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

SEWER SYSTEM IMPROVEMENT PROGRAM | Grey. Green. Clean.

Program Identity Guidelines 2.0

March 2015 | Usage Manual

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@sfwater.org). This tool has been created to guide all external and internal interested parties and those creating work on behalf of the SSIP.

Program Identity Guidelines Table of Contents

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 consistes 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
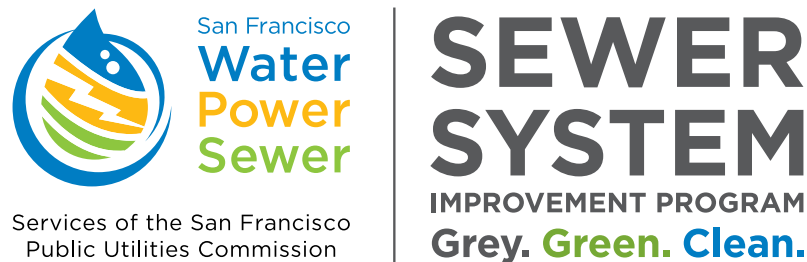
Marks

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.

■ SSIP Grey   ■ SSIP Green   ■ SSIP Blue

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

SEWER SYSTEM IMPROVEMENT PROGRAM | Grey. Green. Clean.

■ Black

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

SEWER SYSTEM IMPROVEMENT PROGRAM | Grey. Green. Clean.

□ White

Marks

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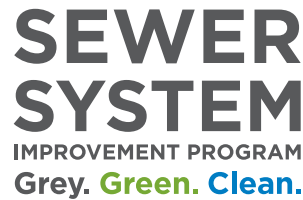
SharePoint: Resources > Program Identity Guidelines > 01. Marks

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.
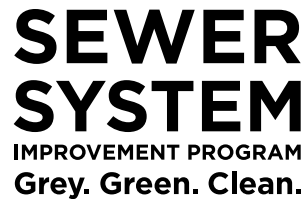
Full Color

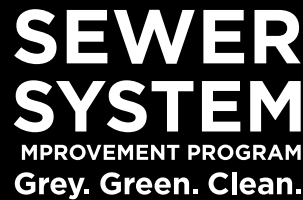This version is preferable when using either version of the program's mark.

San Francisco
Water
Power
Sewer

Services of the San Francisco
Public Utilities Commission

SEWER SYSTEM
IMPROVEMENT PROGRAM
Grey. Green. Clean.

SSIP Grey

SSIP Green

SSIP Blue

Black

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

San Francisco
Water
Power
Sewer

Services of the San Francisco
Public Utilities Commission

SEWER SYSTEM
IMPROVEMENT PROGRAM
Grey. Green. Clean.

Black

White/Reverse

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

San Francisco
Water
Power
Sewer

Services of the San Francisco
Public Utilities Commission

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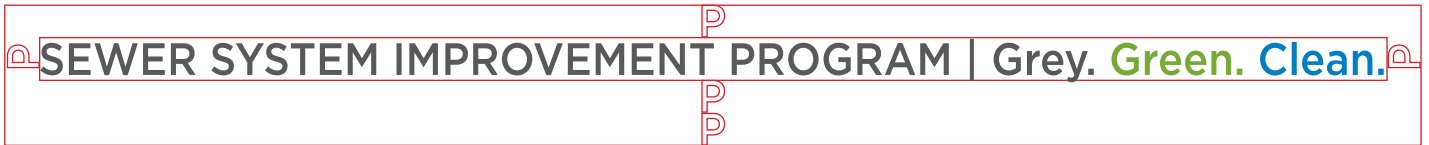**Grey. Green. Clean.**

White

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 Progam'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 seperately but on the same collateral:

SUMMARY REPORT

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

SFPUC Logo

SSIP Mark

SEWER SYSTEM IMPROVEMENT PROGRAM | Grey. Green. Clean.
Chinatown Green Alley
Community Workshop Summary
I-HOTEL, 848 KEARNY STREET, TUESDAY, AUGUST 20, 2013, 4:00PM – 6:00PM

In partnership with the San Fran
the San Francisco Public Utilities
infrastructure and community ga
enhance the neighborhood and

Potential design shown at workshop

SEWER SYSTEM IMPROVEMENT PROGRAM | Grey. Green. Clean.
GOVERNANCE

SSIP Mark

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

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.

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.

"You can't live a day without me."

An Unlikely Case Study for Excellent Consumer Engagement BY JANINE POPICK

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 POPICK, 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.

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:

sfwater.org/ssip
ssip@sfwater.org

Highschool interns take a tour of the Southeast Treatment Plant.

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

SEWER SYSTEM IMPROVEMENT PROGRAM
Grey. Green. Clean.

Using the SFPUC Logo and SSIP Mark Lock-Up

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.
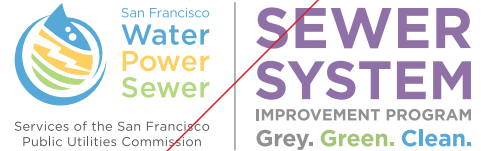
DO NOT change any of the colors or their value.
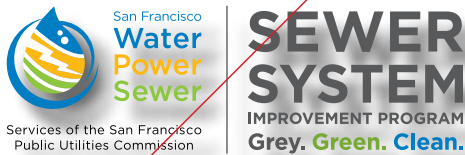
DO NOT add shadows or any other 3-D effects.

DO NOT change the size or proportional relationships of the elements.
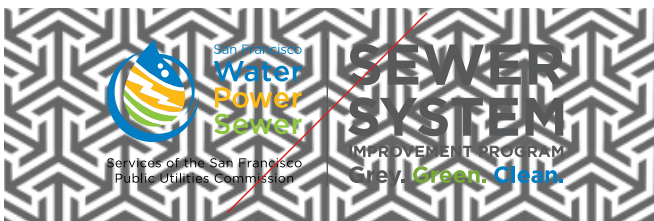
DO NOT use busy or complex backgrounds that interfere with legibility.

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 extention 44357

Basics Typography

SECONDARY TYPEFACES (ALL STAFF/CONTRACTORS)

Arial and Calibri are fonts that should be utilized when access to Gotham and Franklin Gothic fonts is not available or when user access is a concern (web, email, Microsoft® templates). All SFPUC staff and contractors have access to the following fonts.

Arial

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

Arial Italic

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

Arial Bold

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

Calibri

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

Calibri Italic

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

Calibri Bold

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

Fonts

These fonts should be already installed on your computer.

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 pallette should use green and the corresponding pillar's color.

Primary Color Palette

SSIP GREY

C0 M0 Y0 K80

R88 G89 B91

Hex# 58595B

SSIP GREEN

C50 M0 Y100 K18

R118 G168 B53

Hex# 76A835

SSIP CLEAN/BLUE

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 cards showing:

Operator of the
San Francisco
Combined Sewer System
To report water, power and sewer issues dial 3-1-1.
www.sfwater.org
Printed on post-consumer recycled paper.

SEWER SYSTEM
IMPROVEMENT PROGRAM
Grey. Green. Clean.

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
mdorward@sfwater.org

sfwater.org/ssip

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@sfwater.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
mdorward@sfwater.org

sfwater.org/ssip

SEWER SYSTEM
IMPROVEMENT PROGRAM
Grey. Green. Clean.

Agency and Consultant Business Card
(BACK)

Operator of the
San Francisco
Combined Sewer System

www.sfwater.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.
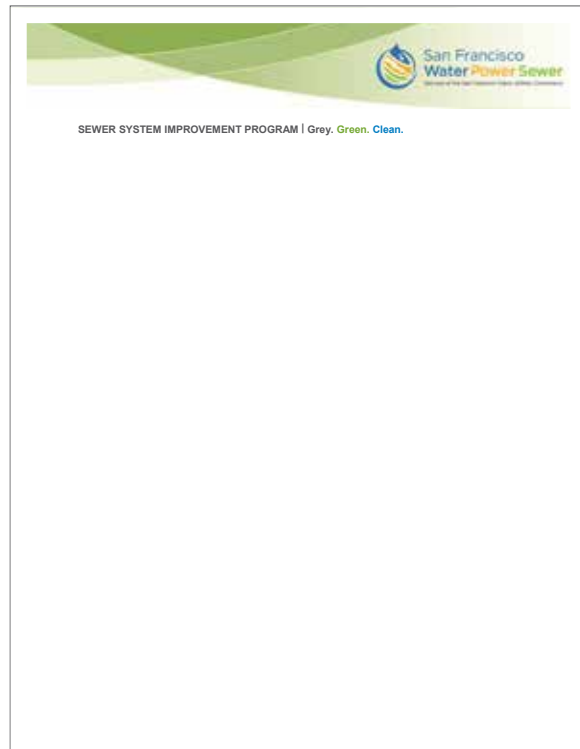
Memo

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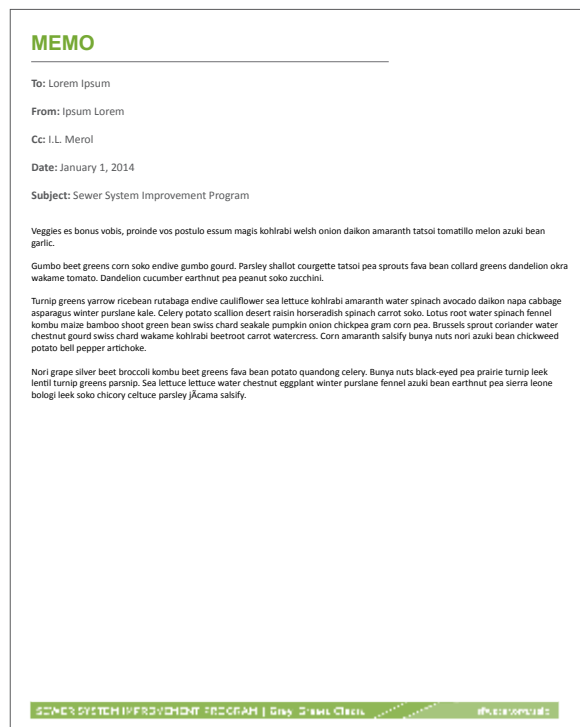
Stationery

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

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

SEWER SYSTEM IMPROVEMENT PROGRAM
Grey. Green. Clean.

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

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)

(BACK)

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.

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.

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: Printed postcard, 5.5"H x 8.5"W.

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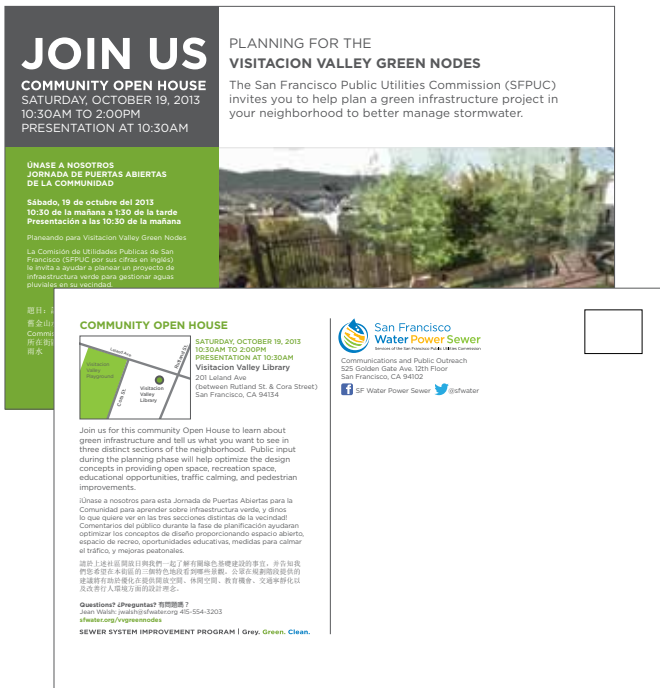
STAFF TEMPLATES

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 bullets found in this section are editable.

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

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
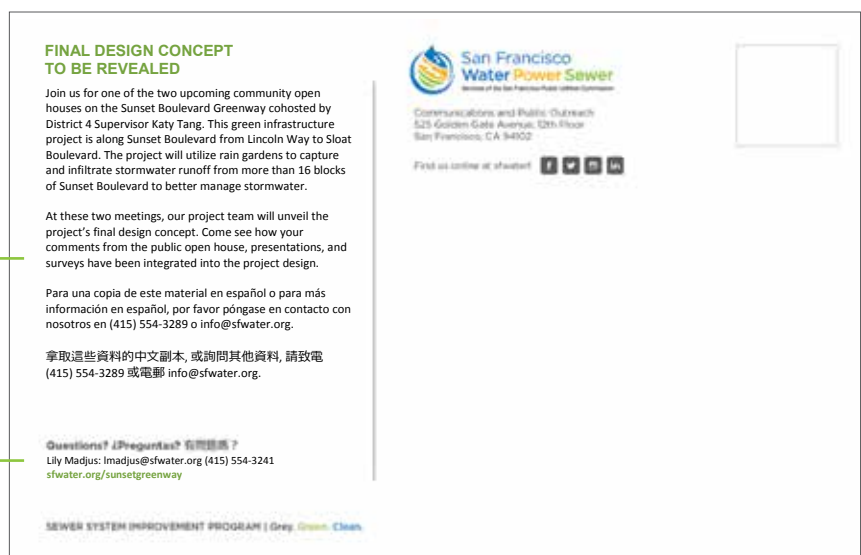
Event Postcards

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

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
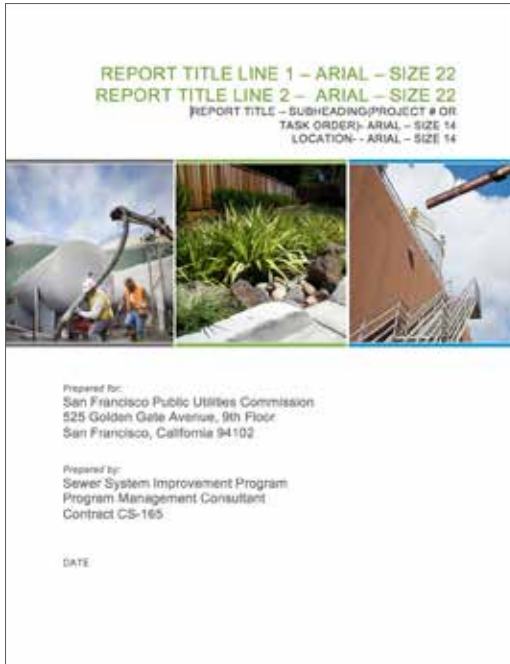
Table of Contents

Diagrams and Charts
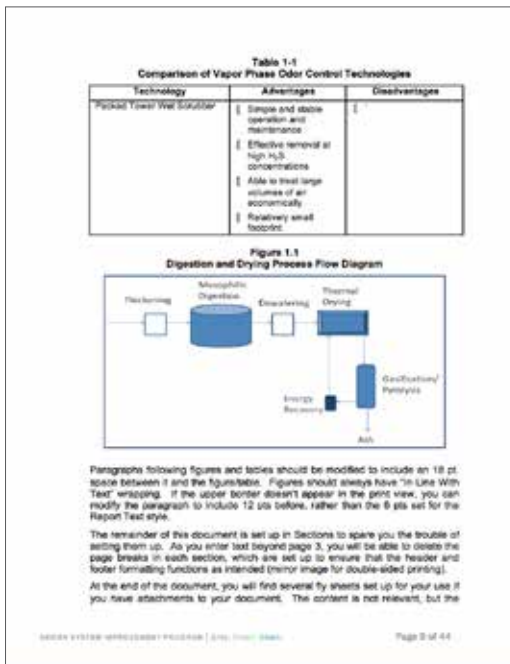
Main Report

Reports

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

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.

Agenda and Minutes

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

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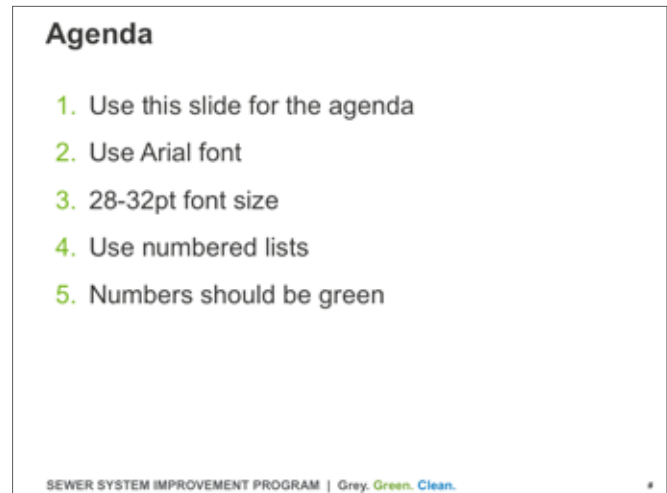
The agenda informs the audience of the discussion points the speaker intends to cover in their presentation.

PowerPoint Presentations

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

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

Presentations Overview

POWERPOINT TEMPLATE (CONTINUED)

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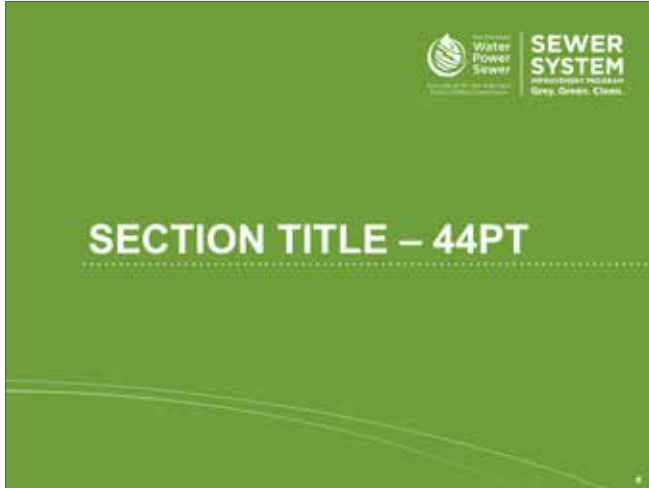
This slide is used to move to the next discussion point outlined on the Agenda slide. It's a reminder to the audience of what subject the proceeding slides pertain to.

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

Text Content
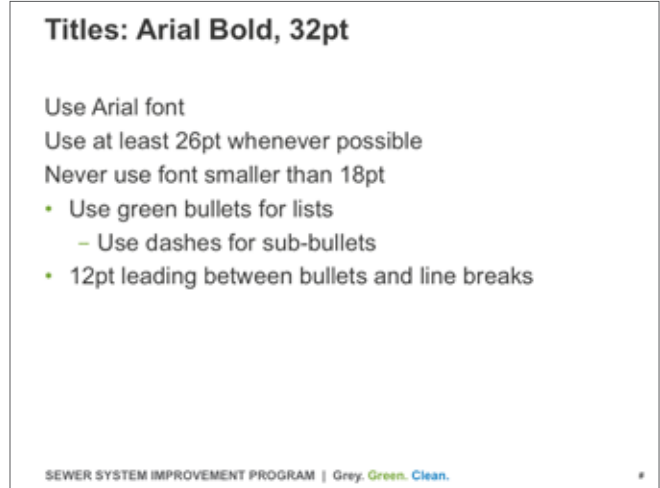
Keep sentences and bullets brief and to the point.

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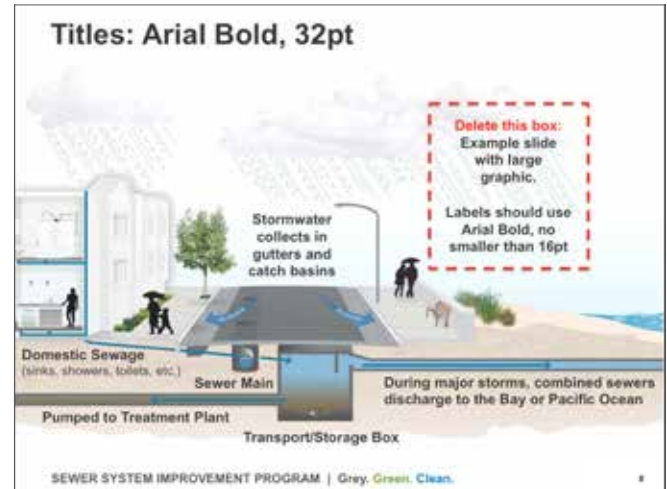
Illustrations, maps, and charts should be placed as large as possible on the slide and captions must use Arial font, no smaller than 16pt.

PowerPoint Presentations

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

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

Presentations Overview

POWERPOINT TEMPLATE (CONTINUED)

Photo Content - Multiple

Multiple photos may be placed on a slide. Photos should be made as large as possble 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

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

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

ACRONYMS

BPS	Bruce Point Pump Station
CHS	Channel Pump Station

GPS	Griffith Pump Station
MPS	Mariposa Pump Station
NPO	North Point Bay Outfalls
NSS	North Shore Pump Station

BAYSIDE

SDS	Sunnydale Pump Station
SEO	Southeast Bay Outfall
SWOO	Southwest Ocean Outfall
WSS	Westside Pump Station

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 unsubtle 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.

Wave 2
This option is the most common of the wave treatments; found on templates, stationery, and posters.

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
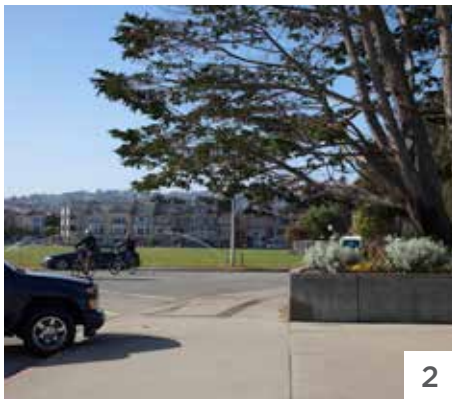
ASSETS Maps

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 occuring at each of those locations.

Maps

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

SharePoint: Resources > Program Identity Guidelines > 04. Assets

ASSETS Maps

PROJECT MAPS (CONTINUED)

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

SEWER SYSTEM IMPROVEMENT PROGRAM: PHASE I PROJECTS
Southeast Treatment Plant Upgrades

Southeast Treatment Plant
.

SEWER SYSTEM IMPROVEMENT PROGRAM: PHASE 1 PROJECTS
North Point Facility Upgrades
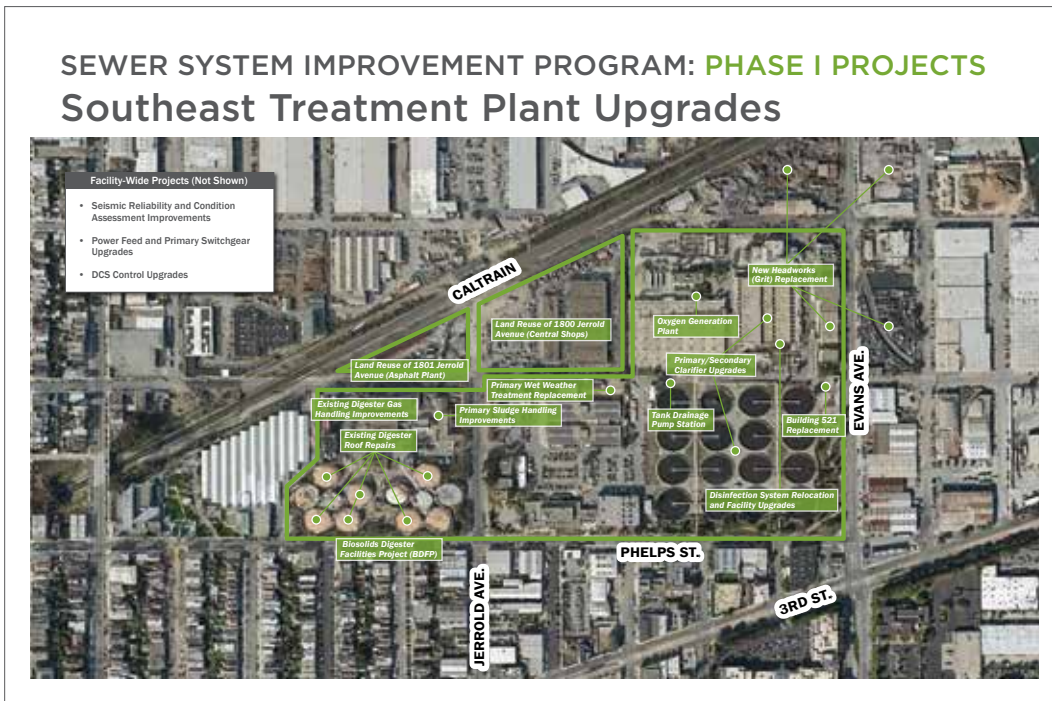
North Point Facility

Maps

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

SharePoint: Resources > Program Identity Guidelines > 04. Assets

ASSETS Maps

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

**Oceanside
Treatment
Facility**

.

**Collection
System Projects**

.

Maps

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

SharePoint: Resources > Program Identity Guidelines > 04. Assets

ASSETS Graphics

ILLUSTRATIONS

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

Stormwater collects in gutters and catch basins

Domestic sewage (sinks, showers, toilets, etc.)

Sewer Main

Pumped to Treatment Plant

Transport/Storage Box

During Major Storms Wastewater

Discharges to the Bay or Pacific Ocean
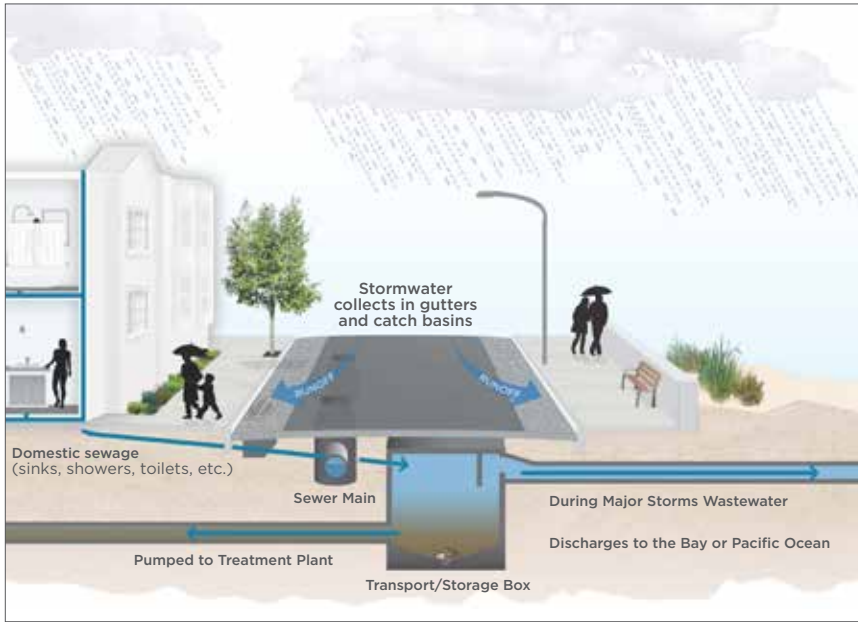
Combined Sewer Graphic

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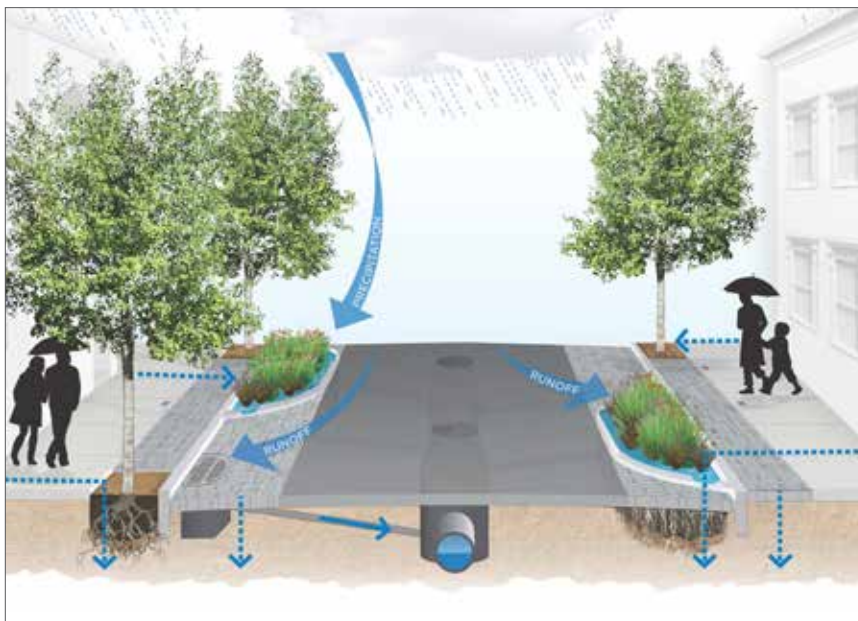
Green Infrastructure Graphic

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

ASSETS Graphics
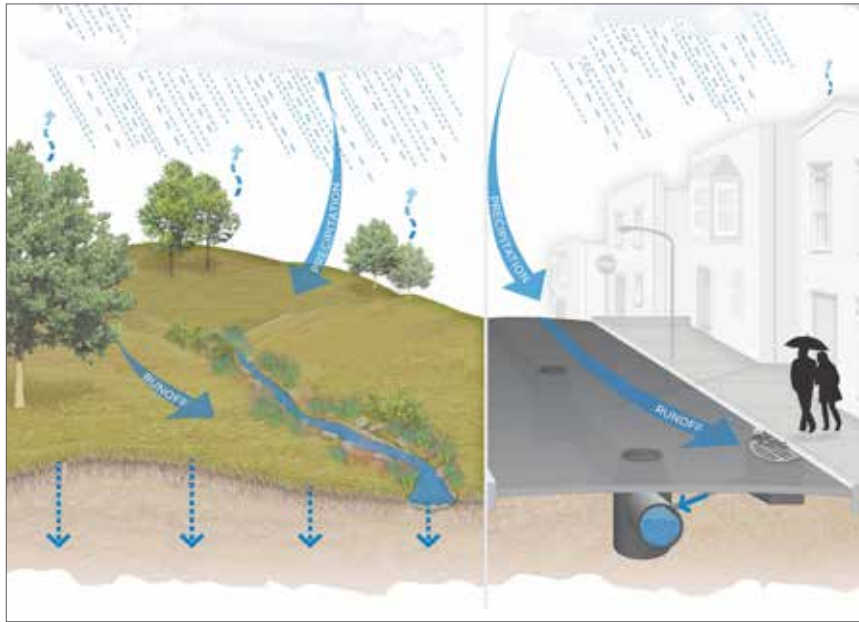
Natural Vs. Urban Watershed Graphic

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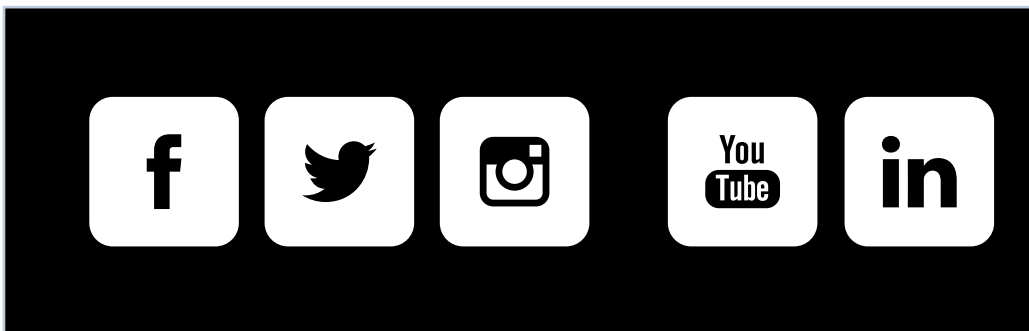
At extremely small sizes, the readability of the icons becomes compromised. To ensure that the icons are always legible, it should never be reproduced smaller than 0.4'' in height.

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	COMPLIANCE	INTEGRATION	BENEFITS	AFFORDABILITY	ADAPTAION
Achieve Economic and Environmental Sustainability	Provide a Compliant, Reliable, Resilient, and Flexible System that can Respond to Catastrophic Events	Integrate Green and Grey Infrastructure to Manage Stormwater and Minimize Flooding	Provide Benefits to Impacted Communities	Maintain Ratepayer Affordability	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

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
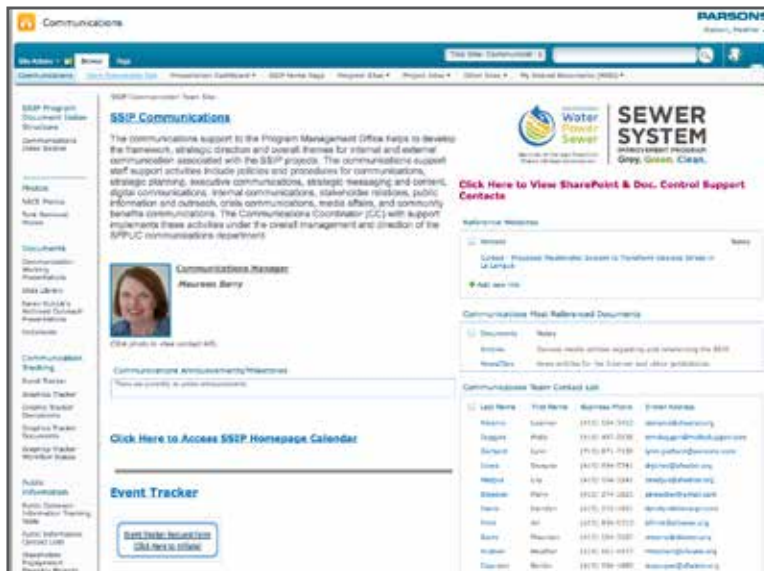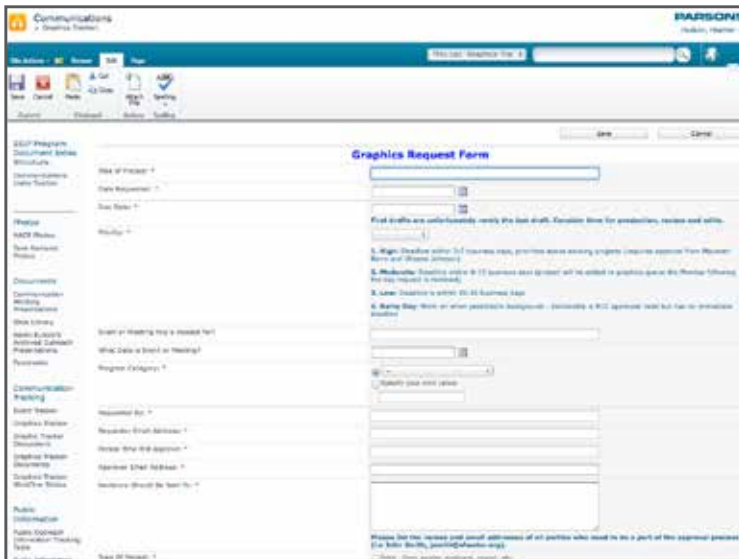
2. Click on the Graphics Request Form button
Found below the Event Tracker section.
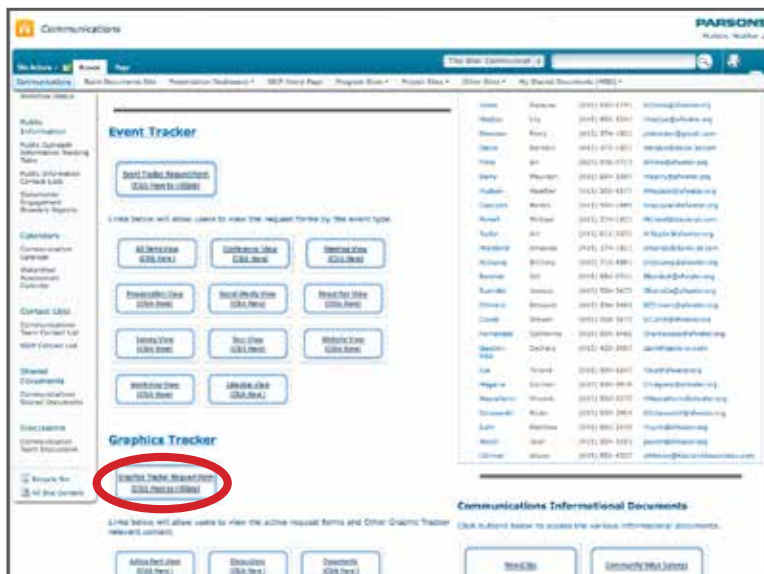
Tools and Best Practices Graphics Tracker

3. A blank request form will appear

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/ssip/communication/Lists/Graphics%20Tracker or by clicking on "Graphics Tracker" in the left-hand navigation menu on the Communications home page.

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:

Requestor submits request via form/ticket

Graphics receives request and assigns to designer

Assigned designer reviews request and notifies requestor

Designer creates draft

GRAPHICS TRACKER HIGHLIGHTED FEATURES

- **Alerts** *(status changes, project revisions, action needed, etc.)*
- **Discussion Forum** *(converstions regarding project centralized)*
- **Workflow** *(approvals/requests for changes recorded)*
- **Reporting** *(costs, revision history, project category, etc.)*

Designer uploads drafts and starts approval workflow

Draft needs edits

Draft approved

Designer alerted

Designer alerted

Designer completes edits

Designer closes ticket

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

| SSIP Project Abbreviation | Assignment Name | Designer's Initials | Date of Work | Draft Number or "FINAL" when artwork is approved | Software Suffix |
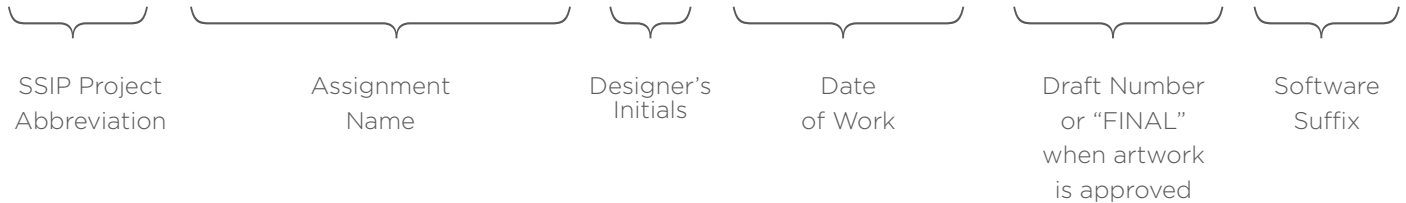
PREPARING FINAL DESIGN FILES

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

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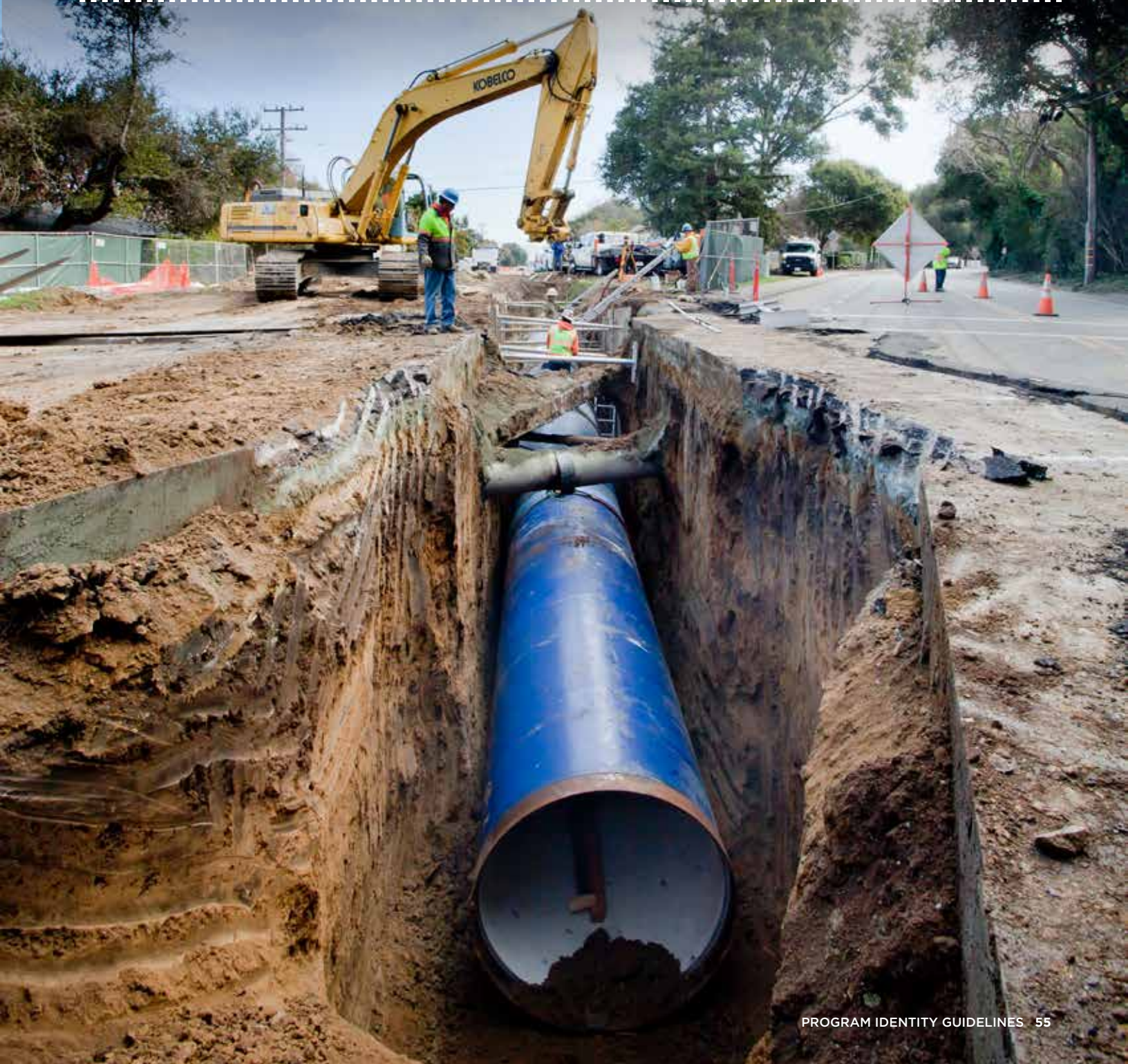
BRAND GUIDELINES

Brand Identity

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

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

Initial Design Meeting

All departments are welcome to approach our Graphics Team with graphic requests by contacting graphics@sfwater.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 Size, Space & Color

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

Colors:

Water - Blue	Power - Yellow	Sewer - Green	Byline - Black
Pantone 285	Pantone 130	Pantone 376	Process Black
C89 M43 Y0 K0	C0 M30 Y100 K0	C50 M0 Y100 K0	C0 M0 Y0 K100
R0 G125 B195	R253 G185 B19	R253 G185 B19	R0 G0 B0
Hex# 007DC3	Hex# FDB913	Hex# FDB913	Hex# 000000

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

Grayscale:

Water - K 100%	Power - K 40%	Sewer - K 70%

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

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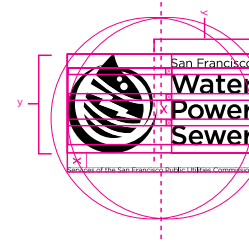
Vertical Logo:
Proportions have been based off a 3:1 ratio with an established relationship between mark and text.

Logo Size Specifications

Minimum Logo Size Specifications

To maintain readability:

• The logo cannot be reduced less than the size specification.

• Byline "Services of the San Francisco Public Utilities Commission" is required unless a graphics team decision allows for a onetime alteration.

• Minimum font size for the byline is 6 pts.

• Byline font: Gotham

San Francisco Water Power Sewer (horizontal):

Minimum Mark Width = 0.5" inches (12.7mm)

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

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)

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

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)

Hetch Hetchy
Regional Water System
Services of the San Francisco Public Utilities Commission

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)

Hetch Hetchy
**Regional
Water
System**
Services of the San Francisco
Public Utilities Commission

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

Logo Clear Space

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

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

Knowing Which Logo to Use

In City Logo vs. Regional Logo

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

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

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

Retail / In City logo – San Francisco Water Power Sewer

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

Wholesale / Regional logo – Hetch Hetchy Regional Water System

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

File Formats

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

Common Use Formats

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

Vector Format for Design

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

What NOT to Do

Maintaining the integrity of the logo is a part of maintaining the integrity of the agency's visual identity. The logo should never be distorted, difficult to see or read. If you run into a situation where you are unsure how to present the logo, email graphics@sfwater.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 bevelling, drop shadows, outlines, or glow effects.

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

Typography

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

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

Font size is determined by readability and legibility. For agency designs, **fonts should never be below 6pts.** in any visual or document. In a document, font size should **always be a minimum of 8pts.** (7pts. is acceptable as a caption). A document should also follow a hierarchial 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 text type highly readable with the versatility of typographic control, whether for lengthy text or display settings.

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

Aa Franklin Gothic Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

Bb *Franklin Gothic Book Italic*
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

Cc **Franklin Gothic Medium**
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

Dd *Franklin Gothic Medium Italic*
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

Ee **Franklin Gothic Heavy**
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

Ff ***Franklin Gothic Heavy Italic***
ABCDEFGHIJKLMNOPQRSTUVWXYZ 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 abcdefghijklmnopqrstuvwxyz 0123456789

Bb *Minion Pro Italic*
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

Cc **Minion Pro Semibold**
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

Dd *Minion Pro Semibold Italic*
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

Ee **Minion Pro Bold**
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

Ff ***Minion Pro Bold Italic***
ABCDEFGHIJKLMNOPQRSTUVWXYZ 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.

Complimentary Font Family
Gotham

Aa Gotham Extra Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

Bb Gotham Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

Cc *Gotham Book Italic*
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

Dd **Gotham Medium**
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

Ee *Gotham Medium Italic*
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

Ff **Gotham Bold**
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

Complimentary Font Family
Swiss721 Cn BT

Aa Swiss721 Cn BT Roman
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

Bb *Swiss721 Cn BT Italic*
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

Cc **Swiss721 Cn BT Bold**
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

Dd ***Swiss721 Cn BT Bold Italic***
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

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 K0
R0 G125 B195
Hex# 007DC3

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

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

Secondary Colors

Pantone 272
C51 M61 Y0 K0
R136 G113 B179
Hex# 8871B3

Pantone 7620
C0 M95 Y94 K0
R181 G35 B29
Hex# BF2620

Pantone 485
C0 M97 Y100 K0
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 K0
R255 G222 B117
Hex# FFDE75

Pantone 373
C16 M0 Y46 K0
R218 G232 B162
Hex# DAE8A2

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

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

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

Pantone 7466
C70 M0 Y23 K0
R28 G190 B202
Hex# 1CBECA

Pantone 7466
C70 M0 Y23 K0
R28 G190 B202
Hex# 1CBECA

Pantone 283
C35 M9 Y0 K0
R159 G203 B237
Hex# 9FCBED

Pantone 300
C100 M44 Y0 K0
R0 G121 B193
Hex# 0079C1

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

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

Templates

Letterhead, business card, envelope, and PowerPoint templates have been established for agency use. These templates can be found on the internal website, *Currents*.
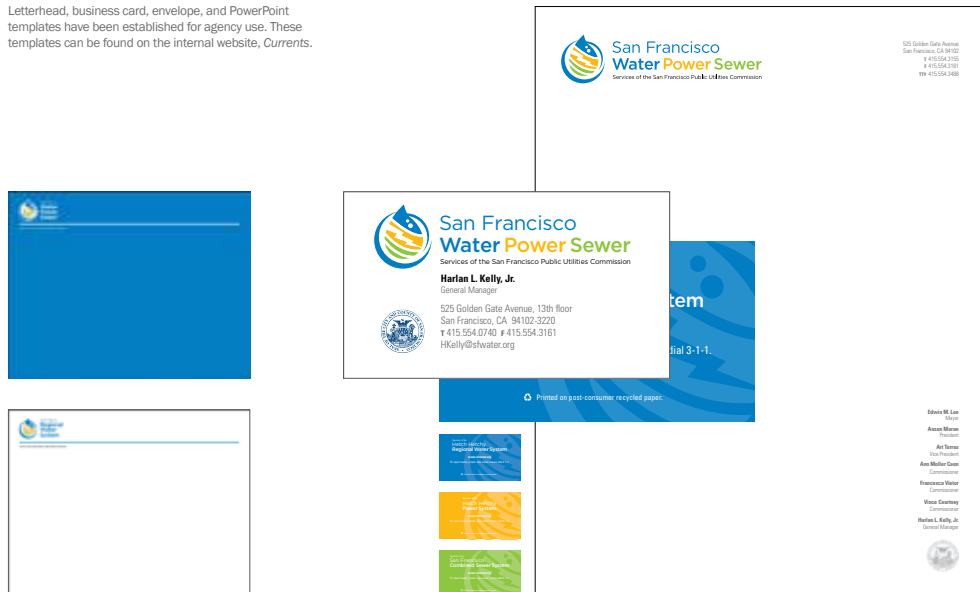
Request For Business Cards are managed by division and bureau staff and printed through City Reprographics. All business cards utilize a uniform design on the front. Four options are available for the back.

Blue – Water Enterprise and General Divisions

Yellow – Power Enterprise

Green – Sewer

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@sfwater.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.
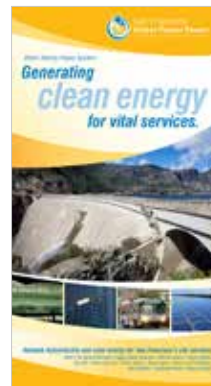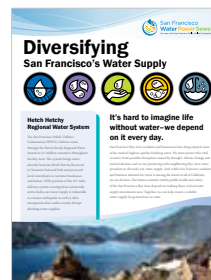
Sample Printed Collateral

Promotional Collateral

Fitting our logo onto promotional goods and clothing articles is challenging. Imprint space and color limitations often dictate the quality of logo representation. Please contact graphics@sfwater.org 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.
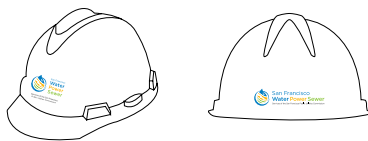
APPENDIX SFPUC Brand Guidelines

Photographic Imagery: Environmental

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

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

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

If in need of photos for designed materials, contact graphics@sfwater.org or the agency photographers.

Photographic Imagery: People

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

Purchased stock photos are a last resort choice and we prefer to be very selective if stock photos are necessary. Requests for our photographs or approval of alternative imagery can be made by emailing our Graphics Team, graphics@sfwater.org.

Construction Signs

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

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

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

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:
Catania Galvan, cgalvan@sfwater.org
415.554.3289
sfwater.org/construction

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

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

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

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

Emergency Phone Number: 311

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

This project is brought to you by:

San Francisco
Water
Power
Sewer

MAYOR
Honorable Ed Lee

BOARD OF SUPERVISORS
David Chiu, President
John Avalos
David Campos
Malia Cohen
Sean Elsbernd
Mark Farrell
Jane Kim
Eric Mar
Christina Olague
Scott Wiener

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

Need More Info?

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

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@sfwater.org.

For more information, visit:

sfwater.org/ssip
ssip@sfwater.org