

Tacoma Public Utilities

Brand Guidelines



Forward

Our Brand Journey

The Tacoma Public Utilities (TPU) brand identities are more than just logos and colors. They are the way we show up daily for the people we serve: our customers, community, and one another. They ensure we communicate clearly, consistently, and inclusively. Importantly, they build trust that others can count on, especially during moments that matter most.

Our strong, well-defined brands foster pride, unity, and clarity for our workforce in how we represent our organization. They support safer interactions in the field, strengthen our shared identity, and help us deliver on our mission to deliver clean, reliable services essential to quality of life.

The evolution of our brands ensures our design language, guidance, assets, and brand experience adapt over time to meet today's needs and tomorrow's challenges. Our goal is to provide a better overall **customer experience**.

With this guide, you'll learn how we are purposefully shaping our brands for tomorrow, where they are intentionally today, and a snapshot of where they've been over time. We hope you enjoy the hike as much as we do.





WHAT'S ON THE HORIZON

Belonging speaks louder in multiple languages

and soon, so will our logos. We're currently adapting the logos of TPU, Tacoma Power, Tacoma Water, and Tacoma Rail into six of the most widely spoken languages in our community: Khmer, Korean, Vietnamese, Russian, Spanish, and Ukrainian per the City of Tacoma Index. It's a small but powerful way for us to communicate, "We see you." "You're included."

"You belong." Our brand identities are then echoed in print and digital meant just for our customers.

Our goal is to continue on a path of language accessibility, helping to meet the communities we serve where they are, while supporting our core value of **belonging**.

WHERE WE STAND TODAY

Bold. Clear. Human. We recently introduced a vibrant purple to our brand color palette, Pantone 2603. It represents our **Customer Experience & External Affairs** division, which is at the heart of how we connect with the communities we serve.

A Hue of Human-Centered Service

From Customer Services, Communications & Marketing, Community & Government Affairs, to Market Research & Development, this color embodies our commitment to listening, engaging, and leading with empathy. It's a symbol of trust, dignity, and the power of a great experience.

Purple represents **our commitment to put people first**.

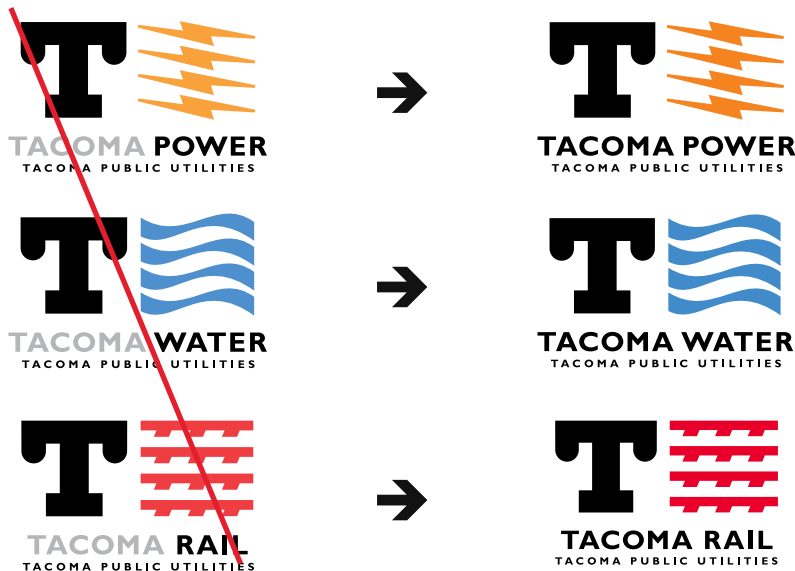




EVOLVING WITH A PURPOSE

In 2020, we refreshed the logos created in 1999 for Tacoma Power, Tacoma Water, and Tacoma Rail by streamlining their appearance to better reflect who we are, who we serve, and how we work. We retired our full-color logos and brought our two-color versions to the forefront to enhance safety and visibility and keep individuals with visual impairments top of mind. We also prioritized our horizontal logos, making them primary, for a cleaner and more efficient presence across various media.

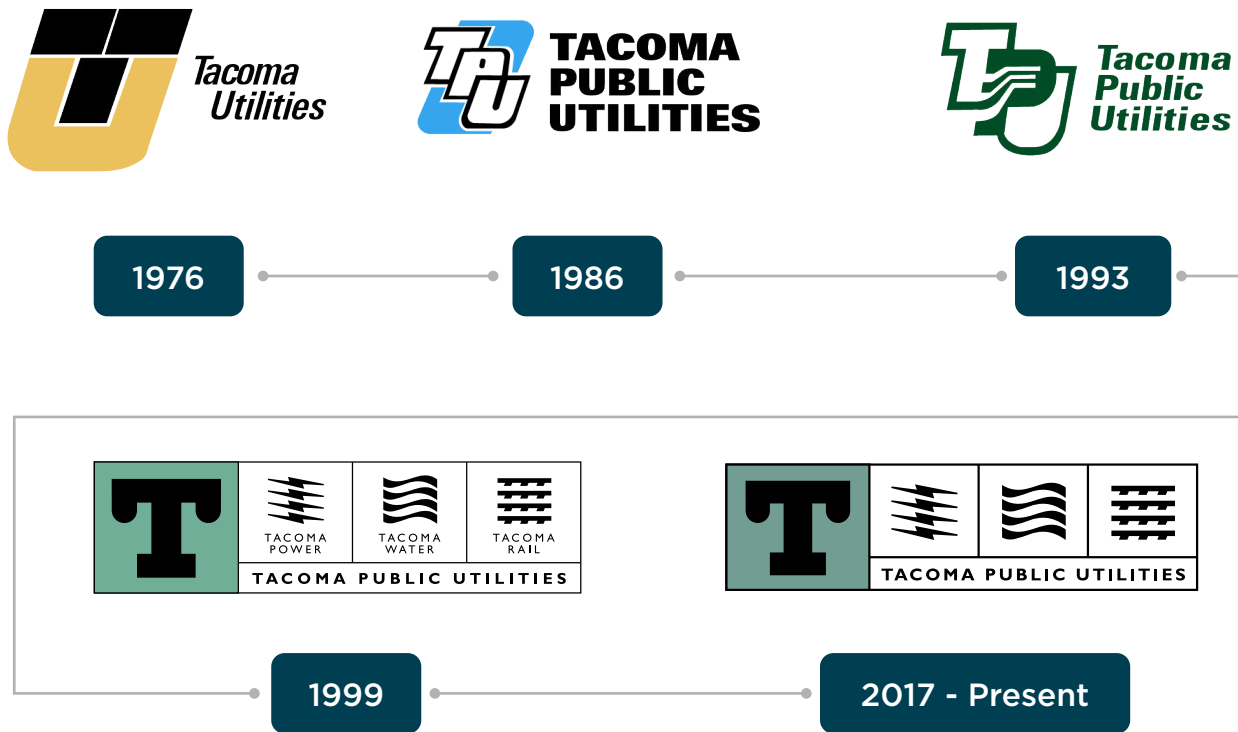
These intentional changes reinforce two of our core values today: **safety, integrity,** and **belonging**. Our clear, unified brands help the people we serve recognize us instantly, wherever we are—whether we’re restoring services, answering questions, or supporting the community.





EVOLUTION: THE PAST 50 YEARS

TPU has been a foundation of the local community since 1893, but the early years of our brand identity remain a puzzle we're still piecing together. What's clear, however, is how our brand mark has evolved alongside us over the past 50 years. With every update, our mission becomes clearer, and its evolution is undeniable. As we continue to unearth its origins, we invite you to explore a few visual stops along its path.





TPU is the umbrella organization comprised of the divisions Tacoma Power, Tacoma Water, Tacoma Rail. Additionally, our Management Services Office and newly formed Customer Experience and External Affairs divisions are part of our primary TPU brand.



i *The vertical version of the TPU logo shown on this page is used in place of the primary horizontal version for illustrative purposes due to space. The Management Services Office and Customer Experience & External Affairs are corporate-level service divisions, therefore do not have individual logos separate from TPU.*





Contents

| | | | |
|-------------------------------------|----|---------------------------------|----|
| 01 ALL THINGS BRAND | | 06 TACOMA POWER | |
| Framework | 10 | Logo identities | 50 |
| Tone and voice | 12 | Core color palette | 53 |
| Visual overview | 17 | Extended color | 55 |
| 02 LOGOS | | Application examples | 56 |
| Primary - Tier 1 | 19 | Typography | 57 |
| Tier 2 | 21 | Photography | 58 |
| Tier 3 | 23 | 07 TACOMA WATER | |
| Application examples | 24 | Logo identities | 60 |
| Special use | 25 | Core color palette | 63 |
| Guidance | 26 | Application examples | 65 |
| Co-Branding | 28 | Typography | 66 |
| 03 COLOR | | Photography | 67 |
| Core color palette | 30 | 08 TACOMA RAIL | |
| Extended color | 32 | Logo identities | 69 |
| Combining color | 34 | Core color palette | 72 |
| Web color palette | 35 | Application examples | 74 |
| ADA Guidance | 36 | Typography | 75 |
| 04 TYPOGRAPHY | | Photography | 76 |
| Primary: Gotham | 38 | 09 ICONOGRAPHY | |
| Secondary typefaces | 39 | General use icons | 78 |
| Translation/Transcreation | 40 | Extended icon library | 84 |
| 05 PHOTOGRAPHY | | 10 TEXTURE PATTERNS | |
| Representing Diversity | 43 | | |
| Community | 44 | | |
| Safety | 45 | | |
| Environment | 46 | | |
| Marketing | 47 | | |
| Social media | 48 | | |

CONTACT INFORMATION

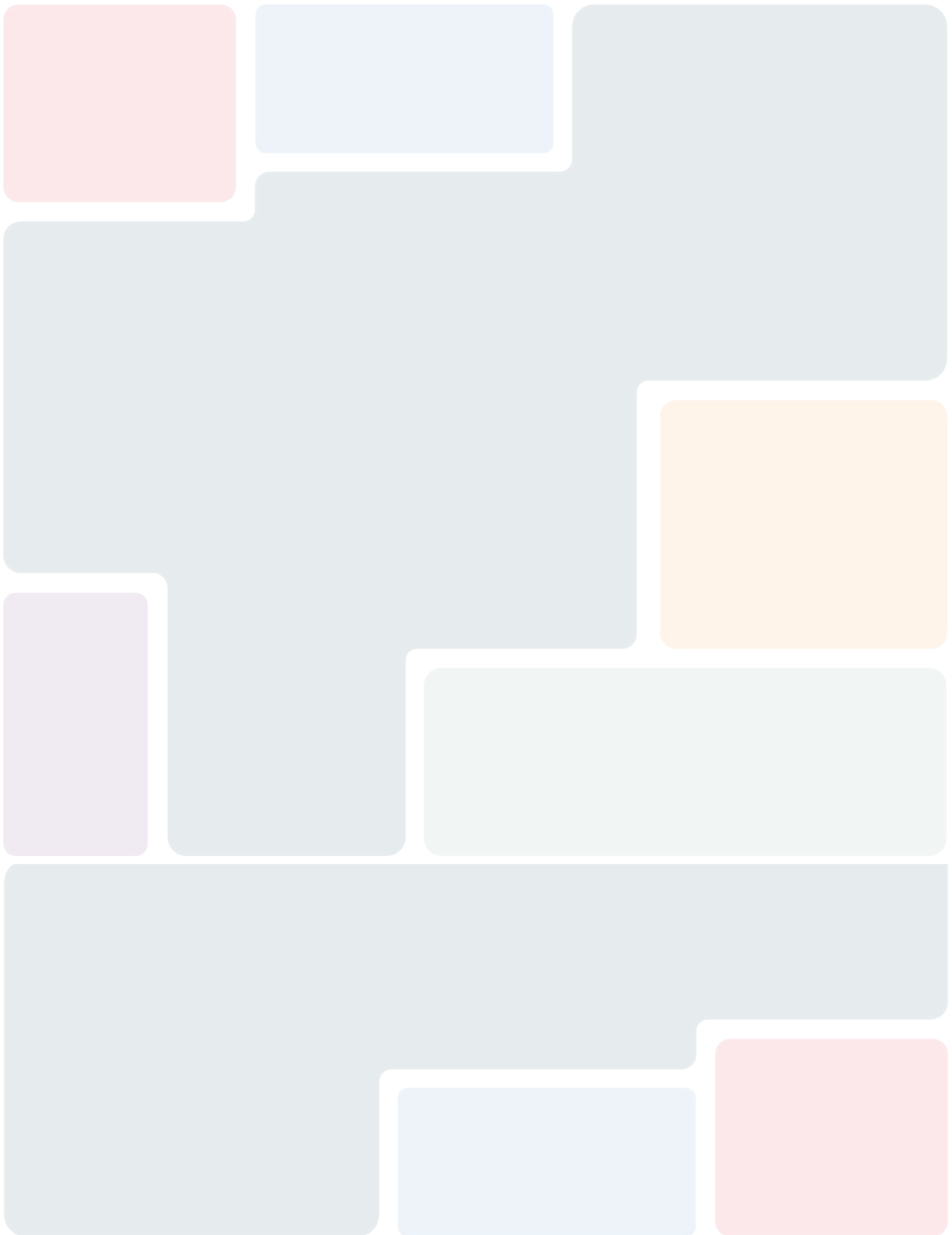




Appendices

- A APPENDIX
Video Brand Guidelines 94
- B APPENDIX
Coming Soon







01

All Things Brand

Framework

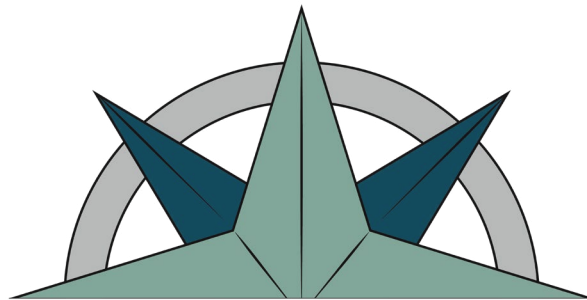
Tone and voice

Visual overview



FRAMEWORK

Our brand framework is the structure that connects our brand elements to our customer and employee experiences at every step, from internal teams to customer touchpoints. It is grounded in our organization's North Star, mission, vision, and values.



OUR NORTH STAR

Our customers and communities experience compassion and equity in action so they are understood, valued, and empowered. We deliver this through:

- ◆ Knowledgeable, empathetic advocacy.
- ◆ Consistent, transparent, and competent support that provides the right solution.
- ◆ Understanding, dialogue, and support that reflect our data-driven approach to understanding their current and future expectations.





MISSION

We deliver clean, reliable services essential to quality of life.

VISION

We desire a future where we are a trusted community partner, where employees are proud to deliver equitable, affordable services.

VALUES





HOW WE SHOW UP IN TONE AND VOICE

We unified our utility brands to better connect with our diverse audiences. In doing so, our brand voice has evolved. It's grounded in our joint mission, vision, and values, while still flexible enough to adapt its tone in different situations. It's consistent, yet responsive, reflecting who we are and how we serve.

WE ARE

Human

Friendly, approachable,
caring, and sincere

Dependable

Respectable, professional,
trusted, and reliable

Empowered

Passionate, proud, strong,
and independent

Thoughtful

Creative and strategic





HUMAN

For us, being human means treating people with empathy, understanding, and respect, keeping our promises, and being transparent in all our interactions. We don't hide behind jargon or small print: no spin or pretense.

We communicate clearly, act honestly, and put people first.

Tone: Warm, honest, transparent, clear, approachable

It feels like: A person who speaks with integrity and authenticity.

Do:

- Use plain language
- Share facts clearly, even when the news is difficult.
- Acknowledge mistakes
- Prioritize understanding

Don't:

- Use jargon, canned responses, or corporate spin.
- Overpromise or exaggerate.

Examples:

"Here's what's happened and how it impacts you."

"We made a mistake and these are our next steps."

"No surprises. Just straight answers."

"Here are the facts."





DEPENDABLE

Rooted in respect and driven by integrity, we keep our promises, even when it's hard. People count on us to deliver reliable services safely, professionally, and without shortcuts. That's a responsibility we carry with pride.

*We show up,
follow through,
and earn trust
every day.*

Tone: Steady, respectful, professional, reassuring

It feels like: Calm confidence and consistency, especially in times of need

Do:

- Reaffirm our reliability through steady, reassuring language.
- Express confidence in our ability to resolve the issue.
- Maintain a respectful, composed voice, especially during disruptions.
- Reinforce safety and service as our top priorities.

Don't:

- Sound unsure or dismissive.
- Use vague timelines or passive language.
- Downplay the seriousness of an issue when customers feel concern.

Examples:

"We're working on it and will keep you informed."

"Your safety is our priority."

"We're monitoring the situation closely and taking action."

"You can count on us."





EMPOWERED

We own our roles individually and collectively as an organization. We take initiative, speak up, and show pride in our work. Focused on service, we lead with confidence because people count on us.

*We act with
courage,
grounded in
purpose.*

Tone: Confident, motivated, proactive, inclusive, values-driven

It feels like: An organization that owns its purpose and leads with integrity

Do:

- Communicate a sense of ownership and leadership
- Use active language that shows initiative
- Reinforce our commitment to community and service
- Highlight collective strength and pride

Don't:

- Sound passive or hesitant
- Understate our responsibility or impact
- Rely on hierarchy instead of accountability

Examples:

“We’re here and ready to help.”

“This is our responsibility, and we take it seriously.”

“Every person on our team has the power to make a difference.”

“We don’t wait for change; we stay ahead of it.”





THOUGHTFUL

Our curiosity is practical, not flashy. We think ahead, adapt quickly, and design better ways to serve. For us, innovation means listening closely, prioritizing challenges, finding the best solutions, and improving what matters.

*We solve
smart with
purpose,
not flash.*

Tone: Curious, insightful, optimistic, forward-thinking

It feels like: An innovative, creative problem-solver who listens and adapts

Do:

- Communicate improvements in terms of customer value.
- Highlight creativity as a means of service, not a style.
- Show that we listen, learn, and adapt.
- Use language that invites trust in our solutions.

Don't:

- Oversell innovation for innovation's sake.
- Use technical language without any clear context.
- Prioritize novelty over usefulness.

Examples:

"We always seek better ways to serve you."

"Based on your feedback, here's what we changed."

"Shaping smarter systems and smoother service with you in mind."

"We think ahead so you don't have to."





HOW WE SHOW UP VISUALLY: AN OVERVIEW

Logo



Color



Typography

ABCDE

Photography



Divisions

Management Services Office

**Customer Experience
& External Affairs**

TACOMA POWER
TACOMA PUBLIC UTILITIES

TACOMA WATER
TACOMA PUBLIC UTILITIES

TACOMA RAIL
TACOMA PUBLIC UTILITIES





02

Logos

Tier 1 - Primary logo

Tier 2

Tier 3

Application examples

Special use logos

Guidance

Co-branding



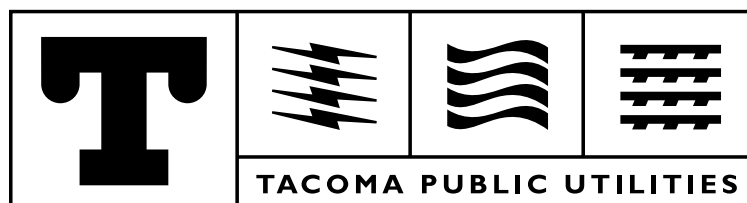
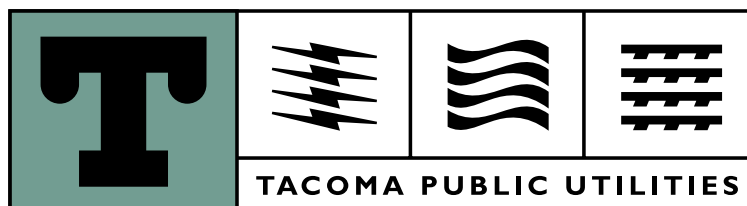


PRIMARY - TIER 1

HORIZONTAL

The following examples are acceptable logo variations and backgrounds. The logo version you use should be impactful, recognizable, and readable. These guidelines apply to all logos within our brand.

The full color TPU logo is a large, black capital “T” with rounded edges at the top on a color field of TPU Green with the words “Tacoma Public Utilities” to the lower right in black within a black horizontal box. The word mark rests beneath three vertical boxes enclosing black icons representing Tacoma Power with four electrical current symbols, Tacoma Water with four black water wave symbols, and Tacoma Rail with four black railroad track symbols.

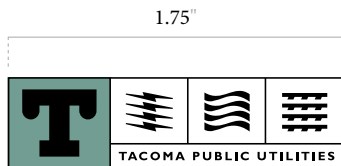




ISOLATION AND MINIMUM SIZE

Our horizontal logo should have adequate clear space, set away from the text, images, or other graphics to ensure the readability, consistency, and integrity of our brand. Minimum spacing should be 1/2" (x-height shown below) of the logo icons.

It should scale to a minimum width of 1.75 inches for legibility and identity. Use the lettermark (see page xx) for any size smaller than 1.75 inches.

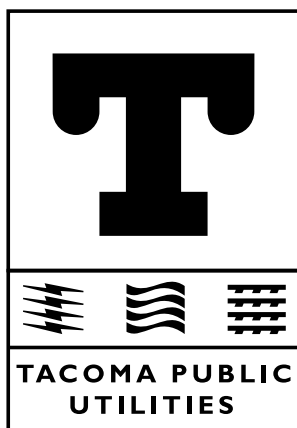
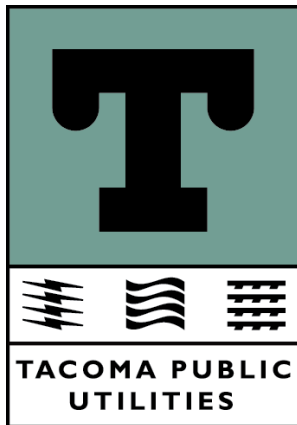




TIER 2

VERTICAL

Use the vertical TPU logo for co-branding on joint materials where the horizontal logo doesn't fit. Whenever possible, avoid using it on apparel, stationery, or standard items where the horizontal logo is already well recognized.

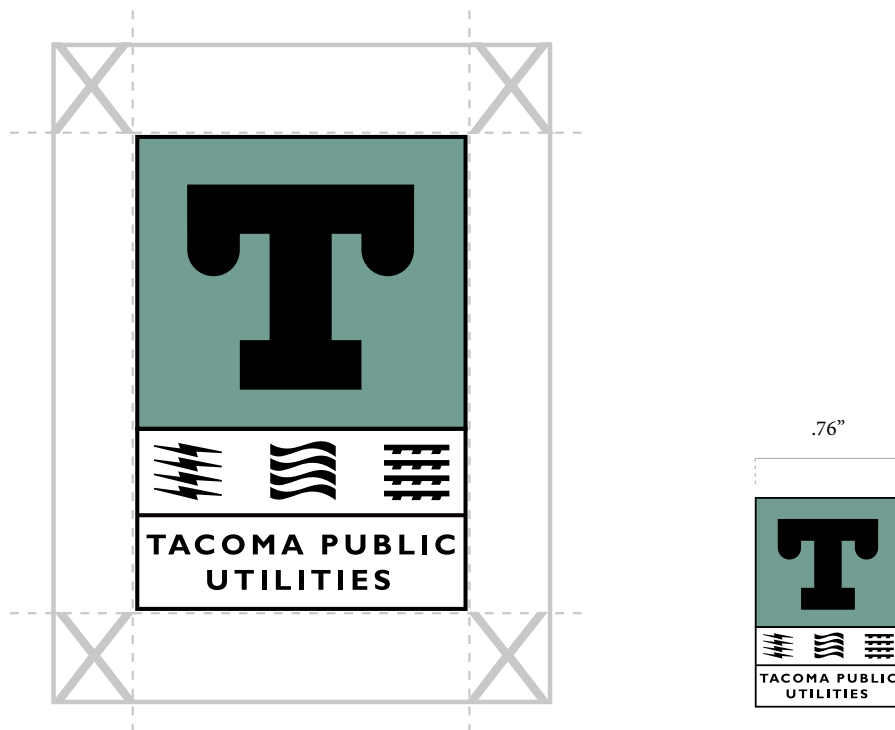




ISOLATION AND MINIMUM SIZE

Our vertical logo should have adequate clear space, set away from the text, images, or other graphics to ensure the readability, consistency, and integrity of our brand. Minimum spacing should be 1/2" (x-height) of the logo icons.

It should scale to a minimum width of .75 inches for legibility and identity. Use the lettermark (see page 23) for any size smaller than .75 inches.

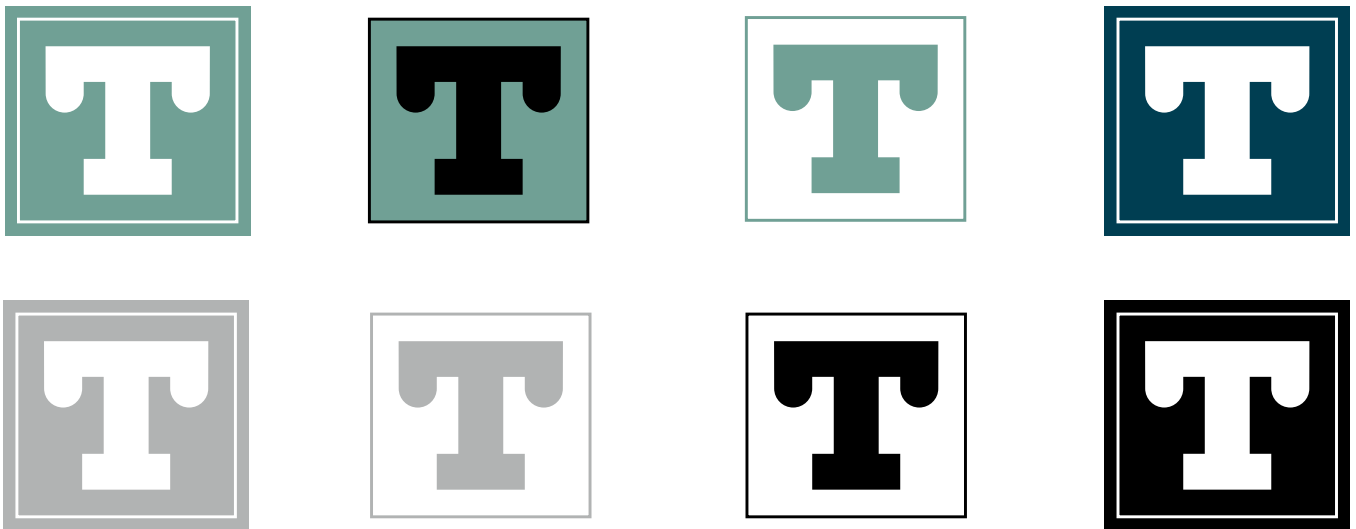




TIER 3

LETTERMARK

Use the TPU lettermark whenever our horizontal or vertical logos are too small or hard to read—like in social media icons and badges. Refer to the examples for proper use. Always enclose the lettermark within the designated rule for consistency. For very small spaces, use the favicon. When placing logos on images, it's best to use the full TPU logo instead of the lettermark. The lettermark can also serve as a stylish photo placeholder.



FAVICON

The favicon is a small icon that appears in a user's web browser tab, history, and bookmarks. It features the "T" lettermark without the enclosing rule. Use this mark when space is limited, such as on social media profiles and small promotional items like lanyard pulls and magnets.





LOGO APPLICATION EXAMPLES

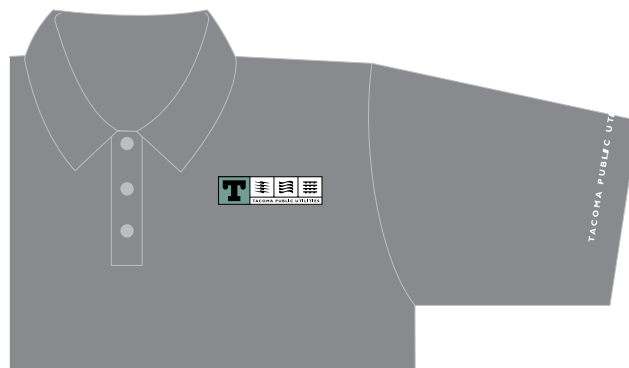
Our logo helps tell our story by traveling everywhere we do. From shirts and name tags to signs and service vehicles, these examples show how our brand comes to life in everyday places.



NAME TAG



VEHICLE APPLICATION



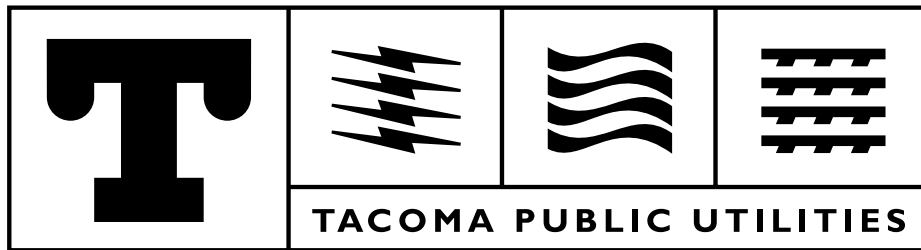
CLOTHING APPLICATION





SPECIAL USE

The logo in black, grayscale, or silver is perfect for tactile applications like embossing, engraving, etching, metal casting, or carving in stone and wood. It also works seamlessly for black-and-white or grayscale materials, such as white papers and photocopies, ensuring our brand remains sharp and recognizable in any format.





GUIDANCE

Maintaining the TPU logo's original form ensures our brand stays strong and instantly recognizable. **Never use any version of the logo that weakens its impact, reduces legibility, or compromises its integrity.** This includes any alterations to the logo's color, outlines, typeface, layout, or proportions.



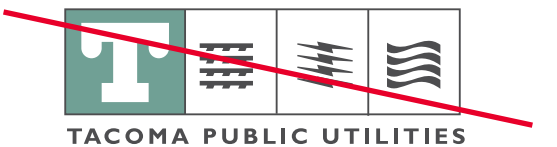
X LOGO IN MULTIPLE COLORS



X LOGO IN NON-APPROVED COLOR



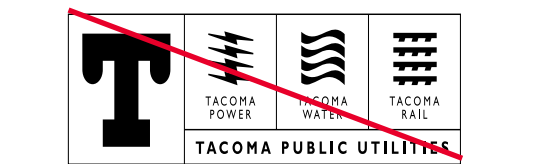
X LOGO IN A COLOR ON SOLID BACKGROUNDS



X LOGO ELEMENT REARRANGEMENT



X OUTLINED LOGO



X DISTORTED AND/OR OUTDATED LOGO





COLOR BACKGROUNDS

For best results, use the logo reserved out in white on a Unifier Teal background. The logo can also appear in two colors, with the text reversed out against a solid color or image. When using these versions over imagery, ensure there's enough contrast and the background is simple enough to keep the logo clear and legible.



BEST PRACTICE: LOGO REVERSED ON PMS 3035 C, 3025 U



COLOR LOGO ON PMS COOL GRAY 5C, COOL GRAY 5U



LOGO REVERSED ON PMS 624 C, 624 U



LOGO FOR ETCHING

LOGOS ON BACKGROUND

Ensure the background provides strong contrast and stays visually simple when placing the two-color or reversed-out logo over images. This helps the logo stand out legibly and stay easy to read.



COLOR LOGO ON IMAGE



LOGO REVERSED ON IMAGE





CO-BRANDING

Co-branding highlights a collaborative, non-contractual—relationship between the utility and a partner, requiring side-by-side logo use.

To maintain visual harmony, match the orientation of the logos: use our horizontal utility logo with a horizontal partner logo, and the vertical version when the partner logo is vertical. Ensure they appear visually balanced and equal in size for a clean, cohesive presentation.

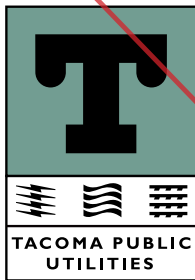


CITY OF
Tacoma



CORRECT VERTICAL CO-BRANDING

CORRECT HORIZONTAL CO-BRANDING



CITY OF
Tacoma

INCORRECT CO-BRANDING



Always list the TPU logo last on materials the utility creates.





03

Color

Core color

Extended color

Combining color

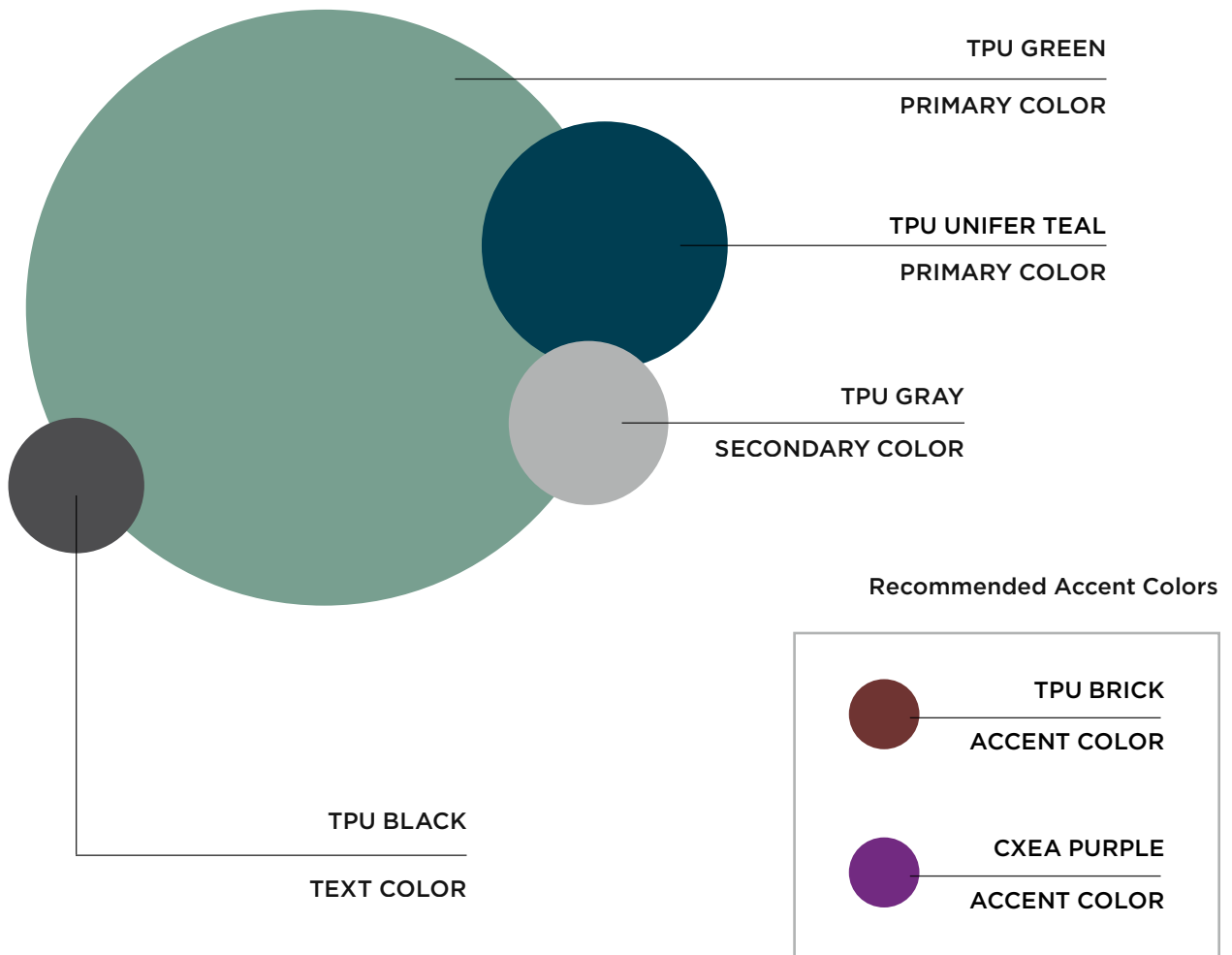




CORE COLOR PALETTE

The TPU core color palette consists of logo colors TPU Green, TPU Black, Unifier Teal, and Cool Gray 5. TPU Green is a recognizable and relatable color for our customers. We slightly soften the TPU black, making it less harsh and more modern. (The black in our logos should remain at 100%.) Brick and CXEA Purple are supporting colors.

Use Unifier Teal to connect our divisions and umbrella organization, creating a cohesive and unified visual identity.



 MSO uses Unifier Teal and TPU Green as their core color palette.





For general TPU communications, you may freely use the full color palette to bring energy, clarity, and consistency to our designs.

PMS and CMYK codes are for print and RGB and HEX codes are for web.

TPU Green
PMS 624 C

CMYK 53 16 38 7
 RGB 120 159 144
 HEX #4B816E*

TPU Unifer Teal
PMS 3035C

CMYK 100 19 10 72
 RGB 0 62 81
 HEX #104E68*

TPU Gray
PMS Cool Gray 5 C

CMYK 28 21 18 1
 RGB 177 179 179
 HEX #B1B3B3

TPU Brick
PMS 7629 C

CMYK 16 83 63 56
 RGB 109 51 50
 HEX #6D3332

CXEA Purple
PMS 2603 C

CMYK 66 100 0 4
 RGB 112 32 130
 HEX #702082

TPU Black
PMS 85% Black

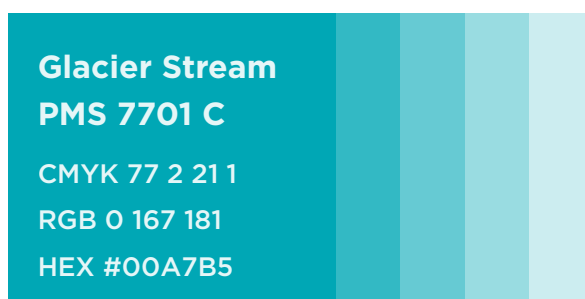
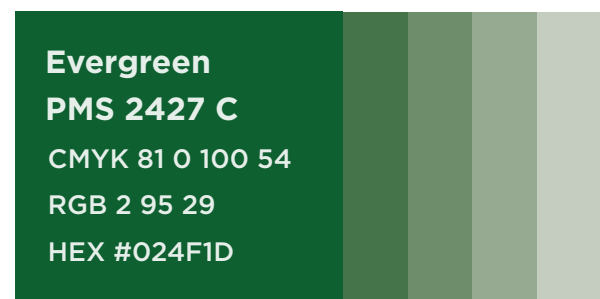
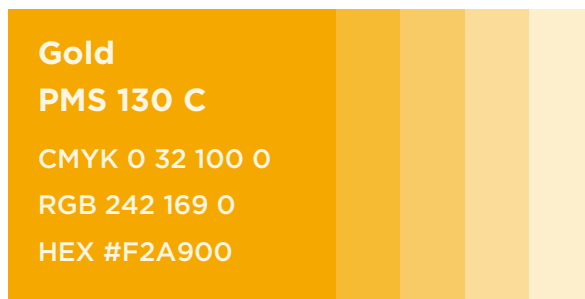
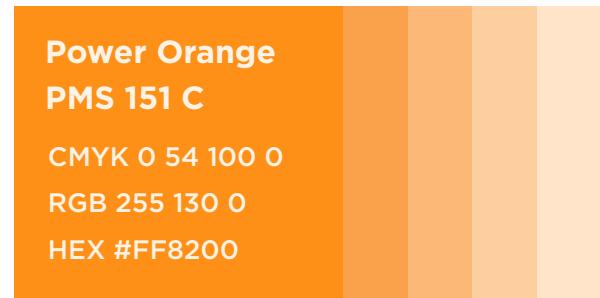
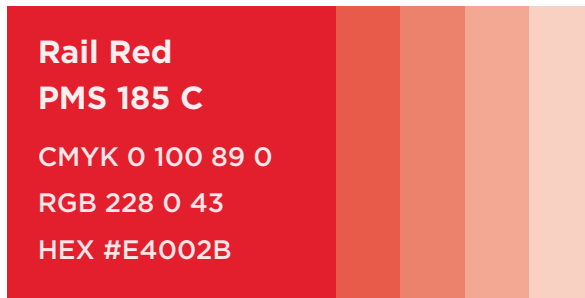
CMYK 0 0 0 85
 RGB 77 77 79
 HEX #4D4D4F





EXTENDED COLOR

PMS and CMYK codes are for print and RGB and HEX codes are for web. See the examples on page 30.





Water Blue
PMS 279 C
CMYK 69 34 0 0
RGB 65 143 222
HEX #418FDE

Lake
PMS 2132 C
CMYK 93 66 0 0
RGB 8 87 195
HEX #0857C3

CXEA Purple
PMS 2603 C
CMYK 66 100 0 4
RGB 112 32 130
HEX #702082

Berry
PMS 2405 C
CMYK 31 100 0 1
RGB 176 0 142
HEX #B0008E

TPU Brick
PMS 7629 C
CMYK 16 83 63 56
RGB 109 51 50
HEX #6D3332

TPU Black
PMS 85% Black
CMYK 0 0 0 85
RGB 77 77 79
HEX #4D4D4F

TPU Gray
PMS Cool Gray 5 C
CMYK 28 21 18 1
RGB 177 179 179
HEX #B1B3B3

Rail Black
PMS Black 6 C
CMYK 40 30 30 100
RGB 45 41 38
HEX #2D2926





COMBINING COLOR: CONTRAST EXAMPLES FOR PRINT

These pairings below guide TPU color use. Red backgrounds indicate low contrast and should be avoided. Most palette colors work on white.

Ensure enough contrast exists between the text and background to maintain readability and meet any ADA accessibility guidance or standards.

| | | FOREGROUND | | | | | | | | | | |
|------------|------------|--------------|--------------|--|--|---|--|---|--|---|-----------------------------|--------------|
| | | Dark Blue | Green | Orange | Light Blue | Red | Purple | Brown | Light Grey | Dark Grey | White | Black |
| BACKGROUND | Dark Blue | Dark Blue | Low Contrast | OK | OK | Low Contrast | OK | Low Contrast | OK | Low Contrast | OK | Low Contrast |
| | Green | Low Contrast | Green | OK | Low Contrast | Low Contrast | OK | Low Contrast | OK | Low Contrast | OK | Low Contrast |
| | Orange | OK | Low Contrast | Orange <td>Low Contrast</td> <td>Low Contrast</td> <td>OK</td> <td>Low Contrast</td> <td>OK</td> <td>Low Contrast</td> <td>OK</td> <td>Low Contrast</td> | Low Contrast | Low Contrast | OK | Low Contrast | OK | Low Contrast | OK | Low Contrast |
| | Light Blue | OK | Low Contrast | Low Contrast | Light Blue <td>Low Contrast</td> <td>OK</td> <td>Low Contrast</td> <td>OK</td> <td>Low Contrast</td> <td>OK</td> <td>Low Contrast</td> | Low Contrast | OK | Low Contrast | OK | Low Contrast | OK | Low Contrast |
| | Red | Low Contrast | Low Contrast | Low Contrast | Low Contrast | Red <td>Low Contrast</td> <td>Low Contrast</td> <td>Low Contrast</td> <td>Low Contrast</td> <td>OK</td> <td>Low Contrast</td> | Low Contrast | Low Contrast | Low Contrast | Low Contrast | OK | Low Contrast |
| | Purple | Low Contrast | Low Contrast | Low Contrast | Low Contrast | Low Contrast | Purple <td>Low Contrast</td> <td>Low Contrast</td> <td>Low Contrast</td> <td>OK</td> <td>Low Contrast</td> | Low Contrast | Low Contrast | Low Contrast | OK | Low Contrast |
| | Brown | Low Contrast | Low Contrast | Low Contrast | Low Contrast | Low Contrast | Low Contrast | Brown <td>Low Contrast</td> <td>Low Contrast</td> <td>OK</td> <td>Low Contrast</td> | Low Contrast | Low Contrast | OK | Low Contrast |
| | Light Grey | Low Contrast | Low Contrast | Low Contrast | Low Contrast | Low Contrast | Low Contrast | Low Contrast | Light Grey <td>Low Contrast</td> <td>OK</td> <td>Low Contrast</td> | Low Contrast | OK | Low Contrast |
| | Dark Grey | Low Contrast | Low Contrast | Low Contrast | Low Contrast | Low Contrast | Low Contrast | Low Contrast | Low Contrast | Dark Grey <td>Low Contrast</td> <td>Low Contrast</td> | Low Contrast | Low Contrast |
| | White | OK | OK | OK | OK | OK | OK | OK | OK | OK | White <td>Low Contrast</td> | Low Contrast |
| | Black | OK | OK | OK | OK | Low Contrast | OK | OK | OK | OK | OK | Black |





ADA-COMPLIANT COLORS FOR WEB USE

These colors are to be used specifically when designing for the web and digital publications when the text is smaller than 18pt or 24px.

ADA TPU Green

RGB 120 159 144

HEX #4B816E*

ADA TPU Unifer Teal

RGB 0 62 81

HEX #104E68*

ADA Power Orange

RGB 229 114 0

HEX #E57200

Lake Blue

RGB 8 87 195

HEX #0857C3

ADA Rail Red

RGB 228 0 43

HEX #E4002B





COMBINING COLOR: CONTRAST EXAMPLES FOR WEB

These pairings below guide TPU color use. Red backgrounds indicate low contrast and should be avoided. Most palette colors work on white.

Ensure enough contrast exists between the text and background to maintain readability and meet any ADA accessibility guidance or standards.

| | | FOREGROUND | | | | | | | | | | |
|------------|------------|------------|-------|--------|------------|-----|--------|-------|------|-----------|-------|-------|
| | | Dark Blue | Green | Orange | Light Blue | Red | Purple | Brown | Grey | Dark Grey | White | Black |
| BACKGROUND | Dark Blue | ✗ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| | Green | ○ | ✗ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| | Orange | ○ | ○ | ✗ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| | Light Blue | ○ | ○ | ○ | ✗ | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| | Red | ○ | ○ | ○ | ○ | ✗ | ○ | ○ | ○ | ○ | ○ | ○ |
| | Purple | ○ | ○ | ○ | ○ | ○ | ✗ | ○ | ○ | ○ | ○ | ○ |
| | Brown | ○ | ○ | ○ | ○ | ○ | ○ | ✗ | ○ | ○ | ○ | ○ |
| | Grey | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ✗ | ○ | ○ | ○ |
| | Dark Grey | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ✗ | ○ | ○ |
| | White | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ✗ | ○ |
| | Black | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ○ | ✗ |



If you wish to use Power Orange with white text smaller than 18pt (24px), please use the identified ADA Power Orange on page 35.





04

Typography

Primary: Gotham

Secondary: Aptos, Arial, Calibri

Translation/Transcreation: Noto Sans



PRIMARY TYPEFACE

Gotham

The Gotham font family blends classic simplicity with a modern edge. Its clean, geometric design gives it an architectural feel while maintaining excellent readability. With a wide range of weights and styles, Gotham offers maximum flexibility across all types of content.

Use Gotham Light for longer headlines and paragraph copy to keep things clean and legible. For short, impactful headlines, go bold with Gotham Black to create strong visual contrast and emphasis.

ABCDE

Gotham Light

abcdefghijklmnopqrstuvxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890?!*+(.,)

Gotham Bold

ABDCEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvxyz

1234567890?!*+(.,)





SECONDARY TYPEFACES

Aptos | Arial | Calibri

For internal, office, or digital communications, use Aptos, Arial, or Calibri as a substitute, when Gotham isn't available.

| | Bold | Regular |
|----------------|--|--|
| Aptos | ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890?!*+(.,) | ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890?!*+(.,) |
| Arial | ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890?!*+(.,) | ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890?!*+(.,) |
| Calibri | ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890?!*+(.,) | ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890?!*+(.,) |



TRANSLATION/TRANSCREATION

Noto Sans

Noto Sans is our go-to typeface for translated and transcreated materials. It's designed for global readability, ensuring clarity and consistency across multiple languages and scripts.

ABCDE

Noto Sans Bold

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890?!*+(.,)

ABDCEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxy





05

Photography

Style

Representing diversity

Community

Safety

Environmental

Marketing

Social media





OUR PHOTOGRAPHY STYLE

Imagery of our service area and natural environment helps evoke a strong sense of pride and place. It also underscores our commitment to delivering essential services that are vital to quality of life.

Use a mix of high-quality stock photography and, when possible, authentic images of our employees and communities we serve. To add visual depth and flexibility, you may also add transparent branded color fields layered over images to support clean, dynamic layouts.



REPRESENTING DIVERSITY

A SPECTRUM OF HUMAN EXPERIENCES

Our utility serves a diverse community of employees and customers across the greater Puget Sound region. Our imagery should reflect that same incredible diversity.

Always select photos that respectfully represent people from all backgrounds, avoiding stereotypes or objectifying portrayals. Additionally, aim to capture images with strong visual composition, and the full range of our brand personality: **human**, **dependable**, **empowered**, and **inventive**. This balance becomes especially important when using multiple images in a single media.

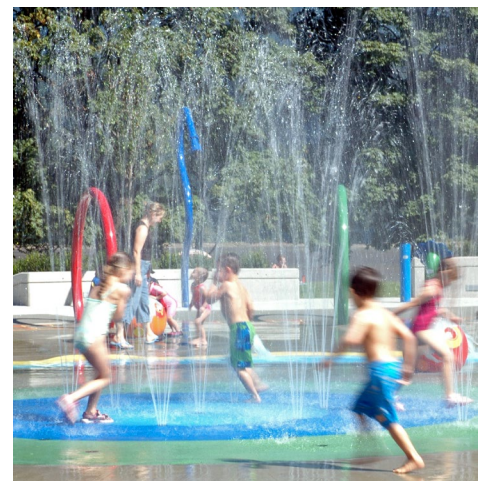




SHOWCASING COMMUNITY

BETTER TOGETHER

Imagery centered on community illustrates stories in our service areas and show how our utility is connected. This imagery provides a window into community activities and our employees who support them.

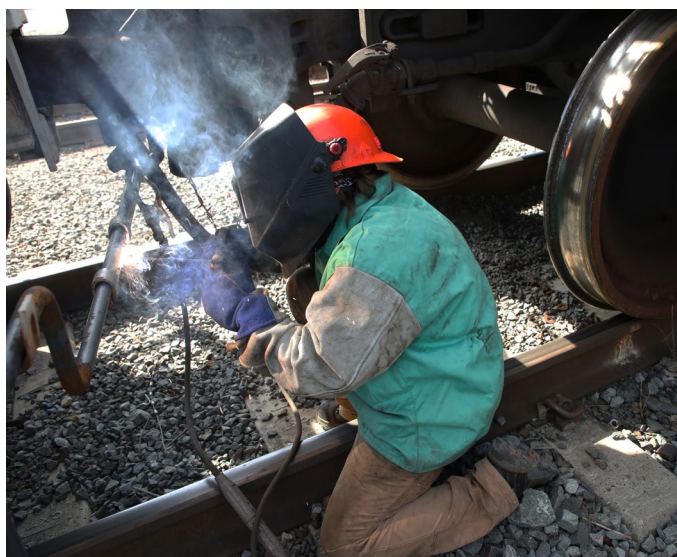




PORTRAYING SAFETY

PROTECTING OUR WORKFORCE

Ensuring our employees come to work and returns home safely supports our traits of being **empowered** and **dependable**. When showing our workforce in the field, choose photos with workers wearing proper safety gear. For safety compliance, obtain approval of any imagery that features electrical, water, or rail equipment before publication.



Unsure if your photo meets safety standards? Contact your communications professional for guidance.



IN OUR ENVIRONMENT

NATURAL AESTHETICS

Whenever possible, feature our facilities, workers, watershed, and wildlife habitats against the backdrop of the beautiful Pacific Northwest.



FOR MARKETING

PROMOTION WITH PURPOSE

- **Marketing materials** should feature high-resolution images of customers, employees, and facilities, using professional photography or quality stock images.
- **Promotional imagery** should reflect diverse individuals using utility services in ways that enhance daily life at home, work, or in business.
- **Employee photos** should portray approachable, solution-oriented professionals who take pride in their work and support customers.
- **Facility and equipment images** must be clean, well-lit, and sharp to showcase our infrastructure at its best.

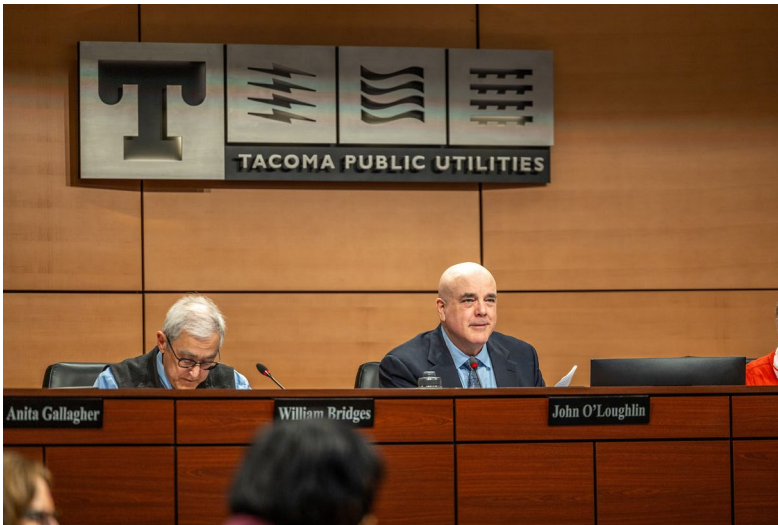




ON SOCIAL MEDIA

REAL PEOPLE IN REAL LIFE

Our social media centers on our trait of being **human**. We use real people in real environments to deliver authentic, relatable, and captivating imagery. Although we try not to use stock photography, we do tailor imagery based on the platform.



Examples (L-R)
LinkedIn: Professional and high quality
Instagram: Humanizing, trendy, and relatable
Facebook/X/Threads: Educational and informative

 Photos on social media should not have a logo.





06

Tacoma Power

Identity
Color palette
Typography
Photography



LOGO IDENTITIES

Tacoma Power has two logo styles in its toolkit: the go-to horizontal logo and a secondary vertical version. When designing with a Unifier Teal background, aim to use the reversed horizontal logo; it's the best fit for style and visibility.

Every piece of Tacoma Power content, whether in print or digital formats, should proudly feature the Tacoma Power logo. Feel free to use it in two-color, reversed, or grayscale formats when working with color backgrounds. Ensure you follow the logo guidelines on pages 19-20 and avoid any misuse listed on page 26.

PRIMARY - TIER 1

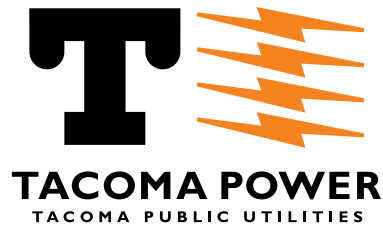
Our Tacoma Power primary horizontal logo uses the words “Tacoma Power” with four orange or black and white electrical current symbols and the words “Tacoma Public Utilities” beneath it.





VERTICAL - TIER 2

The Tacoma Power secondary vertical logo is a large capital “T” with rounded edges at the top and four orange or black and white electrical current symbols. Use the horizontal logo reversed on Unifier Teal whenever possible.

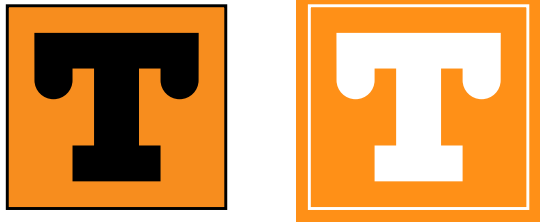


SPECIAL USE LOGO





LETTERMARK AND FAVICON - TIER 3



ISOLATION AND MINIMUM SIZE

Our logos should have adequate clear space, set away from the text, images, or other graphics to ensure the readability, consistency, and integrity of our brand. Minimum spacing should be equivalent to 1/2" (x-height shown below) of the logo icons.

The logos should scale to a minimum width of 1.75 inches for legibility and identity. Use the lettermark for any size smaller than 1.75 inches.

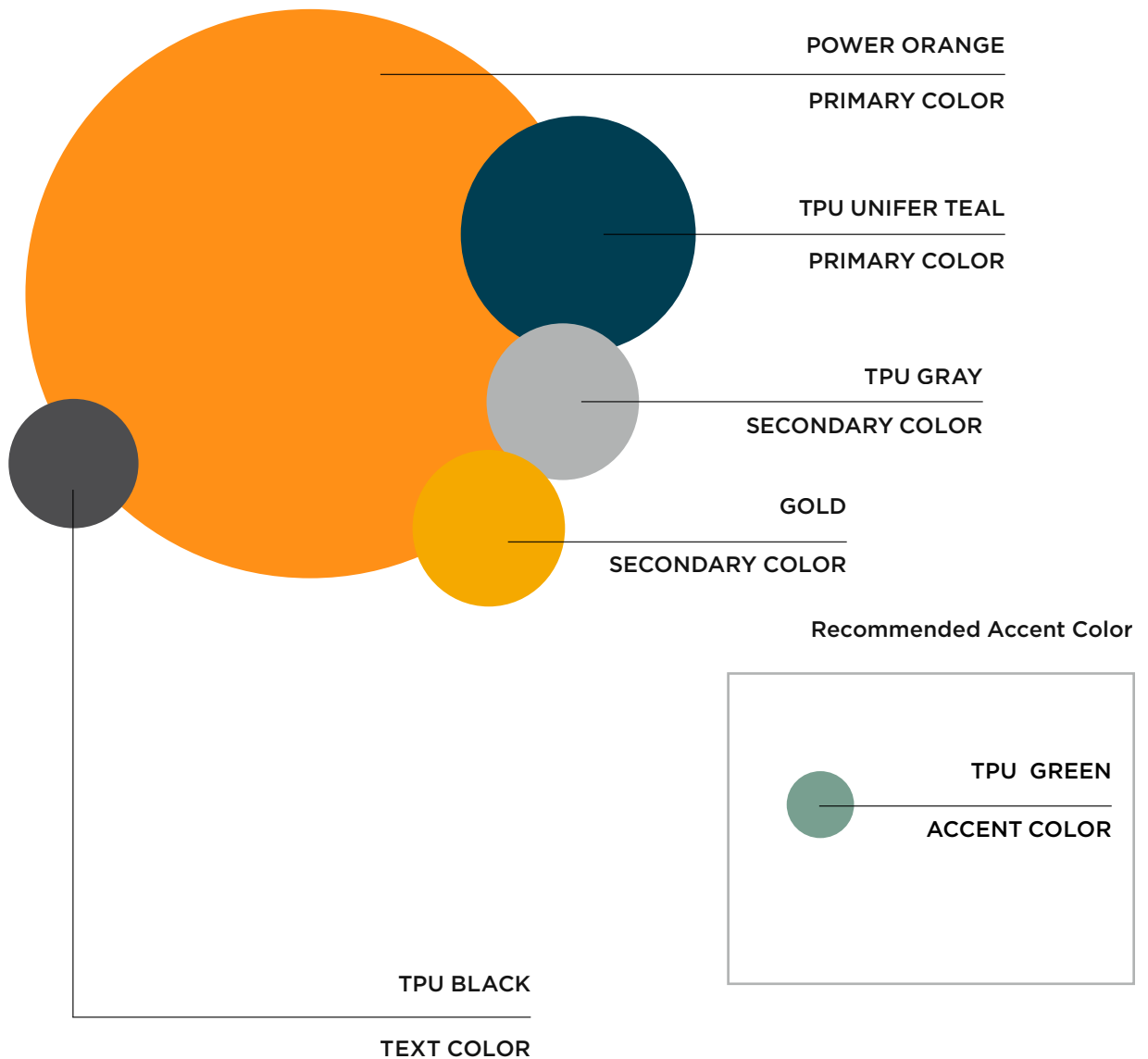




CORE COLOR PALETTE

The Tacoma Power brand comes to life through its bold primary colors: Tacoma Power Orange, TPU Black, Unifier Teal, and secondary Cool Gray. Use Unifier Teal to connect the Power division to our umbrella organization, creating a cohesive and unified visual identity.

Our accent colors echo the parent TPU logo. Use TPU Green with intention. It's best reserved for high-impact details such as with Gotham Black for callout numbers and URLs. Cool Gray, being a versatile neutral, can flow more freely throughout your designs to add balance and contrast.





PMS and CMYK codes are for print and RGB and HEX codes are for web. See the examples on pages 35-36.

Power Orange
PMS 151 C
 CMYK 0 54 100 0
 RGB 255 130 0
 HEX #FF8200

ADA Power Orange
 RGB 229 114 0
 HEX #E57200

Gold
PMS 130 C
 CMYK 0 32 100 0
 RGB 242 169 0
 HEX #F2A900

TPU Unifer Teal
PMS 3035C
 CMYK 100 19 10 72
 RGB 0 62 81
 HEX #104E68*

TPU Green
PMS 624 C
 CMYK 53 16 38 7
 RGB 120 159 144
 HEX #4B816E*

TPU Gray
PMS Cool Gray 5 C
 CMYK 28 21 18 1
 RGB 177 179 179
 HEX #B1B3B3

TPU Black
PMS 85% Black
 CMYK 0 0 0 85
 RGB 77 77 79
 HEX #4D4D4F





EXTENDED COLOR

Our extended color palette brings a burst of energy to the Tacoma Power visual identity, adding vibrant hues that complement our primary colors. These dynamic tones offer the flexibility to adapt across materials and keep the brand fresh and engaging.

Lichen

PMS 7744 C

CMYK 21 2 97 9

RGB 186 188 22

HEX #BABC16

Renew Green

PMS 363 C

CMYK 64 0 100 24

RGB 76 141 43

HEX #4C8D2B

Evergreen

PMS 2427 C

CMYK 81 0 100 54

RGB 2 95 29

HEX #024F1D

Glacier Stream

PMS 7701 C

CMYK 77 2 21 1

RGB 0 167 181

HEX #00A7B5

Sky

PMS 549 C

CMYK 57 16 10 2

RGB 107 164 184

HEX #6BA4B8



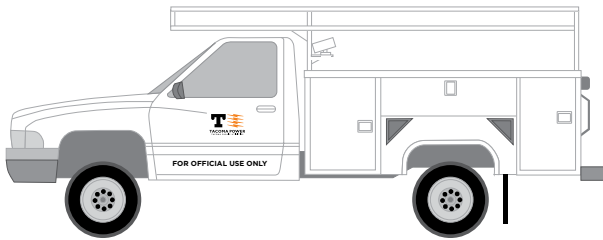


LOGO APPLICATION EXAMPLES

Our logo helps tell our story by traveling everywhere we do. From shirts and name tags to signs and service vehicles, these examples show how our brand comes to life in everyday places.



NAME TAG



VEHICLE APPLICATION



MARKETING APPLICATION



CLOTHING APPLICATION





TYPOGRAPHY

Gotham

ABCDE

Gotham Light

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNQRSTUWXYZ

1234567890?!*+(.,)

Gotham Bold

ABCDEFGHIJKLMNQRSTUWXYZ

abcdefghijklmnopqrstuvwxy

1234567890?!*+(.,)

SECONDARY TYPEFACES

| | Bold | Regular |
|---------|--|--|
| Aptos | ABCDEFGHIJKLMNQRSTUWXYZ abcdefghijklmnopqrstuvwxy 1234567890?!*+(.,) | ABCDEFGHIJKLMNQRSTUWXYZ abcdefghijklmnopqrstuvwxy 1234567890?!*+(.,) |
| Arial | ABCDEFGHIJKLMNQRSTUWXYZ abcdefghijklmnopqrstuvwxy 1234567890?!*+(.,) | ABCDEFGHIJKLMNQRSTUWXYZ abcdefghijklmnopqrstuvwxy 1234567890?1*+(.,) |
| Calibri | ABCDEFGHIJKLMNQRSTUWXYZ abcdefghijklmnopqrstuvwxy 1234567890?!*+(.,) | ABCDEFGHIJKLMNQRSTUWXYZ abcdefghijklmnopqrstuvwxy 1234567890!?*+(.,) |



PHOTOGRAPHY

Highlight the people behind the hydropower working to keep reliable electricity flowing and care for the iconic dams, fish, and parks that uniquely shape our region. Complement their efforts with imagery of people using electricity to power homes, fuel businesses, and drive innovation—set in neighborhoods and within the vibrant rhythm of Pacific Northwest commerce. Let the visuals reflect what we do and why it matters: to people, businesses, and the communities we serve.

In addition to the imagery guidelines on pages 42-48, more examples and style recommendations are below. We often weave green power imagery into campaigns that spotlight energy efficiency, rebates, and related products. This includes scenes of people engaging with sustainable solutions, aspirational visuals that champion the promise of clean energy, and a retail-inspired aesthetic that makes green power feel accessible and desirable.





07

Tacoma Water

Identity
Color palette
Typography
Photography



LOGO IDENTITIES

Tacoma Water has two logo styles in its toolkit: the go-to horizontal logo and a secondary vertical version. When designing with a Unifier Teal background, aim to use the reversed horizontal logo; it's the best fit for both style and visibility.

Every piece of Tacoma Water content, whether printed or digital, should proudly feature the Tacoma Water logo. Feel free to use it in two-color, reversed, or grayscale formats when working with color backgrounds. Ensure you follow the logo guidelines on pages 19-20 and avoid any misuse listed on page 26.

PRIMARY - TIER 1

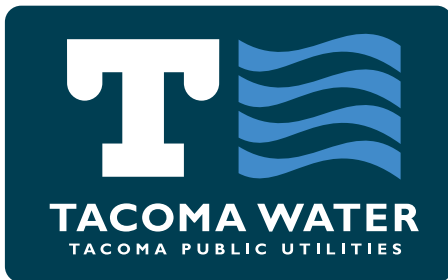
The Tacoma Water primary horizontal logo uses the words “Tacoma Water” with four blue or black and white water wave symbols and the words “Tacoma Public Utilities” beneath it.





VERTICAL - TIER 2

Tacoma Water secondary vertical uses a large capital “T” with rounded edges at the top and four blue or black and white water wave symbols and the words “Tacoma Public Utilities” beneath it.

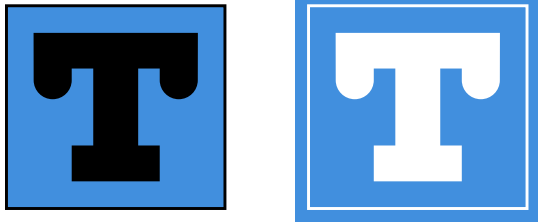


SPECIAL USE LOGO





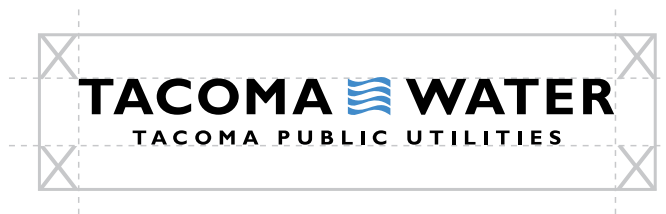
LETTERMARK AND FAVICON - TIER 3



ISOLATION AND MINIMUM SIZE

Our logos should have adequate clear space, set away from the text, images, or other graphics to ensure the readability, consistency, and integrity of our brand. Minimum spacing should be equivalent to 1/2" (x-height shown below) of the logo icons.

The logo should scale to a minimum width of 1.75 inches for legibility and identity. Use the lettermark for any size smaller than 1.75 inches.



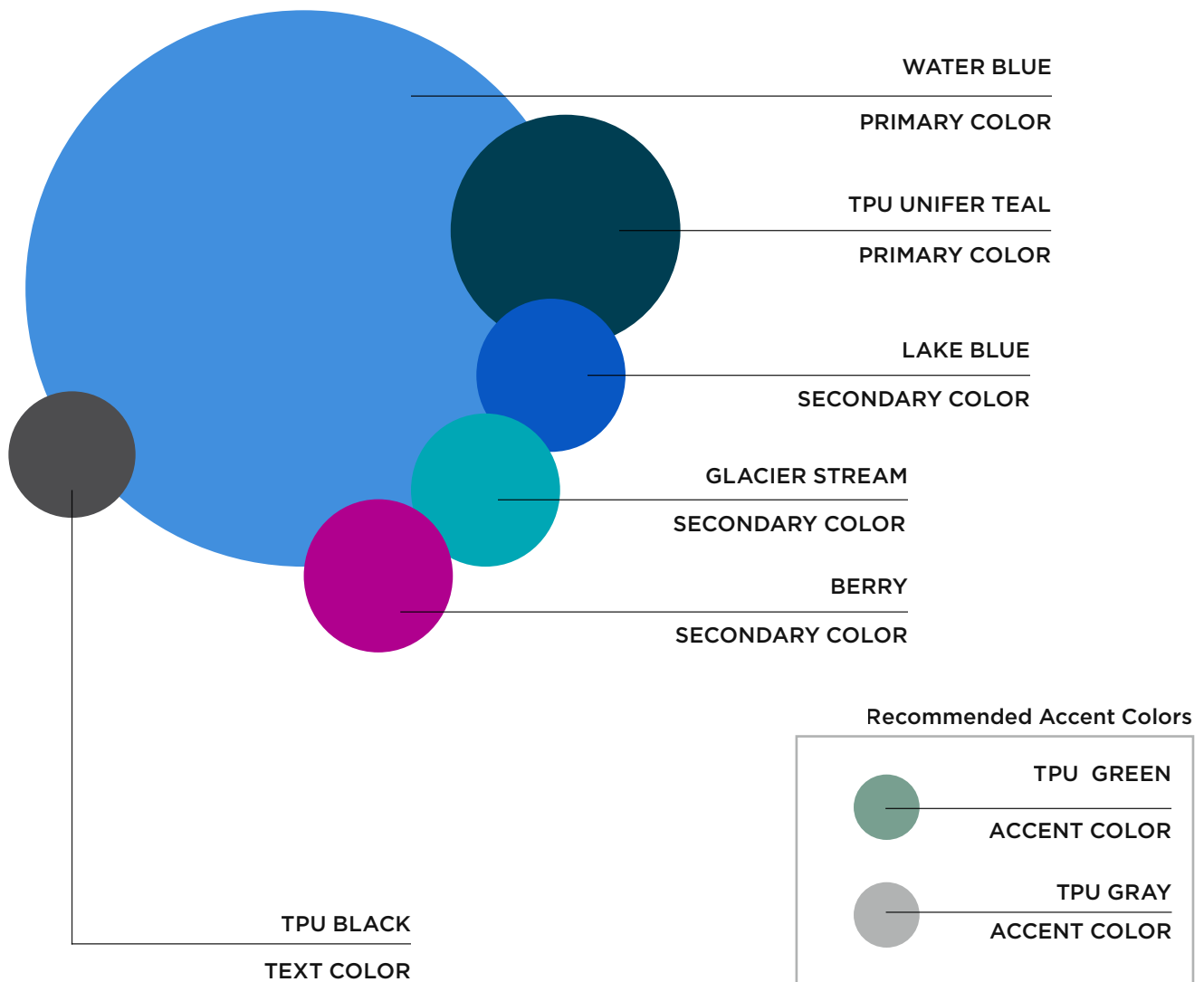


CORE COLOR PALETTE

The Tacoma Water brand comes to life through its bold primary colors: Tacoma Water Blue, TPU Black, Unifier Teal, and Cool Gray. Use Unifier Teal to connect the Water division to our umbrella organization, creating a cohesive and unified visual identity.

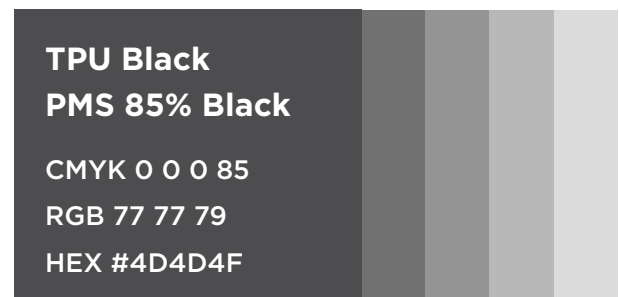
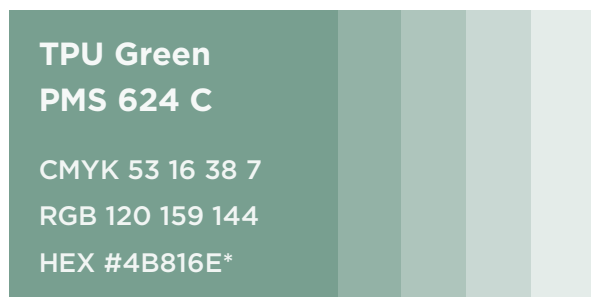
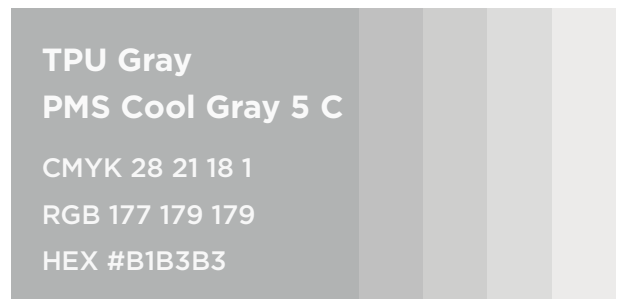
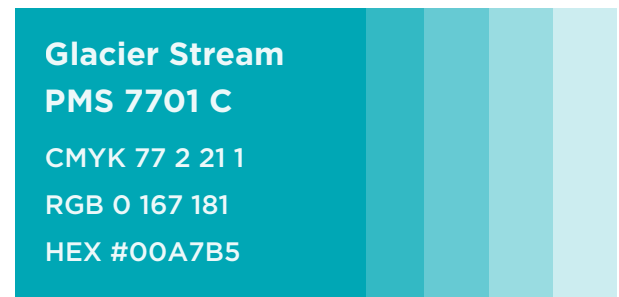
The supporting color palette introduces soothing shades of blue that complement our primary colors, reinforcing Tacoma Water’s role as a dependable source of clean, reliable water. Berry can be used as a bold accent to bring warmth and vibrancy to seasonal campaigns and special communications.

Our accent colors echo the parent TPU logo. Use TPU Green with intention. It’s best reserved for high-impact details such as with Gotham Black for callout numbers and URLs. Cool Gray, being a versatile neutral, can flow more freely throughout your designs to add balance and contrast.





PMS and CMYK codes are for print and RGB and HEX codes are for web. See the examples on pages 35-36.



 *Lake may be used in place of Water Blue for ADA compliance.*



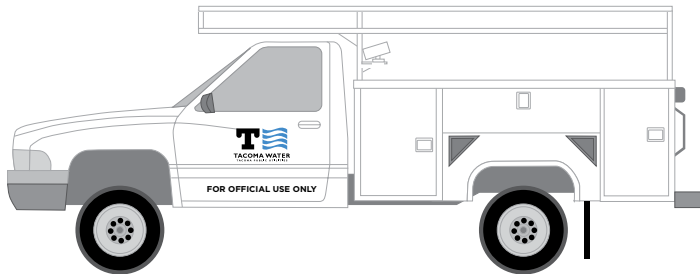


LOGO APPLICATION EXAMPLES

Our logo helps tell our story by traveling everywhere we do. From shirts and name tags to signs and service vehicles, these examples show how our brand comes to life in everyday places.



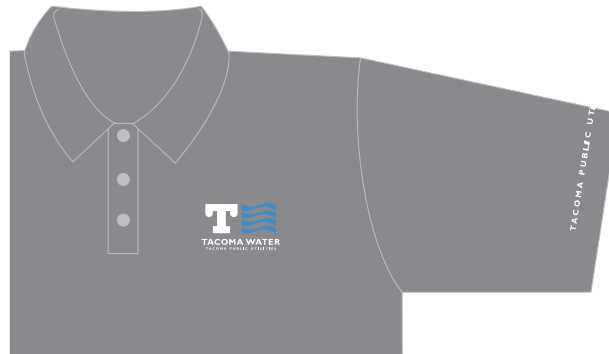
NAME TAG



VEHICLE APPLICATION



MARKETING APPLICATION



CLOTHING APPLICATION





TYPOGRAPHY

Gotham

ABCDE

Gotham Light

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890?!*+(.,)

Gotham Bold

ABDCEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxy

1234567890?!*+(.,)

SECONDARY TYPEFACES

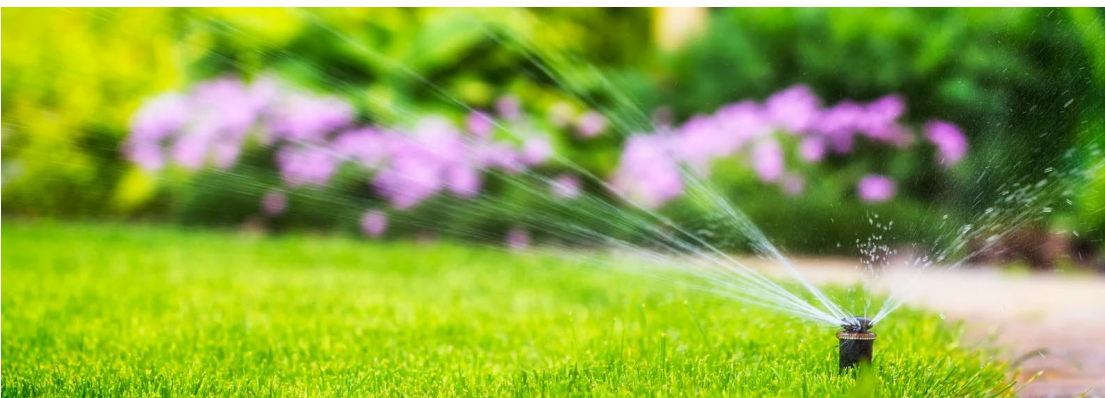
| | Bold | Regular |
|----------------|--|---|
| Aptos | ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxy 1234567890?!*+(.,) | ABDCEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxy 1234567890?!*+(.,) |
| Arial | ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxy 1234567890?!*+(.,) | ABDCEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxy 1234567890?1*+(.,) |
| Calibri | ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxy 1234567890?!*+(.,) | ABDCEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxy 1234567890!?*+(.,) |



PHOTOGRAPHY

Capture the people behind the water working hard to keep it clean, reliable, and flowing to homes and businesses, while protecting our environment. Spotlight their efforts alongside the beauty of our watersheds, thriving wildlife habitats, and the vibrant pulse of Pacific Northwest commerce. Complement these scenes with imagery of people using water in daily life, cooking, cleaning, growing, and creating at home and work. Let the imagery reflect what we do and why it matters: to people, businesses, nature, and the communities we serve.

In addition to the imagery guidelines on pages 40-46, more examples and style recommendations are below. For many water efficiency campaigns (especially those focused on rebates and rebate-eligible products), we may draw on imagery with a modern, retail-inspired look and feel. This can include people engaging with water-saving solutions, showcasing the benefits in everyday life, and aspirational visuals that make conservation stylish and attainable.





08

Tacoma Rail

Identity
Color palette
Typography
Photography





LOGO IDENTITIES

Tacoma Rail has two logos in its toolkit: the go-to horizontal logo and a secondary vertical version. When designing with a Unifier Teal background, aim to use the reversed horizontal logo. It's the best fit for both style and visibility.

Every piece of Tacoma Rail content, whether printed or digital, should proudly feature the Tacoma Rail logo. Feel free to use it in two-color, reversed, or grayscale formats when working with color backgrounds. Ensure you follow the logo guidelines on pages 19-20 and avoid any misuse listed on page 26.

PRIMARY - TIER 1

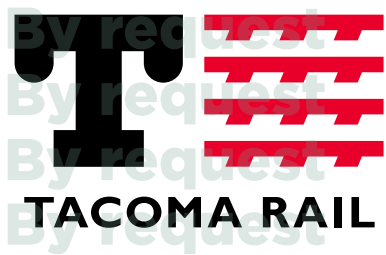
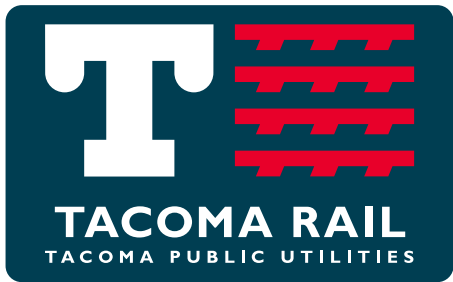
The Tacoma Rail primary horizontal logo uses the words “Tacoma Power” with four red or black and white railroad symbols and the words “Tacoma Public Utilities” beneath it.





SECONDARY - TIER 2

Tacoma Rail secondary vertical logo uses a large capital “T” with rounded edges at the top and four red or black and white railroad track symbols and the words “Tacoma Public Utilities” beneath it. Use the horizontal logo reversed on Unifier Teal whenever possible.

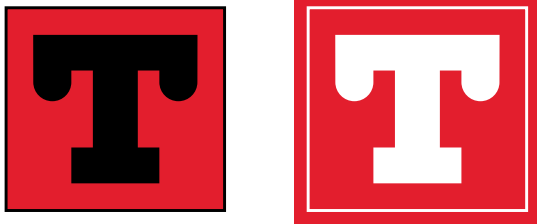


SPECIAL USE LOGO





LETTERMARK AND FAVICON - TIER 3



ISOLATION AND MINIMUM SIZE

Our logos should have adequate clear space, set away from the text, images, or other graphics to ensure the readability, consistency, and integrity of our brand. Minimum spacing should be equivalent to 1/2" (x-height shown below) of the logo icons.

The logos should scale to a minimum width of 1.75 inches for legibility and identity. Use the lettermark for any size smaller than 1.75 inches.

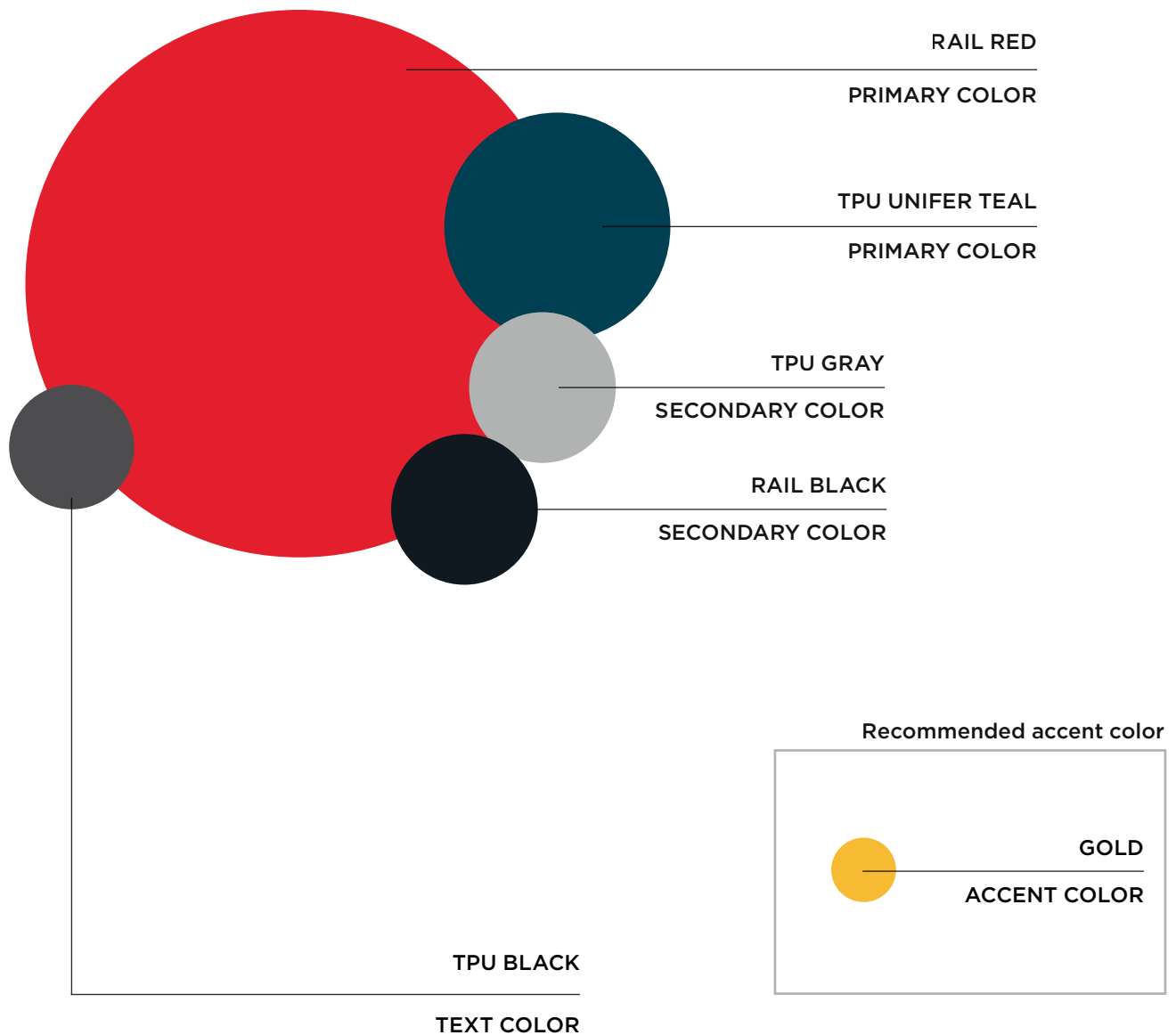




CORE COLOR PALETTE

The Tacoma Rail brand comes to life through its bold primary colors: Tacoma Rail Red, Tacoma Rail Black, Unifier Teal, and Cool Gray. Use Unifier Teal to connect our Rail division to our umbrella organization, creating a cohesive and unified visual identity.

For text, we use Black at 85% for a softer, more refined look. Gold serves as a supportive accent, adding a touch of distinction when needed.





PMS and CMYK codes are for print and RGB and HEX codes are for web. See the examples on pages 35-36.

Rail Red
PMS 185 C

CMYK 0 100 89 0
RGB 228 0 43
HEX #E4002B

TPU Unifer Teal
PMS 3035C

CMYK 100 19 10 72
RGB 0 62 81
HEX #104E68*

Gold
PMS 130 C

CMYK 0 32 100 0
RGB 242 169 0
HEX #F2A900

TPU Gray
PMS Cool Gray 5 C

CMYK 28 21 18 1
RGB 177 179 179
HEX #B1B3B3

TPU Black
PMS 85% Black

CMYK 0 0 0 85
RGB 77 77 79
HEX #4D4D4F

Rail Black
PMS Black 6 C

CMYK 40 30 30 100
RGB 45 41 38
HEX #2D2926



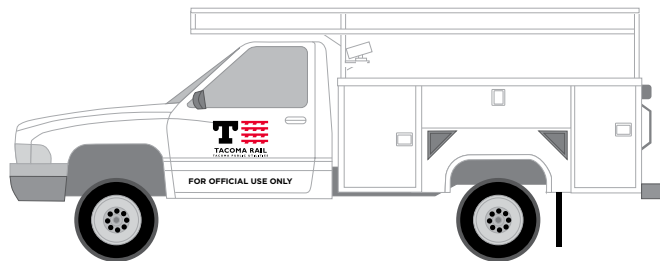


LOGO APPLICATION EXAMPLES

Our logo helps tell our story by traveling everywhere we do. From shirts and name tags to signs and service vehicles, these examples show how our brand comes to life in everyday places.



NAME TAG



VEHICLE APPLICATION



CLOTHING APPLICATION





TYPOGRAPHY

Gotham

ABCDE

Gotham Light

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890?!*+(.,)

Gotham Bold

ABDCEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxy

1234567890?!*+(.,)

SECONDARY TYPEFACES

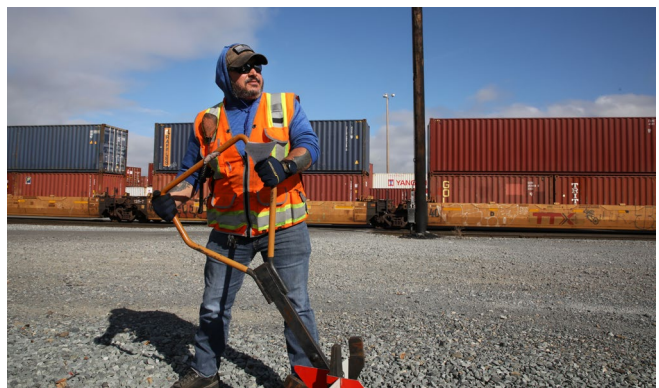
| | Bold | Regular |
|----------------|--|---|
| Aptos | ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxy 1234567890?!*+(.,) | ABDCEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxy 1234567890?!*+(.,) |
| Arial | ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxy 1234567890?!*+(.,) | ABDCEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxy 1234567890?1*+(.,) |
| Calibri | ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxy 1234567890?!*+(.,) | ABDCEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxy 1234567890!?*+(.,) |



PHOTOGRAPHY

Showcase the people behind our operations who work to move reliable freight day and night. Highlight their grit and dedication with visuals of our iconic trains cutting across the evergreen landscapes of the Pacific Northwest. Let the imagery reflect what we do and why it matters: to connect consumers and businesses, and support industries that make our economy thrive.

In addition to the imagery guidelines on pages 40-46 more examples and style recommendations are below.





09

Iconography

General use icon library

Extended icon library






Use our iconography to clarify complex topics, improve accessibility, and communicate across languages through a universal visual language. Apply subtle brand tints to icons that guide the eye without overpowering the layout, or use bold icons to highlight key sections. Always follow accessibility best-known practices.


For inspiration and division-specific examples, explore the following pages.

Save water and lower your utility bill


Free water-saving products for our customers




Efficient showerheads




Faucet aerators




Hose spray nozzle



Hose timer




MyAccount
Manage and pay your bill online. Register or log in at [MyTPU.org/MyAccount](#). Use your credit or debit card with the Visa, MasterCard or Discover logo, or transfer money directly from your checking or savings account.




Phone
Pay by phone using your American Express, Visa, MasterCard or Discover. You will need the last four digits of the primary account holder's Social Security Number.


- Residential Customers: **253-502-8608**
- Business Customers: **253-502-8606**



Mail
Mail in your check or money order to:
Tacoma Public Utilities
 P.O. Box 11007
 Tacoma, WA 98411-0007




TPU Pay Box
Pay at a TPU Pay Box using cash, a personal check or an American Express, Visa, MasterCard, or Discover. Pay Boxes are at select grocery stores throughout Pierce County and at our Administration Building at **3628 S. 35th St.**
Some locations are open 24 hours, seven days a week, and all offer English and Spanish prompts. You can view a map of Pay Box locations at [MyTPU.org/PayBox](#). Pay Boxes can't accept money orders, cashier's checks, traveler's checks, or foreign checks.




Drop Box
Make payments by check or money order by placing them in a drop box at our offices at **3628 S. 35th St. in Tacoma**. The drive-up drop box is in the parking lot directly across the street from our main entrance. Walk-up drop boxes are available at the front and west entrances of the building.


These metrics spanned three (3) categories:



Affordability



Reliability



Direct customer benefits

 *Need icons in a different color? Custom options are available. Reach out to your communications professional for support.*



GENERAL USE ICONS

GENERAL OFFICE AND COMMERCE





GENERAL CITY





ENVIRONMENT







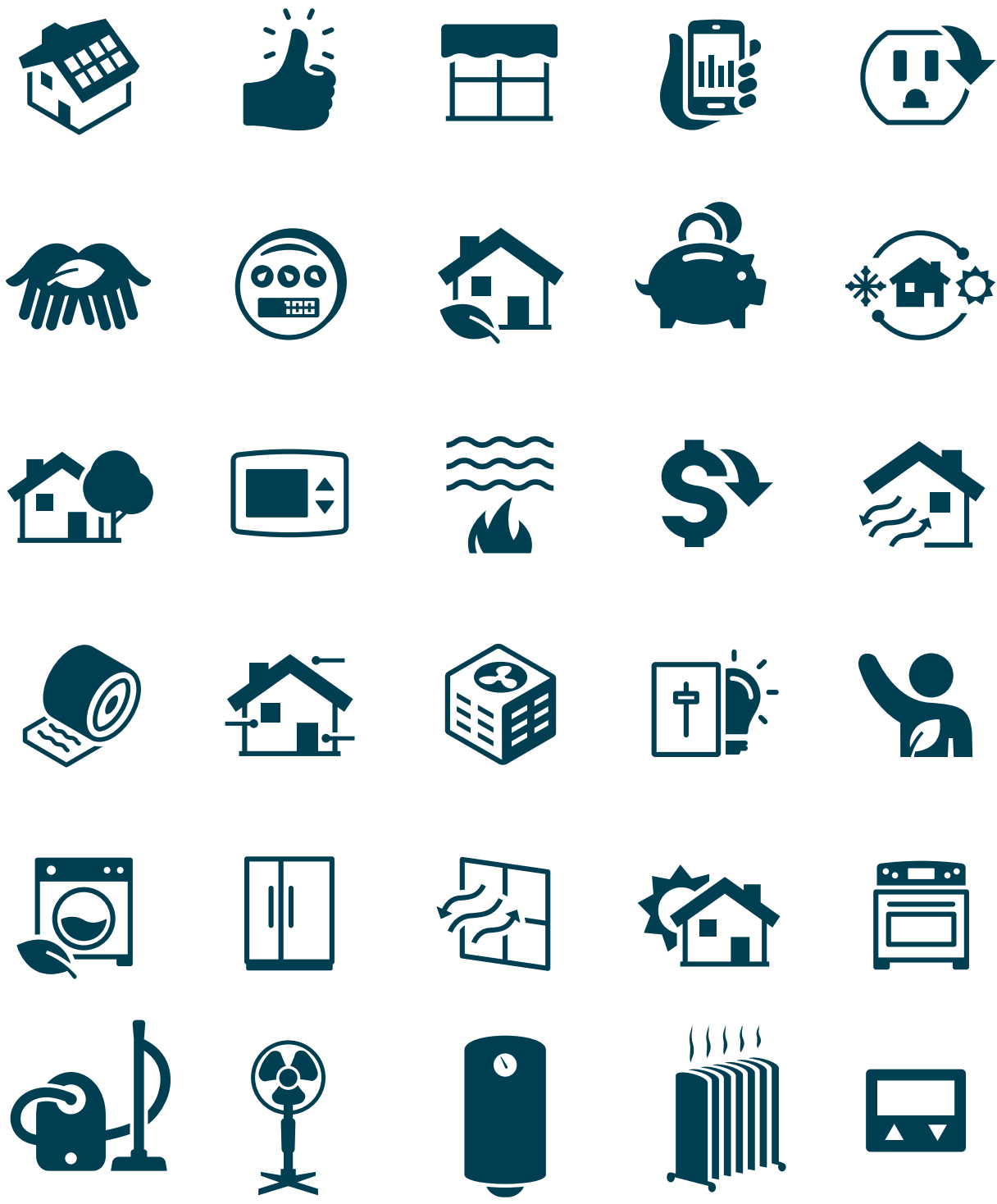
CUSTOMER SERVICES





EXTENDED ICON LIBRARY

POWER - GREEN ENERGY CONSERVATION







POWER - HEATING AND COOLING

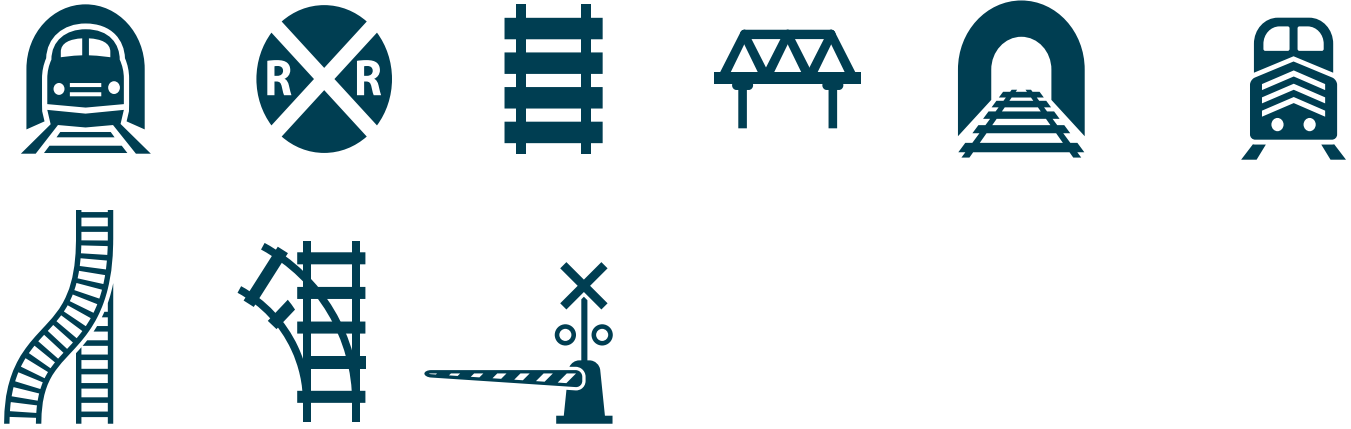


WATER - CONSERVATION





RAIL





10

Texture Patterns



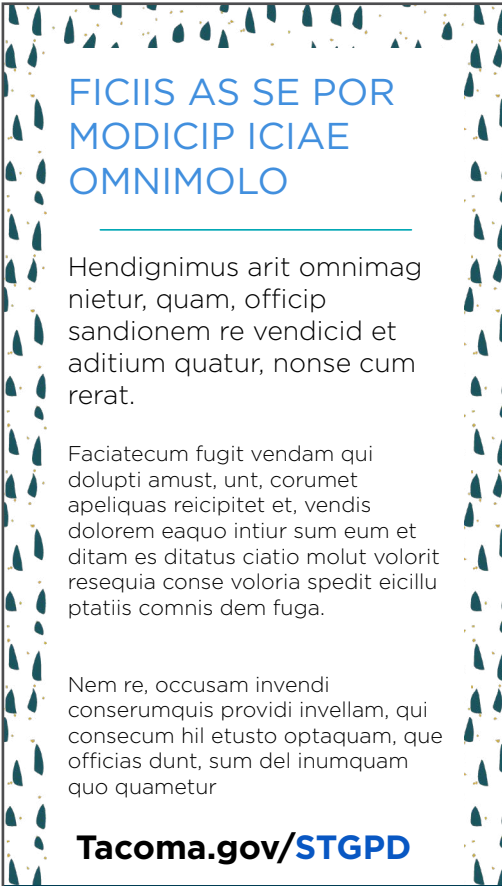


We use texture patterns as a versatile design element, especially in layouts where imagery isn't an option due to space, content, or budget limitations. These patterns fill visual gaps and bring a natural, organic feel that reflects our deep connection to the environment and the resources that sustain our communities.





PATTERNS IN USE



**FICIIS AS SE POR
MODICIP ICIAE
OMNIMOLO**

Hendignimus arit omnimag
nietur, quam, officip
sandionem re vendicid et
aditium quatur, nonse cum
rerat.

Faciatecum fugit vendam qui
dolupti amust, unt, corumet
apeliqas reicipitet et, vendis
dolorem eaquo intiur sum eum et
ditam es ditatus ciatio molut volorit
resequia conse voloria spedit eicillu
ptatiis comnis dem fuga.

Nem re, occusam invendi
conserumquis providi invellam, qui
consecum hil etusto optaquam, que
officias dunt, sum del inunquam
quo quametur

Tacoma.gov/STGPD

TACOMA WATER
TACOMA PUBLIC UTILITIES

Welcome to Tacoma Public Utilities

**Epedis sum nonserro
tem etureped excea que
qui anduciam.**

Nonse conecepeles imus si coratem ut rem.
Ut rem di officius alitaquibus excest, estio
quiandenis soluptis sum nat harum volut aut
hicia si nusdam ut de intur moles nia de pres
tiilt, etentiam.


Call to action or date/time here.

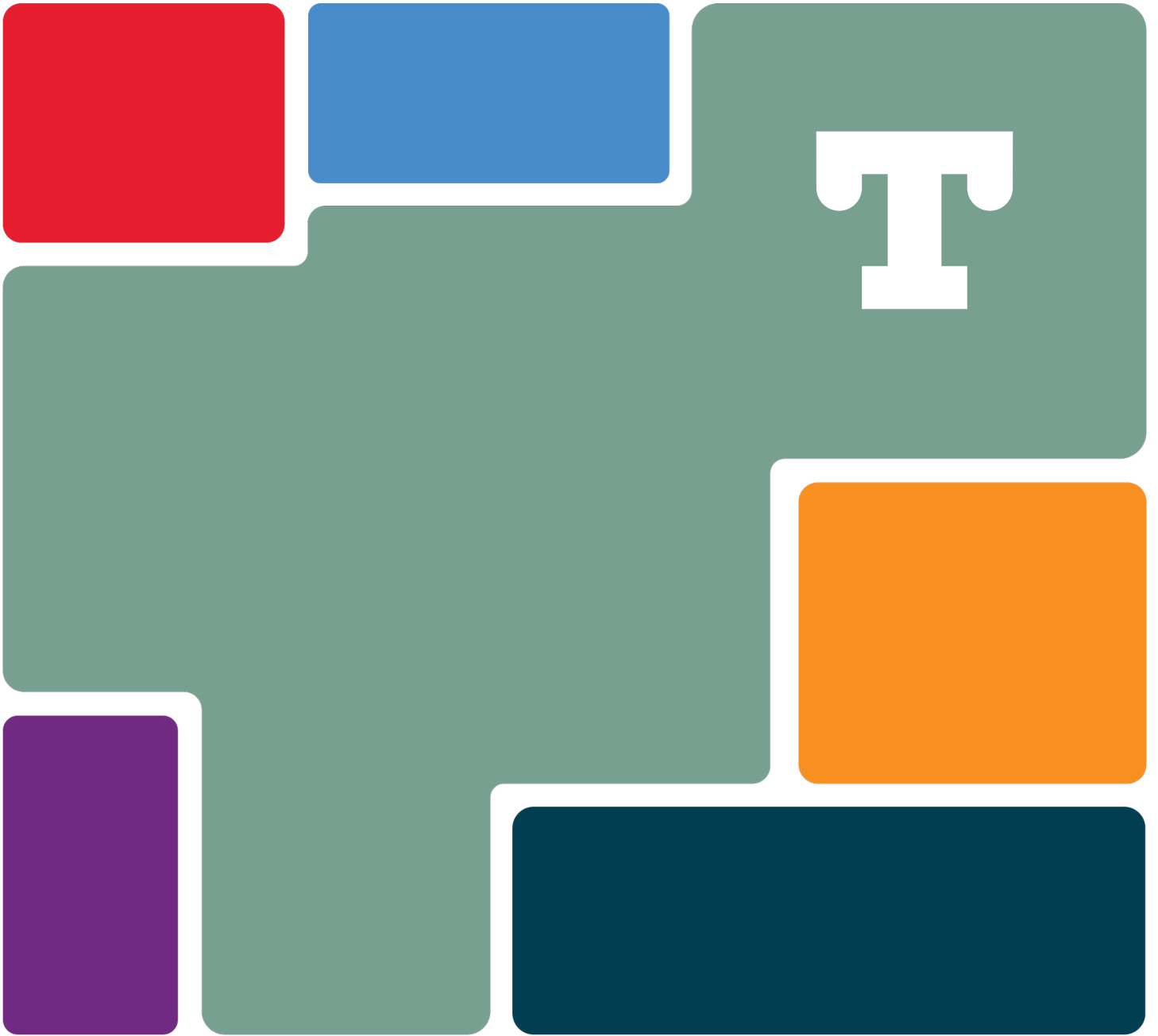
MyTPU.org 

Welcome to Tacoma Public Utilities

**Epedis sum
nonserro tem
etureped
excea que qui
anduciam.**

Nonse conecepeles imus
si coratem ut rem.

MyTPU.org 



APPENDIX A

Video

Brand Guidelines



Contents

APPLYING OUR BRAND TO VIDEO

01 USE GUIDANCE: HORIZONTAL VIDEO

| | |
|-----------------------------------|-----|
| Lettermark placement | 98 |
| Applying text bar color | 99 |
| Applying text overlays | 101 |
| Using Intros and Outros | 102 |

02 USE GUIDANCE: VERTICAL VIDEO

| | |
|-----------------------------------|-----|
| Lettermark placement | 105 |
| Applying text bar color | 106 |
| Applying text overlays | 108 |
| Using Intros and Outros | 110 |





APPLYING OUR BRAND TO VIDEOS

We apply our brand logos, lettermarks, fonts, text boxes, and branded intros and outros to help viewers quickly recognize that our videos come from Tacoma Public Utilities (TPU). Consistent branding reinforces our identity and makes every video feel distinctly TPU.

Refer to the TPU Brand Guide for approved color codes and additional branding guidance.

We own the copyright to all videos we produce. Whether employees or contractors-for-hire create them. We also retain all video credits, rather than individual creators.





01

Use Guidance: Horizontal Video

- Lettermark placement
- Applying text bar color
- Applying text overlays
- Using Intros and Outros

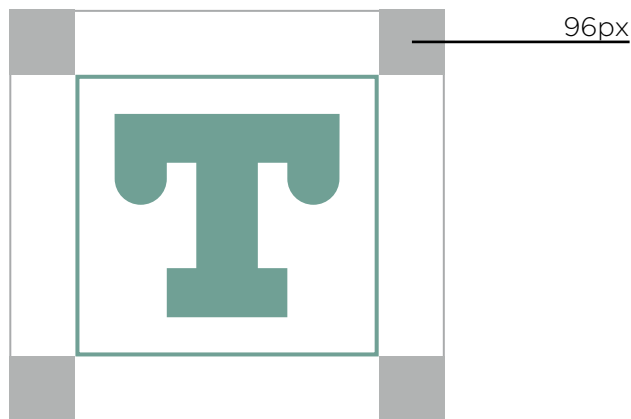




LETTERMARK PLACEMENT

Keep the lettermark placement consistent across all channels.

- Always include the lettermark logo on video thumbnails.
- Videos may be shared externally, even without a direct link to **MyTPU.org** or **YouTube**.
- Give the lettermark room to breathe. Maintain a clear space of **1/4" or 96px** so it isn't covered by captions, information, or the sound/play bar at the bottom. Always protect the required clear space around the lettermark.
- Size the logo thoughtfully: never smaller than **24 pixels in height** and **never larger than half the screen size**.



24 px





APPLYING TEXT BAR COLOR

Use approved brand color HEX codes when applying colors to video text bars (one to three options for each utility). This optional graphic treatment appears most often in corporate-style content. See the examples below and on the following page.

TPU

TPU Green
HEX #4B816E

TPU Unifer Teal
HEX #104E68

TPU Gray
HEX #B1B3B3

TACOMA POWER

Power Orange
HEX #FF8200

TPU Unifer Teal
HEX #104E68



All colors should be at 100% opacity and on multiply mode, except for TPU Grey.





TACOMA WATER

Water Blue
HEX #418FDE

TPU Gray
HEX #B1B3B3

TACOMA RAIL

Rail Red
HEX #E4002B

TPU Gray
HEX #B1B3B3





OVERLAYING TEXT ON TEXT BARS

Display name and title overlays on text bars horizontally or vertically, depending on length. Use **Gotham Bold** for names and **Gotham Book** for titles or Aptos or Noto Sans as secondary font options, when Gotham isn't available.



Name, Title

HORIZONTAL NAME LAYOUT



Name
Title

VERTICAL NAME LAYOUT



Name, Title

HORIZONTAL NAME LAYOUT

NOTO SANS



Name, Title

HORIZONTAL NAME LAYOUT

APTOS





USING INTROS AND OUTROS

Design outros to drive viewers to **MyTPU.org**, where they can learn more. Use a URL alone or a URL paired with a logo. Do not use a logo by itself, a phone number, or standalone text. Always apply standard brand background colors using approved HEX codes.

THIRTY (30)-SECOND VIDEOS

- Always end with a URL.
- Include an outro on YouTube videos shorter than one minute.

INFORMATIONAL VIDEOS

- Include text overlays.
- Marketing videos may use an intro logo and must include an outro with a URL and logo.

NEWS VIDEOS

- Display a lettermark on screen for the full duration.
- Do not use an intro or outro.

EXPLAINER VIDEOS

- Outros are optional.
- Animate logos from the sides or bottom only. Never break the logo apart.
- Use a URL-only outro. Do not include text or a phone number.



*The treatment of URLs should not include “www.” before the web address and you should always capitalize the first letter of each word in the URL. For example: **MyTPU.org/WaterSmart**.*

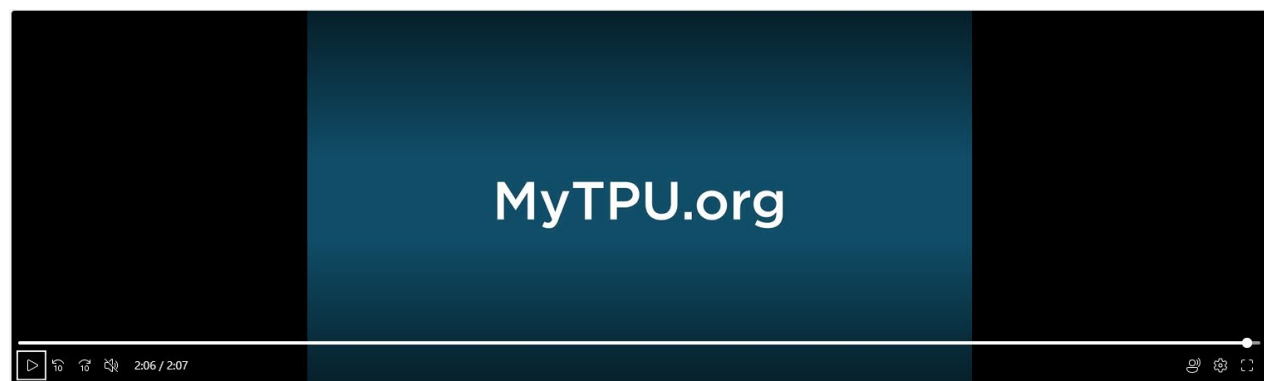




EXAMPLES OF INTROS AND OUTROS



INTRO



OUTRO





02

Use Guidance: Vertical Video

- Lettermark placement
- Applying text bar color
- Applying text overlays
- Using Intros and Outros





LETTERMARK PLACEMENT

- Use the lettermark only on vertical videos shared on platforms that allow embedding.
- Do not add a lettermark to vertical videos when the channel already uses a channel-specific logo.
- Place the lettermark with at least **¼ inch or 96 pixels** of clear space to prevent overlap with captions, overlays, or on-screen controls.
- Keep the lettermark size between **24 pixels tall** and **no more than half the screen height**.

24 px





APPLYING TEXT BAR COLOR

Use approved brand color HEX codes when applying colors to video text bars (one to three options for each utility). This optional graphic treatment appears most often in corporate-style content. See the examples below and on the following page.

TPU

TPU Green
HEX #4B816E

TPU Unifer Teal
HEX #104E68

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HEX #B1B3B3

TACOMA POWER

Power Orange
HEX #FF8200

TPU Unifer Teal
HEX #104E68



All colors should be at 100% opacity and on multiply mode, except for TPU Grey.





TACOMA WATER

Water Blue
HEX #418FDE

TPU Gray
HEX #B1B3B3

TACOMA RAIL

Rail Red
HEX #E4002B

TPU Gray
HEX #B1B3B3





OVERLAYING TEXT ON TEXT BARS

Display name and title overlays on text bars horizontally or vertically, depending on length. Use **Gotham Bold** for names and **Gotham Book** for titles or Aptos or Noto Sans as secondary font options, when Gotham isn't available.



Name, Title

HORIZONTAL NAME LAYOUT



Name
Title

VERTICAL NAME LAYOUT



Name, Title

HORIZONTAL NAME LAYOUT

NOTO SANS



Name, Title

HORIZONTAL NAME LAYOUT

APTOS





USING INTROS AND OUTROS

Use a horizontal logo for all intros.

When needed, design outros to drive viewers to **MyTPU.org**, where they can learn more.

Use a URL alone or a URL paired with a logo.

- Do not display a phone number or standalone text.
- Use approved brand background colors with standard HEX codes.
- Set the URL in approved brand fonts and center it on the screen.
- Center the logo on the outro screen.

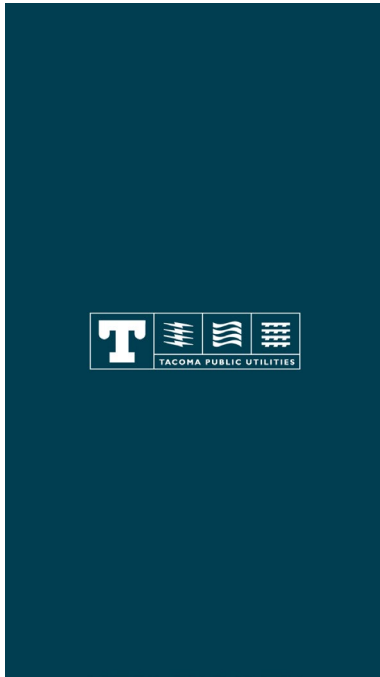


Use as needed.





EXAMPLES OF INTROS AND OUTROS

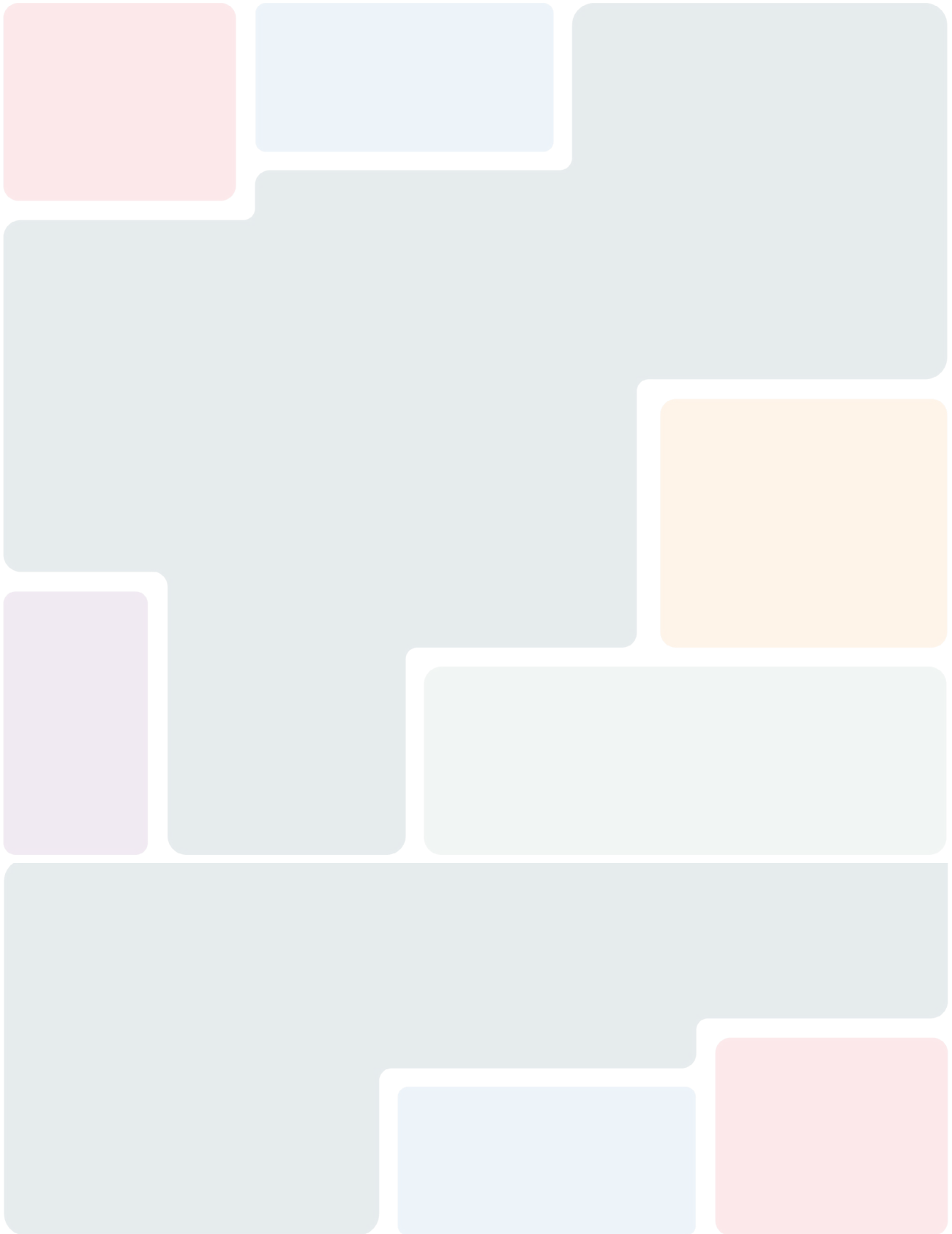


INTRO



OUTRO





Need Brand Guidance? Drop Us a Line.

We're happy to help.

3628 S. 35th Street
Tacoma, WA 98409

TPUGraphics@Tacoma.gov

