msd
Safe, clean waterways

BRAND BOOK

AND

GRAPHICS STANDARDS

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MEET MSD

From its beginning as a river city, water has played an important role in making Louisville the community it is today. Water has helped shape the community's lifestyle, its business opportunities, as well as its vibrancy and overall health.

MSD manages wastewater, drainage and flood protection for Louisville Metro. No other organization has done more to keep our community's waterways clean and safe. No other group hasdone as much to provide the community with water they can safely enjoy for recreation. And no other organization has done more to protect the community and its environment from storms and flooding.

Today, MSD's goal is to continue to improve and protect this area's water resources, its quality of life and environment, while educating everyone on how we can all work best in partnership to take care of our waterways and make them even better.

BRAND OVERVIEW

MSD is a proud, dedicated group of individuals who are here for our community 24/7, 365 days a year. We see our role in protecting Louisville's waterways as one of leadership, partnership and advocacy. We are caring, proactive and responsible with a strong sense of civic duty. We manage wastewater, drainage and flood protection services. And you can rely on us to keep our waterways both safe and clean. We understand how important our waterways are to this community for recreation, enjoyment and overall health. Going forward, we want to build on our reputation for reliable community service and strong environmental stewardship.

MSD IS

~ An educator on how to take care of our water and environment.

~ Someone who plays a critical role in keeping our waterways clean.

~ A manager of drainage, flooding and wastewater.

~ A protector of the community's health.

~ A quick, effective responder to customer problems.

~ A continuous investor in improving the community, its resources, its environments and its quality of life.

~ A planter of more than 1,000 trees every year within the community.
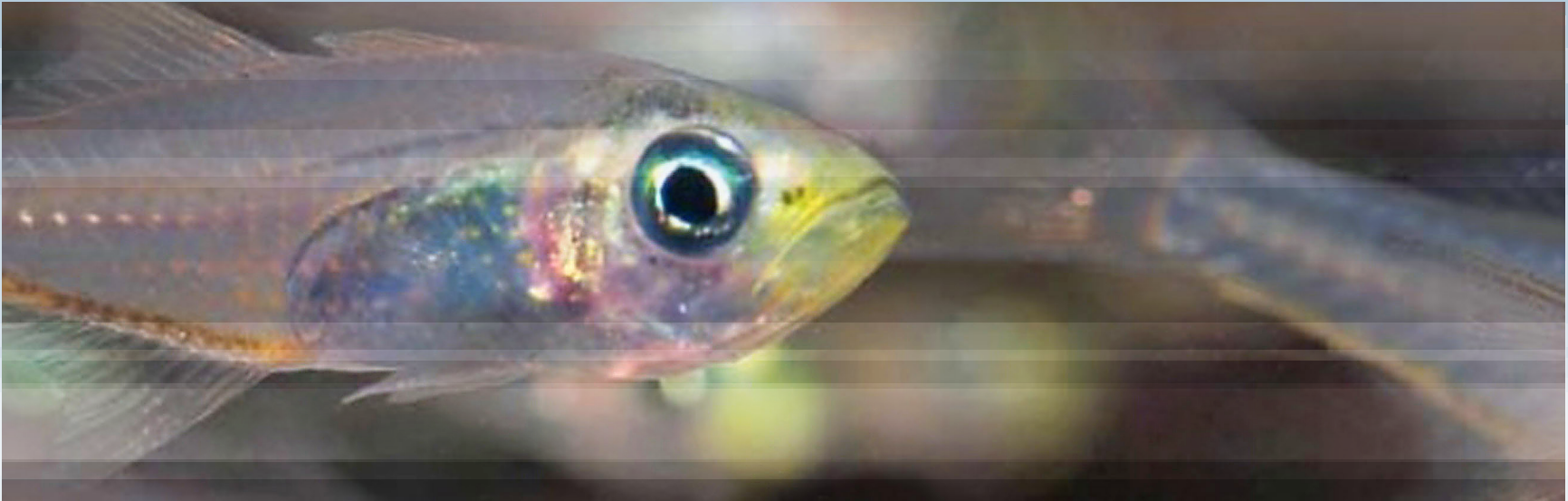
VISION

We will achieve and maintain clean, environmentally safe waterways for a healthy and vibrant community

MISSION

Providing exceptional wastewater, drainage, and flood protection services for our community

BRAND ESSENCE

AT ITS VERY CORE, MSD IS THIS:
Neighborly Stewards

Neighborly speaks to the helpful, cooperative attitude of our organization in doing whatever it takes to get the job done right for the community because that's what good neighbors do for each other.

Stewards speaks to the way we each do our jobs in taking care of, managing and protecting the area's waterways.

BRAND ATTRIBUTES

What can you say about a forward-thinking organization with a responsive, community-focused attitude as strong as MSD's?

Here are a few words we can use: responsibility, community leadership, education, expertise, collaboration, competence, environmental stewardship, protection.

BRAND VALUES

Respect, Trust, Accountability, Honesty, Openness, Community, Integrity, Service, Partnership.

Of course, these are the qualities you would expect from an organization that has dedicated itself to providing its community with safe, clean waterways that lead to a healthy environment.

BRAND PROMISE

It's what MSD delivers to its partners and customers every day. It's what makes us who we are. It comes from our DNA and is our promise to each and every person who comes in contact with our people and our organization.

*"We protect overall health and safety by providing clean waterways
for our community's environment and by managing flood and drainage issues."*

BRAND VOICE: ————————————————————————————————

USER (from the point of view of the user of the product)

We are friendly. We are welcoming, understanding and engaging. We put people at ease. We share their passion for clean water and a healthy environment. We bring flexibility and a sense of urgency to the table.

We speak in a voice that's clear, direct, plain and accessible. It is the voice of a leader, a leader who is not afraid to be open and bold. In marketing terms, we speak from the "User" voice because we speak from the point of view of our customers. And the more we speak to them about their wants and needs, problems and solutions, the more relevant we will become to them.
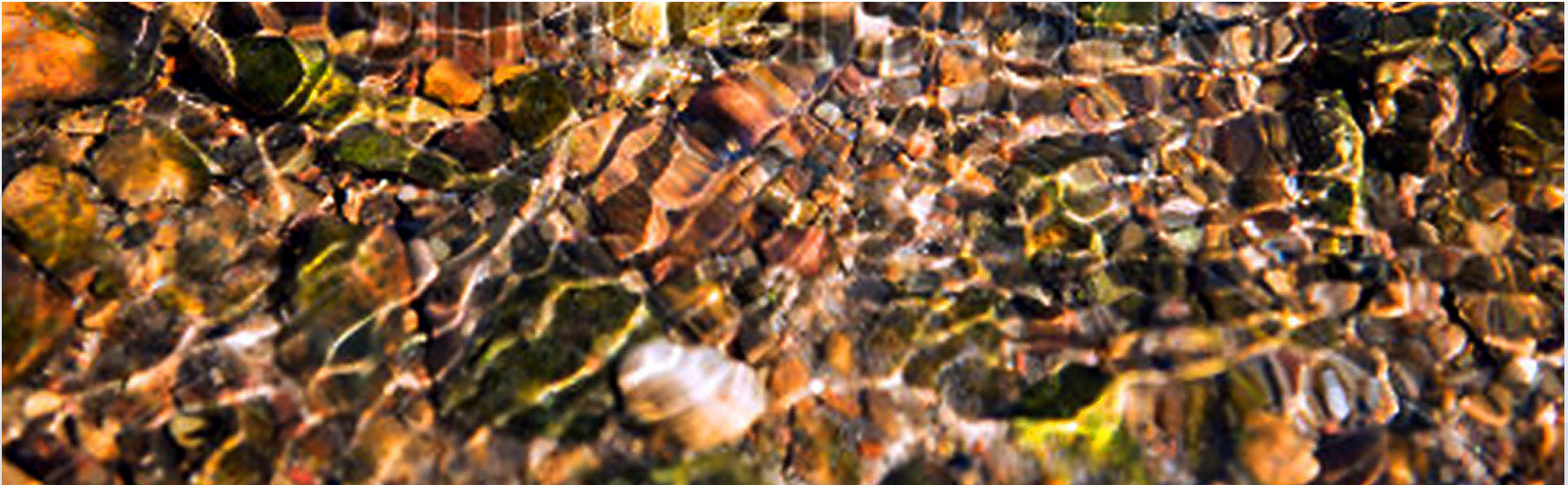
MSD GRAPHICS STANDARDS

The look created for MSD is one that is simple, clean, contemporary, approachable and environmentally-conscious. It conveys a straight-forward attitude and can-do nature. It is all things and everything about the simplicity and ease of dealing with us while we respond quickly to your issues and problems. It is about consistency and excellence – about doing things better by honoring our goal of making the community and its environment better for everyone.

This guide serves to present MSD in a uniform fashion through the proper use of our logos, tagline and typefaces in all marketing and advertising materials.

As these essential elements serve to present and build our brand identity, it is important that these guidelines are followed to ensure we are always presenting ourselves with a consistent and clear look, feel and tone of voice.

These elements are the single most tangible, visible representation of everything that MSD stands for, which is why we cannot stress enough how vital it is to apply these graphics standards to everything on which we put our name.

THE LOGO

The MSD logo is the most immediate visual representation of our company, our people and our brand. It is a valuable corporate asset that should be used consistently in the proper, approved forms. It is the visual identity of MSD, and it uniquely, and distinctively sets us apart from other companies. The logo is the primary element of our identity. However, other elements play an important role in establishing our visual style, like: color, typography, imagery and tone of voice.

Our icon and wordmark can be set horizontally or vertically, whichever works best with your design. The logo can be used with our PMS (Pantone Matching System) green and blue colors, all black, or reversed/white – whichever works best for legibility within our guidelines for your background color or design. The thought to keep in mind is that the logo should always be consistent and easy to identify at a glance.

COLOR PALETTE

The blue and green colors symbolize water and earth. The distinct colors are intended to make the MSD logo memorable.

PMS 653

C 96
M 59
Y 4
K 17

PMS 368

C 63
M 0
Y 97
K 0
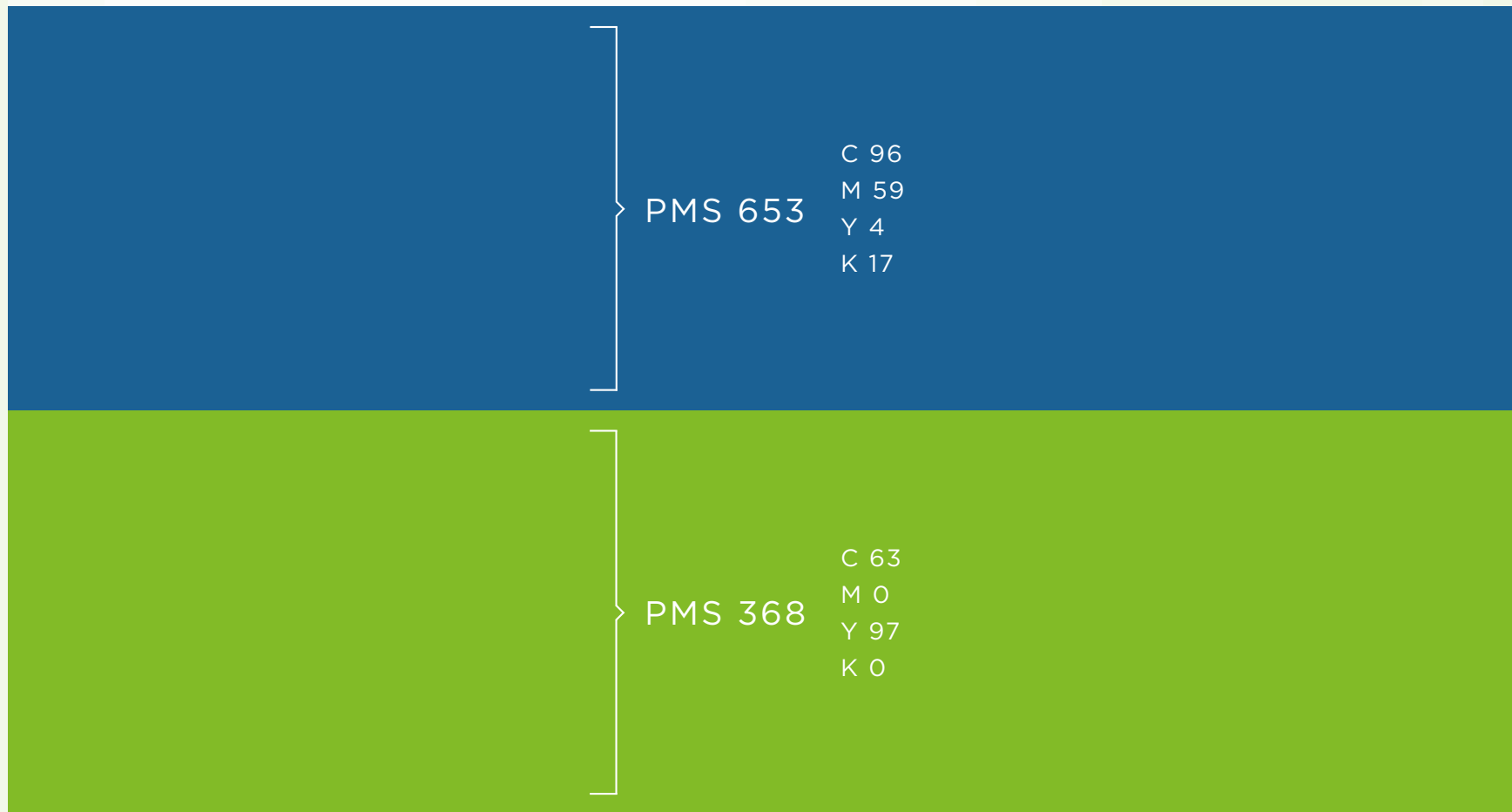
2 COLOR POSITIVE VERSION

This is the preferred use of our logo against a white background. The stylized leaf is blue (PMS 653) and green (PMS 368). These colors should be used whenever spot colors are requested.

MULTI COLOR VERSION

On merchandise only, the two-tone leaf icon can be reduced to one color, either PMS 368 green or PMS 653 blue on a PMS 368 green background on solid PMS 653 blue on PMS 368 green a background, both with reversed typography.

BLACK AND GRAY, 100% BLACK OR REVERSED

When the color is restricted as in these situations, use either the black and gray, 100% black or reversed/ white logo versions. The reversed logo version can be applied to these solid backgrounds only -65% black, all black, PMS 368 green or PMS 653 blue.


USING THE LEAF ICON ONLY

Once again, on merchandise only, the icon of the leaf can be used independent of the typography, in the color combinations represented here with solid backgrounds.

ACCEPTABLE LOGO CONFIGURATIONS

In situations where the preferred configuration of the logo will not fit, the alternatives below are acceptable.

MSD logo without leaf icon.

MSD logo tag line only.

MSD logo leaf icon only.

MSD logo without tag line.
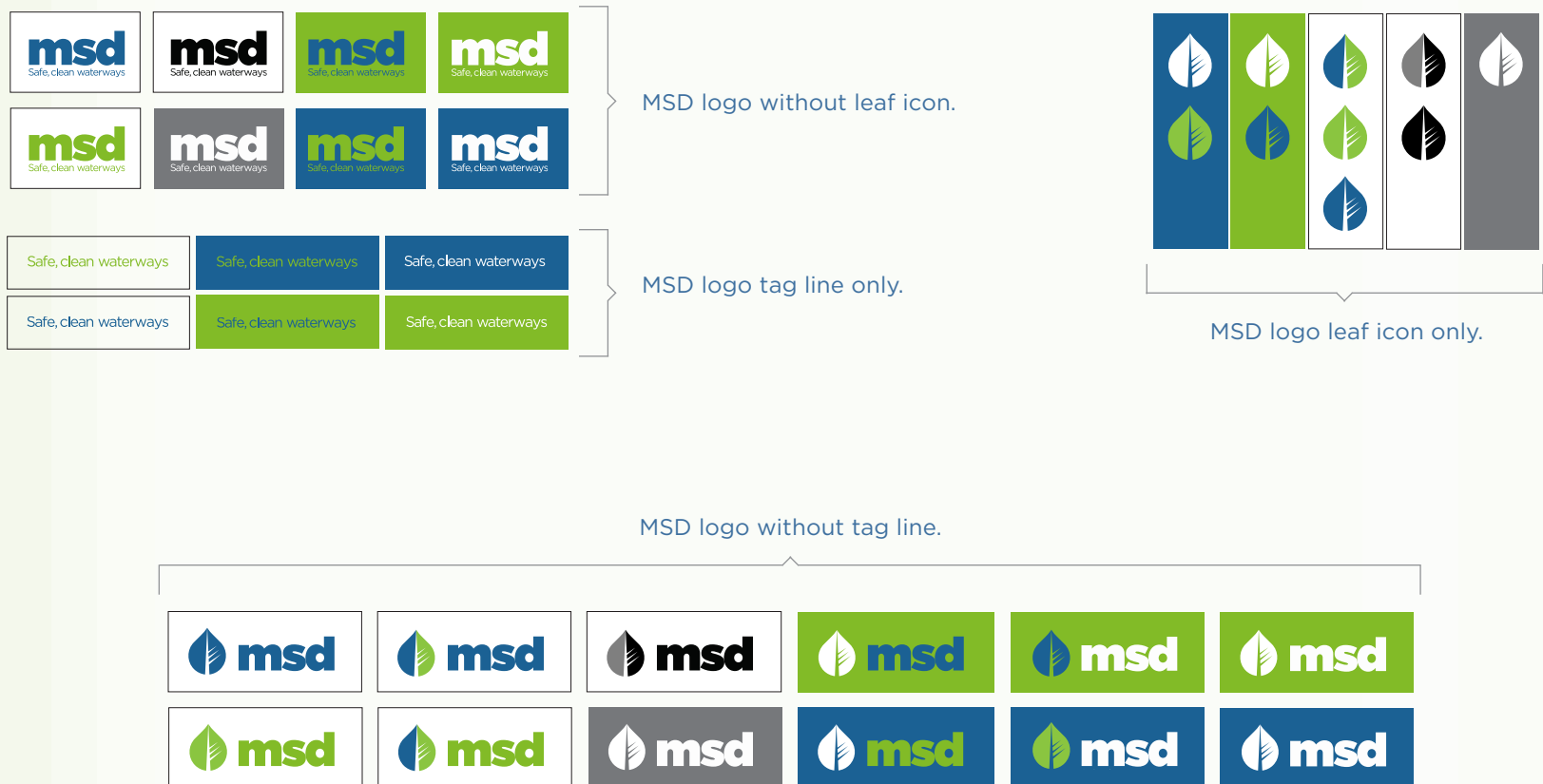
LOGO MISUSE

It is important that the appearance of the logo remains consistent. The logo should not be modified or added to.

The logo must never be redrawn, adjusted or modified. It should only be reproduced from the artwork provided. To illustrate this point some of the more likely mistakes are written and shown below.

Never change the colors of the logo.

Never change the relation of the symbol and the type.

Never place the logo inside a shape.

Don't alter the transparency of the logo

Don't use a drop shadow with the logo.

Never stretch the logo in any manner

Don't use the logo typography without the leaf or tagline.

Don't skew our logo.

Don't alter the logo's position with the tag.

Don't change the font.

Don't make a pattern or texture out of the logo.

Don't apply any effects.

Don't rotate the logo.

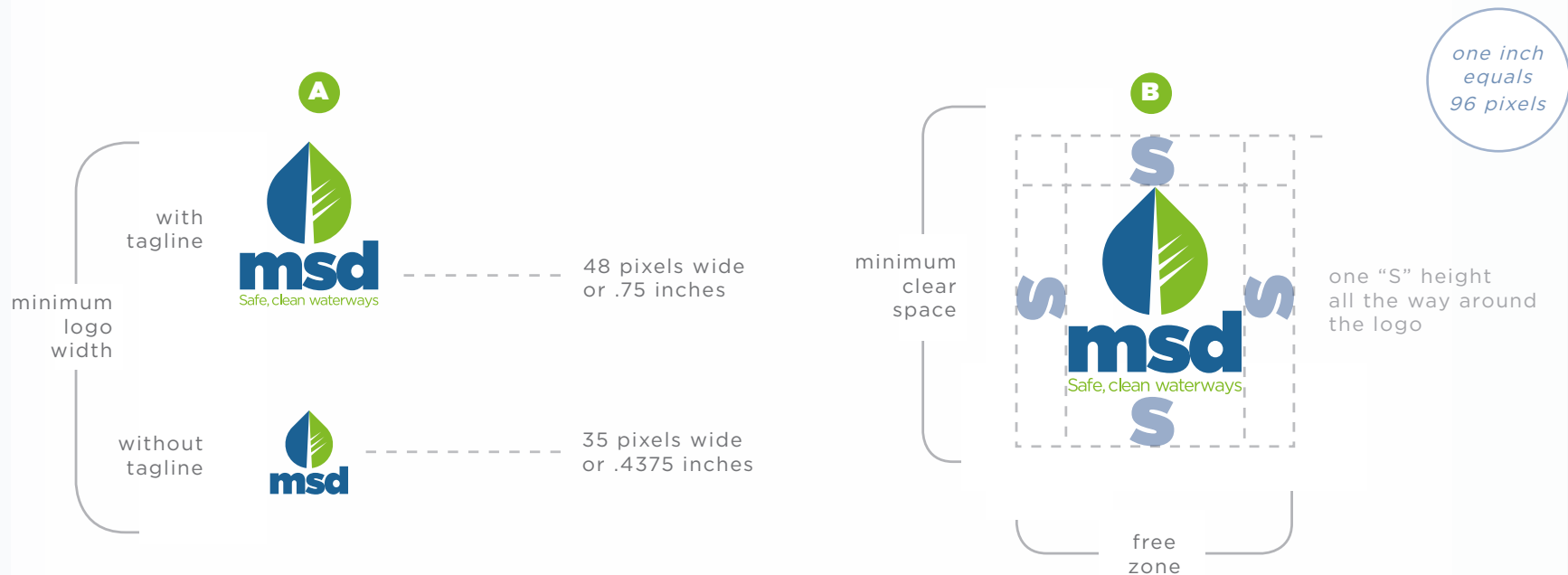Don't combine the logo with any other elements

Don't place our logo over a visually cluttered background.

LOGO SIZE

We like our logo to be easily read. Keep the size legible and always give it breathing room. The MSD logo with the tagline has been designed to reproduce at a minimum height of 58 pixels or .875 inches. Without a tagline the minimum height is 35 pixels wide, or .4375 inches. There is no maximum reproduction size of the logo. You can see these sizes in figure a, below.

LOGO FREE ZONES

The "free zone" (Figure A) is the space around the logo that protects it from being visually diminished and/ or crowded by surrounding illustration, type or other material. Photos and other graphics should not be used within the area of isolation. The clearance rule is simply the height of the "S" of the logo all the way around the visual boundary of the logo (indicated by the dotted line in Figure B).

one inch equals 96 pixels

A

with tagline

minimum logo width

48 pixels wide or .75 inches

without tagline

35 pixels wide or .4375 inches

B

minimum clear space

one "S" height all the way around the logo

free zone

GOTHAM ULTRA

For headlines, use Gotham Ultra in upper case. In rare cases when the the Gotham Ultra is not available,
Arial Regular may be substituted.

A B C D E F G H I J K L

M N O P Q R A T U V W X

Y Z a b c d e f g h i j

k l m n o p q r s t u v

w x y z

1 2 3 4 5 6 7 8 9 0 # @

FONTS

GOTHAM LIGHT

For body copy, use Gotham Light in upper and lower case. In rare cases when the the Gotham Light is not available, Arial Regular may be substituted.

A B C D E F G H I J K L
M N O P Q R A T U V W X
Y Z a b c d e f g h i j
k l m n o p q r s t u v
w x y z

1 2 3 4 5 6 7 8 9 0 # @

ARIAL BLACK

In certain cases Gotham Ultra may not be available as is the case with most PCs. In these instances Arial Black in upper case may be substituted for the headline font.

A B C D E F G H I J K L
M N O P Q R A T U V W X
Y Z a b c d e f g h i j
k l m n o p q r s t u v
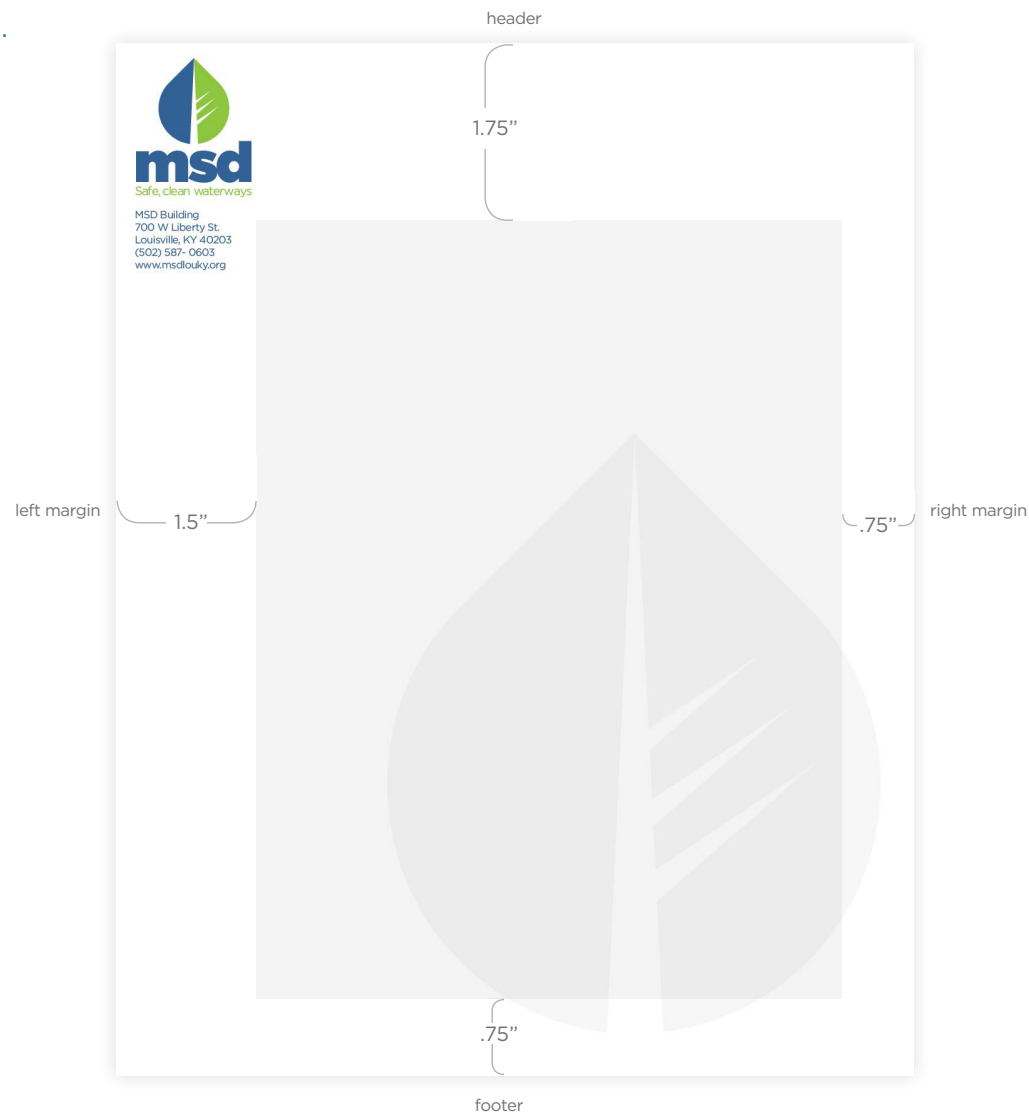w x y z

1 2 3 4 5 6 7 8 9 0 # @

GOTHAM LIGHT

In certain cases Gotham Light may not be available as is the situation with most PCs. In these instances Arial Black in upper and lower case may be substituted for the body copy font.

A B C D E F G H I J K L
M N O P Q R A T U V W X
Y Z a b c d e f g h i j
k l m n o p q r s t u v
w x y z

1 2 3 4 5 6 7 8 9 0 # @

CORPORATE LETTERHEAD

Gotham Light should be used for the coporate letterhead font. If Gotham Light is not available use Arial Regular. The body of the letter should be positioned within the boundaries set below, with a header of 1.75 inches high, a left margin at 1.5 inches wide, a right margin at .75 inches wide and a bottom margin at .75 inches high.

header

1.75"

msd
Safe, clean waterways

MSD Building
700 W Liberty St.
Louisville, KY 40203
(502) 587- 0603
www.msdlouky.org

left margin   1.5"   .75"   right margin

.75"

footer

BRANDED MERCHANDISE OVERVIEW

When creating MSD clothing and premium gifts, ensure that the brand is consistent and impactful for all items distributed to customers and employees.

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MSD

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