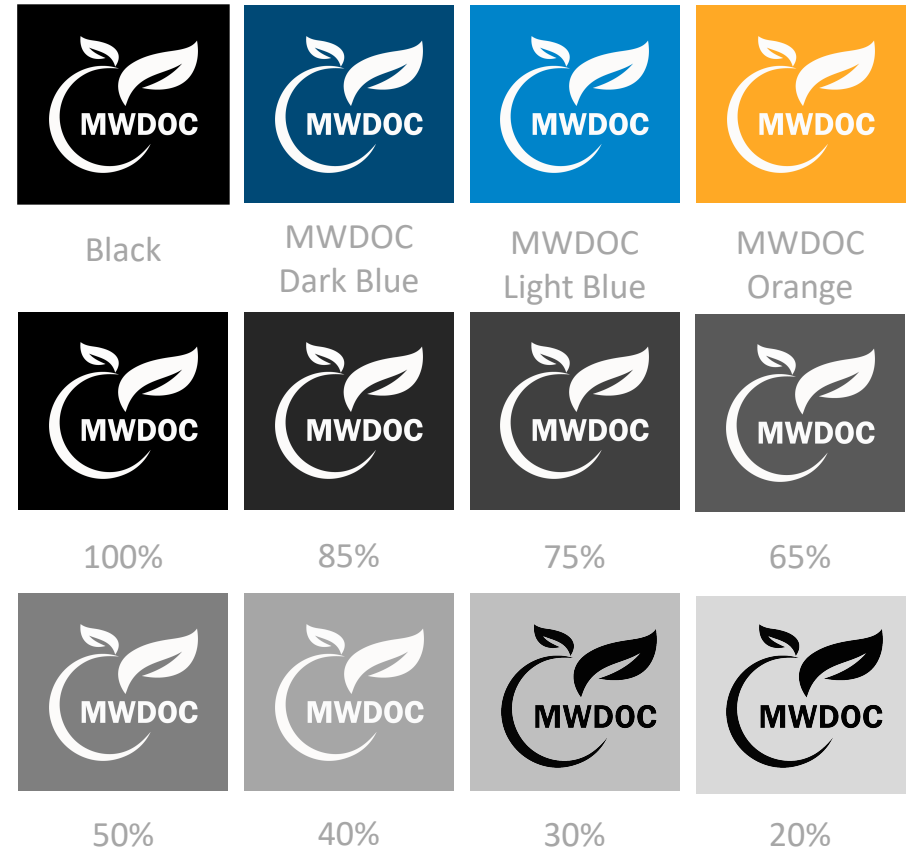
Incorrect Usage

Examples of common mistakes

In an attempt to prevent common mistakes when using the MWDOC logo, several examples of incorrect uses are displayed here for reference. These variations are representative, however, and are not all inclusive. Please refer to the overall standards throughout this guide when considering any form of reproduction or application of the MWDOC logo.

Before using any questionable variation of the logo, refer to the Public Affairs Department representative listed on page 3.

Do not change brand colors. Use the official color specification detailed in this guide.

Do not stretch, alter, or skew the logo. Resizing must be proportionate.

Do not rotate or flip the logo.

Do not reconfigure the logo elements.

Do not remove any of the logo elements.

Do not use the acronym element without the icon.

Do not crop the logo.

Do not modify the logo colors even if they look similar. Use the official color specification detailed in this guide.

Do not place the logo on top of a busy background.

Do not make the logo transparent.

Do not place the logo on top of a white box to make the logo legible, unless that box is part of an overall design.

Do not place the logo on a low-contrast or similar colored background if the logo elements are not clearly identifiable.

Logo on Low-Contrast or Similar Colored Background

Rule of thumb, refer to the Public Affairs representative on page 3

One of the most common issues with any logo placement is the unavoidable instance where the logo will be displayed on a low-contrast or similar colored background. One example of this is when you must use someone else's template for a presentation. The easiest fix is to select the white one-color logo option. However, when the best representation of the brand is to display the logo in full color, there are a few alternatives. The first is to select the full color option with MWD in white text. Another is to add a drop shadow (from the Microsoft shape options, shadow offset center option) to the logo which makes it pop out from the background. The last and least preferable option is to place a white stroke or outline around the logo. As mentioned in the introduction text, it is impossible to predict all scenarios or background variations that might come up. The rule of thumb is when in doubt, seek assistance from the Public Affairs representative on page 3 of this guide.

White stroke and drop shadow alternatives

MWD white text

THANK YOU

Thank you for supporting this significant milestone for our agency and for helping build the MWDOC brand. If you have any questions, please contact the Public Affairs representative referenced on page 3 of this guide.