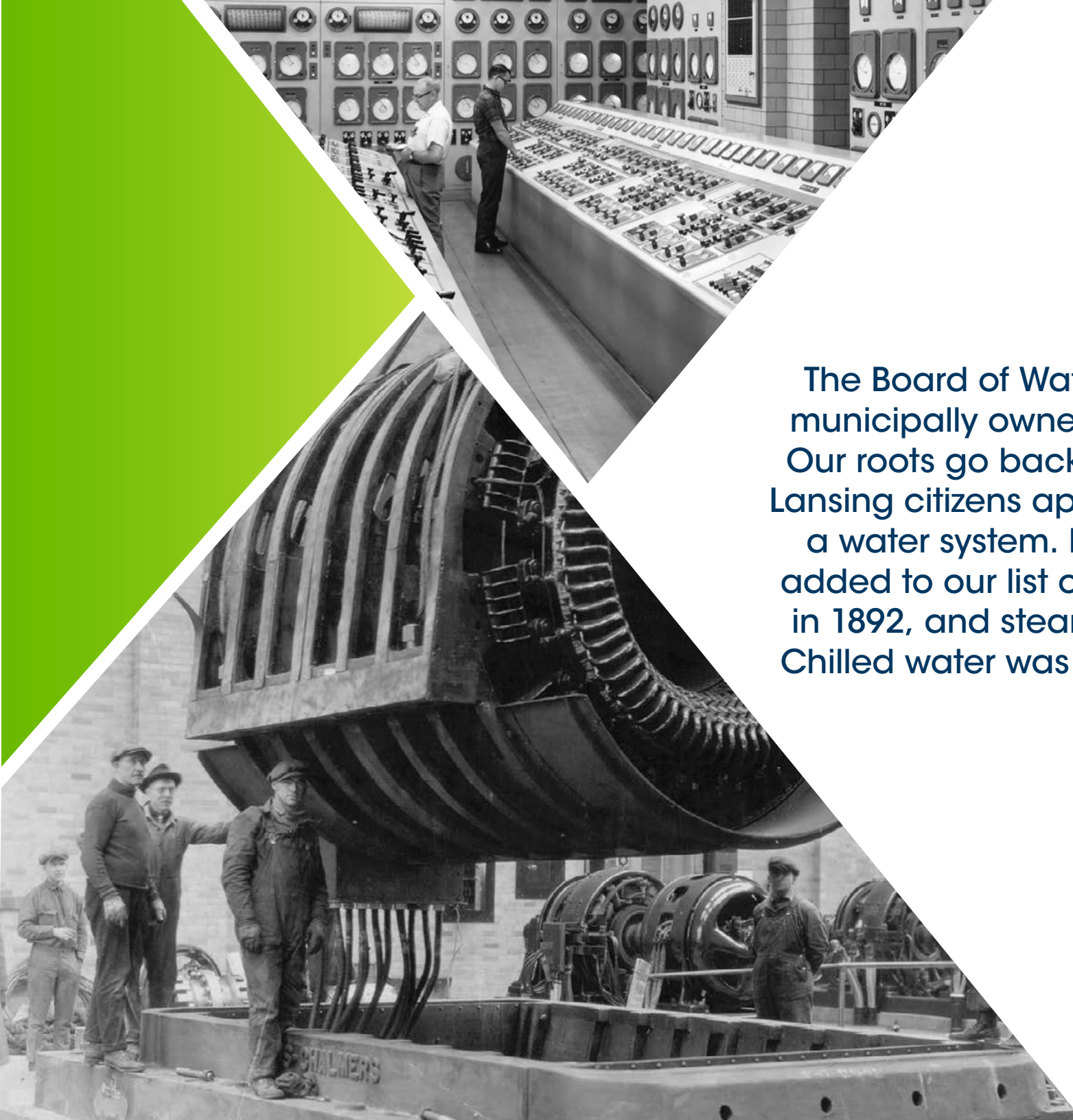# LANSING BWL
Hometown People. Hometown Power.℠

Brand Standards & Guidelines

WHO WE ARE

The Board of Water & Light is a municipally owned public utility. Our roots go back to 1885, when Lansing citizens approved building a water system. Electricity was added to our list of utility services in 1892, and steam heat in 1919. Chilled water was added in 2001.

The mission of the BWL is to provide safe, reliable and affordable utility products and services to the Greater Lansing Region. Together, the BWL's Board of Commissioners, management and employees will plan for sustainable growth, be responsible environmental stewards, and be active participants in the Lansing community's economic and cultural initiatives.

VALUES

Exceptional Service
The BWL is dedicated to providing exemplary and reliable utility products and services.

Competitive Rates
As a publicly owned utility, providing competitive and affordable rates is integral to the economic well-being of the Lansing region.

Safety
The safety of employees and customers is a priority.

Community Commitment
The BWL is committed to active corporate citizenship that advances the community's economic and cultural well-being.

Integrity
The BWL will instill community trust by conducting business in a manner that is open, honest, and fair.

Inclusion and Equity
The BWL values and respects the individuality and diversity of our customers and employees, considers these an asset of the BWL and the community, and will strive to reflect that diversity in our workforce.

Environmental Stewardship
BWL practices and policies will demonstrate our commitment to a healthy and sustainable environment.

OUR AUDIENCE

All Board of Water & Light customers including:
Residential
Commercial
Industrial

OUR BRAND

Community Focus
Giving Back
Reliable
Affordable
Customer Oriented
Innovative
Clean Energy

OUR DESIGN

Clean Design
Easily Recognized
Quality Photography

OUR TAGLINE

Hometown People. Hometown Power.

Our tagline clearly expresses who we are and it explains our business and what drives us each day.

"Hometown People. Hometown Power." should always appear in sentence case with periods at the end of Hometown People and Hometown Power. Do not use title case or initial caps.

There are some cases where the tagline will not be used, especially when it becomes difficult to read.

The tagline can be replaced with a BWL department name, but must not exceed the width of the BWL Logo.

NAME STANDARDS

ACCEPTABLE
Lansing Board of Water & Light
Board of Water & Light
BWL
Always use "&" never spell out "and"

UNACCEPTABLE
City of Lansing Board of Water and Light
Lansing Board of Water and Light
Board of Water and Light
LBWL
BW&L
Lansing Water and Light
Lansing Water + Light
Lansing Light + Water

LOGO STANDARDS
Corporate Brand - with Tagline

Primary logo to be used on **all** collateral. This includes business cards, letterhead, envelopes, email signatures, vehicles, clothing, etc. Other logos must be approved by the Graphic Design Coordinator.

This version should be used when printing on black and white.

White tagline version to be used against a dark background.

One color version to be used when only one color printing is available.

LOGO STANDARDS
Corporate Brand - without Tag Line

LANSING BWL

Primary logo to be used on all collateral.

LANSING BWL

This version should be used when printing on black and white.

LANSING BWL

One color version to be used when only one color printing is available.

UNACCEPTABLE USE
Corporate Brand

Consistency is critically important. Examples of common logo use errors appear below. Following the guidelines outlined in the previous pages will prevent misuse of logos.

Do not use any other color than the Pantone, CMYK or RGB PRIMARY color designations on the next page.

Do not stretch, condense or transform the logo. Scale proportionally when resizing.

Do not enclose white jpg in another shape.

Do not rearrange the logo elements or cut them off

Do not use a scanned, web or low-resolution version of the logo.

BRAND COLORS

Corporate Brand

Primary colors should ALWAYS be used for the corporate brand. Secondary colors are supporting colors.

Primary Colors

292 CP
RGB 110, 177, 222
CMYK 59, 11, 0, 0
6EB1DE

285 CP
RGB 43, 116, 183
CMYK 90, 48, 0, 0
2B74B7

360 CP
RGB 124, 187, 90
CMYK 63, 0, 84, 0
7CBB5A

Black 6 CP
RGB 32, 39, 44
CMYK 100, 79, 44, 93
20272C

Secondary Colors

137 CP
RGB 255, 163, 0
CMYK 0, 41, 100, 0
FFA300

376 C
RGB 107, 186, 0
CMYK 63, 2, 100, 0
84BD00

2613 CP
RGB 103, 30, 117
CMYK 74, 99, 5, 11
671E75

2336 CP
RGB 77, 77, 77
CMYK 65, 58, 57, 37
4D4D4D

2955 CP
RGB 22, 68, 105
CMYK 100, 60, 10, 53
164469

367 C
RGB 164, 214, 94
CMYK 41, 0, 68, 0
A4D265E

326 C
RGB 0, 178, 169
CMYK 81, 0, 39, 0
00B2A9

427 C
RGB 208. 211, 212
CMYK 7, 3, 5, 8
D0D3D4

BRAND TYPEFACES

Email Signatures, Letterhead Body Text, Body Text

Myriad Pro Semibold
is typeface for the BWL tagline
Hometown People. Hometown Power.

Myriad Pro typeface should also be used for business cards, signatures and letterhead footer. Any of the following can be used*;

Myriad Pro Regular
Myriad Pro Regular Italic
Myriad Pro Semibold
Myriad Pro Semibold Italic
Myriad Pro Bold
Myriad Pro Bold Italic

(*Do not use the italic font unless you are quoting someone in body text.)

Business Card, Titles, Call-Outs, Signs, Powerpoints

ITC Avant Garde Gothic Std typeface should be used for signs, HPTV, powerpoints, etc.

ITC Avant Garde Gothic Std Medium used for body text and secondary titles (headings).

ITC Avant Garde Gothic Std Bold used for titles (headings).

If ITC Avant Garde Gothic Std is not available, use Century Gothic typeface for all signs, HPTV, powerpoints, etc.

Century Gothic Regular used for body text and secondary titles (headings).

Century Gothic Bold used for titles (headings).

OTHER LOGOS
Adopt A River - Event

Primary logo

One color version to be
used when printing on black
& white or in one color.

292 CP	285 CP	360 CP	2955 CP
RGB 110, 177, 222	RGB 43, 116, 183	RGB 124, 187, 90	RGB 22, 68, 105
CMYK 59, 11, 0, 0	CMYK 90, 48, 0, 0	CMYK 63, 0, 84, 0	CMYK 100, 60, 10, 53
# 6EB1DE	# 2B74B7	# 7CBB5A	# 164469

OTHER LOGOS
BWL 5K - Event

Primary logo

Version to be used against a dark background.

292 CP	285 CP	360 CP	2955 CP
RGB 110, 177, 222	RGB 43, 116, 183	RGB 124, 187, 90	RGB 22, 68, 105
CMYK 59, 11, 0, 0	CMYK 90, 48, 0, 0	CMYK 63, 0, 84, 0	CMYK 100, 60, 10, 53
# 6EB1DE	# 2B74B7	# 7CBB5A	# 164469

OTHER LOGOS
BWL/IBEW 352 Golf 4 Charity - Event

Primary logo

White tagline version to be used against a dark background.

292 CP	285 CP	360 CP	2955 CP
RGB 110, 177, 222	RGB 43, 116, 183	RGB 124, 187, 90	RGB 22, 68, 105
CMYK 59, 11, 0, 0	CMYK 90, 48, 0, 0	CMYK 63, 0, 84, 0	CMYK 100, 60, 10, 53
# 6EB1DE	# 2B74B7	# 7CBB5A	# 164469