

WATER TRUCK

Please review our recommended artwork for Valley Water’s water truck that features our brand and official name.

Our recommended artwork represents Valley Water’s commitment to safe, clean water and environment through a photographic vehicle wrap treatment. The use of photograph helps represent Valley Water as an agency committed to the environment beyond just water.



Water Tap style 1

Water Tap style 2



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FRONT VIEW

In 2017, the logo was created in reverse on the front side of the Water Truck. Here is our proposed solution for the reversed lettering so that drivers can read our name if looking from a rearview mirror.



Examples of reversed lettering (emergency vehicles)



Examples of brand identity on front side of large vehicles (branded trucks, public transportation)



Reverse lettering