

VISUAL IDENTITY **GUIDELINES**

V.2022.12

Water Programs

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“*Our mission is to provide cost-effective solutions for protecting and enhancing water resources, public health, and the environment through training, scientific research, and public education.*”



Who we are

The Office of Water Programs (OWP) is a self-supporting campus center at California State University, Sacramento. Our connection and commitment to the university is proven, and can be recognized through our long history of providing student internships in a variety of disciplines, our research projects that utilize university faculty resources, and our regular on-campus seminars that result in close connections between both faculty and industry professionals. We believe in, and support, life-long learning for our employees, our clients, our students, and our community.

Our externally funded projects are administered by the University's auxiliary, University Enterprises, Inc.

What we do

As a leader in the delivery of drinking water and wastewater operator training, both nationally and internationally, our correspondence and online instructional delivery methods provide critical resources for water industry professionals. We also provide a unique combination of applied research services under contract to various government agencies and other organizations focused on water. Our group of engineering professionals delivers research-based, quality projects, and together our team of nearly 50 professionals, trained in a variety of academic disciplines, collaborates to produce high caliber work that furthers OWP's mission and values.



We publish the industry standard in drinking water and wastewater training materials and provide valuable, science-based applied research services for water management in California and elsewhere.

Our symbol/mark

The Office of Water Programs (Water Programs) symbol is refined, simple, and balanced. It represents the renewable/reusable nature of water as seen in the urban water cycle. It brings together the ideas of water reclamation, sanitation, renewal, responsible water use, public health, and safety. These issues are important for human life around the world and are the foundation of OWP's mission to train tomorrow's water professionals.

The symbol uses a dynamic wave pattern as negative space, cutting through a rounded symmetrical shape. The radius of the main shape's corners share the proportions of the curves in the wave form, reinforcing uniformity and symmetry.

Our blue color selection represents water sources, public trust, dependability, and reliability. Our green color selection symbolizes organics, nature, environment, and a connection to peace, growth, tranquility, and humanity.



Pantone 7713

Pantone 360

Our signature

The Office of Water Programs identity utilizes a complete, but shortened (nickname) logotype and abbreviated logotype version of our signatures. In most cases either version is acceptable to use. For the shortened, organization and training division logotype version we remove the extraneous words “Office of”. By doing so we help refine our identity to its essence, which is a focus on developing solutions and positive outcomes for “water” related issues through training, research, and public education.



Logotype:

Adobe Garamond Pro, Bold

Tagline/identifier:

Myriad Pro, Bold Italic

Common

For general organization-wide representation (e.g., websites, annual reports, training materials, most marketing materials), the organization-wide, full logotype version is preferred.



Horizontal



Horizontal stacked



Vertical stacked

Abbreviated

Abbreviated versions of the signature are an available option, and can be used for research group projects, documents, applications, correspondence, memorandums, email signatures, and marketing materials.

.....



.....
Vertical/stacked abbreviated



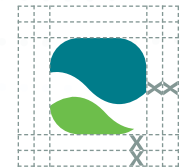
.....
Horizontal abbreviated

Clear space

A good minimum clearspace around the logo helps to ensure that there is sufficient spacing around the signature, preventing overcrowding. The minimum clearspace for our signature is 2× the x-height of the tagline. According to Robert Bringhurst¹,

“The x-height refers to the distance between the baseline and midline of an alphabet, which is normally the approximate height of the unextended lowercase letters – a, c, e, m, n, o, r, s, u, v, w, x, z – and the torso of b, d, h, k, p, q, y”.

1. Bringhurst, R. (Bringhurst, 1992). *The Elements of Typographic Style, Version 3.1*



The minimum clear space around our signature is 2 × the x-height of the tagline.



Minimum size

Our signature may be proportionately enlarged or reduced in size to fit the intended application. The minimum size requirements below are meant to ensure the signature's readability when reduced. Reducing the signature below the specified minimum size will inhibit readability and recognition.

.....



.25"



WATER PROGRAMS
Sacramento State

.375"



**WATER
PROGRAMS**
Sacramento State



OWP
Sacramento State

.5"



OWP
Sacramento State



**WATER
PROGRAMS**
Sacramento State

1"

Color variation

Common signatures

The 2-color signature should be used as the preferred version whenever possible. The 1-color versions are intended for applications and situations where it is more feasible to produce artwork in one color.

The 1-color versions are intended for applications that are restricted to one color printing processes. It is important to consider how background color interacts with the 1-color signature and allow for sufficient contrast.

The 1-color versions can be reproduced in one of the approved colors—PMS 343 (Sac State Green), PMS 7713, PMS Black 6 for print. Rich black can be substituted if Pantone Matching System is not an option.

White and a 2-color version (white and PMS 360) are available for placement on dark backgrounds. Proper color contrast ratios between the logo and background should be considered to meet accessibility standards. The 1-color OWP signature meets a contrast ratio of 5:1. This exceeds the ADA standard contrast expectation for text or large text (which is 4.5:1).

2-color

■ PMS 7713 ■ PMS 360



1-color (Sac State Green)

■ PMS 343



1-color

■ PMS 7713



1-color

■ PMS Black 6



Color variation

Common signatures

Background color, PMS 560

1-color

■ White



Background color, PMS 343

2-color alternate

■ White

■ PMS 360



The 1-color OWP logo in PMS 343 (Sac State Green) is intended to create greater connection to the university. Use this version of the logo when 1-color representation is appropriate.

Color variation

Abbreviated signatures

The same color production options are applied to the abbreviated version of our logo. The 2-color signature should always be the preferred choice, followed by the 1-color versions. The 1-color, PMS 343 version is Sac state green, and is intended to create greater connection to the university.

The 1-color OWP logo in PMS 343 (Sac State Green) is intended to create greater connection to the university. Use this version of the logo when 1-color representation is appropriate.

2-color

■ PMS 7713

■ PMS 360



1-color
(Sac State Green)

■ PMS 343



1-color

■ PMS 7713



1-color

■ PMS Black 6



Color variation

Abbreviated signatures

Background color, PMS 560

1-color

■ White



Background color, PMS 343

2-color alternate

■ White

■ PMS 360



Color Palette

Our two primary colors are 7713 and 360. The 1-color, PMS 343 version is Sac state green, and is intended to create greater connection to the university. Our 1-color marks are intended for applications and situations where it is more feasible to produce artwork in a single color.

For materials widely circulated on University campus, PMS 343 (Sac State Green) should be used along side our two primary colors. In the case where the background has a fill of PMS 343 or PMS 560, the OWP mark applied should be the 1-color white version or the 2-color white version.

The 1-color OWP logo in PMS 343 (Sac State Green) is intended to create greater connection to the university. Use this version of the logo when 1-color representation is appropriate.

Primary color palette

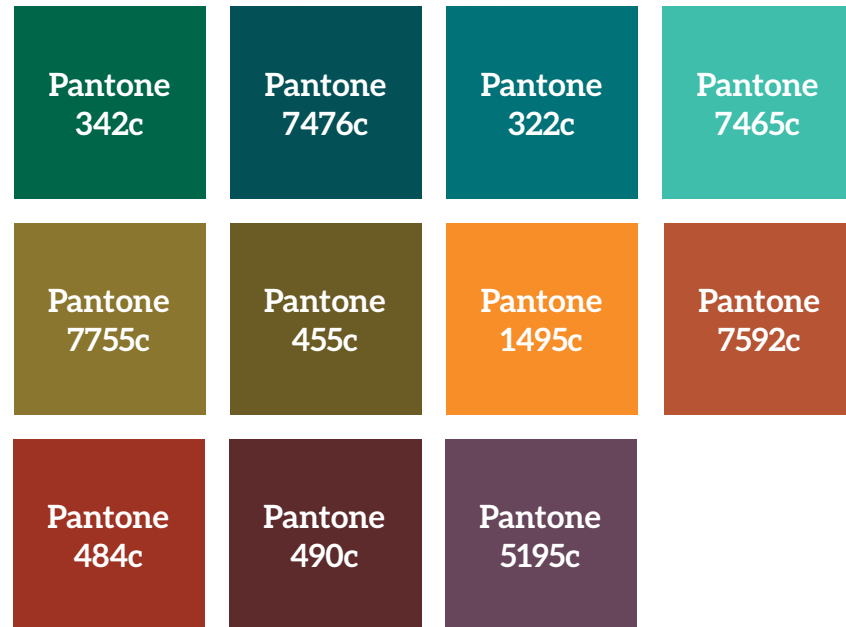
Pantone 360c	Pantone 343c	Pantone 7713c
Pantone 7726c	Pantone 7710c	Pantone 316c
Pantone 7742c	Pantone 560c	Pantone 7406c

Color Palette

Our color palette is designed to provide variety and options for the development of outreach materials. Our secondary palette adds additional supporting colors available to expand our brand expression. Because of our connection to California State University, Sacramento, we advise that when selecting colors for projects, avoid using colors from blue and yellow/gold palettes together predominately as these combinations are prohibited by the university.

The primary, secondary, and black/neutral color palettes have been expanded into “spectrums” (introduced on pg 18). This allows for greater options when creating documents, websites, applications, and other materials.

Secondary color palette



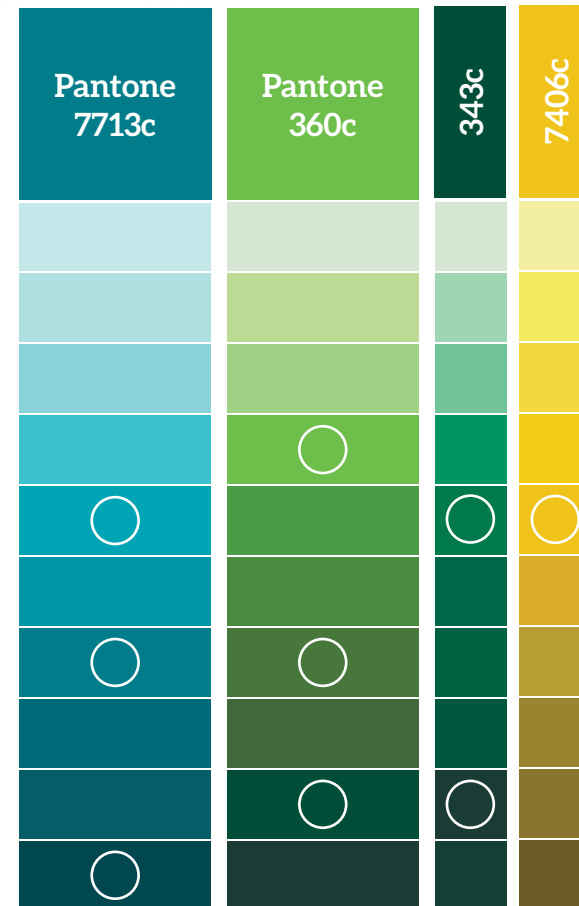
Black/Neutral palette



Color Spectrum

Spectrum colors are used to provide variety for supporting elements in documents and applications, such as web application alert messages, buttons, figures, graphics, illustrations, and marketing material layout elements.

Primary spectrum colors (Dots represent primary palette colors derived from spectrum)



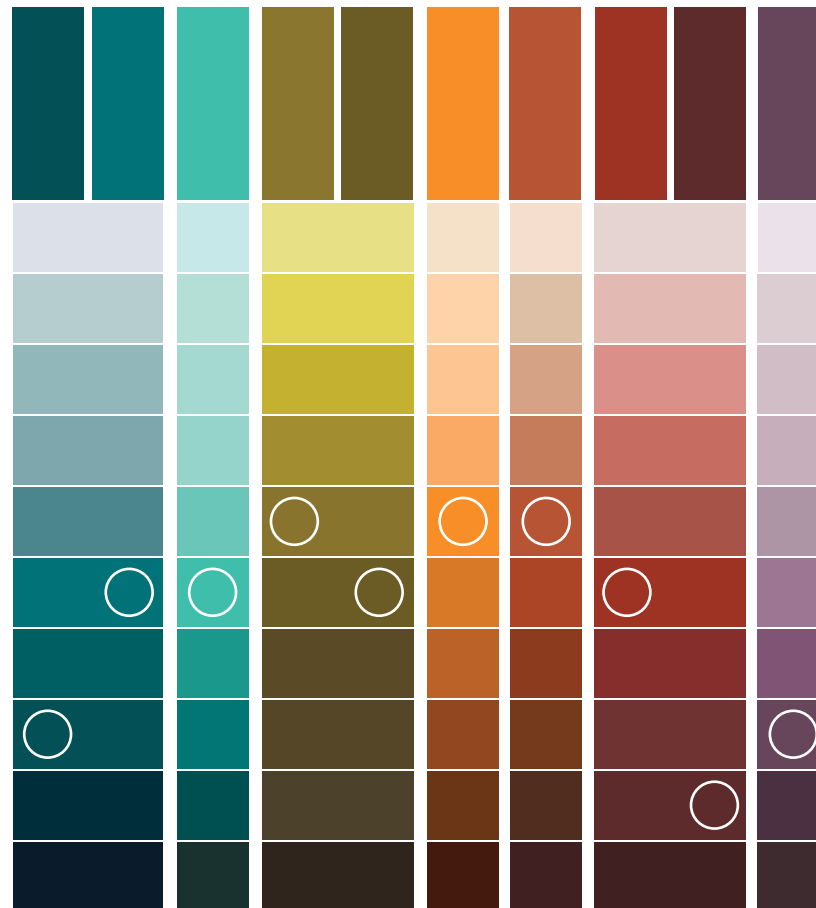
Color Spectrum

The colors provided in the secondary spectrum should not take precedence over the primary spectrum colors. Primary color spectrums should be used as the predominant palette for all materials.

.....

Secondary spectrum colors

(Dots represent secondary palette colors derived from spectrum)



Color values

To help in making our color palettes more readily accessible to all our departments who work with a variety of software applications we have provided a list of formulas for each of our Pantone spot colors.

The following list provides formulas in CMYK for print, RGB for digital applications, and HEX code.




.....

CMYK	RGB	HEX	
100-33-42-7	0-124-138	#007c8a	○
61-0-96-0	109-190-75	#6dbe4b	○
89-19-72-60	0-78-56	#004e38	○
81-12-29-0	0-165-181	#00a5b5	○
74-32-96-19	72-119-60	#48773c	○
100-56-55-38	0-71-80	#004750	○
84-52-70-55	26-60-52	#1a3c34	○
96-34-81-27	0-102-73	#006649	○
89-19-72-60	0-78-56	#004e38	
92-52-55-33	3-81-87	#035157	







Color values

CMYK	RGB	HEX	
100-35-50-13	0-114-120	#007278	
68-0-40-0	63-190-172	#3fbeac	
42-44-98-17	138-118-47	#8a762f	
49-52-100-33	107-91-37	#6b5b25	○
6-22-100-0	240-195-25	#f0c319	
0-54-95-0	247-142-40	#f78e28	
21-78-89-10	182-84-51	#b65433	
25-91-98-21	159-51-35	#9f3323	
41-81-69-51	94-43-44	#5e2b2c	
56-75-44-28	103-69-90	#67455a	




Color values

CMYK	RGB	HEX	CMYK	RGB	HEX	CMYK	RGB	HEX
13-7-4-0	218-224-233	#dae0e9	22-0-8-0	195-231-233	#c3e7e9	21-0-9-0	199-232-232	#c7e8e8
29-10-16-0	181-205-207	#b5cdcf	30-0-12-0	176-223-225	#b0dfe1	29-0-17-0	179-223-215	#b3dfd7
44-17-23-0	146-183-188	#92b7bc	44-0-16-0	137-210-217	#89d2d9	35-0-21-0	164-217-208	#a4d9d0
54-23-29-0	125-167-173	#7da7ad				41-0-24-0	149-212-203	#95d4cb
73-34-39-5	75-134-142	#4b868e	81-12-29-0	0-165-181	#00a5b5	57-0-34-0	105-198-185	#69c6b9
			98-18-33-0	0-149-169	#0095a9			
100-44-55-25	0-95-99	#005f63				81-19-52-2	25-152-139	#19988b
			100-37-44-19	0-107-120	#006b78	88-35-53-13	1-118-116	#017674
99-66-55-55	0-47-59	#002f3b	92-49-49-24	4-93-103	#045d67	95-49-59-36	0-79-81	#004f51
91-76-55-68	10-28-43	#0a1c2b				82-57-66-62	26-50-47	#1a322f

Color values

CMYK	RGB	HEX	CMYK	RGB	HEX	CMYK	RGB	HEX
16-1-20-0	213-230-210	#d5e6d2	16-1-20-0	213-230-210	#d5e6d2	10-5-59-0	232-224-133	#e8e085
38-0-38-0	159-213-178	#9fd5b2	29-0-54-0	187-219-148	#bbdb94	14-10-81-0	225-211-84	#e1d354
56-0-53-0	112-196-151	#70c497	40-0-64-0	161-209-132	#a1d184	26-24-100-0	196-177-47	#c4b12f
100-12-84-2	0-149-96	#009560				36-37-100-7	163-141-49	#a38d31
99-27-82-15	0-120-84	#007854	74-15-100-2	75-157-69	#4b9d45			
			75-24-100-9	75-139-64	#4b8b40			
97-35-85-30	0-98-65	#006241				50-57-89-44	91-74-38	#5b4a26
92-40-79-37	0-87-64	#005740	75-37-89-27	65-105-61	#41693d	53-57-87-47	84-70-38	#544626
91-47-73-50	0-69-56	#004538	80-43-83-42	42-81-53	#2a5135	56-58-80-51	76-65-42	#4c412a
85-51-70-54	21-62-53	#153e35				60-65-73-71	48-38-28	#30261c

Color values

CMYK	RGB	HEX	CMYK	RGB	HEX	CMYK	RGB	HEX
6-1-46-0	242-238-160	#f2eea0	3-11-21-0	244-225-199	#f4e1c7	3-12-16-0	245-222-206	#f5dece
6-1-76-0	245-233-95	#f5e95f	0-19-34-0	254-211-169	#fed3a9	13-24-34-0	220-191-165	#dcbfa5
5-10-87-0	245-216-62	#f5d83e	0-26-45-0	253-197-146	#fdc592	15-39-47-0	214-162-133	#d6a285
7-16-100-0	241-205-21	#f1cd15	0-39-67-0	250-170-101	#faaa65	20-57-69-3	196-124-90	#c47c5a
								
16-31-100-0	216-171-40	#d8ab28	12-62-100-1	216-121-39	#d87927	23-84-100-15	172-69-37	#ac4525
30-33-100-3	184-157-48	#b89d30	21-70-100-8	187-98-40	#bb6228	29-83-100-29	140-59-30	#8c3b1e
38-40-100-10	155-132-48	#9b8430	29-77-100-26	147-71-33	#934721	35-78-97-40	117-58-27	#753a1b
43-45-100-18	137-116-45	#89742d	36-77-100-45	107-54-21	#6b3615	44-73-80-59	80-45-30	#502d1e
49-52-100-33	107-91-37	#6b5b25	44-81-84-69	67-26-13	#431a0d	50-77-68-67	64-32-32	#402020

Color values

CMYK	RGB	HEX	CMYK	RGB	HEX
8-15-12-0	230-212-211	#e6d4d3	6-10-2-0	234-225-234	#eae1ea
9-29-23-0	227-185-179	#e3b9b3	12-18-10-0	220-205-211	#dccdd3
13-50-39-0	218-144-137	#da9089	18-24-13-0	208-189-198	#d0bdc6
19-67-60-3	199-108-97	#c76c61	22-30-16-0	198-175-187	#c6afbb
26-76-71-14	167-83-72	#a75348	33-42-23-0	174-149-165	#ae95a5
			41-58-26-2	156-118-146	#9c7692
30-89-81-33	133-46-44	#852e2c	52-74-33-11	128-84-117	#805475
37-81-71-42	111-52-50	#6f3432			
			61-78-50-47	75-48-65	#4b3041
50-77-68-67	64-32-32	#402020	59-72-60-60	62-43-47	#3e2b2f

Accessible use of color

It is important to recognize how the background color interacts with the signature in order to provide sufficient contrast for the viewer, and to meet ADA contrast requirements. The panels on the right illustrate some suggested color contrast combinations.



Accessible use of color

This is equally important in the creation of reports, presentations, and other materials. Making sure text is readable and comprehensible without strain to all viewers by using a good contrast in color is an important first step. The example on the right shows how much of an effect color and scale can have on text.



Improper use

Shown here are examples of improper uses of the primary logo. The logo should always be used in the configuration in which it was designed and not combined or made part of other words or design elements. Always use the approved artwork and follow the guidelines when using it. If you are unsure, please contact the OWP design department.

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Do not rearrange



Do not use effects



Do not place in shapes



Do not squeeze



Do not stretch



Do not warp in any way



Do not outline



Do not use any colors other than the approved primary palette colors

Placing logo on top of images

When placing the logo over a photograph, it must remain completely legible. The area behind or around the logo must have little to no texture or activity. Make sure to allow for the logo clear space requirement.

Examples of how to place logo reversed out over a photograph



Misuse of logo reversed out over a photograph (insufficient contrast)



Typeface

To maintain a visual consistency across all OWP materials please use the following typefaces whenever possible.

Adobe Garamond Pro Bold

Used in our logotype, this typeface is best for headings, subheadings, or in cases where our organization name may need to be written out in plain text.

Myriad Pro

This is the primary typeface used for headings, subheadings, body text, etc. Any style and weight can be used if available.

Serifa

Alternate typeface that can be used for titles, headings, and subheadings.

Edwardian Script ITC

Used in cases where a script typeface is needed such as our training certificates.

Logotype & Headings

Adobe Garamond Pro Bold

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

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

Headings, Subheads, & Body text

Myriad Pro Light

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

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

Myriad Pro

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

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

Typeface

Headings, Subheads, & Body text

Myriad Pro Semibold

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

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

Myriad Pro Bold

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

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

Myriad Pro Black

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

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

Myriad Pro Light Italic

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

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

Myriad Pro Italic

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

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

Myriad Pro Semibold Italic

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

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

Myriad Pro Bold Italic

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

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

Myriad Pro Black Italic

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

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

Graphic Elements

Graphic elements are designed to further support and maintain a visual consistency across all OWP materials. Using a combination of these graphic elements in a strategic manner is important in keeping the organization's visual identity consistent across all materials produced.

Both the simple wave shape and the tri-tone wave shape can be rotated or flipped to work as a header, footer, or sidebar.

The layered wave shape, due to its complexity, may only be used as a footer element.

Wave Shape (Tri-tone)



As footer



As header

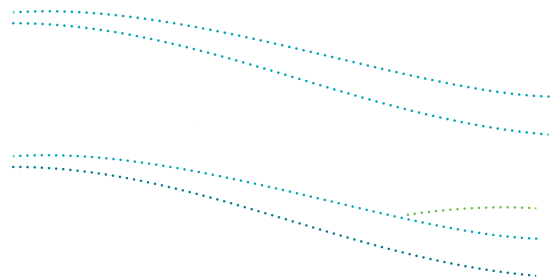
Graphic Elements

The helix wave element is one of the more intricate elements that can be used to add a little more color and dynamism to a design or layout. Using colors carefully picked from our expanded color spectrum palettes, the helix wave element creates the illusion of two translucent waves overlaid on top of each other.

The helix wave shape can be rotated or flipped to work as a header, footer, or sidebar.

The dotted wave, due to its form, may only be used as a footer element.

Dotted Wave



As footer only

Helix Wave



As footer

Graphic Elements

Linear elements help divide content on a page, add visual punctuation to call out to a specific section, or serve as an underlining element to create emphasis. To the right are a few examples of different linear elements that can be used in OWP materials that are consistent with our brand identity.

Wave (As linear element)



Other linear elements



Solid Line (.5pt Min)



Dotted Line (1pt Min)



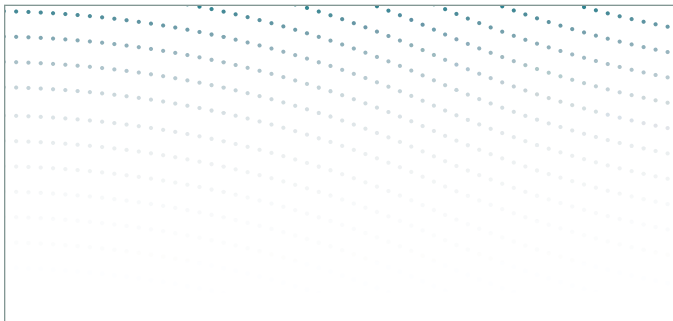
Color Bar

Graphic Elements

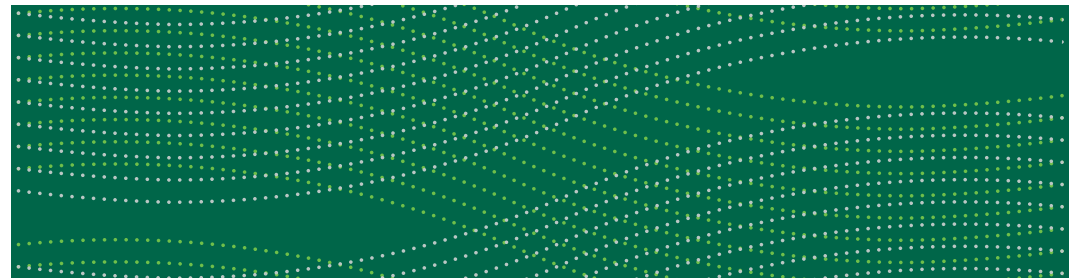
A few patterns have been created to further extend our visual identity on the materials we produce. Patterns are helpful graphic tools that can be used as backgrounds to fill a shape or space instead of using images or solid color.



Dotted Wave Pattern



Dotted Wave Patterns as texture



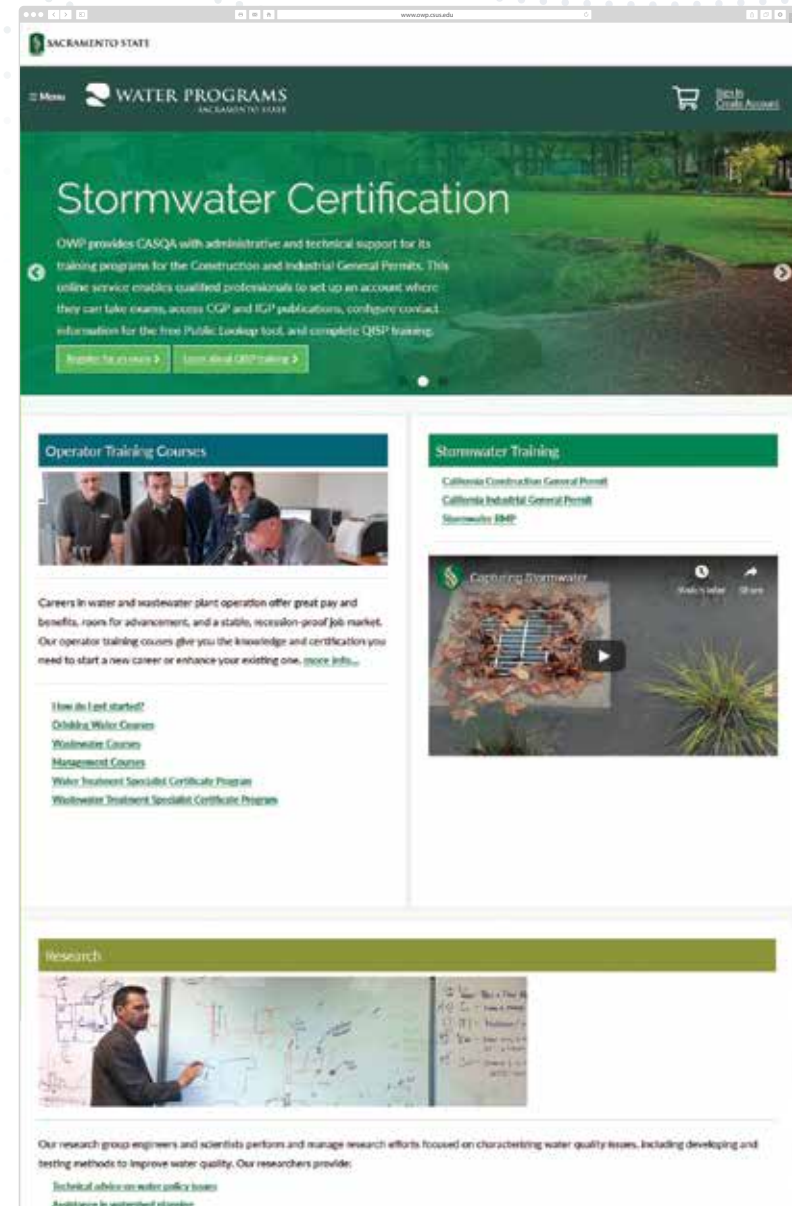
Web

The university domain

OWP developers maintain many websites and applications. OWP's website, which houses its operator training catalog, shopping cart, research services/projects, and general information lives on the university csus.edu domain. Because OWP's website is delivered via Sac State servers and shares the csus.edu domain, OWP follows Sac State brand guidelines. Any of OWP's native apps, web applications, or software services not housed on the csus.edu domain follow OWP guidelines. For more information on the web guidelines please see:

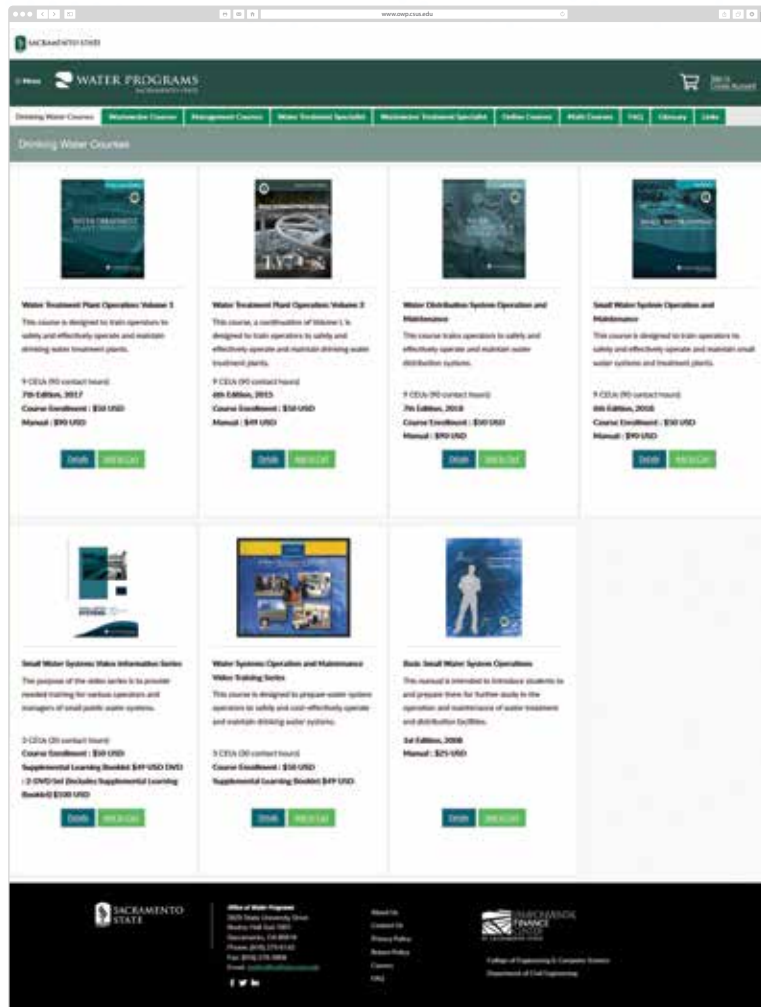
https://www.csus.edu/brand/assets/pdfs/Sac_State_BrandBook_2016.pdf

In addition, due to the complexity of OWP's software needs and the need for flexibility in development, OWP does not use the university web content management system.



Web

Sample course catalog & details pages



University Seal

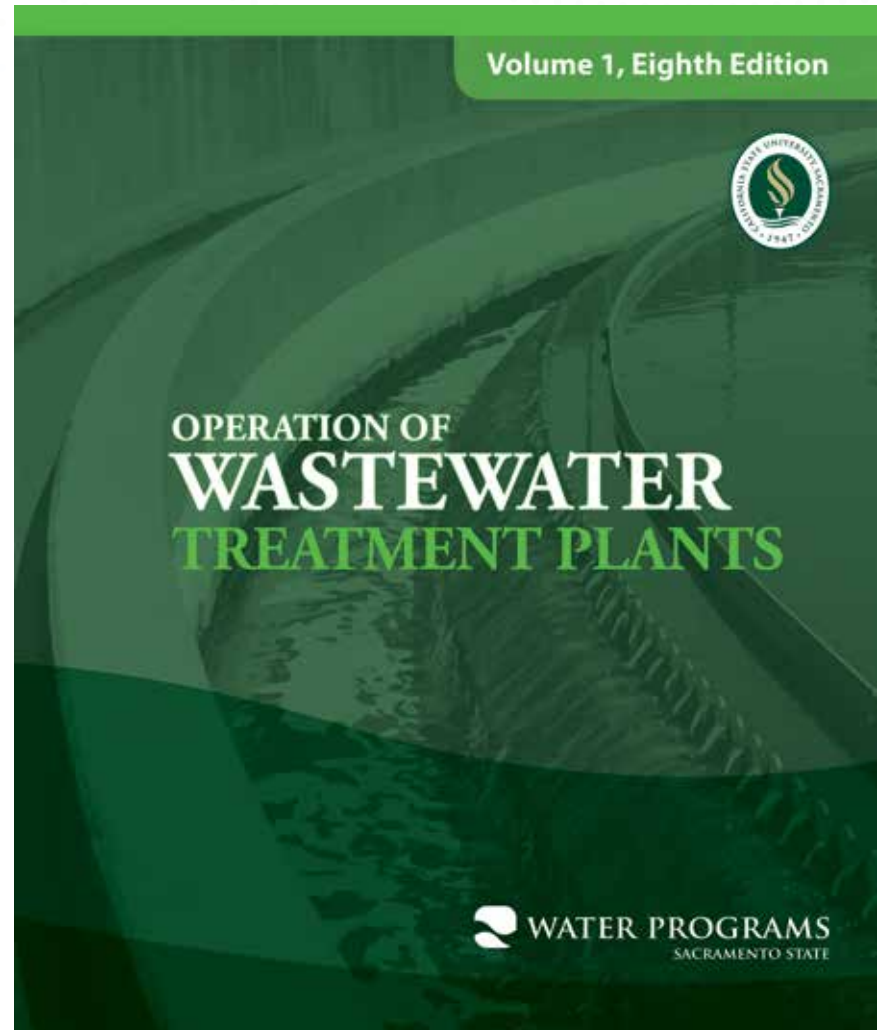
Special use case

OWP has obtained written permission from the President's Office and University Marketing to use the University Seal on its training manual covers. This special use case solidifies the connection between OWP, our training materials and courses, and the role they play in the University's image as an anchor institution serving the broader community.

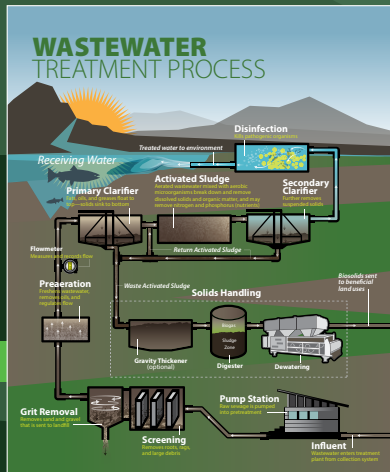
Since 1972, OWP has represented the University to the water industry while drawing water professionals to Sac State for education, training, and resources. OWP has maintained the University Seal on its training manuals since the University rebranded and the Official Seal's inception.

OWP exclusively uses the University Seal on its manual covers. OWP applies the University Seal per University Marketing and Communications guidelines. Proper usage of the University Seal can be found on page 40 of the Sac State Brand Book, online at: https://www.csus.edu/brand/assets/pdfs/Sac_State_BrandBook_2016.pdf.

For additional usage information regarding University assets please refer to the Sac State Brand Center online at: <https://www.csus.edu/brand/>.



We publish the bestselling resources for:



- training operators, managers, and students
- meeting requirements for continuing education units and contact hours
- preparing for state certification exams

We are here to deliver cost-effective solutions for protecting and enhancing water resources, public health, and the environment through training, scientific research, and public education.

www.owp.csus.edu



PEARSON HIGHER EDUCATION



www.pearsoned.com



Vol 1

WASTEWATER

OPERATION OF
WASTEWATER TREATMENT PLANTS



Volume 1, Eighth Edition



OPERATION OF WASTEWATER TREATMENT PLANTS

WATER PROGRAMS
SACRAMENTO STATE

