



# CAPITAL REGION<sup>TM</sup>

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## WATER

### **CAPITAL REGION WATER** *///// BRAND USE + STYLE GUIDE /////*

Developed by Freefall Creative for Capital Region Water  
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CAPITAL REGION WATER  
///// LOGO + BRAND MARKS

3-Color Standard (preferred use)



3-Color Standard with tagline



# CAPITAL REGION WATER

## ////// LOGO + BRAND MARKS USE

### Additional Acceptable Use

Black/ or PMS 3005U background



Grayscale Use



Black + White Use



### Prohibited Use



Rotating



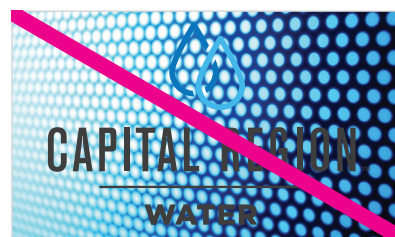
Stretching or squishing



Incomplete logo



Non-compliant colors



Over backgrounds/patterns

## CAPITAL REGION WATER

### //// UNCOUPLING THE DOUBLEDROP

#### Acceptable Use



On White

In some special use cases, the DoubleDrop can be uncoupled from the composite brand mark and used as a graphic element representative of the Capital Region Water brand. When uncoupling the DoubleDrop mark from the composite logo, the mark follows specific use guidelines to retain the integrity of the brand.



On PMS 3005U



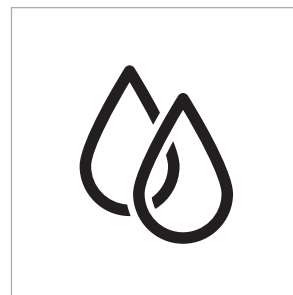
On Black



Grayscale on White



Grayscale on Black

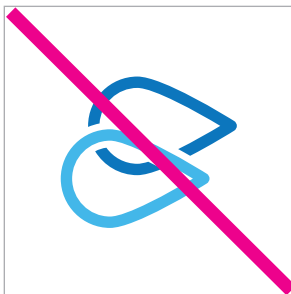


Black and White

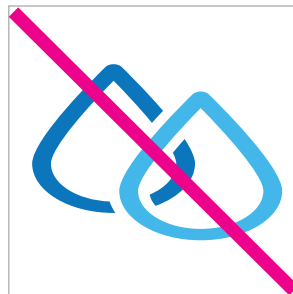


Black and White Reversed

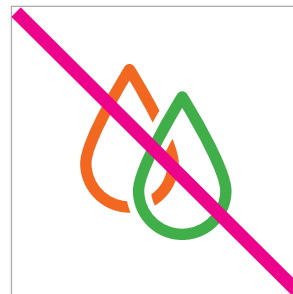
#### Prohibited Use



Rotating



Stretching

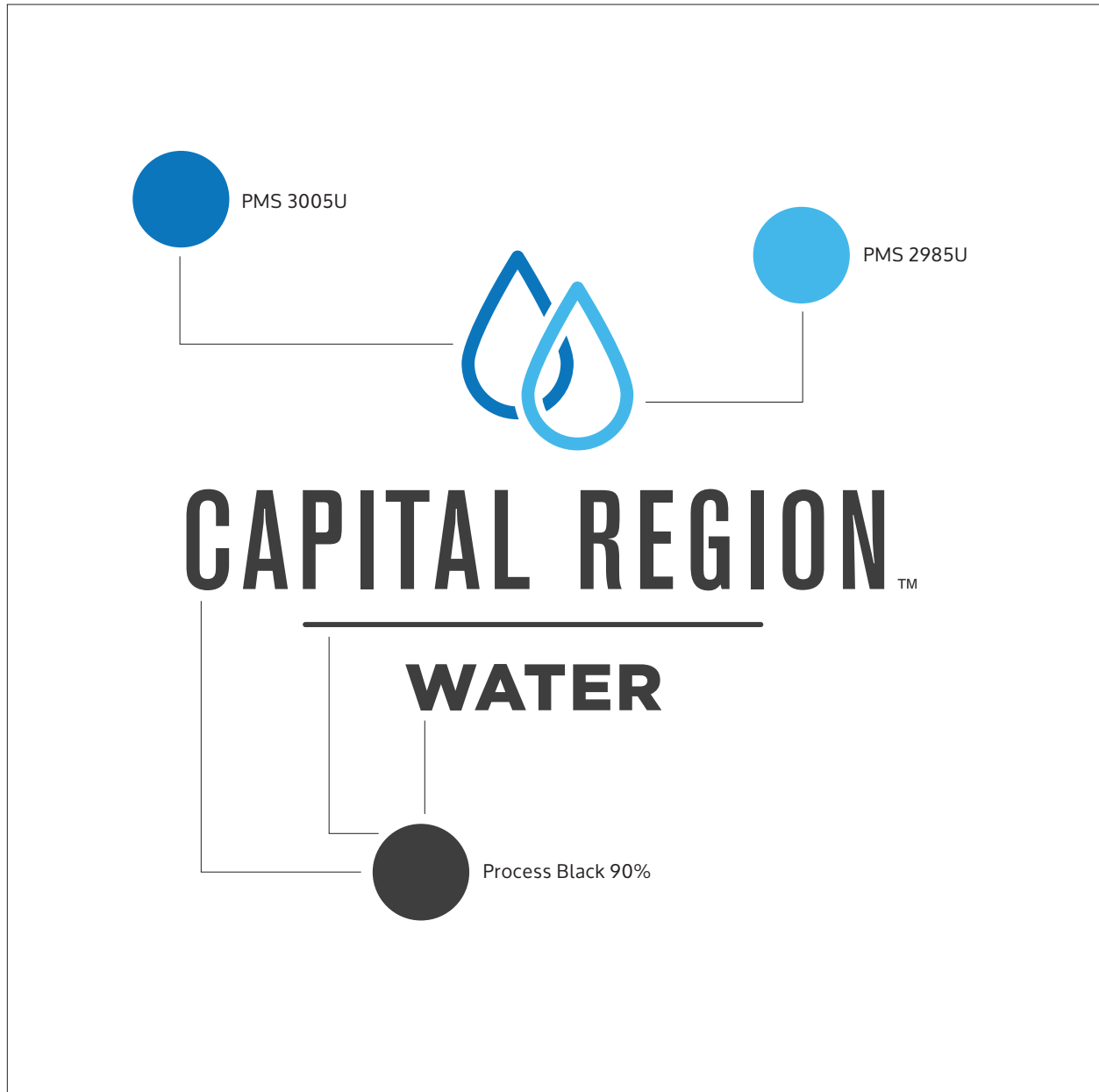


Non-compliant colors



Backgrounds/Patterns

CAPITAL REGION WATER  
///// APPROVED COLORS



PMS 3005U  
C=86, M=49, Y=0, K=0  
R=13, G=118, B=189  
#0075BF



PMS 2985U  
C=63, M=9, Y=0, K=0  
R=69, G=183, B=233  
#43B6E7



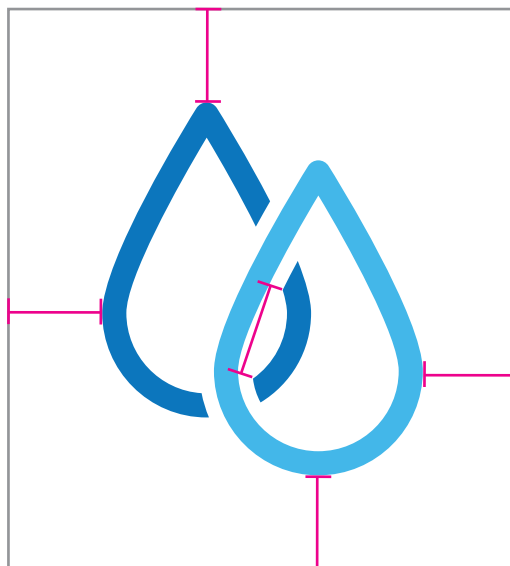
Process Black 90%  
C=0, M=0, Y=0, K=90  
R=25, G=25, B=25  
# 191919

CAPITAL REGION WATER  
///// CLEAR SPACE

Full Logo



DoubleDrop



# CAPITAL REGION WATER ///// APPROVED TYPEFACES

## Standard + Websafe Fonts

\*\*\*Recommended for both paragraph text and title text.

OPEN SANS BY STEVE MATTESON

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Open Sans Light, 300  
Open Sans Regular, 400  
Open Sans Semi-Bold, 600  
Open Sans Bold, 700

*Light Italic, 300*  
*Regular Italic, 400*  
*Semi-Bold Italic, 600*  
*Bold Italic, 700*

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### LIGHT 300

Grumpy wizards make toxic brew for the evil Queen and Jack.

### NORMAL 400

Grumpy wizards make toxic brew for the evil Queen and Jack.

### SEMI-BOLD 600

Grumpy wizards make toxic brew for the evil Queen and Jack.

### BOLD 700

**Grumpy wizards make toxic brew for the evil Queen and Jack.**

### LIGHT 300 ITALIC

*Grumpy wizards make toxic brew for the evil Queen and Jack.*

### NORMAL 400 ITALIC

*Grumpy wizards make toxic brew for the evil Queen and Jack.*

### SEMI-BOLD 600 ITALIC

*Grumpy wizards make toxic brew for the evil Queen and Jack.*

### BOLD 700 ITALIC

***Grumpy wizards make toxic brew for the evil Queen and Jack.***



CAPITAL REGION WATER  
///// APPROVED TYPEFACES

Standard + Websafe Fonts

\*\*\*Recommended for title text and calls to action only (not paragraph text).

OSWALD BY VERNON ADAMS

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Oswald Light, 300

Oswald Regular, 400

Oswald Bold, 700

OSWALD LIGHT, 300

OSWALD REGULAR, 400

OSWALD BOLD, 700

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LIGHT 300

Grumpy wizards make toxic brew for the evil Queen and Jack.

NORMAL 400

Grumpy wizards make toxic brew for the evil Queen and Jack.

BOLD 700

Grumpy wizards make toxic brew for the evil Queen and Jack.

LIGHT 300

GRUMPY WIZARDS MAKE TOXIC BREW FOR THE EVIL QUEEN AND JACK.

NORMAL 400

GRUMPY WIZARDS MAKE TOXIC BREW FOR THE EVIL QUEEN AND JACK.

BOLD 700

GRUMPY WIZARDS MAKE TOXIC BREW FOR THE EVIL QUEEN AND JACK.

## CAPITAL REGION WATER

### ///// EXAMPLES OF ACCEPTABLE USE

#### Standard Use

Explanation goes here for standard use/ logo in open space.....

Better use of our community land  
means better water for our city.



Did you know stormwater runoff carries all of the grime, chemicals and pollutants with it into our water system? Adopting simple practices like building community gardens in open spaces and using rain barrels can dramatically improve our water quality.



## CAPITAL REGION WATER

### ///// EXAMPLES OF ACCEPTABLE USE

#### Over an image

If the logo is placed over an image, care should be given to place the logo over an area of the image that is most devoid of texture, pattern or harsh color or contrast. Care should be given to providing the required amount of clear space around the logo relative to the subject/background relationship of the composition.



## CAPITAL REGION WATER

### ///// EXAMPLES OF ACCEPTABLE USE

#### Over an image with texture

If the logo is placed over a more complex image that does not allow the logo to contrast properly on top of it the logo should be used atop an approved color solid or semi-opaque background with the requisite clear space. When in doubt, use the logo with a solid white or black background.





CAPITAL REGION WATER  
///// PROHIBITED USE

Over an image with texture/ graphics or uneven background color



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