

**PITTSBURGH WATER**  
**PGH<sub>2</sub>O**

**Brand Guidelines - R0**

# Brand Manual

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## Pittsburgh Water Design & Brand Guidelines

A publicly owned and operated water utility, Pittsburgh Water delivers safe, high-quality drinking water to Pittsburgh communities. PGH2O is committed to transforming Pittsburgh's water system, improving service reliability, protecting public health and our environment.

Phone : 412-255-2423 | Website : [www.pgh2o.com](http://www.pgh2o.com)

Address : 1200 Penn Avenue Pittsburgh, PA 15222

PITTSBURGH WATER  
**PGH<sub>2</sub>O**



I N T R O D U C T I O N

# Welcome

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Allow us to reintroduce ourselves.

**We're Pittsburgh Water.**

And our name isn't the only thing changing. During the past several years we've made tremendous progress towards the future of Pittsburgh Water.

We're transforming Pittsburgh's water system by modernizing our infrastructure so it will deliver secure and reliable water services for decades to come.

So Tap In to Pittsburgh Water.

PITTSBURGH WATER  
**PGH<sub>2</sub>O**

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O V E R V I E W

# About PGH2O

Our transition to Pittsburgh Water from PWSA signifies a new era – one with renewed emphasis on water quality, reliability, public health, and our environment.

Pittsburgh Water is the largest water, sewer, and stormwater authority in Pennsylvania. Our mission is supporting our region by protecting public health and the environment by delivering safe and reliable water services now and for future generations.

Today, we provide water services to more than 500,000 people throughout Pittsburgh and the surrounding region. Our vision is to transform Pittsburgh's water system while being recognized by our customers as a trusted service provider and a steadfast steward of a vital public asset.



A B O U T U S

# Who We Are

## Vision Statement

To transform Pittsburgh's water system while being recognized by our customers as a trusted service provider and a steadfast steward of a vital public asset.

## Mission Statement

To support our region by protecting public health and the environment through the delivery of safe and reliable water services with a commitment to future generations.

## Core Values

**Stewardship:** As a public utility, we are responsible for serving as mindful stewards of our water system and continuing to provide essential and dependable water services now and for generations to come. Right now, we're making decisions that will impact Pittsburgh for the next 100 years.

**Ethics & Integrity:** We act ethically and with integrity in all instances, both as individuals and as an organization. This means modeling honesty, transparency, and professionalism in everything we do, including environmental and regulatory compliance.

**Accountability:** We are all held accountable, both individually in our everyday roles and as one organization. Only by doing what we promised can we rebuild trust with the community.

**Safety:** We ensure a safe working environment for employees, the safety of our infrastructure assets, and the safety of the millions of gallons of water delivered to customers every day.

**Equity:** We strive to deliver quality and affordable water services to every community in our service area, and to create a workplace that reflects the diversity of those communities.

DESIGN

# Logo

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## CLEARSPACE

Sufficient clear space around the logo should be equal to the height of the P-character in the logo or greater.

## ALIGNMENT

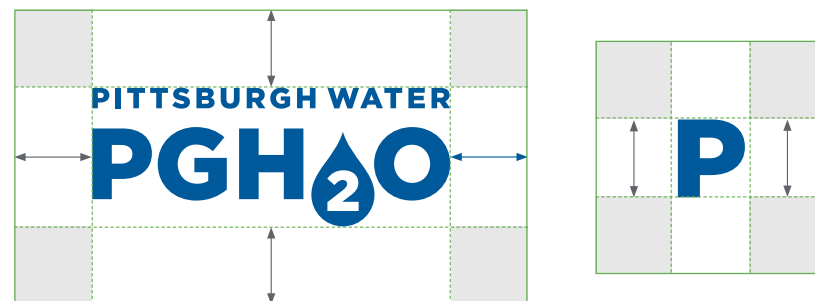
The logos should never be set outside of these guidelines. Please only use approved files when reproducing these marks.

## COLOR

The primary logos should be used in one color only. Navy blue, black, and white are the options for solid colors.

## ASSEMBLY

The primary logos were built using the Gotham Black font.



VARIATIONS

# Logo

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## PRIMARY LOGO

The Pittsburgh Water logos can be scaled to a variety of sizes. However, at extremely small sizes, the readability may become compromised.



Minimum Size - 0.25 in.

## SECONDARY LOGO

The secondary Pittsburgh Water logo is to be used when head space is limited. The primary logo should be used for all other applications.



## WATERMARK

The logo should only be used in Steel Grey as a watermark at 20% tint for billing and internal documents when branding can be subdued.



T R E A T M E N T

# Tap In Tagline

## ASSEMBLY

The “Tap In” tagline is a callout to the public that they are always welcome to join PGH2O initiatives. This invokes trust and a real-time understanding of our services and ongoing work.

The droplet shape is carried over from the primary wordmark.

## USAGE

The Tap In tagline should be placed in any suitable vacant corner as an anchor for all marketing materials and external communications.

For internal documents such as PowerPoints, the graphic can be used sporadically or throughout. The size of the placement on all marketing materials should be less than half the height of the logo.

**The graphic should not be used when communicating an alert or an interruption to service.**



E X A M P L E S

# Tap In Tagline

## PRINT AND DIGITAL

The Tap In graphic can be used **with each blue or in white** to achieve a more ideal contrast.

## POSTER



## DIGITAL BANNER



W A T E R   D R O P L E T

# Graphics

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## VECTOR DROPLET

The droplet shape is carried over from the primary logo.



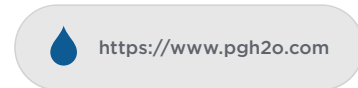
## COLORS

The droplet should only be featured in blue, the color most associated with water.






## FAVICON

The droplet is intended to work as a stand-alone graphic. The favicon placement and a bulleted list would be the only suggested uses at this time.



## BULLETED LIST

The graphic can be used as a bullet in a list for presentations. If that graphic is not available, a standard circle bullet works as a suitable replacement.

-  **Topic Title One**
-  **Topic Title Two**
-  **Topic Title Three**

B A C K G R O U N D

# Graphics

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## SAMPLE

These water-like background examples can be placed on presentation slides, marketing materials, or digital wallpapers for added interest.



W A T E R

# Graphics

## WATER DROPLETS

These realistic graphics are a nod to the logo droplet and the ever presence of water.

## LIMITATIONS

No more than three droplets should be used per layout. The graphic embellishments can be used as an oversized element or as a finer detail.

### Droplet and Warping Example



**PITTSBURGH WATER**  
**PGH<sub>2</sub>O**

**Let's Make Things Clear**

PWSA, Pittsburgh Water & Sewer Authority, PGH<sub>2</sub>O... why complicate it? We're Pittsburgh Water. Let's get reacquainted:

- +** **Modernizing Infrastructure & Replacing Lead Lines**  
We're on track to replace all residential lead service lines by 2027, and we're investing millions in infrastructure updates to secure water reliability for generations to come.
- +** **Making Water Accessible & Affordable**  
We've expanded our customer assistance programs to keep critical water services accessible for even our most vulnerable neighbors.
- +** **Outperforming State & Federal Water Quality Standards**  
We perform over 3,000 monthly water quality tests on average, so you can trust the water we distribute is safe and high-quality.

And there's more. Tap in to the whole story at:  
[pgh2o.com/tap-in](http://pgh2o.com/tap-in)



## IMAGE WARPING

The graphic below the droplet layer can be warped if the image can be altered.

W A T E R

# Graphics

## SPLASH

Splash graphics signify the lively nature of water, a quality product, constant movement, and a clear relationship with customers.

## LIMITATIONS

One splash graphic should be used per canvas. Do not re-use a graphic within the same project. Reducing the opacity will provide additional contrast and white space.



# Color Palette

Navy Blue is the primary color, with the others functioning as an accent. Red is only used for urgent messaging.

 <p>NAVY BLUE</p>	<p><b>CMYK</b> C100 M55 Y0 K20</p> <p><b>RGB</b> R0 G84 B150</p> <p><b>HEX</b> #0070C0</p>	 <p>SKY BLUE</p>	<p><b>CMYK</b> C99 M1 Y5 K5</p> <p><b>RGB</b> R0 G153 B212</p> <p><b>HEX</b> #0098d3</p>
 <p>KELLY GREEN</p>	<p><b>CMYK</b> C60 M0 Y88 K10</p> <p><b>RGB</b> R109 G171 B66</p> <p><b>HEX</b> #6dab42</p>	 <p>HUNTER GREEN</p>	<p><b>CMYK</b> C78 M40 Y85 K53</p> <p><b>RGB</b> R44 G76 B43</p> <p><b>HEX</b> #2c4b2b</p>
 <p>STEEL GREY</p>	<p><b>CMYK</b> C30 M22 Y17 K57</p> <p><b>RGB</b> R106 G109 B113</p> <p><b>HEX</b> #6a6c71</p>	 <p>CAUTION RED</p>	<p><b>CMYK</b> C0 M100 Y100 K0</p> <p><b>RGB</b> R227 G6 B19</p> <p><b>HEX</b> #e30513</p>

# Color Tints

Additional brand colors can be used at a lighter tint, each color in the palette, other than red, can be used at any percentage.



W O R K

# Photography

Daily scenes from Pittsburgh Water:

- Services in action
- Facilities
- Community outreach
- Riversides 

Environment & Outreach



Lab



Team & Facilities



L I F E

# Photography

Customer lifestyle images highlight:

- Trusted home services
- Water quality
- Future generations

Refresh



Next Generation



Gather & Play

# Not Accepted

Modifications which are not accepted include making improper color change, stretching the logo to a new font, applying a drop shadow, adding the PITTSBURGH WATER element, or presenting the logo with low contrast.



# Accepted

Modifications which are accepted include a proper color change, using the logo as a grey-scale watermark, and the placement over images with high contrast.



L O G O

# Branding

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Duis autem iriure dolor  
in hendrerit vulputate  
velit esse molestie  
consequat, vel illum  
feugiat nulla facilisis at  
vero eros accumsan.

Vehicle



Equipment



Shirt / Vest

L O G O

# Branding

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Duis autem iriure dolor  
in hendrerit vulputate  
velit esse molestie  
consequat, vel illum  
feugiat nulla facilisis at  
vero eros accumsan.

Security Badge



Community Outreach



Signage & Wayfinding

T Y P E F A C E

# Gotham

## Corporate Font

**Gotham** was used to build the Pittsburgh Water logo. The typeface presents a modern and friendly tone for the Pittsburgh Water brand.

## Alternate Font

**Arial** should be used as a substitute when Gotham is not available.



ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890  
?!"(%)[#]{}@}/&\<-+÷x=>®©\$€£¥:;,\*

### Font Style

Book	AaBbCcDd 123
Medium	AaBbCcDd 123
<b>Bold</b>	<b>AaBbCcDd 123</b>
<b>Black</b>	<b>AaBbCcDd 123</b>

T Y P E F A C E

# Hierarchy

## HEADLINE 01.

# Headline

## HEADLINE 02.

## Headline

## HEADLINE 03.

### Headline

## HEADLINE 04.

#### Headline

## BODY TEXT

Body Text

## SMALL TEXT

Body Text

# Presentation

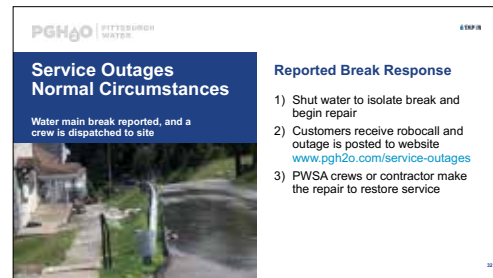
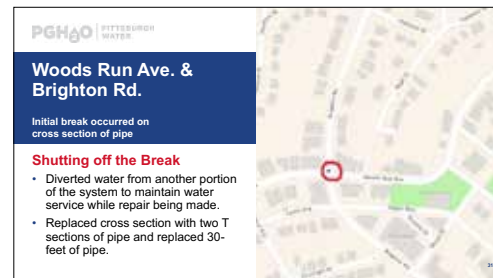
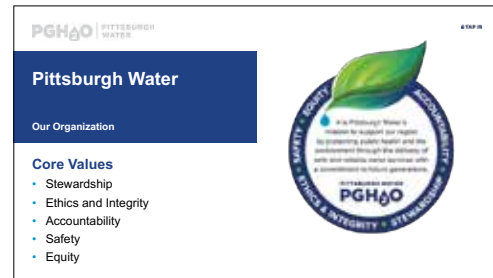
Presentations should follow the same template. The powerpoint template can be collected at the following OneDrive location:

**Dimensions**  
1920x1080

**Resolution**  
72 DPI

**Screen**  
RGB

Content



# Social Media

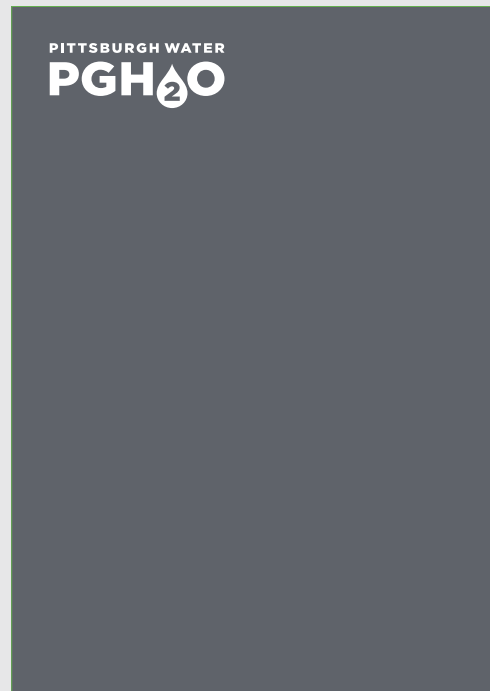
Social media images should follow the same template as shown. All other brand guidelines apply. The social media template can be collected at this OneDrive location:



Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat quae idero escilla et alibusda velent quae aliquia sunt, quossint adis aceatur autam sit is res magnis perum eatas etur.

# Letterhead

Duis autem  
iriure dolor  
in hendrerit  
vulputate velit  
esse molestie  
consequat, vel  
illum feugiat  
nulla facilisis  
at vero eros  
accumsan.



**Dimensions**  
Letter

**Resolution**  
300 DPI

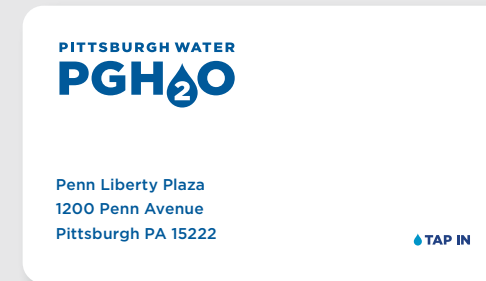
**Print**  
CMYK

# Business Card

Sample  
business card  
layout.



Front



**Dimensions**  
3.5 x 2 in

**Resolution**  
300 DPI

**Print**  
CMYK

Back



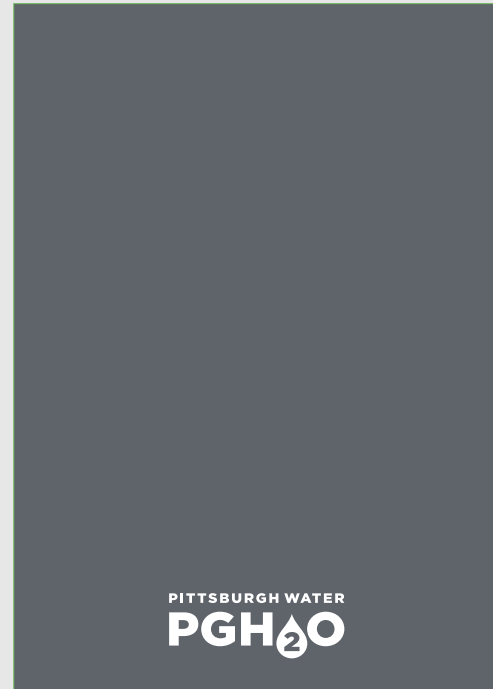
# Newsletter

Duis autem iriure dolor in hendrerit vulputate velit esse molestie consequat, vel illum feugiat nulla facilisis at vero eros accumsan.

**Dimensions**  
Letter

**Resolution**  
300 DPI

**Print**  
CMYK



Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat quae idero escilla et alibusda velent quae aliqua sunt, quossint adis aceatur autam sit is res magnis perum eatus etur.

# Bill Insert

Duis autem iriure dolor in hendrerit vulputate velit esse molestie consequat, vel illum feugiat nulla facilisis at vero eros accumsan.

**Dimensions**  
TBD

**Resolution**  
300 DPI

**Print**  
CMYK



Front



Back

Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat quae idero escilla et alibusda velent quae aliqua sunt, quossint adis aceatur autam sit is res magnis perum eatus etur.

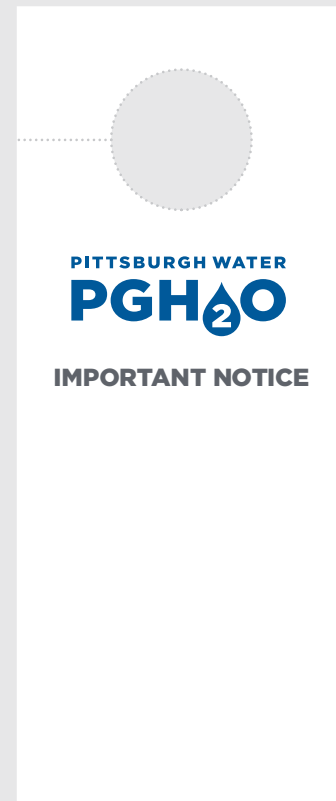
# Door Hanger

Duis autem  
iriure dolor  
in hendrerit  
vulputate velit  
esse molestie  
consequat, vel  
illum feugiat  
nulla facilisis  
at vero eros  
accumsan.

**Dimensions**  
TBD

**Resolution**  
300 DPI

**Print**  
CMYK



# Postcard

Duis autem  
iriure dolor  
in hendrerit  
vulputate velit  
esse molestie  
consequat, vel  
illum feugiat  
nulla facilisis  
at vero eros  
accumsan.

**Dimensions**  
TBD

**Resolution**  
300 DPI

**Print**  
CMYK



Front



Back

Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis  
nisl ut aliquip ex ea commodo consequat, sed diam nonummy nibh euismod tincidunt  
ut laoreet dolore magna aliquam erat volutpat quae idero escilla et alibusda velent  
quae aliqua sunt, quossint adis aceatur autam sit is res magnis perum eatus etur.

# Mailing

Duis autem  
iriure dolor  
in hendrerit  
vulputate velit  
esse molestie  
consequat, vel  
illum feugiat  
nulla facilisis  
at vero eros  
accumsan.

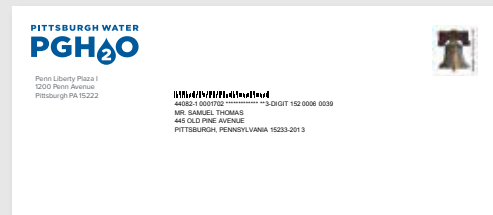


Envelopes

**Dimensions**  
TBD

**Resolution**  
300 DPI

**Print**  
CMYK



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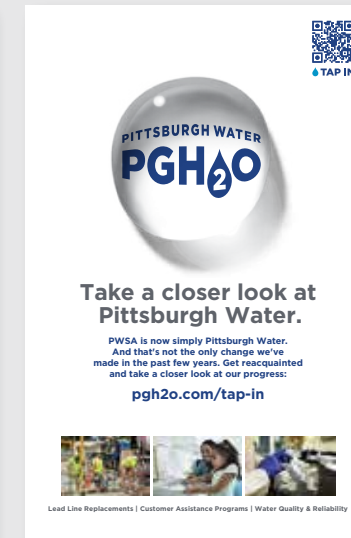
# Community Posters



**Dimensions**  
11 x 17 in

**Print**  
CMYK

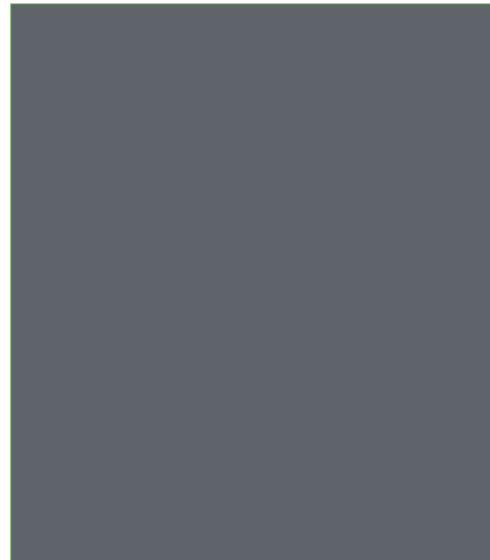
Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat quae idero escilla et alibusda valent quae aliquia sunt, quossint adis aceatur autam sit is res magnis perum eatus etur.



Lead Line Replacements | Customer Assistance Programs | Water Quality & Reliability

# Wall Monster

Duis autem  
iriure dolor  
in hendrerit  
vulputate velit  
esse molestie  
consequat, vel  
illum feugiat  
nulla facilisis  
at vero eros  
accumsan.



Wall Monster


**Dimensions**  
TBD

**Resolution**  
300 DPI

**Print**  
CMYK

Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat quae idero escilla et alibusda valent quae aliqua sunt, quossint adis aceatur autam sit is res magnis perum eatus etur.

# Screen Saver

Sample  
screen saver  
background  
graphics 



**Dimensions**  
1920x1080

**Resolution**  
72 DPI

**Screen**  
RGB

ICONOGRAPHY

**An icon must  
be clear  
and easily  
recognizable**

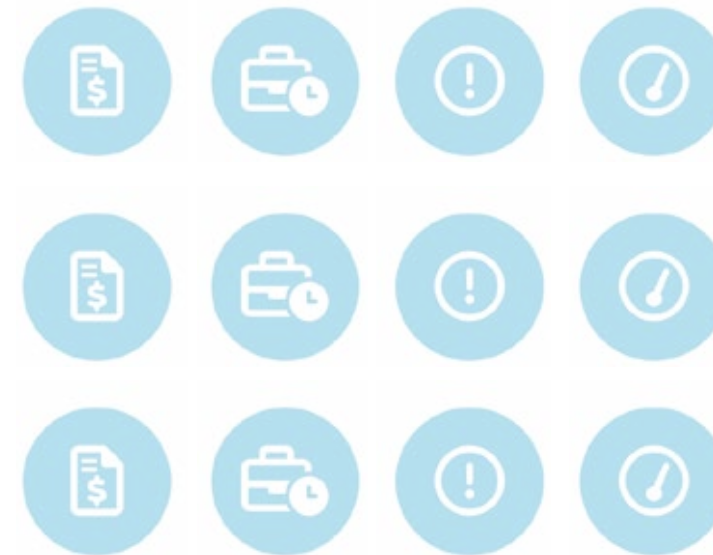
PITTSBURGH WATER  
**PGH<sub>2</sub>O**



ICONOGRAPHY

## Icon Set

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Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat quae idero.

# Brand Manual

Phone : +00 123 4567890 | Website : [www.example.com](#) | Mail : [yourinfo@example.com](#)  
Address : 123 Street Name, City Name, State, Country, 45678

PITTSBURGH WATER  
**PGH<sub>2</sub>O**

