trwd Tarrant Regional Water District

www.TRWD.com

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VISION

Enriching Communities. Improving the Quality of Life.

OUR TENETS

1. Resource Stewardship
2. Reliability
3. Continuous Improvement
4. Results Oriented
5. Care

MISSIONS

WATER SUPPLY

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

FLOOD PROTECTION

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

RECREATION

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

ENVIRONMENTAL SUSTAINABILITY

LOGO: MAIN & SECONDARY

Main Logo

Secondary Logo

Submark Logo

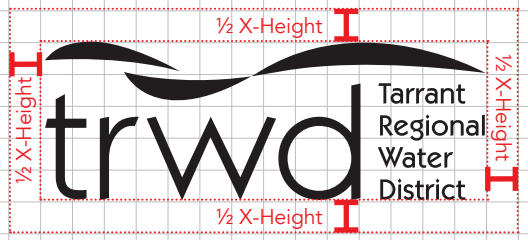
LOGO SPECIFICS

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

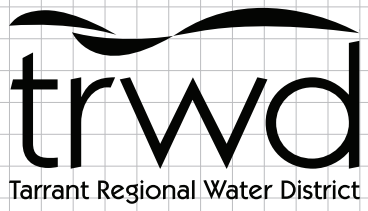
No other elements (text, images, other logos, etc.) can appear inside this clear space.

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

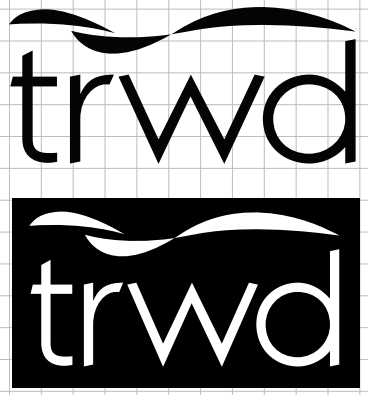
Approved



Minimum Size: 1.0 in x 0.37 in
Main Version: If your space is less than 1 x .37 inches, please use our submark vesion.

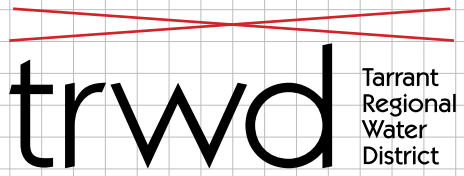


Minimum Size: 0.45 in x 0.22 in
Secondary Version: If your space is less than 0.45 x 0.22 inches, please use our submark vesion.

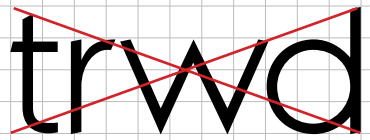


Minimum Size: 0.45 in x 0.221 in
Submark Version

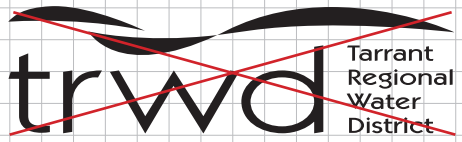
⊘ Not Approved



Do not use the TRWD initials & Tarrant Regional Water District without the top wave design.



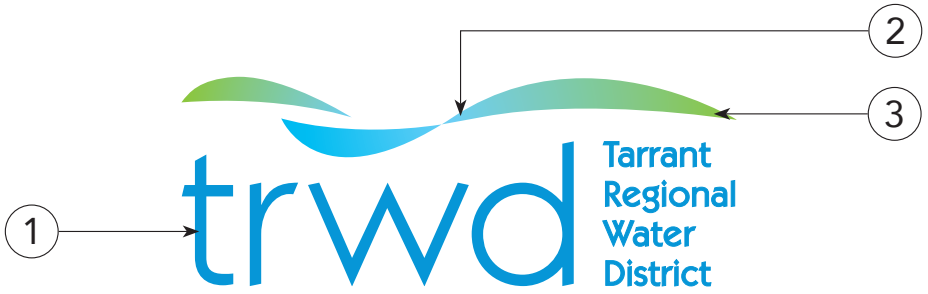
Do not use only the TRWD initials.



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

Do not edit any TRWD logo. Do not delete "Tarrant Regional Water District," leaving a right gap. Please see the approved versions.

COMPANY COLOR PALETTE



PRIMARY COLORS

	1 Cyan	2 Light Cyan	3 Lime Green
HTML/HEX #	0096D6	71C5E8	8DC63F
Panton Coated Pantone Uncoated	PMS 2925 C PMS 2995 U	PMS 2985 C PMS 2985 U	PMS 361 C PMS 360 U
CMYK Build	C 85 M 24 Y 0 K 0	C 50 M 0 Y 0 K 0	C 50 M 0 Y 100 K 0
RGB Build	R 0 G 150 B 214	R 190 G 207 B 246	R 141 G 198 B 63

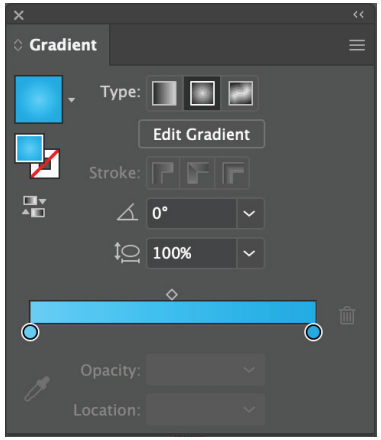
SECONDARY COLORS

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

GRADIENT EFFECT

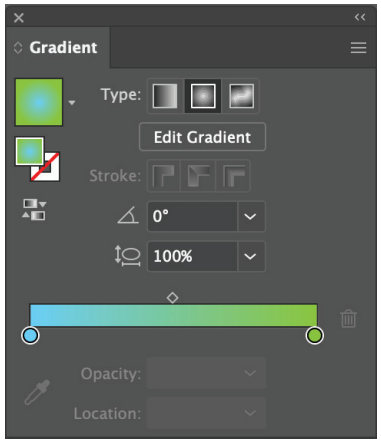
trwd Tarrant Regional Water District

	Cyan	Light Cyan
HTML/HEX #	0096D6	71C5E8
Panton Coated Pantone Uncoated	PMS 2925 C PMS 2995 U	PMS 2985 C PMS 2985 U
CMYK Build	C 85 M 24 Y 0 K 0	C 50 M 0 Y 0 K 0
RGB Build	R 0 G 150 B 214	R 190 G 207 B 246



trwd Tarrant Regional Water District

	Light Cyan	Lime Green
HTML/HEX #	71C5E8	8DC63F
Panton Coated Pantone Uncoated	PMS 2985 C PMS 2985 U	PMS 361 C PMS 360 U
CMYK Build	C 50 M 0 Y 0 K 0	C 50 M 0 Y 100 K 0
RGB Build	R 190 G 207 B 246	R 141 G 198 B 63



LOGO FILES: APPLICATIONS & USE

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

COLOR PROFILES

PMS	Best for guaranteeing exact Pantone matches when used in embroidery, paint colors etc.
CMYK	Best for general printing purposes like letterhead and other marketing collateral.
RGB	Best for web or screen based applications.
BW	Best for any situation where color is not appropriate or necessary.

FILE TYPES

EPS	Best for applications where designers or other users require an infinitely scalable vector format.
PNG	Typically most appropriate for web or use in purely digital applications. This file type has a transparent background and can be used in place of a JPEG.

TYPEFACE

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

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

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

ITC KABEL STD

Book
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
1234567890

Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
1234567890

Demi
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
1234567890

Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
1234567890

Ultra
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
1234567890

AVENIR

Light
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
1234567890

Light Oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
1234567890

Book
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
1234567890

Roman
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
1234567890

Book Oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
1234567890

Oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
1234567890

AVENIR

Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
1234567890

Medium Oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
1234567890

Black
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
1234567890

Black Oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
1234567890

Heavy
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
1234567890

Heavy Oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
1234567890