MAWSS

Mobile Area Water & Sewer System

Style & Branding Guidelines

Mobile Area Water & Sewer System

Welcome to the MAWSS Style & Branding Guide.

The purpose of the style guide is to provide information on how to create a cohesive look and feel (brand) for all MAWSS marketing, sales and promotional materials. As MAWSS continues in new directions we ask that you join us in presenting a clear and consistent brand image. We have engaged the incredible design team at The AD Leaf to create and develop these new elements. Please consider this Style & Branding Guide whenever you are designing promotional, advertising, or sales materials that refer to MAWSS. MAWSS is committed to reinforcing its image of professionalism and credibility. A strong brand is the first step in achieving this commitment.

POINTS OF COMPANY DESIGN

▪ Bold
▪ Strong
▪ Professional
▪ Clean

CONSTANTLY QUESTION

KEEP IT CLEAN

Good design has always revolved around cleanliness. Don't obstruct company imagery with the unnecessary.

COMMAND ATTENTION

Make it visible! The audience should see what you want them to see, direct their eye.

CLEAN LINE

Keep things straight. Lines should not be rounded or curved.

MAKE IT INSPIRE

Be proud of what you create, but don't forget that it needs to inspire other people.

MAINTAIN YOUR MESSAGE

Is the design objective convoluted? What elements are obstructing the message? What can you do to successfully achieve the message?

OMIT THE FRIVOLOUS

Do the design elements have a function, or is it just decoration? Can the message be obtained without it?

LESS VS. MORE

Is there enough visual imagery to convey the message? What elements would achieve the message/make it more clear? ("Less is more" is an old saying, but it doesn't leave room for growth of new ideas).

Mobile Area Water & Sewer System

THE LOGO

There is only one form of the MAWSS logo that is Acceptable for all use. It consists of the initials for the full business name: Mobile Area Water & Sewer Service.

This make up the Official MAWSS Logo, this must remain intact the way it was meant to be. There cannot be anything missing or something added.
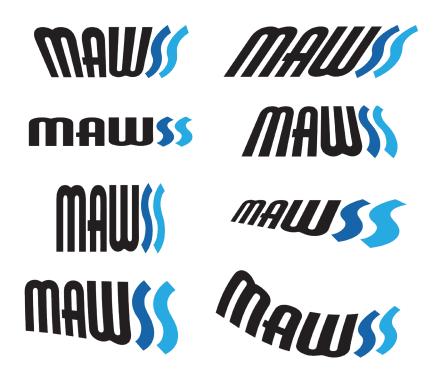
MINIMAL CLEAR SPACE

The clear space around the logo is an integral part of its design. The minimal clear space is to keep the surrounding area clean and uncluttered, Keep minimal spacing when placing the logo in a corner of a document. No requirements are mandatory to spacing larger than indicated. Maintain the minimal spacing when laying out next to: photos, text bodies, and other logos.

The blue M is taken straight from the logo as a consistent measuring tool. When resizing the logo the M space remains the same at any size. When you have your logo at the desired size measure the M from top to bottom and that is the minimal clear space around the entire logo.

IMPROPER USE

The logo must keep its original structured form to maintain aesthetic quality.

- Do not stretch the logo
- Do not change the element proportions
- Do not skew the logo
- Do not alter the logo perspective

PROPER & IMPROPER USE

When placing the logo on photos it must clearly be seen and easily read. The two images to the left showcases improper use.

 - Indicates improper use

The image below showcases proper use.

MAWSS
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0.875in

MINIMUM SIZE

The logo is meant to be seen and well identified, keeping to size requirements will preserve visibility, keeping it to scale is important as well make sure the proportions are linked.

PRINT

0.875in wide

WEB

63px wide

2023_02_08

LOGO ON BACKGROUNDS

All versions of the logos and the badges can be used on any color background or photograph. The demonstration on the left identifies which logo or badge works best on light colored background or dark colored backgrounds.

For photographs, place the logo in an area that's not busy or cluttered to ensure the logo's legibility.

COLOR PALETTE

Logo Colors

CMYK: 0 0 0 100   RGB: 35 31 32   HEX: #231F20
PANTONE Best Match: Neutral Black C

CMYK: 93 62 6 1   RGB: 1 100 166   HEX: #0164A6
PANTONE Best Match: 641 C

CMYK: 70 15 0 0   EGB: 39 170 255   HEX: #27AAE1
PANTONE: Best Match: 306C

Recommended Accent Colors

C: 90 R:53	C:7 R:247	C:74 R:47
M:89 G:47	M:0 G:236	M:13 G:168
Y:0 B:174	Y:97 B:15	Y:33 B:174
K:0	K:0	K:0
HEX: #352FAE	HEX: #F7EC0F	HEX: #2AE8AD
PMS: 7672 C	PMS: 3945 C	PMS: 3385 C

COMPANY COLORS

CMYK

Used for paper print items using 4 color process printing (e.g. photographs).

RGB

Used for web or on screen items.

FONTS

BAHNSCHRIFT

For stylized items and presentations. Ideal for text items that emphasize the brand styling, such as slogans, special campaigns, and web items.

AA BB CC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
The quick brown fox jumped over the lazy dog

HELVETICA NEUE LT STD

For formal documents and letters. Ideal for official documents or letters.

Aa Bb Cc

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
The quick brown fox jumped over the lazy dog

LATO

For formal documents and letters. Ideal for official documents or letters.

Aa Bb Cc

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
The quick brown fox jumped over the lazy dog

We are MAWSS
We are MAWSS
We are MAWSS

We are MAWSS
We are MAWSS
We are MAWSS

FONT COLOR

All copy can be written in any of the identified company colors and can be used on any color background or photograph. The demonstration on the left identifies which color works best on light colored background or dark colored backgrounds. For photographs, place the copy in an area that's not busy or cluttered to ensure legibility.

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THANK YOU FOR TAKING THE TIME

We Know things can get a little confusing but we hope this helps to better understand how to and how not to use our logo on your marketing pieces.

If you have further questions please email mallen@mawss.com ATTN: Branding Questions.