Save Our Water Style Guide
March 2014

We encourage you to utilize Save Our Water materials to help spread the important message of water conservation! We produced this handy guide to help you customize materials for your audience. As a statewide brand it is vital that we maintain consistency on the look, feel and content of information that you send out, so please stick with the guidelines below. If you have any questions or have any special requests on content creation, please contact **saveourwater@yahoo.com**.

ABOUT SAVE OUR WATER

Save Our Water is a statewide program aimed at helping Californians reduce their everyday water use. Created in 2009 by the California Department of Water Resources and the Association of California Water Agencies, the program offers ideas and inspiration for permanently reducing water use. With the state facing a historic drought this year, Save Our Water recently launched the statewide Californians Don't Waste campaign to raise awareness of the need to conserve water. More information on Save Our Water is available at **www.saveourh2o.org**.

SOCIAL MEDIA

As a grassroots effort, Save Our Water utilizes social media to spread the word about water conservation – and we encourage you to do the save. Connect with us! On Twitter, you can find Save Our Water **@saveourwater**, we also use the hashtags **#SaveOurWater** and **#CADrought**. Save Our Water is on Facebook at https://www.facebook.com/pages/Save-Our-Water/68570165885.

LOGOS

All collateral should feature a Save Our Water logo.

STACKED LOGO
Min. width: 0.6"

HORIZONTAL LOGO
Min. width: 0.9"

SPANISH LOGO
Min. width: 0.6"

LOGO COLOR APPLICATION

There are 2 color versions of the SOW logo. There are no absolutes regarding the selection of the specific color application, but context, contrast with regard to background color and surrounding imagery and production parameters all should be considered.

One-color printing

Four-color printing

LOGO USAGE DON'TS

1. Don't change the logo's orientation.
2. Don't add embellishments like bevel, emboss, etc. to the logo.
3. Don't place the logo on a busy photograph or pattern.
4. Don't change the logo color.
5. Don't put a white box around the logo when placed on a dark or busy background.
6. Don't reconfigure or change the size or placement of any logo elements.
7. Don't stretch or squeeze the logo to distort proportions.
8. Don't use the icon element by itself.
9. Don't place logo on similarly-colored backgrounds.

orientation   embellishments   busy photo

color   white box   reconfigure

stretch/squeeze   icon only   background color

LOGO CLEARSPACE

To ensure the legibility of the logo, leave the logo some space to breathe. Use white or neutral backgrounds.

CAMPAIGN LOGOS

Californians Don't Waste

When using Californians Don't Waste logo on collaterals, SOW logo must be featured on the collateral as well.

Californians Don't Waste

Californians Don't Waste logo must be accompanied by SOW logo when used as a standalone like the above.

Save Our WATER
Californians Don't Waste

SOW logo with Californians Don't Waste logo can be used as a standalone.

COLORS

Here are the main colors of SOW. Each campaign may have its specific colors. Keep the color style as provided in the collateral.

CMYK 59/0/0/0	CMYK 100/60/10/0	CMYK 0/47/87/0	CMYK 70/1/100/0
RGB 255/153/51	RGB 0/102/166	RGB 255/153/51	RGB 81/184/72

TYPEFACES

The Futura type family is the main SOW font. Other fonts may be used in specific campaigns. Keep the font style as provided in the collateral.

CUSTOMIZATION

SOW marketing tools are designed to allow customization with your logo. Add your logo to the space provided on the collateral. Please let us know if you need further assistance to customize any additional information on the collateral pieces by contacting us at saveourwater@yahoo.com.

FINAL THOUGHTS

If you're ever in doubt and have questions that are not covered here, contact us at **saveourwater@yahoo.com**. Finally, send us a copy of your customized collateral for review.

Visit saveourH2O.org for all the latest marketing tools!

Save Our WATER