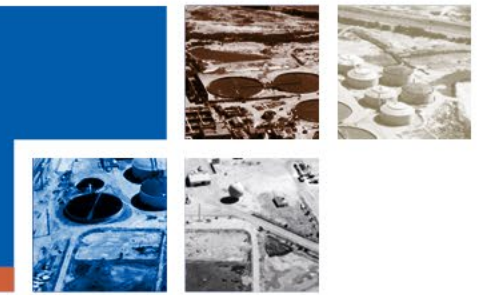


OCSD Branding

**Jennifer Cabral, Administration Manager
LaPA Committee
September 14, 2020**



OCSD Branding



1954

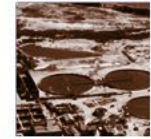
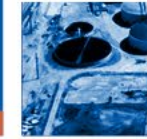


1989



1998

Why Consider this Now

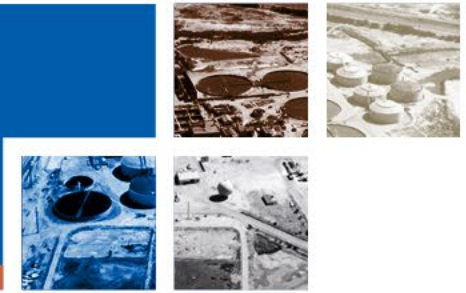


- Outdated.
- Unclear.
- Difficult and costly to print.

Rebranding Efforts



Input Received

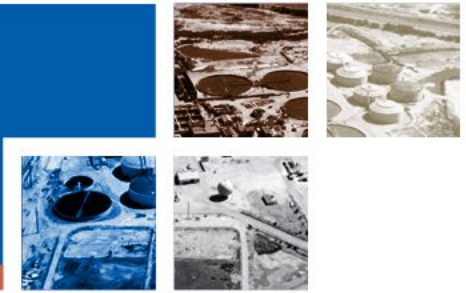


- Simplify. Current one is too complex and needs a narrative.
- Incorporate water into the design for quick recognition water vs. trash.
- Water drop and leaf to incorporate water and biosolids.
- Suggestion:

OC San with Orange County Sanitation District Logo
and Theme

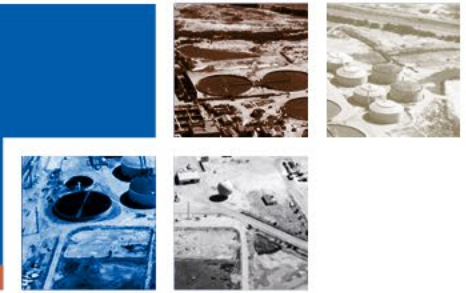
*keep OCSD logo as official seal.

Design Process



- Five designs created by OCSD's Graphic Designer and submitted for staff's input.
- Staff proposed additional designs and 11 options submitted for consideration.
- Top four designs considered by board leadership, industry contacts, and management.
- Staff's recommendation.....

New Proposed Logo



OC  **SAN**
ORANGE COUNTY SANITATION DISTRICT