

# Rebrand 2019

# Doing it the right way

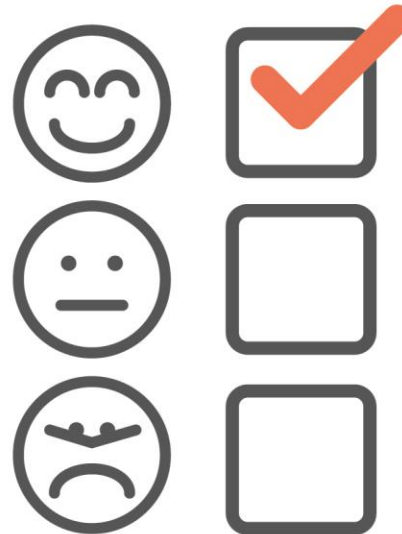
We listened to and learned from the public, employees, and leadership to rebrand without any blind spots.

## Community Based Focus Groups



4 Public focus groups  
3 Employee focus groups

## Internal Surveys



Internal surveys  
All-employee polls

## Leadership Guidance

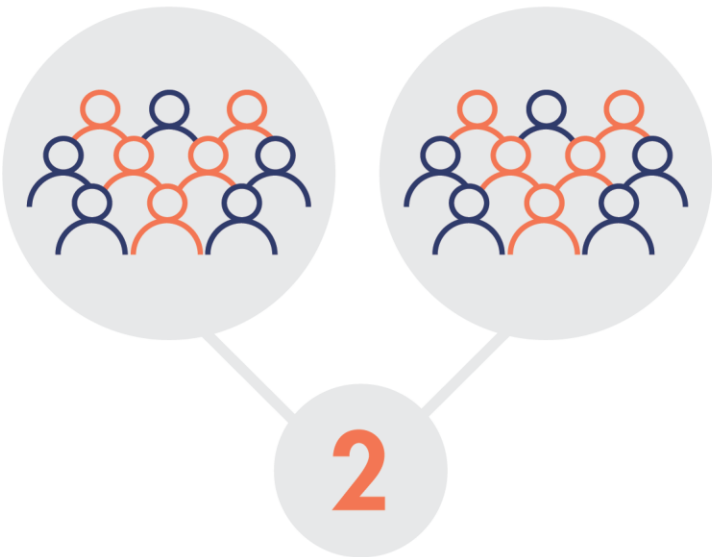


Guidance from  
Chiefs and Board of Directors

# LISTENING TO THE PUBLIC

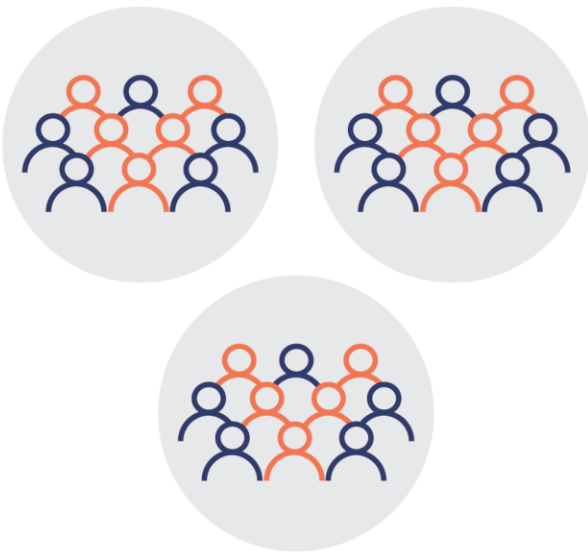
Focus group sessions to listen and learn

October 15



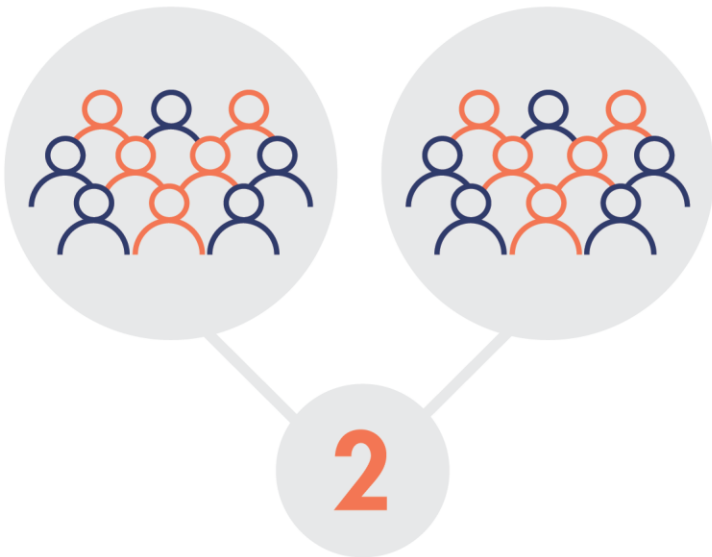
**External Focus Groups**  
Taglines, new name

November 6–7



**Internal Focus Groups**  
Taglines, logo options

November 19



**External Focus Groups**  
Taglines, logo options

Taglines

1A                    Clean Water • Healthy Environment • Flood Protection

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2A                    Clean Water • Healthy Creeks • Flood Protection

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2B                    Clean Water | Healthy Creeks | Flood Protection

Logo option: A



Logo option: A



Font style 1



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Logo option: B



Logo option: B



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Font style 3





# Valley Water

Clean Water • Healthy Creeks • Flood Protection



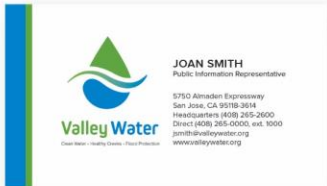
## Valley Water

Clean Water • Healthy Creeks • Flood Protection



## Valley Water

Clean Water • Healthy Creeks • Flood Protection







# Valley Water

Clean Water • Healthy Creeks • Flood Protection



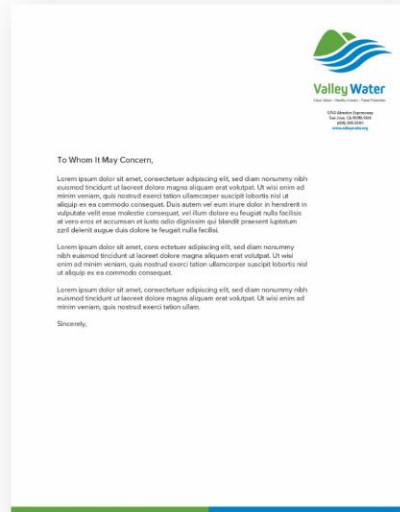
## Valley Water

Clean Water • Healthy Creeks • Flood Protection



## Valley Water

Clean Water • Healthy Creeks • Flood Protection



Next steps

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