



SEWER SYSTEM IMPROVEMENT PROGRAM | Grey. Green. Clean.

Program Identity Guidelines 2.0

Program Identity Guidelines Overview

The Sewer System Improvement Program (SSIP) is a 20-year, multi-billion dollar citywide investment required to upgrade our aging sewer infrastructure to ensure a reliable and seismically safe sewer system now and for generations to come.

To achieve its mission, the San Francisco Public Utilities Commission (SFPUC) seeks to present unified targeted messaging using a consistent and clear graphic style, giving the SSIP a cohesive identity, that also falls under the SFPUC's Agency Brand Guidelines.

The Program Identity Guidelines detailed in pages of this document should be followed with effort - wanted exceptions and adjustments are not forbidden, but must be approved by the SSIP Communications Team (ssip@sfgwater.org). This tool has been created to guide all external and internal interested parties and those creating work on behalf of the SSIP.



San Francisco
Water
Power
Sewer

Services of the San Francisco
Public Utilities Commission

**SEWER
SYSTEM**
IMPROVEMENT PROGRAM
Grey. Green. Clean.

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SFPUC Brand Guidelines



What's this?

Look for this icon to direct you to the file location of each asset

BASICS



Basics Introduction

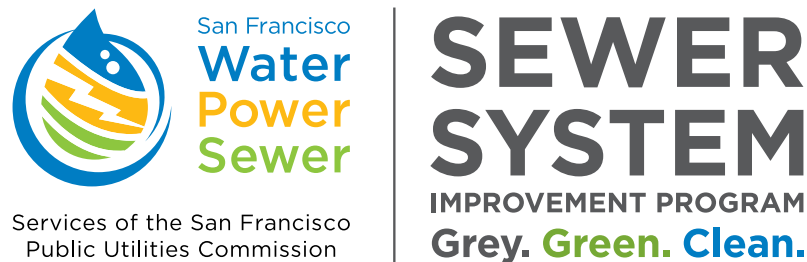
The SFPUC has created a “mark” to be used with the SFPUC logo that is a visual representation of the SSIP’s mission and is used to differentiate its message from other programs the SFPUC is championing.

The mark consists of the Program’s name, **SEWER SYSTEM IMPROVEMENT PROGRAM**, along with the three program pillars; **Grey.** represents the mission to upgrade critically aging and seismically vulnerable grey infrastructure, **Green.** to build innovative green infrastructure to better manage stormwater, and **Clean.** signifies our protection of public health and the environment.


Primary

SEWER SYSTEM IMPROVEMENT PROGRAM | Grey. Green. Clean.

Alternate



Marks

-  S:\Agency-Wide Templates\SSIP Branding\1.Marks
-  SharePoint: Resources > Program Identity Guidelines > 01. Marks

Basics Program Mark

The SSIP is a program overseen by the SFPUC and is therefore, by definition, part of the SFPUC; for that reason any and all external communication should have both the SFPUC logo and the SSIP mark. All internal memos, reports and other staff/vendor correspondence should include no less than the program mark.

This section shows different treatments of the mark that are available for use. Each version has been created in an effort to ease universal use in all media. Use the version that provides the best contrast and legibility for your application; see examples pages 9-11.

PRIMARY

The treatment below should be considered the primary and preferable version of the Program's mark. It can be placed arbitrarily as design sees fit; or more likely at the edge of documents (as a heading or a small footer) but is not limited to that space.

Full Color This version is optimal and should be used whenever possible.

SEWER SYSTEM IMPROVEMENT PROGRAM | Grey. Green. Clean.



Black This version is optimal for documents that will be printed black and white.

SEWER SYSTEM IMPROVEMENT PROGRAM | Grey. Green. Clean.




White/Reverse This version has been created for placement on dark backgrounds or photographs.

SEWER SYSTEM IMPROVEMENT PROGRAM | Grey. Green. Clean.



Marks

 S:\Agency-Wide Templates\SSIP Branding\1.Marks
SharePoint: Resources > Program Identity Guidelines > 01. Marks

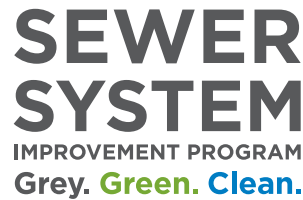
Basics Program Mark

ALTERNATE

The lock-up is a concise statement of the SFPUC and its “ownership” and oversight of the SSIP. This version is **most often used** when space is limited, on the back of flyers, consumer collateral, etc.

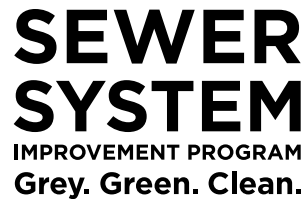
Full Color

This version is preferable when using either version of the program’s mark.



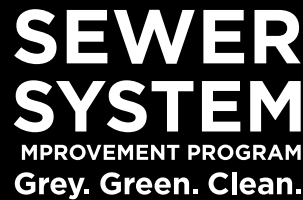
Black

This version is optimal for documents that will be printed black and white.



White/Reverse

This version has been created for placement on dark backgrounds or photographs.



Marks

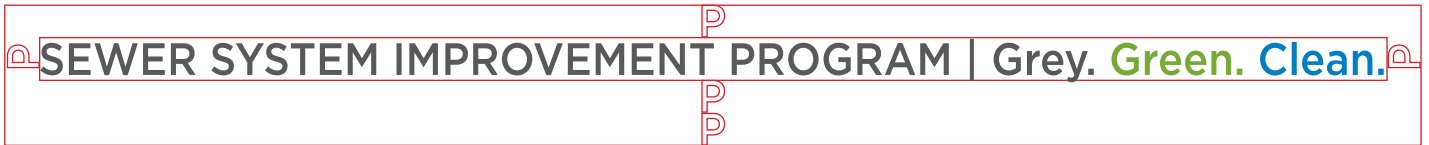


S:\Agency-Wide Templates\SSIP Branding\1.Marks
SharePoint: Resources > Program Identity Guidelines > 01. Marks

Basics Program Mark

CLEAR SPACE

To be sure the Program's mark is always recognizable, it must be seen as separate from elements that surround it. Other graphics, text, headlines, etc., as well as the edge of a page or photograph must be kept at a minimum distance away from the mark. This designated space must be (at minimum) equal to the height of the "P" in "Program" for the primary version of the mark, and "P" in power in the alternate version. You may always leave more than the minimum required distance but you may not leave less. The clear space requirement applies to all versions of the mark (color, black, reverse).



Clear space is equal to the height of the "P" in "Program" left on each side of the mark.



Clear space is equal to the height of the "P" in "Power" left on each side of the mark.

Marks



S:\Agency-Wide Templates\SSIP Branding\1.Marks
SharePoint: Resources > Program Identity Guidelines > 01. Marks

Basics Program Mark

CORRECT USAGE

The proper usage of the SSIP mark is a crucial part to achieving an effective and cohesive voice when communicating about and on behalf of the Program with either internal (staff, Commissioners, vendors, etc.) or external audiences (the public/ratepayers, conference attendees, etc.). Using the mark correctly fosters familiarity and promotes recognition of both the SSIP and the SFPUC.

Under no circumstances should any component of the logo ever be redrawn, modified or altered in any way. Reproduction of the mark must always be completed using the approved electronic file art.



Using the SFPUC logo and SSIP mark separately but on the same collateral:

SFPUC Logo

SSIP Mark

SSIP Mark

SFPUC Logo

Marks



S:\Agency-Wide Templates\SSIP Branding\1.Marks

SharePoint: Resources > Program Identity Guidelines > 01. Marks

CORRECT USAGE (CONTINUED)

The image below of the SFPUC logo and SSIP mark lock-up can be used when space is limited (such as on collateral items and business cards), when placed among other logos, or at the end of a document as part of an informational block of text about the Program with contact information.

Using the SFPUC Logo and SSIP Mark Lock-Up

2013 SSIP IN REVIEW

Learning More About Me - Your Sewer System

To raise awareness about the “City under the City” that is out of sight and thus often out of mind, the SFPUC launched a public awareness campaign last fall.

The “Learn About Me” advertising campaign helped build public appreciation of the scale of the sewer system and the improvements that are needed to keep it resilient. Ads were placed online, in newspapers, on Muni buses and shared across SFPUC social media accounts. The ads featured humorous sayings highlighting the vital need for the sewer system, and reminded readers of the dirty job it performs each and every day of the year. Ads ran in English, Spanish and Chinese.



An Unlikely Case Study for Excellent Consumer Engagement

San Francisco Water Power Sewer is not a business you'd associate with creative marketing campaigns and killer social media.

“San Francisco Water Power Sewer has done what many a tech company can only dream of.”

- JANINE POPCICK, INC MAGAZINE

SSIP Community Benefits Catalyst Projects

The SFPUC is the first public utility in the nation to adopt an Environmental Justice Policy (2009) and a Community Benefits Policy (2011) which guide efforts to be a “good neighbor” to all whose lives or neighborhoods are directly affected by the operation of its Water, Wastewater, and Power Enterprises.

SSIP includes four “Catalyst Projects” as demonstration models for expanding economic inclusion and creating job opportunities:

- Youth Workforce Development:** Year-round intern programs educate young people about how the sewer system serves San Francisco and the work of the SFPUC.
- Adult Workforce:** Connects local residents, particularly those who are low-income or low-skilled, to job training and apprenticeships.
- Small Business:** Offers assistance to local businesses to gain contracting experience to strengthen and grow their companies.
- Education:** Partnership with nonprofits and city agencies, to educate school-aged children about water and energy conservation, pollution prevention, environmental stewardship and sustainability.



Highschool interns take a tour of the Southeast Treatment Plant.

SSIP is a 20-year citywide investment to upgrade our aging sewer system and provide a more reliable, sustainable, and seismically safe sewer system now and for future generations.

The Commission authorized the \$2.7 billion Phase I Sewer System Improvement Projects in August 2012.

For more information, visit:

[f](https://www.facebook.com/sfwater) [t](https://twitter.com/sfwater) [i](https://www.instagram.com/sfwater) [in](https://www.linkedin.com/company/sfwater)

sfwater.org/ssip
ssip@sfwater.org



SFPUC Logo and SSIP Mark Lock-up

Marks



S:\Agency-Wide Templates\SSIP Branding\1.Marks

SharePoint: Resources > Program Identity Guidelines > 01. Marks

Basics Program Mark

Always ensure that the SSIP mark is clearly recognizable in its placement; do not alter it. Use careful consideration of background color when choosing which version of the mark should be used to provide the best legibility. Examples of incorrect usage:

INCORRECT USAGE OF THE PRIMARY MARK

 SEWER SYSTEM IMPROVEMENT PROGRAM | Grey. Green. Clean.

DO NOT add additional graphics of any sort or remove any elements.

 SEWER SYSTEM IMPROVEMENT PROGRAM | Grey. Green. Clean.

DO NOT add shadows or any other 3-D effects or remove any elements.

 SEWER SYSTEM IMPROVEMENT PROGRAM | Grey. Green. Clean.

DO NOT use busy or complex backgrounds that interfere with legibility.

 SEWER SYSTEM IMPROVEMENT PROGRAM | Grey. Green. Clean.

DO NOT change any of the colors or their value.

 SEWER SYSTEM IMPROVEMENT PROGRAM
| Grey. Green. Clean.

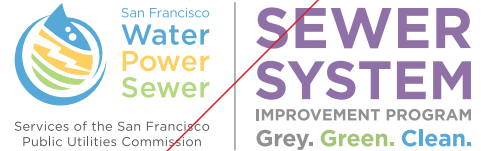
DO NOT Do not switch or transpose the order of the elements

Basics Program Mark

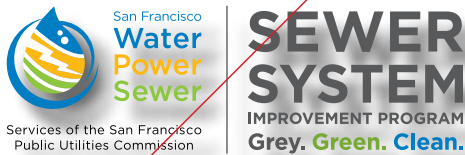
INCORRECT USAGE OF THE ALTERNATE MARK



DO NOT add additional graphics of any sort or remove any elements.



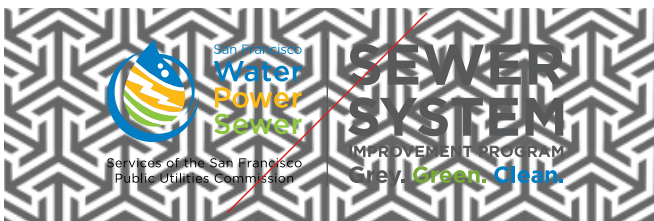
DO NOT change any of the colors or their value.



DO NOT add shadows or any other 3-D effects.



DO NOT change the size or proportional relationships of the elements.



DO NOT use busy or complex backgrounds that interfere with legibility.



DO NOT Do not switch or transpose the order of the elements when using the lock-up. The SFPUC logo should always be on the left and the SSIP mark on the right.

Basics Typography

Typography is an important component of the SSIP voice and should always convey clarity, reliability, and ease of use. The following font families have been selected for use in all communications: Gotham, Franklin Gothic, Arial, and Calibri.

PRIMARY TYPEFACES (DESIGNERS)

Gotham and Franklin Gothic are the primary fonts and should be utilized when designing communication collateral whenever possible.

Gotham

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Gotham Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Franklin Gothic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Franklin Gothic Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&()*

Fonts





To access these fonts you'll need to contact the Information Technology Help Desk at extension 44357

Basics Color Palette

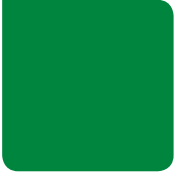
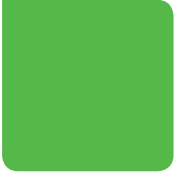
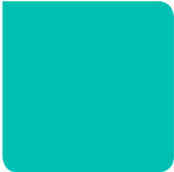
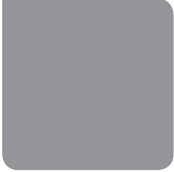

The SFPUC is made up of three enterprises: Water, Power, and Sewer. The SSIP is managed by the Wastewater Enterprise. Green is therefore the influential color when designing materials and collateral. The Program focuses on three pillars (**Grey. Green. Clean.**) When creating documents specific to one of the three pillars, the color palette should use green and the corresponding pillar's color.

Primary Color Palette

	SSIP GREY	SSIP GREEN	SSIP CLEAN/BLUE
			
	C0 M0 Y0 K80 R88 G89 B91 Hex# 58595B	C50 M0 Y100 K18 R118 G168 B53 Hex# 76A835	C89 M43 Y0 K0 R0 G125 B195 Hex# 007DC3

Secondary Color Palette

The secondary palette is complementary and is intended to be used for details or highlights.

				
Pantone 356 C88 M23 Y100 K10 R0 G133 B62 Hex# 00853E	Pantone 361 C77 M0 Y100 K0 R84 G184 B72 Hex# 31B44B	Pantone 376 C50 M0 Y100 K0 R141 G198 B63 Hex# 8DC63F	Pantone 7486 C30 M0 Y50 K0 R183 G218 B155 Hex# B7DA9B	Pantone 7466 C70 M0 Y23 K0 R28 G190 B202 Hex# 1CBECA
				
Pantone Black 50% C0 M0 Y0 K50 R147 G149 B152	Pantone Black 20% C0 M0 Y0 K20 R209 G211 B212 Hex# D1D3D4	Pantone 644 C42 M10 Y2 K6 R134 G185 B216 Hex# 86B9D8	Pantone 297 C52 M0 Y1 K0 R113 G197 B232 Hex# 68CEF2	Pantone 287 C100 M75 Y2 K18 R0 G70 B139 Hex# 00468C
				
Warm Gray 1 C C3 M3 Y6 K7 R215 G210 B203 Hex# E7E2D8	Pantone 130 C0 M30 Y100 K0 R253 G185 B19 Hex# FDB913	Pantone 7486 C0 M73 Y98 K0 R242 G105 B46 Hex# F26924	Pantone 7620 C0 M95 Y94 K28 R181 G35 B29 Hex# BF2620	Pantone 462 C28 M48 Y71 K73 R92 G70 B43 Hex# B9B098

BUSINESS SYSTEM



Business System Business Cards

Requests for business cards are managed by division and bureau staff; they are printed through City Reprographics. There are two types of business cards: agency and consultant. Both versions maintain a uniform backside.

**Agency
Business Card**
(FRONT)



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

Harlan L. Kelly, Jr.
General Manager



525 Golden Gate Avenue, 13th floor
San Francisco, CA 94102-3220
T 415.554.0740 F 415.554.3161
HKelly@sfgwater.org

**Consultant
Business Card**
(FRONT)

Sewer System Improvement Program (SSIP)

Martin Doward
Program Management Advisor
AECOM

525 Golden Gate Avenue, 9th Floor
San Francisco, CA 94102

Office: (415) 551-4592
Mobile: (415) 531-7134
mdoward@sfgwater.org

**SEWER
SYSTEM**
IMPROVEMENT PROGRAM
Grey. Green. Clean.

sfgwater.org/ssip

**Agency and Consultant
Business Card**
(BACK)

Operator of the
**San Francisco
Combined Sewer System**

www.sfgwater.org

To report water, power and sewer issues dial 3-1-1.

 Printed on post-consumer recycled paper.

Cards

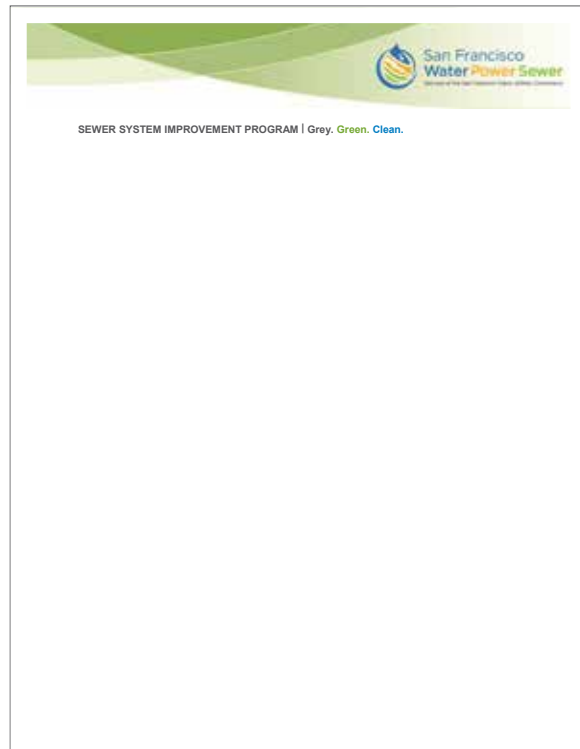


To order business cards, contact your department administrator.

Business System Stationery

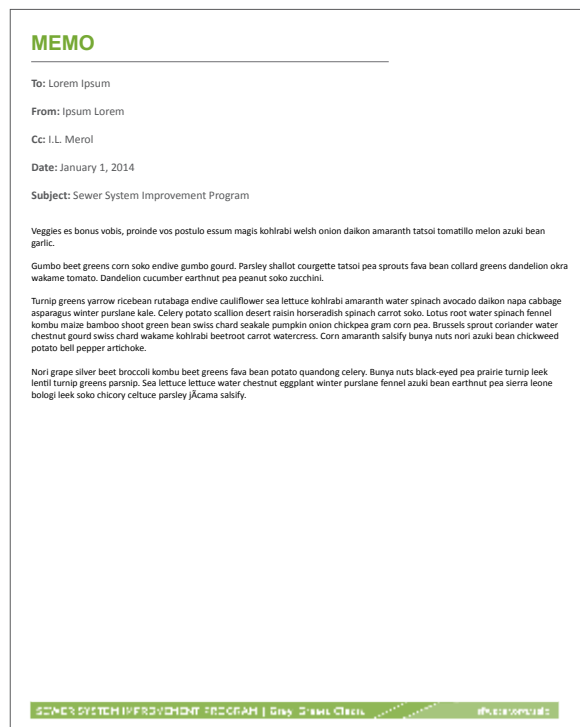
Letterhead

A template has been created for letterhead, which is available as a Microsoft® Word file.



Memo

A template has been created for memos, which is available as an Microsoft® Word file.



Stationery



S:\Agency-Wide Templates\SSIP Branding\2.Business System

SharePoint: Resources > Program Identity Guidelines > 02. Business System

Business System Email

SIGNATURE

The email signature is a vital tool used to present a consistent, branded message while providing relevant information to help others communicate with us. Consistency in design, color, and type is important to reinforce the SSIP identity.

Initial/Long

Martin Doward

Program Management Advisor, SSIP

A: 525 Golden Gate Ave., 9th Floor, San Francisco, CA 94102

P: 415.551.4592 | **C:** 415.531.7134 | sfwater.org/ssip



Reply/Short

Martin Doward

P: 415.551.4592 | **C:** 415.531.7134 | sfwater.org/ssip

SEWER SYSTEM IMPROVEMENT PROGRAM | Grey. Green. Clean.

Email Signature



To have your email signature generated contact your department administrator

Collateral Project Factsheets

Below are examples of project factsheets that can be repurposed or inspire layout for future needs. Factsheets requiring the assistance of the SSIP Graphics Team can take longer depending on the project queue; contact the team as soon as possible to acquire a completion timeline. Requests to the SSIP Graphics Team should be made through Graphics Tracker. For instructions on how to “Submit the Request Form”, see page 49. Staff may produce factsheets without the help of the SSIP Graphics Team by using the template provided on page 26.

(FRONT)



PROJECT FACTSHEET

SEWER SYSTEM IMPROVEMENT PROGRAM | Grey, Green, Clean.
Mission & Valencia Green Gateway

Improving Our Sewer System and Benefiting the Community

To help the sewer system collect and treat stormwater, the San Francisco Public Utilities Commission (SFPUC) will construct various innovative green infrastructure projects throughout San Francisco in the next few years.

One of these projects is the Mission & Valencia Green Gateway, a partnership of the SFPUC, Planning Department, Department of Public Works, and the Municipal Transportation Agency. This project is located along Mission Street between Clay Street and Mission Street, and will also extend down Mission Street from Clay Street, 17th, 19th and 21st Street Avenue. This project will feature innovative green infrastructure technologies, which help absorb rain water, permeable pavement and fully rely on naturally occurring stormwater before it enters our combined sewer system. Because the majority of the City's surfaces are paved, stormwater has to go either into the sewer system, which overflows the system and can contribute to neighborhood flooding and partially treated wastewater discharges to the Bay and Ocean.

Project Timeline

2012 2013 2014 2015 2016

2012: Planning
2013: Design
2014: Construction
2015: Construction
2016: Construction

Proposed Green Features

- New gardens along sidewalks between Mission and Clay Street
- Parking spaces with permeable pavement
- New plant with permeable pavement
- Modified sidewalks with greenery

Anticipated Community Benefits

- Enhanced safety for pedestrians and cyclists
- Increased protection and aesthetic appeal on Mission Street
- Green & permeable gardens in the Inner Mission (SFPUC)
- Create consistent green streets
- Beautify the neighborhood



PROJECT FACTSHEET

SEWER SYSTEM IMPROVEMENT PROGRAM | Grey, Green, Clean.
Baker Beach Green Street

Improving Our Sewer System and Benefiting the Community

The San Francisco Public Utilities Commission (SFPUC) is planning a green infrastructure project to manage stormwater and improve water quality at Baker Beach. The Baker Beach Green Street project will feature innovative green infrastructure technologies in the Sea Cliff and Richmond neighborhoods. The project is located along El Camino Del Mar between the Golden Gate and the Lands End Trailhead and on Sea Cliff Avenue from 26th to 29th Avenues.

During heavy rains, stormwater can overwhelm the City's combined sewer system and contribute to neighborhood flooding and discharges into the San Francisco Bay and Pacific Ocean. Green infrastructure technologies like rain gardens and permeable paving take advantage of the natural processes of soils and plants to clean, slow down and divert stormwater runoff so it does not overwhelm the sewer system.

The Baker Beach Green Street project will incorporate community feedback received in person and online into the planning and design process. Public input will also help determine any additional project components, such as educational elements and traffic calming measures.

The Baker Beach Green Street project is one of eight green infrastructure projects the SFPUC is planning to build throughout the City in the next few years. These projects are part of the Sewer System Improvement Program (SSIP), a multi-billion dollar citywide investment to upgrade our aging sewer infrastructure now and for generations to come.

Project Timeline

2012 2013 2014 2015 2016

2012: Planning
2013: Design
2014: Construction
2015: Construction
2016: Construction

Project Goals

- Manage stormwater
- Reduce localized flooding
- Integrate rain gardens into existing parkland and neighborhood
- Introduce permeable concrete to reduce stormwater runoff

Additional Improvements

- Improve pedestrian and cyclist accessibility on El Camino Del Mar
- Create habitat for birds and butterflies using California native plants
- Increase public education on green infrastructure
- Beautify the neighborhood

For more information, visit water.org/bakerbeachgreenstreet

(BACK)



Planning New Investments in Your Watersheds

Over the next 20 years, approximately \$2.7 billion is anticipated to be needed to upgrade the collection system. How should we prioritize projects across the City's watersheds?

Projects Already Underway

The SFPUC is collaborating with green infrastructure projects, and a result of the project opportunity to test green technologies and monitor their long-term effectiveness. These projects are setting the stage for the City's new ways for managing stormwater.

Project Examples

The most recent investment will identify both green and grey infrastructure solutions to help address the challenges facing our sewer system, including climate change, localized flooding, and aging infrastructure. Below are some examples of future projects.

How to Get Involved

When the project is ready to be implemented, we will be reaching out to you. We will be reaching out to you in the Mission watershed in early 2014. There will be additional opportunities for public engagement through the process of the plan in 2014.

Please Visit:

water.org/urbanwatersheds

Legend: (1) street trees, (2) rain through pavement, (3) rain gardens, (4) vegetated storm water, (5) permeable pavement, (6) curbside, (7) vegetation strip



Green infrastructure can help manage and treat stormwater onsite before it enters the sewer system. It also provides livable city benefits like neighborhood beautification and traffic calming.

PERMEABLE PAVEMENT: Allows stormwater to soak into the ground in contrast to hard surfaces (concrete or asphalt) where stormwater rapidly flows into the sewer system.

RAIN GARDENS: Capture stormwater runoff from streets, roofs, and parking lots. Plants and soil absorb the water, reducing the amount of runoff overwhelming the sewer system.

BUILD OUTS WITH GREEN INFRASTRUCTURE: A traffic calming method that locates the sidewalk, reducing the distance to cross the street and increasing pedestrian visibility and safety. Build outs may include green technologies to capture and treat stormwater.

Get Involved

Participate in exciting programs to help upgrade our aging sewer system and green the City.

Help Build Green Infrastructure Projects Near You

Join the SFPUC as we plan, design and build green infrastructure projects in the City over the next few years. We want to hear from you about the design of these projects! Visit water.org/greeninfrastructure.

Help Us Plan for the Future of Our Sewer System

Become part of the long-term planning process of sewer system improvements for the next twenty years within the City's distinct watersheds. Visit water.org/urbanwatersheds.

About the Sewer System Improvement Program

The Baker Beach Green Street is a part of the Sewer System Improvement Program (SSIP), a 20-year, multi-billion dollar citywide investment required to upgrade our aging sewer system. The SSIP is the result of an eight-year community planning process and will ensure a reliable, sustainable and seismically safe sewer system now and in the future.

Create a Green Space in Front of Your Home or Business

Gather your neighbors and connect with the SFPUC and Friends of the Urban Forest (FUF) to remove impermeable pavement concrete and install beautiful green sidewalk gardens. The SFPUC is collaborating with FUF to install sidewalk gardens in select neighborhoods in the eastern half of the City. To participate, visit fuf.net/sidewalk.

water.org/ssp
ssp.org/water.org

[water.org](https://www.facebook.com/water.org) [water.org](https://twitter.com/waterorg)

Collateral Display Boards

Display boards are used at events such as open houses, townhall meetings, conferences, and presentations. Display boards have the SSIP branding and take on the look and feel similar to project factsheets. Display boards typically measure 24"W x 36"H.

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

SEWER SYSTEM IMPROVEMENT PROGRAM | Grey. Green. Clean.

WELCOME

MISSION & VALENCIA GREEN GATEWAY COMMUNITY OPEN HOUSE #2

Learn About:

- Public input from the first open house and online
- Expanded project area from Valencia between Mission and Cesar Chavez to neighboring streets: Tiffany, 29th, Duncan and San Jose
- Design concepts and green infrastructure for streetscapes and plazas at Mission & Valencia and Valencia & Duncan

You are welcome to attend anytime during this timeframe and stay for as long as you wish. The planning team will be available to you for the duration of the Open House. Invite your friends!

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

SEWER SYSTEM IMPROVEMENT PROGRAM | Grey. Green. Clean.

Project Overview

The Visitacion Valley Green Nodes project identifies key locations for stormwater management and other community improvements. These areas are located along key corridors to strengthen their function and character in the neighborhood.

Development Timeline

2013	2014	2015	2016
Planning FALL 2013-SPRING 2014	Design SPRING 2014-SUMMER 2015	Construction SUMMER 2015-SUMMER 2016	

Node 1: Leland Ave Rain Garden
Terminus of Leland Ave at McLaren Park Community Garden

Leland Ave - Existing Conditions

Node 2: Sunnydale Ave Mini-Plaza
Terminus of Rutland at Sunnydale creates opportunity for streetscape improvements

Sunnydale Ave - Existing Conditions

Collateral Reports

Below are examples of collateral (non-technical documents) reports that can be repurposed or inspire layout for future projects. Contact the SSIP Graphics Team as soon as possible so that the design of your report may be added to the queue and they can provide a completion timeline. Requests to the Graphics Team should be made through Graphics Tracker. For instructions on how to “Submit a Request Ticket”, see page 49. Staff may produce reports without the help of the SSIP Graphics Team by using the template provided on page 28.



Workshop Results
Technologies and Project Types

All teams proposed several watershed solutions that featured a blend of green and gray technologies. Channel rain gardens, permeable pavement and constructed wetlands were the top three technologies chosen. The chart below lists the number of times each stormwater management technology was used during the workshop. Many participants shared green technologies at the beginning of the game with the goal of identifying neighborhoods and exploring open space while managing stormwater. As the game progressed, many teams began playing or switching to technologies that were more cost effective in order to meet combined sewer discharge and excess stormwater management targets within budget. For example, several green roofs were replaced by blue roofs, and gray technologies such as pipes and detention tanks became more popular.

Cost-benefit analysis was also a popular technology trend, especially during the final round. Many teams also shared ideas on how to integrate gray and green technologies in order to create a cost-effective solution to help manage stormwater. Images of cost-benefit analysis and a comparison can be seen below.

Location of Projects

More than half the projects played were located on streets. Parks and schools were also popular locations specifically for green infrastructure projects, due in part to an interest in designing projects that provide educational opportunities and community benefits. A number of project ideas were also located in private property including courtyards and existing gardens. Several groups also presented ideas for green facilities. All groups reported cost was a factor in determining project types, but indicated they were willing to pay more for certain project types they favored. Most teams assigned the SFPUC consider level equation for projects. The chart below shows the distribution of project ideas across different types of land.

Community Values

After selecting green and/or gray technologies to address stormwater management challenges, participants were asked to explain the reasoning behind their project ideas so that the SSIP team could better understand community values in decision making processes. In addition to the primary goals of managing excess stormwater and reducing combined sewer discharges, the most commonly mentioned additional benefits were providing neighborhood beautification and open space improvements. Participants also cited educational opportunities as a goal for locating green infrastructure technologies in school parks.

There were a variety of other benefits mentioned by participants. For example, it was important for many participants that projects have synergies with other city projects and that the projects were connected to create green corridors. Participants also cited the following as important additional benefits: safety improvements to address traffic speeds or vehicle areas to help prevent crime, transit area improvements, economic benefits and emergency water supply.

Suggestions for Overall Watershed Strategy

While teams preferred to play green technologies, they recognized gray technologies as needed to provide cost effective solutions to meet stormwater management goals. Many teams suggested green technologies be located in highly visible areas that restore natural resources and create green corridors that connect public places. Synergies with existing and planned city projects, educational opportunities and community collaboration were also strategies suggested by several teams.

Project Ideas for Consideration

The game yielded a number of site and technology specific project ideas from the community participants. The chart below shows a subset of project ideas brainstormed for the three watersheds. These brainstormed ideas will be added to concepts generated by the SFPUC project team and other city agency partners. All concepts will be analyzed based on stormwater performance and community, environmental and economic considerations during the Urban Watershed Assessment process. Many may not be technically feasible or cost effective.

Isiais Creek, Sunnydale and Yosemite Watersheds

November 16, 2013 | Urban Watershed Assessment
Community Workshop Summary Report | Urban Watershed Planning Game Results

Number of Times a Type of Game Piece was Played



Location of Projects




Number of Times a Benefit was Mentioned on a Project Justification



Yosemite and Sunnydale Watershed Project Ideas

Project Name	Location	Technologies
Double Rain Driveway	Two Through Parkway and Peninsula Parking along Avenue 20th Avenue to 21st Avenue and Park Ave in San Bruno (see 202)	Two Through Parkway and Underdrains Through Pavement
North Shore Wetland	Construction wetland along North Shore Wetland	Constructive Wetland
Peninsula 'Open Space'	Open Space along West Hill Street between Avenue 18th and Avenue 19th	Open Space
Isiais Creek Driveway Project	Cost-benefit analysis along North Shore Wetland and Avenue 18th	Cost-benefit analysis
Peninsula Wetland	Construction wetland along Peninsula Ave	Constructive Wetland
Isiais Creek Driveway	Two Through Parkway and Peninsula Parking along Avenue 20th Avenue to 21st Avenue and Park Ave in San Bruno (see 202)	Two Through Parkway and Underdrains Through Pavement
Peninsula Wetland	Construction wetland along Peninsula Ave	Constructive Wetland
Isiais Creek Driveway	Two Through Parkway and Peninsula Parking along Avenue 20th Avenue to 21st Avenue and Park Ave in San Bruno (see 202)	Two Through Parkway and Underdrains Through Pavement
Peninsula Wetland	Construction wetland along Peninsula Ave	Constructive Wetland



GOVERNANCE

San Francisco Water Power Sewer

Governance Process Overview

This SSP governance framework was developed to provide a transparent, consistent and efficient approach to issues management and decision-making in the implementation of the Sewer System Improvement Program (SSIP). SSP governance addresses:

- mechanisms that provide independent oversight and advice,
- open and transparent policy decision-making at the program level, and
- open and transparent decision-making at the project level for advanced implementation.

As a department of the City and County of San Francisco, SFPUC policy and budget guidelines are provided by the Mayor, legislative branch; the San Francisco Board of Supervisors, and the San Francisco Public Utilities Commission.

EXTERNAL REVIEW ADVISORY COMMITTEES

Green Infrastructure Advisory Group

PURPOSE	CORE FUNCTIONS	FREQUENCY & FORMAT	COMPOSITION	SFPUC POINT OF CONTACT
The Green Infrastructure Advisory Group (GIAG) is a committee of thought leaders and technical experts to support advanced implementation of green infrastructure projects (concepts, policies and public education).	• representation of the early implementation of green infrastructure projects (concepts, policies and public education) • review and provide input on green infrastructure projects (concepts, policies and public education) • review and provide input on green infrastructure projects (concepts, policies and public education) • review and provide input on green infrastructure projects (concepts, policies and public education)	The committee will meet to monthly and work collaboratively with the SFPUC and local experts with experience in infrastructure and green infrastructure. The group may also meet to discuss issues related to green infrastructure. The group may also meet to discuss issues related to green infrastructure. The group may also meet to discuss issues related to green infrastructure.	The committee consists of national and local experts with experience in infrastructure and green infrastructure. The group may also meet to discuss issues related to green infrastructure. The group may also meet to discuss issues related to green infrastructure.	Kevin Vetter, kevin.vetter@sfpuc.org, (415) 554-5475

Collateral Event Postcards

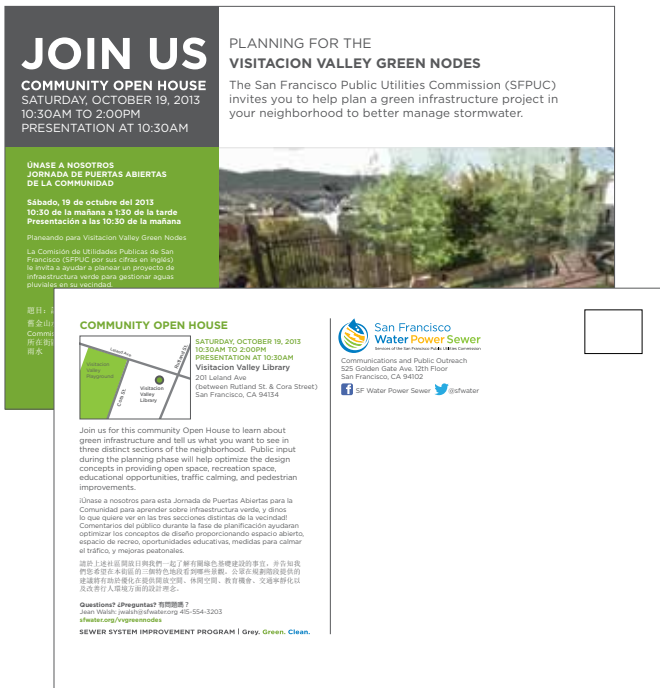
Examples of postcards created for different events are below; these can be repurposed or inspire layout for future events. Postcards or invitations requiring the assistance of the SSIP Graphics Team can take longer depending on the project queue; submit a project ticket using Graphics Tracker as soon as possible. For instructions on how to “Submit a Request Ticket”, see page 49. Staff may produce postcards without the help of the SSIP Graphics Team by using the template provided on page 27.



Example: Printed postcard, 5.5”H x 8.5”W.



Example: Digital e-flyer, 612px W x 792px H



Example: Printed postcard, 5.5”H x 8.5”W.

STAFF TEMPLATES



Staff Templates Project Factsheets

PROJECT FACTSHEET

Project factsheets are used as a summary piece of collateral to communicate the breadth or status of a project. Microsoft® Word templates have been created and may be used by staff and contractors outside of the SSIP Graphics Team. Attention should still be given to the specifications called out below and should be sent to the SSIP Graphics Team for review. When outsourcing the printing of factsheets, instructions on “Converting Word doc to PDF for Professional Printing” are available, see page 53.

Instructions

Do not change font styles or size, alter the placement of photos or their size; if the template does not work as is, please contact the SSIP Graphics Team for assistance.

Title uses Arial font, size 20-24pt.

Photos should be engaging, in color, and high resolution (at least 1 MB).

Paragraphs should describe the project as a narrative. Space allotted is 200-225 words. Font type is Calibri and 10pt-12pt in size.

Include URLs for relevant websites for the project. Do not include “www.” in front of the URL address.

Font type is Calibri; 1-2 pts larger than what is used for the narrative paragraph.

This section is not editable. Language and examples have been chosen so that they may be applicable across multiple projects.

Should you need different examples, please contact the SSIP Graphics Team Team.

The screenshot shows a project factsheet for 'Holloway Green Street'. At the top, it features the San Francisco Water Power Sewer logo and the title 'SEWER SYSTEM IMPROVEMENT PROGRAM | Grey. Green. Clean.' Below the title is the project name 'Holloway Green Street' and the subtitle 'Improving Our Sewer System and Benefiting the Community'. A large photo shows a person walking on a street with green infrastructure. To the right, there are sections for 'Proposed Green Features' (Rain gardens, Permeable pavement), 'Additional Improvements' (Enhance pedestrian space, Create more green space in the area, Beautify the Holloway/Ingleside neighborhood, Improve bicycle access, Increase traffic calming opportunities, Enhance connection between City College of San Francisco and SF State University), and 'Schedule' (May 2013: Mobilize to site and begin micro-tunnel, Summer 2013: Pipeline construction begins, Labor Day Weekend: Anticipated road closure for installation, Winter 2013: Estimated completion of pipeline construction). At the bottom, there is a 'For More Information' section with links to sfwater.org/hollowaygreestreet, sfwater.org/ssip, and ssip@sfwater.org.

The bullets found in this section are editable.

Font size should be 1-2pt sizes larger than what is used for the narrative paragraph.

This section of the factsheet is titled 'Green infrastructure' and explains that it can help manage and treat stormwater onsite before it enters the sewer system and also provide livable city benefits like neighborhood beautification and traffic calming. It includes three photos: 'Permeable Pavement: Allows stormwater to soak into the ground in contrast to hard surfaces (concrete or asphalt) where stormwater rapidly flows into the sewer system.', 'Rain Gardens: Capture stormwater runoff from streets, roofs, and parking lots. Plants and soil absorb that water, reducing the amount of runoff overwhelming the sewer system.', and 'Bulb Outs with Green Infrastructure: A traffic calming method that extends the sidewalk, reducing the distance to cross the street increasing pedestrian visibility and safety. These may include various green technologies to capture and treat stormwater.' Below this are three call-to-action sections: 'Get Involved' (Participate in exciting programs to help upgrade our aging sewer system and green the City.), 'Help Build Green Infrastructure Projects Near You' (Join the SFPUC as we plan, design and build green infrastructure projects in the City over the next few years. We want to hear from you about the design of these projects! Visit sfwater.org/greeninfrastructure.), and 'Help Us Plan for the Future of Our Sewer System' (Become part of the long-term planning process of sewer system improvements for the next twenty years within the City's distinct watersheds. Visit sfwater.org/urbanwatersheds.). At the bottom, there is a section 'About the Sewer System Improvement Program' and 'Create a Green Space in Front of Your Home or Business' (Gather your neighbors and connect with the SFPUC and Friends of the Urban Forest (FUF) to remove impermeable pavement concrete and install beautiful green sidewalk gardens. The SFPUC is collaborating with FUF to install sidewalk gardens in select neighborhoods in the eastern half of the city. To participate, visit fuf.net/sidewalk.

Factsheet



S:\Agency-Wide Templates\SSIP Branding\3.Staff Templates

SharePoint: Resources > Program Identity Guidelines > 03. Staff Templates

Staff Templates Event Postcards

Event postcards are used to advertise public outreach events and communicate high level details of a project. Microsoft® Word templates have been created and may be used by staff and contractors outside of the graphics department. Attention should be given to the specifications called out below; all documents should be sent to the SSIP Graphics Team for signoff. If the document needs to be sent out for profesional printing, see “Converting Word doc to PDF for Professional Printing” on page 53.

Instructions

Do not change font styles or size, alter the placement of photos or their size; if the template does not work as is, please contact the SSIP Graphics Team for assistance.



Photos should be engaging, in color and high resolution (at least 1 MB)

Font: Calibri, 14-16pt

Font: Calibri, all CAPS, 14pt, bold format

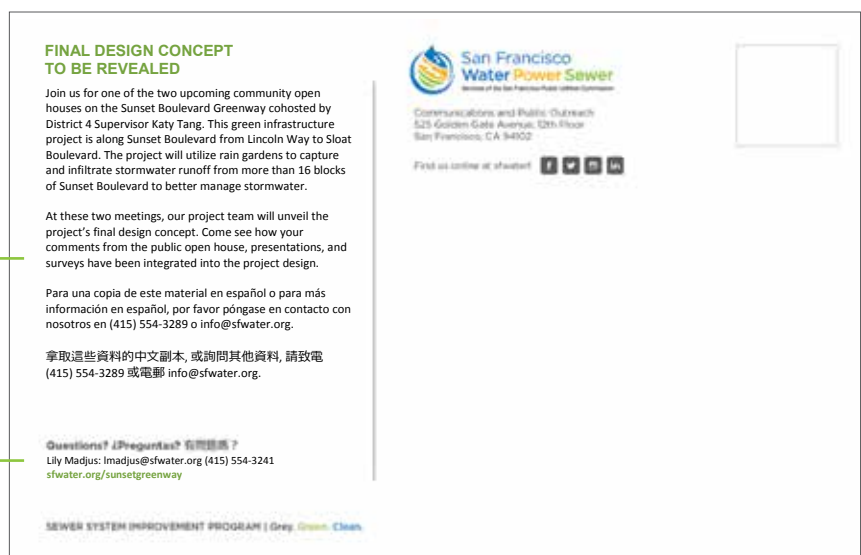
Font: Calibri, 14-16pt

Copy in this section should describe the project as a narrative. Space allotted is 50 word (English), 60 words (Spanish) and 110 characters (Chinese)

Font for English and Spanish: Calibri, 9pt

Font for Chinese: MS Mincho, 9pt

Font used for contact info: Calibri, 8pt



Event Postcards



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SharePoint: Resources > Program Identity Guidelines > 03. Staff Templates

Staff Templates Reports

A Microsoft® Word template has been created to use for report layouts; it can be used as a starting point to place copy to then send to the SSIP Graphics Team for design and polish. If time and budget does not allow, staff are welcome to use as is. An example of a filled out report shown below.

Cover

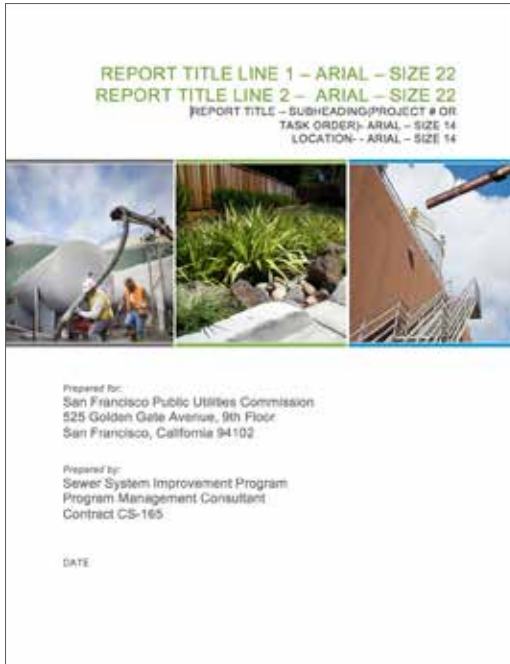
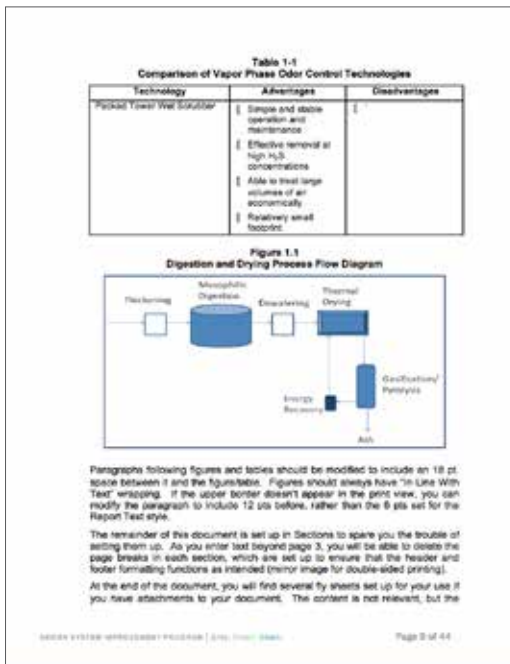


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Diagrams and Charts



Main Report



Reports



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SharePoint: Resources > Program Identity Guidelines > 03. Staff Templates

Staff Templates Meeting Agendas and Minutes

A Microsoft® Word template has been created to use for agendas and meeting minutes. Example of a filled out agenda shown below.

Subject Field uses Arial font, size 11pt.

All other user filled text uses Arial font, size 11pt.



SEWER SYSTEM IMPROVEMENT PROGRAM
SSIP/EA Leadership Hub

SUBJECT:	Meeting of the SSIP/EA Leadership Hub
Date and Time:	May 8, 2014, 12:00 pm - 1:30 pm
Location:	Conf. 525GG, 13 th Floor - Helch Helcky
Invitee:	Leamon A.; Maureen B.; Carolyn C.; Emilio C.; Jignesh D.; Mary D.; Kay S.; Juliet E.; Radhika F.; Dwayne J.; Karen F.; Sheena J.; Tyrone J.; Karen K.; Renee W.; Rachel K.; Manfred W.; John K.

Item No.	Discussion Item	Decision or Action Item (Owner and Date)
1.	Update <ul style="list-style-type: none"> Southeast Working Group (Juliet, 5 minutes) Green Infrastructure Advisory Committee (Karen, 5 minutes) Supply chain research (Radhika, 10 minutes) 	
2.	Discussion <ul style="list-style-type: none"> Environmental Justice analysis (Yolanda, 60 minutes) Proposed bi-weekly meetings beginning Thursday, May 20th, 1 - 2:30 (Leamon, 5 minutes) 	
3.	Leamon <ul style="list-style-type: none"> Potential Meeting Topics: <ul style="list-style-type: none"> Economic opportunity and inclusion framework Southeast Coordinating Team - Joint work plan SSIP Communications and Community Benefits RFP SSIP Project Briefings by PMs CEQA Approach/Process 	

<p>EIPs, in addition to the BOFP. The group will facilitate communication, education, and feedback from District 10 stakeholders. Two members from the Digester Task Force will be included in this group. The first group meeting is currently scheduled for May. Ninety percent of the Southeast Working Group members have confirmed.</p> <p>Economic Inclusion & Opportunity Framework (Juliet)</p> <p>The economic inclusion and opportunity framework (which will be renamed) is a road map describing how community benefit resources will be administered throughout the life of the SSIP. The team has been reviewing the components of current and planned SSIP commitments to establish focused strategies for specific categories such as education. This will provide the technical groups (PUC/consultants) with a planning tool to forecast needs and involve resources. At the next Hub meeting we will provide the presentation that has been given to executive management.</p>	
<p>3. SSIP Programmatic Updates (Karen/Emilio)</p> <p>The original Program Management RFP included a specific task to coordinate all the projects associated with the Southeast Plant. This task includes verification of existing conditions, coordinating construction staging and layout areas, project scheduling and phasing, process and utility shut-downs needed for relocations and new service connections, and coordinating operating strategies through each phase of work to ensure environmental compliance.</p> <p>Karen stated that this is a great opportunity to involve the EA group as there will be an impact on the community through each of the phases. Karen explained the need to acquire land for construction lay down, material storage, and staging of large equipment.</p> <p>Karen explained project work is driven by the programs risk assessment. Proper planning and coordination will mitigate the risk of permit violations (environment compliance), construction change orders, delays, and design errors.</p> <p>Emilio added a point of concern and asked the team to be careful about miscommunication while discussing topics with outside parties. He advised PM's to be aware of their word choices while communicating with outside parties/group and to be cautious not to make commitments that have not been vetted and approved and that comments can be misinterpreted by the public.</p>	<p>Karen to assign a person to collect the necessary data to track the volume of storm water getting into the collection system through sump pumps and to assign someone to track the long term (3 year) performance of GI.</p>
<p>4. SSIP Project Manager's Update</p> <p>EIPs (Maureen) There are a total of eight EIPs, one for each watershed. Overall, the EIPs are moving forward nicely. Four of the projects are nearing 100 percent design. The team has encountered ADA issues in Chinatown and Emilio is assisting with resolving the issues. The group is wrapping up meetings at Sunset Blvd. and working on community impacts within the Richmond area. The Yosemite creek day lighting project is finalizing the preferred route and the parcels that need to be acquired. In addition, the Contractors Assistance Center is being engaged to host workshops to inform the contractors about opportunities and pre-certification requirements.</p>	

Agenda and Minutes



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SharePoint: Resources > Program Identity Guidelines > 03. Staff Templates

PRESENTATIONS



Presentations Overview

PowerPoint® presentations deliver a wide range of content unified by a strong graphic voice. A template has been designed to enhance the visual impact of presentations and advance the SSIP identity.

The template is available for use by all staff, vendors, and contractors when delivering presentations on behalf of the SFPUC regarding the SSIP to internal and/or external audiences; the only exception being any PowerPoint® created for presentation at a SFPUC Commission Meeting.

The template is set up with layouts to accommodate a variety of content needs (text, photos, etc.). Please use them as directed; if you are unsure, do not hesitate to contact the SSIP Graphics Team for assistance.

Instructions

Directions regarding font type, font size, colors, logo placement, structure, photo treatment, and labeling are included in the PowerPoint® template. These directions are not meant to restrict you, but rather to ensure a consistent voice and style are implemented.

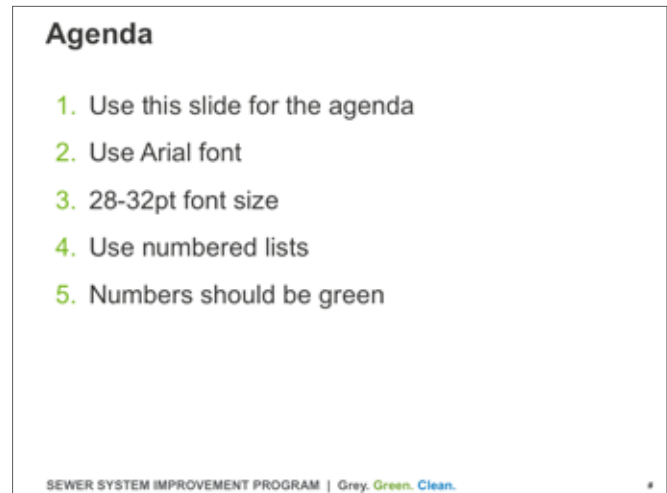
To learn how to create an effective and engaging presentation, read “Tips for Successful Presentations” on page 34.

Presentation Title/Name



This slide serves as a welcome to the presentation. The “hero” photo placed on the slide should be engaging, visually interesting, bright, and full of color.

Agenda



The agenda informs the audience of the discussion points the speaker intends to cover in their presentation.

PowerPoint Presentations



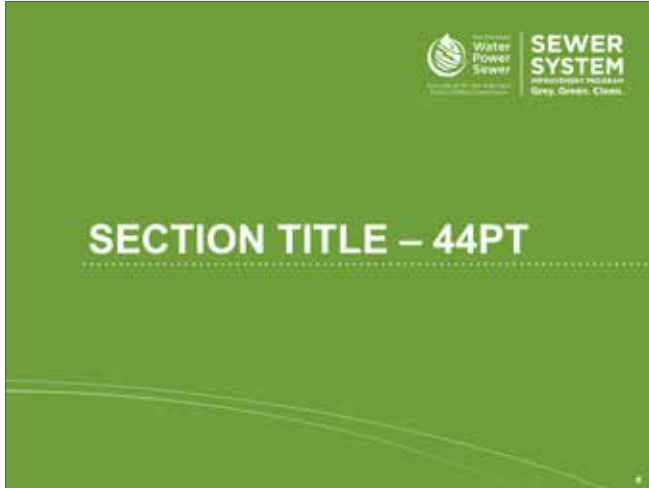
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Presentations Overview

POWERPOINT TEMPLATE (CONTINUED)

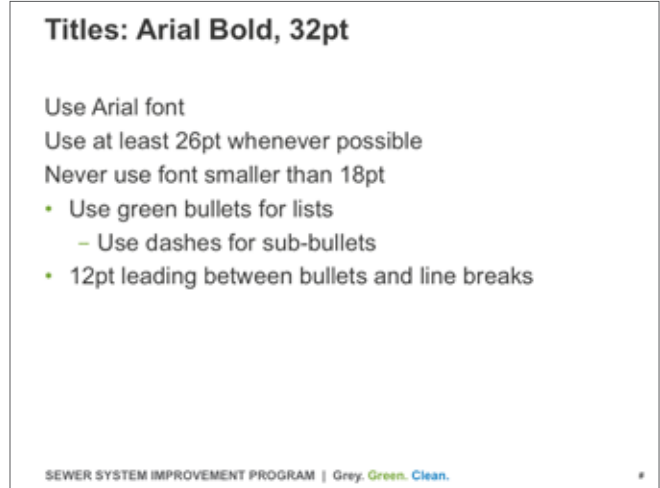
Section Break Title



This slide is used to move to the next discussion point outlined on the Agenda slide. It's a reminder to the audience of what subject the proceeding slides pertain to.

There should only be section break slides for the items listed in the agenda slide.

Text Content



Keep sentences and bullets brief and to the point.

The text on the template informs of which font to use, size, and information to be placed where. Images may be placed on this slide; place them large enough to be seen clearly by the audience at the back of the room.

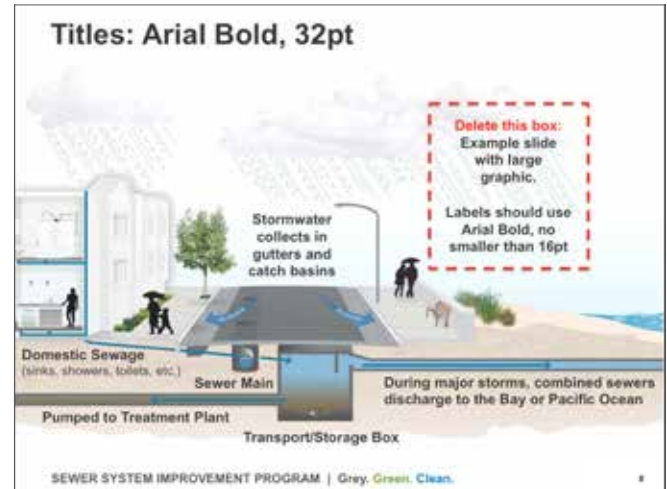
Photo Content



Photos should be placed full screen and therefore must be of high enough resolution so that the image is not blurry or distorted.

All photos should have a caption. Arial font, no smaller than 16pt.

Maps, Tables, and Graphs



Illustrations, maps, and charts should be placed as large as possible on the slide and captions must use Arial font, no smaller than 16pt.

PowerPoint Presentations



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Presentations Overview

POWERPOINT TEMPLATE (CONTINUED)

Photo Content - Multiple



Multiple photos may be placed on a slide. Photos should be made as large as possible without distortion (blurry, pixelation).

Each photo must have a caption. Guidelines regarding font type and size are included on the template slide.

Thank You/End



Every presentation should end with a slide thanking the audience and informing them of how to gather more information.

PowerPoint Presentations



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SharePoint: Resources > Program Identity Guidelines > 03. Staff Templates

Presentations Tips for Successful Presentations

Here are some helpful tips for creating an effective and engaging PowerPoint presentation (so your audience doesn't sleepwalk out of your next meeting):

1. **Tightly focused on the subject:** Ask yourself: is your audience familiar with the topic? If they are unacquainted, it is recommended to allot time and include slides that define industry terms such as redundancy, digester, biosolid, etc. If the audience is experienced in the subject being presented, increase engagement with follow-up questions and plan on using backup slides to support your answers.
2. **The right amount of text:** Your audience will pay more attention to you if they are not trying to read paragraphs of text at the same time you are speaking. Try to minimize the amount of text placed on slides; instead use the notes section as a reminder of topic points to be brought up during the presentation. A good rule of thumb is no more than five lines of text per slide and no more than eight words per line.
3. **Images and graphics used purposefully:** Images and graphics should enhance the presentation and be large enough to view from the back of the room you are going to present in. If the image looks small on your computer screen, it will be small when you are presenting it.
4. **Graphs and charts:** When needing to report statistics, try and use PowerPoint's® templates for graphs and charts, choosing one that fits the SSIP's look and feel.
5. **Adding dimension:** Using multimedia within your presentation can have a profound effect on the way your audience receives your message; you can only inform an audience if you can keep them engaged and interested. Animations and transitions can also create visual interest, just be careful to keep them clean, professional, and subtle; don't let the bells and whistles distract from the message you are intending to deliver.
6. **Handouts are your friend:** Already working "I know you can't read this, but..." into your speech? SKIP IT. Give the audience a handout so they can follow along and direct them to look at that instead of the screen while you review the material.
7. **So much information, so little time:** Worried you can't fit all of the information in? Conclude your presentation with a question and answer session; they will leave your presentation knowing you took the extra time to address their concerns and listen to their comments. Q&A also gives you an opportunity to squeeze in a few more talking points.

Presentations Reducing File Size

You can reduce the file size by compressing the pictures in your PowerPoint presentation. Depending on how the presentation will be delivered (projected, printed, emailed, etc.) a variety of compression options are available for you to choose from.

Compress all pictures:

1. From the **File** menu, click **Reduce File Size**.
2. A pop up window will appear.
3. Choose one of the following from the **Picture Quality** drop down menu:
 - a. To compress pictures, but keep resolution best for printing, choose click **Best for Printing** (220 ppi).
 - b. To compress pictures, but keep resolution best for viewing on the screen, you can reduce the file further by choosing click **Best for Viewing on Screen** (150 ppi).
 - c. To compress pictures the most and for smallest possible file size, you can reduce the file further by choosing click **Sending in an E-mail Message*** (96 ppi).
 - d. To keep the current resolution and minimizing changes to the picture, choose **Keep Current Resolution**. Note: Reduction of file size may be minimal or not at all with this selection.

TIP: If you have cropped any pictures, you can reduce the file size further by selecting the **Remove cropped picture regions** check box.

NOTE: Compressing a picture to reduce the file size changes the amount of detail retained in the source picture.

ASSETS



ASSETS “About SSIP” Text

Below is descriptive text about the Sewer System Improvement Program (SSIP). It should be placed on all public facing collateral such as flyers, reports, postcards, etc. Exceptions can be made when space does not allow.

“The Sewer System Improvement Program (SSIP) is a 20-year, multi-billion dollar citywide investment required to upgrade our aging sewer system to ensure and provide a more seismically safe sewer system now and for future generations.


The Commission authorized Phase 1 of the SSIP representing \$2.7 billion in August 2012.”

ASSETS Waves

The wave is the common thread between the three enterprises that make up the identity of the SFPUC. The wave should be an unobtrusive design element incorporated into all collateral produced for the SSIP. Like a wave found in nature this element is not rigid; it is not confined to an inflexible shape or expression. The provided design elements are a starting point, the only restriction being a designer should respect the look and feel of the overall SFPUC brand. For your reference, the “SFPUC Brand Guidelines” have been included in the Appendix section of this document, see page 54.

Wave 1

This option is the most subtle of the wave treatments. Often used as a way to crop a hero image or create a section break on a page.



SEWER SYSTEM IMPROVEMENT PROGRAM | Grey. Green. Clean.


2013 SSIP IN REVIEW

News from the Sewer System Improvement Program

New Southeast Plant Biosolids Digester Facilities

Planning Underway

Last fall the San Francisco Public Utilities Commission (SFPUC) began the planning and preliminary design efforts for the new Southeast Digesters Project. The proposed project will include new digester and solids handling facilities to replace the existing aged ones at the Southeast Treatment Plant.



When completed, the new digester facilities will be a world-class structure replacing the existing digesters, built more than a half-century ago. It will include state-of-the-art treatment processes to reduce odors and other impacts on the neighborhood. Biosolids will be treated to a higher level so they can be used for beneficial purposes. The biogas produced will help power the new digesters.

Anticipated Project Timeline for the Digester Facilities

PLANNING & ENVIRONMENTAL REVIEW Through Summer 2013
DESIGN Fall 2013 to Summer 2018
CONSTRUCTION Winter 2018 to 2022

From the SSIP Program Director

Dear San Franciscans,

In 2013, the Sewer System Improvement Program (SSIP) successfully addressed all projects in Phase 1 of the 20-year strategic infrastructure plan for the city's sewer infrastructure, making a major milestone and anniversary each.

Through this special recap, we will share program highlights and explore our next priorities. The recap also follows an outline and through our flexible social media platform. We want to hear your suggestions for sharing sewer news with your neighborhood.

We look forward to working with you to accomplish the sewer system improvement program's goals throughout and throughout the City.

Sincerely,

Karen Kubick
Karen Kubick
SSIP Program Director



SEWER SYSTEM IMPROVEMENT PROGRAM | Grey. Green. Clean.

GOVERNANCE

San Francisco Water Power Sewer

Wave 2

This option is the most common of the wave treatments; found on templates, stationery, and posters.



FACTSHEET

SEWER SYSTEM IMPROVEMENT PROGRAM | Grey. Green. Clean.

Managing Stormwater Using Green Infrastructure

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 nowhere to go but our sewer system leading to problems like neighborhood flooding and wastewater discharges into the San Francisco Bay and Pacific Ocean.

As part of the Sewer System Improvement Program (SSIP), the San Francisco Public Utilities Commission (SFPUC) is building eight innovative green infrastructure projects throughout the City. We will monitor and evaluate the effectiveness of green infrastructure in managing stormwater. These projects aim to decrease the amount of stormwater going into the combined sewer system during large storms, reduce localized flooding in low-lying neighborhoods and protect the water quality of the Bay and Ocean.



(A) street trees with flow through planters (B) rain gardens (C) upgraded sewer pipes (D) permeable pavement (E) columns (F) vegetated roofs


Greening the City

The SFPUC will implement green infrastructure along with grey infrastructure (pipes, pump stations and other facilities) in the next 20 years to manage stormwater and ensure a sustainable sewer system for future generations.

While reducing stormwater's impact on San Francisco's aging sewer system, green infrastructure may provide other benefits to the community and environment by improving access for bicyclists and pedestrians, creating public open spaces and beautifying neighborhoods.

What is Green Infrastructure?

Green infrastructure is a set of natural management tools that take advantage of the natural processes of soil and plants in order to slow down and clean stormwater.

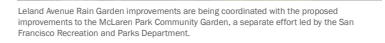


SEWER SYSTEM IMPROVEMENT PROGRAM | Grey. Green. Clean.

Leland Ave Rain Garden Final Design Concept


- Least impact on existing roadway
- Proposed terraced rain garden bulbout to collect stormwater
- Improved fence condition securing community garden

PLAN VIEW



Leland Avenue Rain Garden Improvements are being coordinated with the proposed improvements to the McLaren Park Community Garden, a separate effort led by the San Francisco Recreation and Parks Department.

VIEWS BEFORE AND AFTER



Leland Avenue Rain Garden Outreach:

ASSETS Photography

CHOOSING IMAGES

Imagery plays a critical role in communicating about the sewer system. Photographs should capture what the sewer system is, its scale, and the services provided.

When choosing photographs keep the following characteristics in mind:

- Distinct and dynamic
- Bold and innovative
- Real life, real locations (not staged)
- Natural lighting
- Bright tonal range and color
- Clear/Sharp focus
- Meaningful/Powerful crop or angle
- Diversity of the Program and organization



Photography



S:\SSIP Photos

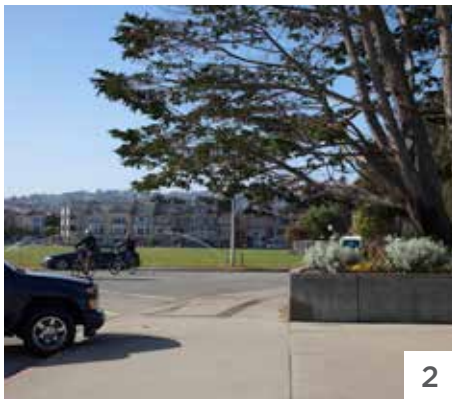
ASSETS Photography

IMAGES TO AVOID

Sometimes there are subtle differences between a correct image and an incorrect image; however, using an image which has been poorly executed can make a drastic difference when attempting to convey a message.

The following demonstrate more subtle examples of poor image selection:

1. Subject unclear; too small to be recognizable
2. No focal point
3. Disingenuous and forced
4. Distorted or blurry
5. Too busy
6. Flat and/or lacks color



ASSETS Maps

PROJECT MAPS

A variety of maps are available to be used in communication to describe projects and their locations.



System Map

A zoomed out view of the City with the elements that make up the sewer system called out.



Phase 1 Projects Map

This map contains the labels of a variety of projects throughout the City as well as a photo of each treatment plant and the projects occurring at each of those locations.

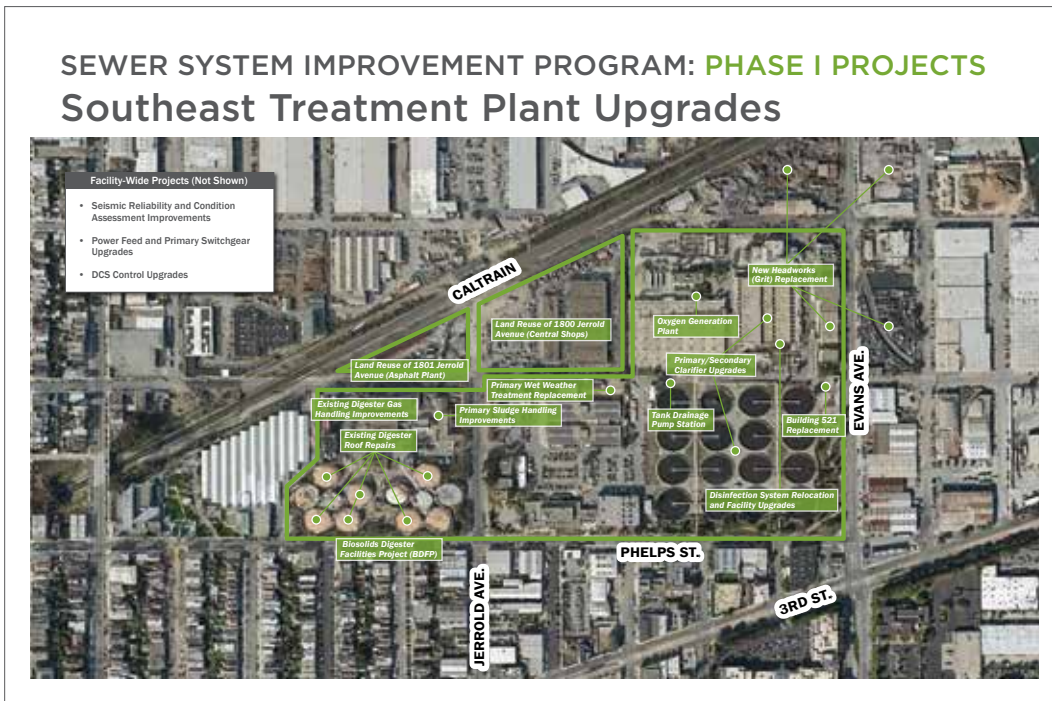
Maps



S:\Agency-Wide Templates\SSIP Branding\4.Maps
SharePoint: Resources > Program Identity Guidelines > 04. Assets

PROJECT MAPS (CONTINUED)

These maps communicate the location of the SSIP's Phase 1 Projects at each of the 3 treatment facilities.



Southeast Treatment Plant



North Point Facility

Maps



S:\Agency-Wide Templates\SSIP Branding\4.Maps
 SharePoint: Resources > Program Identity Guidelines > 04. Assets

SEWER SYSTEM IMPROVEMENT PROGRAM: PHASE 1 PROJECTS Oceanside Treatment Facility Upgrades



Oceanside Treatment Facility

Citywide Collection System Projects

- Advanced Rainfall Prediction
- Operational Decision System
- Large Sewers, Tunnels and Odor Control
- Pump Stations and Force Main Improvements
- CSD Structure and Transport/Storage Boxes
- Interdepartmental Projects
- Urban Watershed Stormwater Management



Collection System Projects

Maps

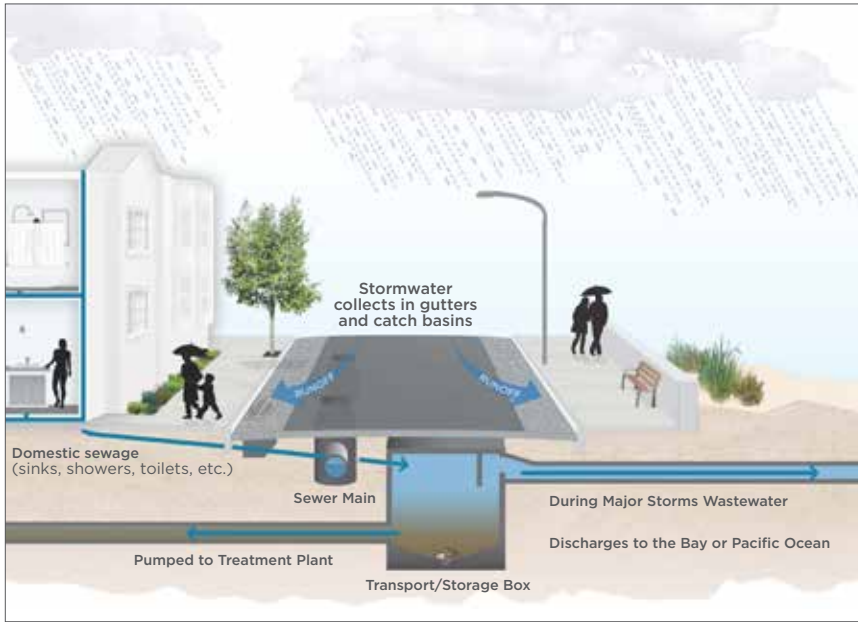


S:\Agency-Wide Templates\SSIP Branding\4.Maps

SharePoint: Resources > Program Identity Guidelines > 04. Assets

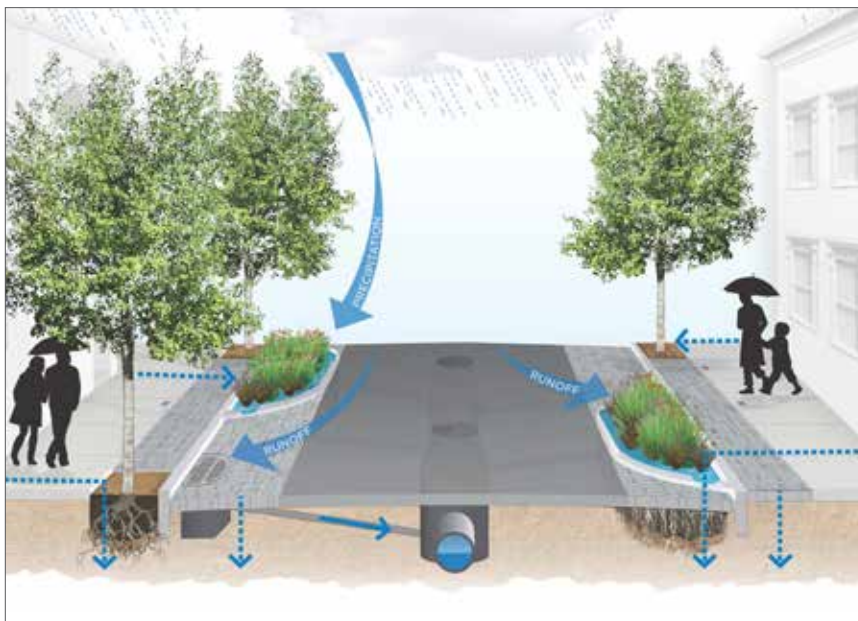
ILLUSTRATIONS

The illustrations in this section may be used program-wide and are available in multiple formats.



Combined Sewer Graphic

Depicts domestic sewage, combined system, transport/storage structure, outfall, and main pipeline to treatment facility. Refer to visual for approved language.



Green Infrastructure Graphic

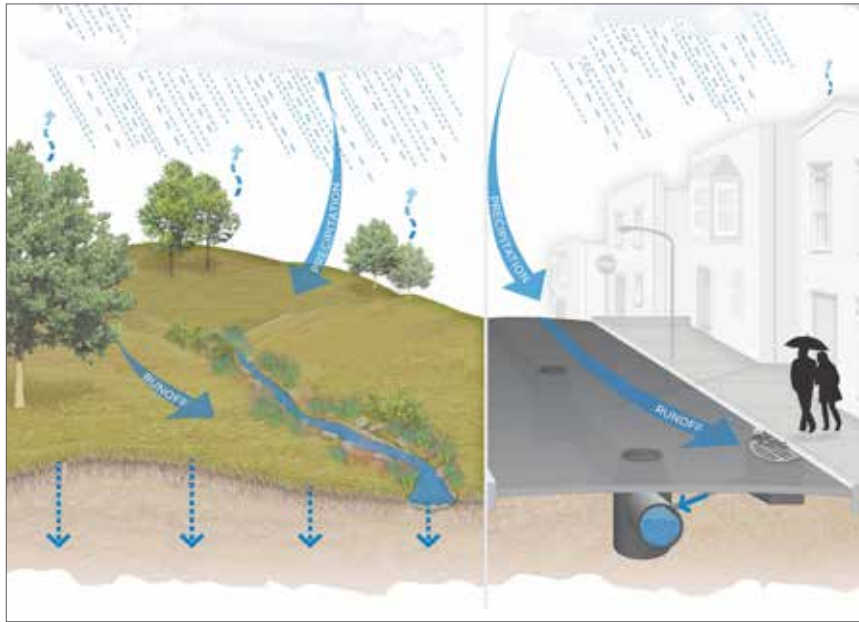
Depicts integrated grey and green infrastructure technologies: street trees with flow through planters, rain gardens, upgraded sewer pipes, and permeable pavement.

Graphics



S:\Agency-Wide Templates\SSIP Branding\5.Graphics

SharePoint: Resources > Program Identity Guidelines > 04. Assets



Natural Vs. Urban Watershed Graphic

Depicts natural vs. urban watersheds, explaining precipitation, runoff and permeability in each setting.

OUR COMBINED SEWER SYSTEM

49

Square Miles in SF

800,000+

SF Population

3

Treatment Facilities

1,000+

Miles of Pipes

80 MGD

Treated Non-Rainy Day

575 MGD

Treated Rainy Day

40

Billion Gallons Treated Per Year

MGD = million gallons per day

At a Glance

This graphic is recommended to be included on all factsheets, boards, handouts, mailers, etc. This approach creates hierarchy in documents and can be a quick way to highlight facts/key details about the sewer system.

**This is not available as a graphic asset; it's for informational/reference purposes*

Graphics



S:\Agency-Wide Templates\SSIP Branding\5.Graphics

SharePoint: Resources > Program Identity Guidelines > 04. Assets

ASSETS Icons

SOCIAL MEDIA

In addition to the SSIP's website URL (sfwater.org/ssip), please make sure that any materials produced or developed contain a reference to the agency's primary social media channels: Facebook, Twitter, and Instagram (in that order). Additional icons have been created and may be used in addition to the primary three (shown below are YouTube and LinkedIn).

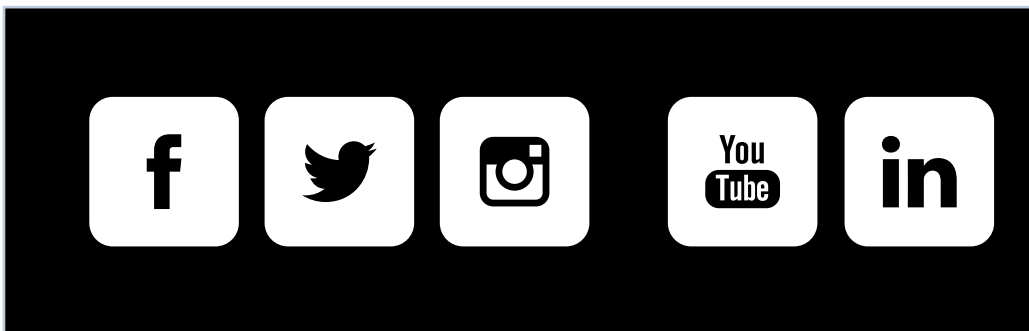
Primary



Green



White/Reverse



At extremely small sizes, the readability of the icons becomes compromised. To ensure that the icons are always legible, it should never be reproduced smaller than 0.4" in height.

Icons



S:\Agency-Wide Templates\SSIP Branding\6.Icons
SharePoint: Resources > Program Identity Guidelines > 04. Assets

ASSETS Icons

LEVELS OF SERVICE GOALS

In developing the SSIP, the SFPUC has endorsed specific, measurable goals, and levels of service that will guide project selection, implementation, and measure success. Below are icons created to represent each of these goals and their corresponding descriptive text.

Primary 2 color

SUSTAINABILITY



Achieve Economic and Environmental Sustainability

COMPLIANCE



Provide a Compliant, Reliable, Resilient, and Flexible System that can Respond to Catastrophic Events

INTEGRATION



Integrate Green and Grey Infrastructure to Manage Stormwater and Minimize Flooding

BENEFITS



Provide Benefits to Impacted Communities

AFFORDABILITY



Maintain Ratepayer Affordability

ADAPTAION



Adapt to Climate Change

One Color



White/Reverse



At extremely small sizes, the readability of the icons becomes compromised. To ensure that the icons are always legible, it should never be reproduced smaller than 0.4" in height.

Icons



S:\Agency-Wide Templates\SSIP Branding\6.Icons

SharePoint: Resources > Program Identity Guidelines > 04. Assets

TOOLS AND BEST PRACTICES

www.sfmuni.com

“You can’t live
a day without me.”

— San Francisco Sewer System

Working for you 24/7
sfwater.org/sewers

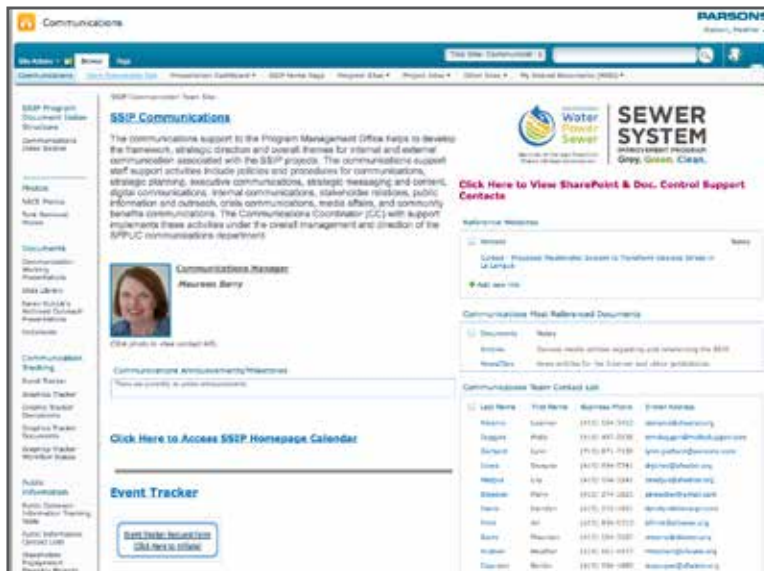
Tools and Best Practices Graphics Tracker

The SSIP Graphics Team is here to support project teams with all graphics requests. For efficiency, we ask that all requests be submitted through the Graphics Tracker tool, which can be accessed on the Communications home page on SharePoint. Using the Graphics Tracker tool allows you to see the status of your request and manage the approval process without cluttering your inbox. All requests must use the form; requests sent by email will be asked to resubmit via the tool.

SUBMIT THE REQUEST FORM

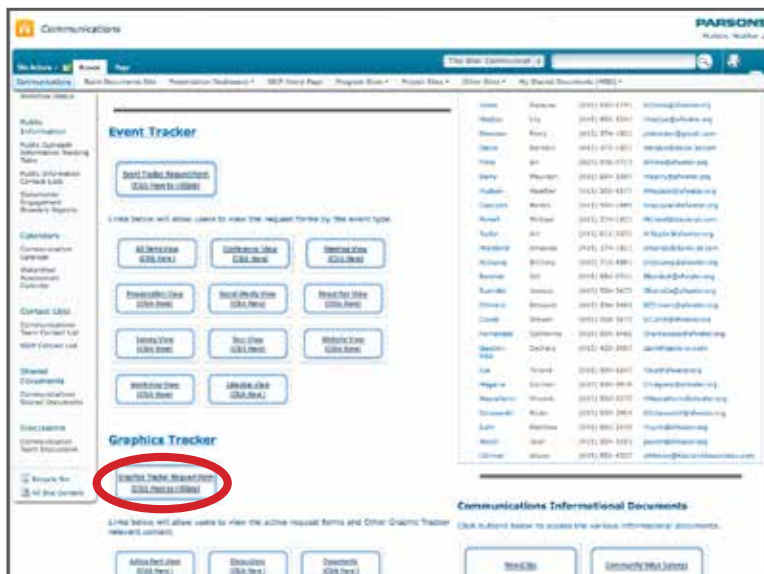
1. Log on to the Communications Home Page on SharePoint

<https://projects.parsons.com/sites/ssip/communication>



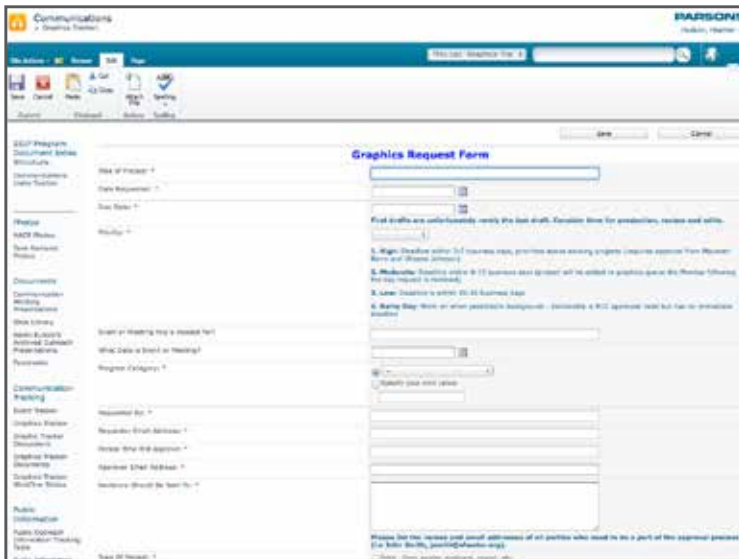
2. Click on the Graphics Request Form button

Found below the Event Tracker section.



Tools and Best Practices Graphics Tracker

3. A blank request form will appear



The screenshot shows a SharePoint web page titled "Graphics Request Form". The page is part of the "SSIP Program" and is located within the "Communications" site. The form is a "Form" type and is currently blank. The form title is "Graphics Request Form". The form contains several sections and fields:

- Form Title:** A text field for entering the title of the request.
- Request Description:** A large text area for providing details about the request.
- Requester Information:** Fields for "Requester Name", "Requester Email", and "Requester Phone".
- Request Details:** Fields for "Request Date", "Request Status", and "Request Category".
- Requester Approval:** A section for the requester to provide their name and email address.
- Requester Signature:** A section for the requester to provide their signature.
- Requester Title:** A text field for the requester's title.
- Requester Organization:** A text field for the requester's organization.
- Requester Address:** A text field for the requester's address.
- Requester City:** A text field for the requester's city.
- Requester State:** A text field for the requester's state.
- Requester Zip:** A text field for the requester's zip code.
- Requester Country:** A text field for the requester's country.
- Requester Phone:** A text field for the requester's phone number.
- Requester Email:** A text field for the requester's email address.
- Requester Name:** A text field for the requester's name.
- Requester Title:** A text field for the requester's title.
- Requester Organization:** A text field for the requester's organization.
- Requester Address:** A text field for the requester's address.
- Requester City:** A text field for the requester's city.
- Requester State:** A text field for the requester's state.
- Requester Zip:** A text field for the requester's zip code.
- Requester Country:** A text field for the requester's country.
- Requester Phone:** A text field for the requester's phone number.
- Requester Email:** A text field for the requester's email address.
- Requester Name:** A text field for the requester's name.

4. Fill out the form the best you can with as much detail as possible

Note that all fields with a * must be filled out before the form will allow you to save/submit it.

5. Click "Save" at the bottom of the form

6. Your request has now been submitted and the SSIP Graphics Team has been alerted

Note that alerts through SharePoint can take up to an hour; for very urgent requests, please call or email the team to notify them of the project after you have filled out the form and submitted the request.

Tools and Best Practices Graphics Tracker

7. Want to check on the status of your job? A list of all jobs can be found here:

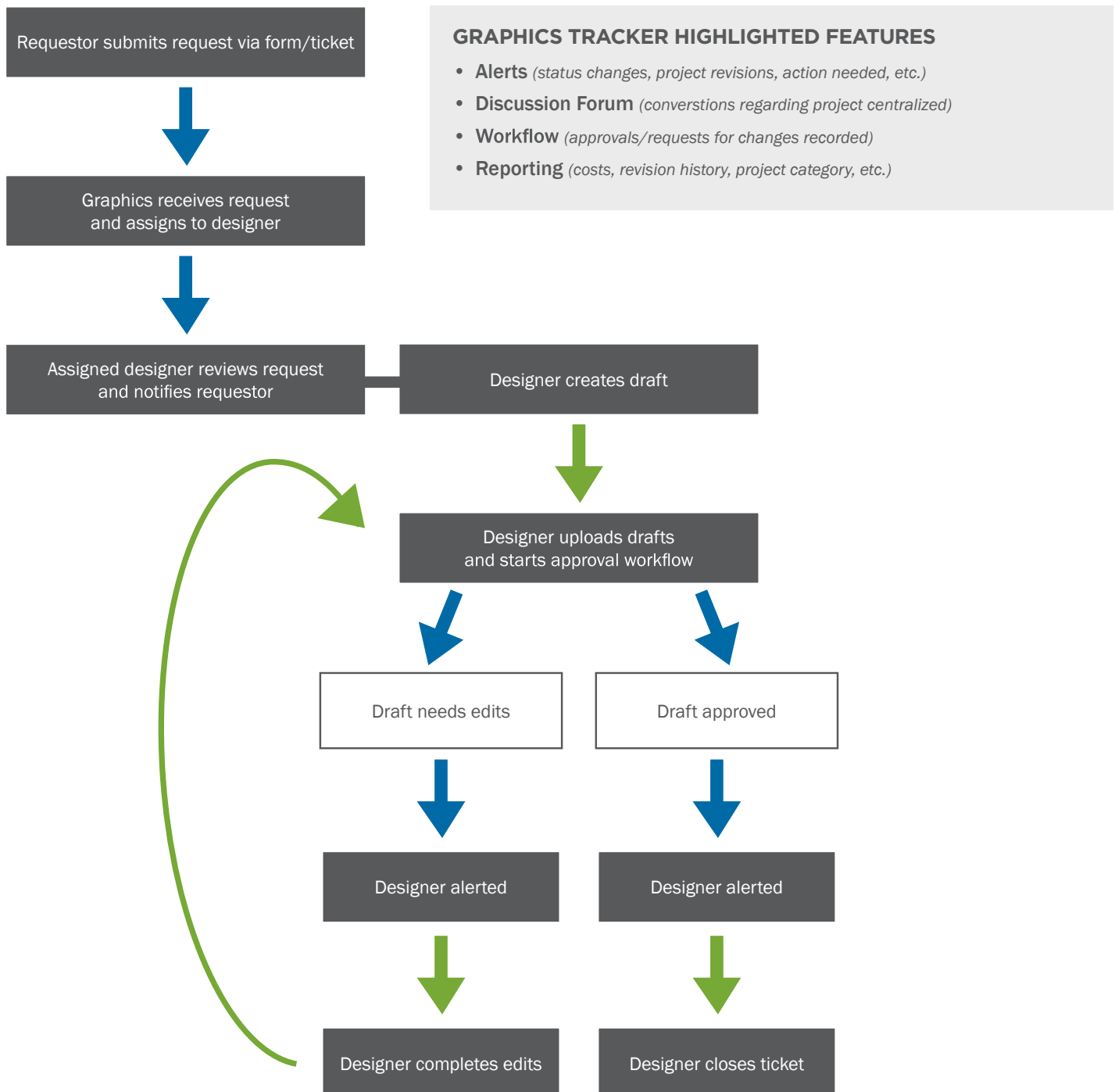
<https://projects.parsons.com/sites/ssp/communication/Lists/Graphics%20Tracker> or by clicking on "Graphics Tracker" in the left-hand navigation menu on the Communications home page.

	Date Requested	Priority	Title/Subject	Due Date for Final	Status	Description of Project	Requested By	Currently Assigned To	Estimated Hours To Complete
SSIP Program Document Index Structure	6/12/2014	1 - High	SSIP: Project Feedback - Revision	6/17/2014	Draft Out for Review/Edits	Complete layout and copy edits provided by Lily and Laura.	Lily Madjes	Heather Hudson	6
Communications Index Section	6/12/2014	1 - High	SSIP: General Presentations	6/16/2014	Draft Out for Review/Edits	Format slides provided to adhere to brand standards and create new slides/content where requested. Some photo fulfillment required.	Lily Madjes	Heather Hudson	16
Photos NACE Photos Tank Removal Photos	6/17/2014	1 - High	ESP: Baker Beach Geotechnical Map	7/3/2014	Draft Out for Review/Edits	Build map showing all geotechnical investigations including results. please contact to talk through before beginning. This is vital for meeting.	Zach Kites	Heather Hudson	
Documents Communication Working Presentations Slide Library Karen Kubic's Archived Outreach Presentations Factheets	7/7/2014	1 - High	SSIP: 4 page Update (English)	7/16/2014	Draft Out for Review/Edits	Parsons requested some changes be made to the SSIP 4 page report that not add in information about the progression of sewer improvements so that the SSIP 4 page isn't a static document. Here are the changes: 1) New words on the second paragraph of first page, "Forging ahead with sewer improvements" 2) Added updates for each project on the back. Lily would like to have the individual updates (currently in a grey box in the top left) associated with each individual treatment plant. I'm not opposed to removing some of the information about the treatment plants to fit in information about what kinds of updates are going on them. If you can find some solution, that would be great. 3) Add in the LOD images on the back. 4) Switch out language to reflect the Green Infrastructure Feedback	Art Fink	Heather Hudson	13
Communication Tracking Graphics Tracker	7/16/2014	1 - High	CAC: Exhibit Headers and QA/QC Review	7/18/2014	Draft Out for Review/Edits	To review exhibit for CAC - adhere to brand guidelines and provide support and feedback on changes if needed. Create new headers.	Vivian Messersmith	Heather Hudson	5
Public Information Public Outreach Information Tracking Table	7/22/2014	1 - High	SSIP: Ad - Open House - August 2014	7/24/2014	Draft Out for Review/Edits	Ad for newspaper. Use ad created for Sunset ESP project - marked up PDF attached.	Lily Madjes	Heather Hudson	5
Public Information Contact Lists Stakeholder Engagement Remedy Reports	11/1/2013	1 - High	SSIP: Brand Guidelines 2.0	3/28/2014	Edits In Progress	Evaluate real world applications of current SSIP PowerPoint	Liamon Kinross	Heather Hudson	45

Tools and Best Practices Graphics Tracker

GRAPHICS TRACKER WORKFLOW

After submitting the form, you will be contacted by a person on the SSIP Graphics Team who will review with you the request, confirm a timeline, and answer any questions. The following is a illustration of the entire Graphics Tracker workflow:



Tools and Best Practices Printing FAQ

COMMON SIZES

5.5" x 8.5" Half Page	Commonly used for postcards printed in-house
8.5" x 11" Letter	Often utilized for factsheets, flyers, and two page summaries/reports
11" x 17" Tabloid	Maps, multi-page reports, large graphics employ this size most often

COMMON TERMS

Full Bleed	Document is printed to the edge of the paper; no white border. Requires document to be printed offsite.
Saddle Stitched	The binding of booklets or other printed materials by stapling the pages on the folded spine.
Gate Fold	A three or four panel fold where the two outside panels fold inward to meet in the center.
Crop/Trim Marks	Small printed lines around the edges of a printed piece indicating where it is to be cut out of the sheet.
Layout	A rendition that shows the placement of all the elements, images, thumbnails etc., of a final printed piece.
Paper Weight	Refers to the weight, in pounds, of a ream (500 sheets) of paper.

STEPS TO CONVERTING A WORD DOC TO PDF FOR PROFESSIONAL PRINTING

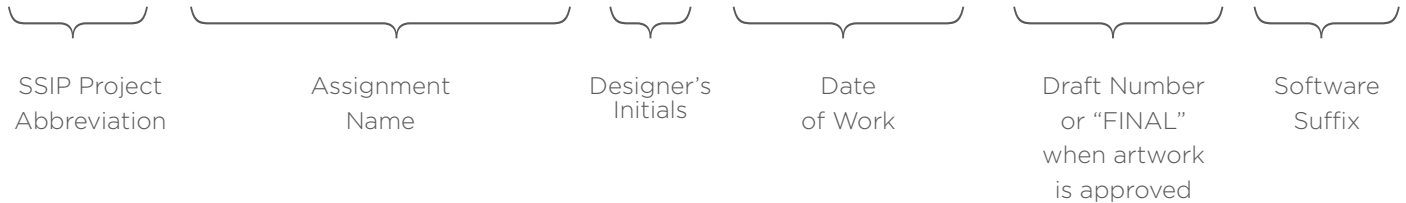
1. Open the Word document to be converted
2. Choose **File>Save As...**
3. A window will open
4. **Name** the document
5. Select **PDF** from the **Format** dropdown menu, Click **Save**
6. Open the PDF file from the folder it was saved it to
7. Choose **File>Print**
8. Chose **Adobe PDF** from the printer **Name** dropdown menu
9. Click **Properties**
10. Chose the **Adobe PDF Settings** tab
11. Choose **High Quality Print** from the **Default Settings** dropdown menu, Click **OK**
12. Click the **Advanced** button at the bottom of the window
13. Choose **Marks and Bleeds** from the menu on the left
14. Mark the Trim Marks and Bleed Marks boxes, Click **OK**
15. On the Printer pop-up menu, choose **Adobe PDF** and follow the prompts to save the new file to your desired location

Tools and Best Practices Submitting Files

NAMING

It is important to employ a consistent approach when naming digital files so that they remain organized and allows you and others to locate and use them. Below we demonstrate how to name your files when designing collateral.

SSIP_brandguide_pb_021014_draft01.indd



PREPARING FINAL DESIGN FILES



Steps for InDesign Files (all versions): It is imperative that all InDesign files are packaged using the steps below before delivering to the SSIP Graphics Team and/or uploading to the SFPUC's Share Drive. Packaging files keeps all assets used to create the file, such as fonts and images, together which allows others to view files (whether they have InDesign software or not) and make edits when necessary.

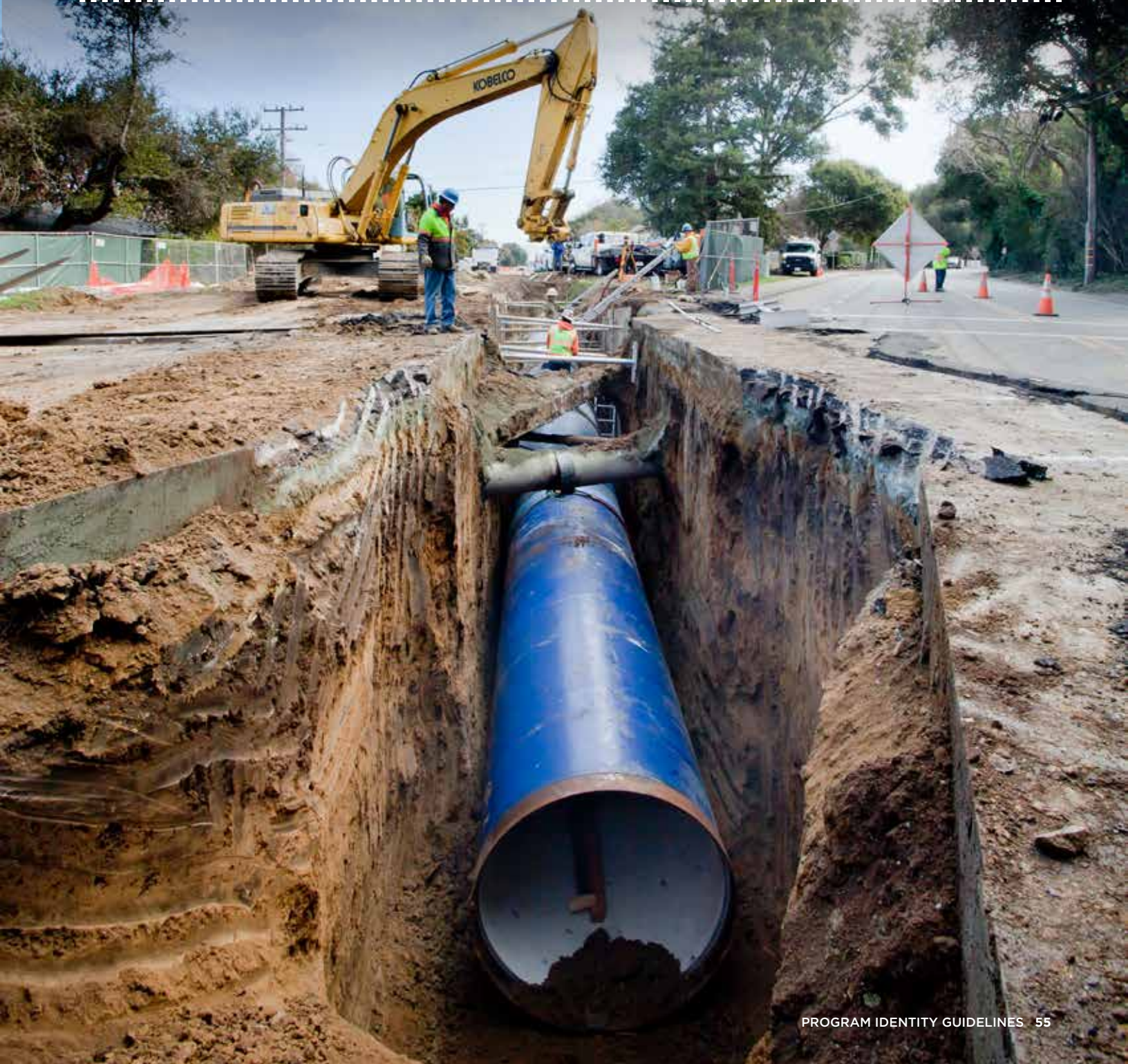
1. Package file by selecting File>Package
2. Save file as an .idml (to ensure compatibility across all Adobe versions). Place .idml file into packaged folder
3. Save high resolution and web-ready version PDFs of final file. Place PDFs into packaged folder
4. Compress or "zip" the packaged folder
5. Packaged and compressed files can then be delivered to the SSIP Graphics Team or uploaded to the SFPUC Share Drive in a designated folder



Steps for Illustrator Files (CS6 and older): Illustrator does not have a "package" function, in order to prepare files for final delivery all links must first be embedded into the file and then saved.

1. Embed links into file
2. Save high resolution and web-ready version PDFs of final file
3. Place all files (.ai and PDFs) into a folder, titled with project name
4. Compress or "zip" project folder
5. Compressed files can then be delivered to the SSIP Graphics Team or uploaded to the SFPUC Share Drive in a designated folder

APPENDIX



APPENDIX SFPUC Brand Guidelines



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 Graphics Team with graphic requests by contacting graphics@sfpwater.org. 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. In addition, consultant graphic designers must contact the Graphics Team for an initial design meeting, before developing new design files and new materials.

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

Contents

Logo Study: Size, Space & Color	3
Logo Size Specifications	4
Knowing Which Logo to Use	5
What NOT to Do	6
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Complimentary Typography	8
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Printed Collateral	12
Promotional Collateral	14
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APPENDIX SFPUC Brand Guidelines

Logo Size, Space & Color



Colors:



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



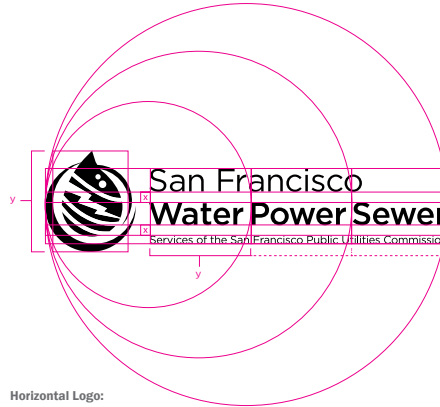
Power - Yellow
Pantone 130
C0 M30 Y100 K0
R253 G185 B19
Hex# FDB913



Sewer - Green
Pantone 376
C50 M0 Y100 K0
R253 G185 B19
Hex# FDB913



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:



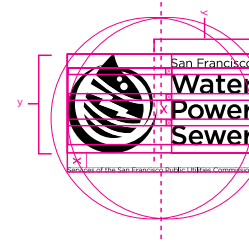
Water - K 100%



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.

3 | BRAND GUIDELINES

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.



4 | BRAND GUIDELINES

APPENDIX SFPUC Brand Guidelines

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@sfpuc.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.

5 | BRAND GUIDELINES

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@sfpuc.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.

6 | BRAND GUIDELINES

APPENDIX SFPUC Brand Guidelines

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 sans 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. (7pts. 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 serifed 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 test type highly readable with the versatility of typographic control, whether for lengthy text or display settings.

7 | BRAND GUIDELINES

Primary Font Family

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

Aa Franklin Gothic Book
ABCDEFGHIJKLMNopqrstuvwxyz 0123456789

Bb Franklin Gothic Book Italic
ABCDEFGHIJKLMNopqrstuvwxyz 0123456789

Cc Franklin Gothic Medium
ABCDEFGHIJKLMNopqrstuvwxyz 0123456789

Dd Franklin Gothic Medium Italic
ABCDEFGHIJKLMNopqrstuvwxyz 0123456789

Ee Franklin Gothic Heavy
ABCDEFGHIJKLMNopqrstuvwxyz 0123456789

Ff Franklin Gothic Heavy Italic
ABCDEFGHIJKLMNopqrstuvwxyz 0123456789

Secondary Font Family

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

Aa Minion Pro Regular
ABCDEFGHIJKLMNopqrstuvwxyz 0123456789

Bb Minion Pro Italic
ABCDEFGHIJKLMNopqrstuvwxyz 0123456789

Cc Minion Pro Semibold
ABCDEFGHIJKLMNopqrstuvwxyz 0123456789

Dd Minion Pro Semibold Italic
ABCDEFGHIJKLMNopqrstuvwxyz 0123456789

Ee Minion Pro Bold
ABCDEFGHIJKLMNopqrstuvwxyz 0123456789

Ff Minion Pro Bold Italic
ABCDEFGHIJKLMNopqrstuvwxyz 0123456789

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.

8 | BRAND GUIDELINES

Complimentary Font Family

Gotham

Aa Gotham Extra Light
ABCDEFGHIJKLMNopqrstuvwxyz 0123456789

Bb Gotham Book
ABCDEFGHIJKLMNopqrstuvwxyz 0123456789

Cc Gotham Book Italic
ABCDEFGHIJKLMNopqrstuvwxyz 0123456789

Dd Gotham Medium
ABCDEFGHIJKLMNopqrstuvwxyz 0123456789

Ee Gotham Medium Italic
ABCDEFGHIJKLMNopqrstuvwxyz 0123456789

Ff Gotham Bold
ABCDEFGHIJKLMNopqrstuvwxyz 0123456789

Complimentary Font Family

Swiss721 Cn BT

Aa Swiss721 Cn BT Roman
ABCDEFGHIJKLMNopqrstuvwxyz 0123456789

Bb Swiss721 Cn BT Italic
ABCDEFGHIJKLMNopqrstuvwxyz 0123456789

Cc Swiss721 Cn BT Bold
ABCDEFGHIJKLMNopqrstuvwxyz 0123456789

Dd Swiss721 Cn BT Bold Italic
ABCDEFGHIJKLMNopqrstuvwxyz 0123456789

APPENDIX SFPUC Brand Guidelines

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 R253 G185 B19 Hex# FDB913	Pantone 376 C50 M0 Y100 KO R253 G185 B19 Hex# FDB913
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Secondary Colors

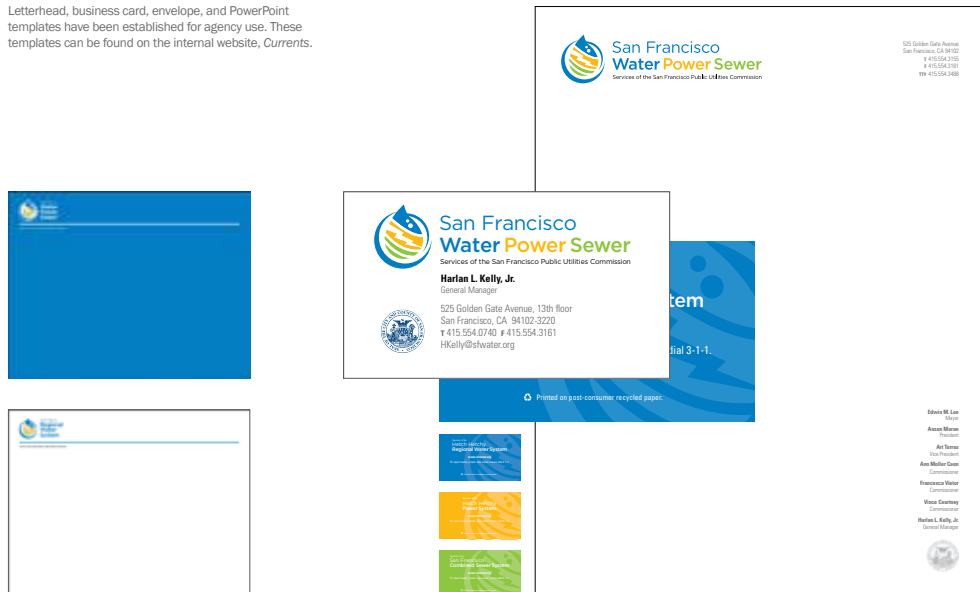


Pantone 272 C51 M61 Y0 KO R136 G113 B179 Hex# 8871B3	Pantone 7620 C0 M95 Y94 KO R181 G35 B29 Hex# BF2620	Pantone 485 C0 M97 Y100 KO R238 G42 B36 Hex# EE2A24	Pantone 180 C0 M79 Y100 K11 R217 G83 B30 Hex# D9531E	Pantone 151 C0 M28 Y100 K6 R238 G177 B17 Hex# EEB111	Pantone 128 C0 M11 Y65 KO R255 G222 B117 Hex# FFDE75	Pantone 373 C16 M0 Y46 KO R218 G232 B162 Hex# DAE8A2	Pantone 370 C56 M0 Y100 K27 R94 G151 B50 Hex# SE9732
Pantone 322 C100 M0 Y33 K35 R0 G123 B133 Hex# 007B85	Pantone 5483 C62 M0 Y21 K31 R255 G222 B117 Hex# FFDE75	Pantone 7466 C70 M0 Y23 KO R28 G190 B202 Hex# 1CBECA	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

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Templates

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



Request For Business Cards are managed by division and bureau staff and printed through City Repographics. 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

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APPENDIX SFPUC Brand Guidelines

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@sfpuc.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



Groundwater



Recycled Water



Conservation



Desalination



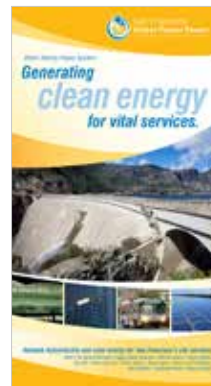
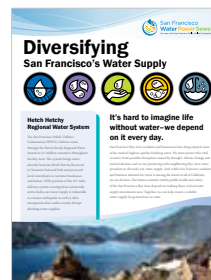
Graywater



Rainwater

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.



APPENDIX SFPUC Brand Guidelines

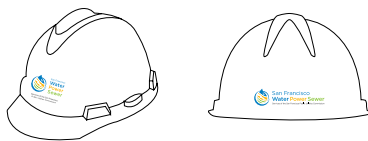
Sample Printed Collateral



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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@sfpuc.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.



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APPENDIX SFPUC Brand Guidelines

Photographic Imagery: Environmental

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

Environment and in-field 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@sfpuc.org or the agency photographers.



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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@sfpuc.org.



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APPENDIX SFPUC Brand Guidelines

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/

ONESF
Building Our Future
onesanfrancisco.org

Oceanside Water Pollution Control Plant & Westside Pump Station
Corrosion and concrete surface repairs, odor control, instrumentation and security systems upgrades
For more information:
Carissa Gilmore, cgilmore@sfpwater.org
415.554.3289
sfpwater.org/construction

Digester Improvements & Corrosion Protection
WW-490, Scherenski Construction Company, Inc. 415-XXXX-XXXX
BEGINS: 1, 2012; COMPLETION DATE: 1, 2012

Dewatering Facility Upgrades
WW-452, Cal State Constructors, 415-XXXX-XXXX
BEGINS: 1, 2012; COMPLETION DATE: 1, 2012

Security Improvements (Westside Pump Station)
WW-558, A&M Works, 415-XXXX-XXXX
BEGINS: 1, 2012; COMPLETION DATE: 1, 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.*

The project is brought to you by:

Water Power Sewer
The City of San Francisco
Public Works Department
Water & Sewer Division
415-554-3289
www.sfpwater.org

MARCO
Monsieur Ed Lee
Executive Director
415-554-3289
www.sfpwater.org

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@sfpwater.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@sfpwater.org.



A successful brand depends on the visual experience and lasting impact made on its audience. This guide is meant to be a tool to help pattern all communication collateral produced on behalf of the Sewer System Improvement Program (SSIP) and ensure the delivery of the Program's message and purpose is done so in a consistent style and manner.

If you have questions about these guidelines, the SSIP identity, or would like to make a suggestion, please contact the SSIP Communications Team at ssip@sfgwater.org.

For more information, visit:



sfgwater.org/ssip
ssip@sfgwater.org