

Brand Standards & Guidelines

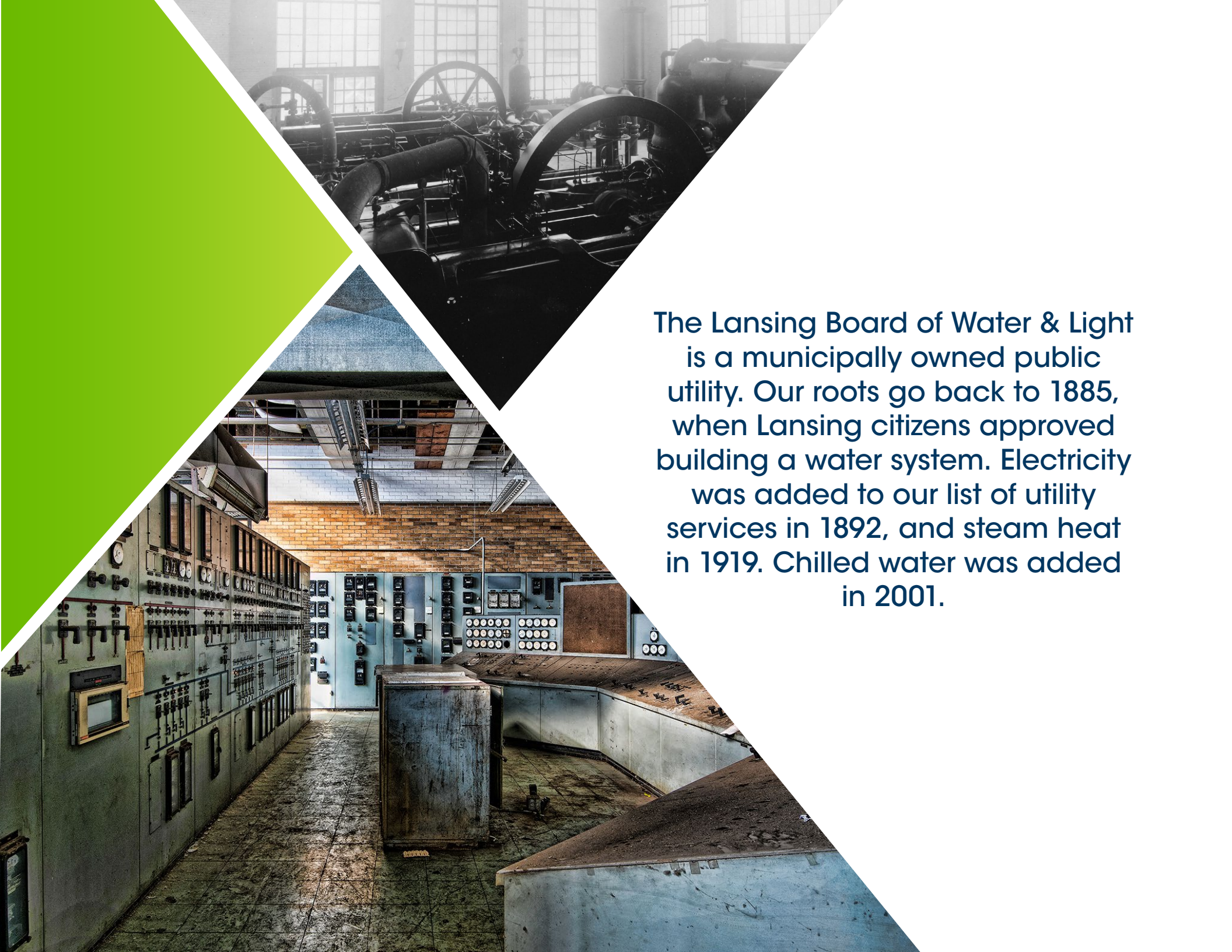
2026



Hometown People. Hometown Power.



WHO WE ARE

The image is a collage of three photographs. The top-left photo shows a large, dark, industrial steam engine with various pipes and a large flywheel, set in a room with large windows. The bottom-left photo shows a modern electrical control room with a long row of grey metal cabinets filled with switches, dials, and gauges. The right side of the collage is a large white triangle containing text. A green triangle is on the far left edge.

The Lansing 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.

MISSION - VISION - VALUES

BWL's Mission, Vision and Values statements are the foundation of why we exist and everything we do. These statements were present throughout the strategic planning process to ensure they will continue to be reflected in the plan's Outcomes.

Mission

The mission of the BWL is to provide a safe, reliable and affordable utility experience through public ownership, climate consciousness and innovative strategies.

Vision

The vision of the BWL is to deliver exceptional utility and customer service. The BWL will provide environmentally conscious utility products and programs that support regional growth by retaining a diverse, highly skilled workforce and implementing innovative technology solutions.

Values

Customer Driven

We strive to meet the needs of every customer in every interaction.

Accountability

We operate with integrity and take ownership of decisions made today that lead to long-term organizational success.

Respect

We celebrate everyone's differences, perspectives and traditions.

Environmentally Focused

We contribute to the health of our community by providing clean energy and water, reducing waste and promoting sustainable initiatives.

Safety

Safety is always job one, ensuring a safe working environment and community for everyone.

C
A
R
E
S

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



Hometown People. Hometown Power.

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 Brand Manager.



Hometown People. Hometown Power.

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



Hometown People. Hometown Power.

White tagline version to be used against a dark background.



Hometown People. Hometown Power.

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

LOGO STANDARDS

Corporate Brand - without Tag Line



Primary logo to be used on all collateral.



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.

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 color designations on the Brand Colors page.



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



Do not rearrange the logo elements or cut them off



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



Do not enclose white jpg in another shape.

DEPARTMENT LOGO STANDARDS

Corporate Brand - "Department Logo"

The BWL corporate logo is the only logo that should be used on BWL business cards, letterhead, email signatures, vehicles, assets, apparel, etc. Any exception must be approved by the Brand Manager.

Departments are permitted to place their department name in place of the BWL tagline underneath the BWL corporate logo. However, this must be done with the approval of the Brand Manager. Examples of acceptable use are shown below.



Primary logo with department name



Acceptable department version when printing on black and white.



Version to be used against a dark background.



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

BRAND COLORS

Corporate Brand

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

Primary Colors

Secondary Colors

BWL B BLUE

#68B6E5

RGB 104, 182, 229

CMYK 55, 13, 0, 0

BWL NAVY

#003665

RGB 0, 54, 101

CMYK 100, 52, 0, 58

BWL CHARCOAL

#53585F

RGB 83, 88, 95

CMYK 63, 52, 44, 33

BWL W BLUE

#0078BF

RGB 0, 120, 191

CMYK 90, 47, 0, 0

BWL TEAL

#00AEA5

RGB 0, 174, 165

CMYK 81, 0, 38, 0

BWL ORANGE

#EA9A00

RGB 234, 154, 0

CMYK 0, 36, 100, 0

BWL L GREEN

#76C155

RGB 118, 193, 85

CMYK 59, 0, 90, 0

BWL PURPLE

#6E2379

RGB 110, 35, 121

CMYK 64, 100, 0, 7

BWL YELLOW

#FFED9A

RGB 255, 237, 154

CMYK 0, 4, 48, 0

All Other Colors (Accessible Color)

Primary colors should always be present on any design or document. Secondary, supporting colors can also be used. All other colors are to be used to meet accessibility standards and should never be used as stand alone colors. Primary colors must be present.

ACCESSIBLE COLORS

These are the acceptable brand colors to use when typing text on our primary brand colors that meet WCAG accessibility standards for Level AA (4.5:1).

BWL B BLUE 68b6e5 104,182,229 55,13,0,0	BWL NAVY 003665 0,54,101 100,52,0,58	DARK NAVY 002043 0,32,67 100,40,0,82	BLACK 000f02 0,15,2 74,52,71,90	DEPTHS 00403e 0,64,62 81,0,38,80	CHOCOLATE 56250c 86,37,12 40,79,91,58	PLUM 5d1869 93,24,105 62,98,3,32	GRAPE 380036 56,0,59 58,96,6,70
BWL W BLUE 0078bf 0,120,191 90,47,0,0	WHITE FFFFFF 255,255,255 0,0,0,0						
BWL L GREEN 76c155 118,193,85 58,0,89,0	BWL NAVY 003665 0,54,101 100,52,0,58	DARK NAVY 002043 0,32,67 100,40,0,82	BLACK 000f02 0,15,2 74,52,71,90	DEPTHS 00403e 0,64,62 81,0,38,80	CHOCOLATE 56250c 86,37,12 40,79,91,58	PLUM 5d1869 93,24,105 62,98,3,32	GRAPE 380036 56,0,59 58,96,6,70

ACCESSIBLE COLORS

These are the acceptable brand colors to use when typing text on our primary brand colors that meet WCAG accessibility standards for Level AA (4.5:1).

BWL NAVY 003665 0,54,101 100,52,0,58	BREEZE 96d1f2 150,209,142 38,4,0,0	BWL B BLUE 68b6e5 104,182,229 55,13,0,0	SAGE d7eacc 215,234,204 16,0,24,0	MEADOW a4d38e 164,211,142 38,0,58,0	BWL L GREEN 76c155 118,193,85 58,0,89,0	PEARL e2e3e7 226,227,231 10,7,5,0	PLATINUM cf1d17 207,209,215 18,13,10,0
	SILVER a9aeb6 169,174,182 33,24,20,2	LAGOON b2e0dd 178,224,221 29,0,14,0	FOAM 6bc8c6 107,200,198 55,0,26,0	BWL TEAL 00b5b0 0,181,176 81,0,38,0	CREAM fff5e0 255,245,224 0,2,12,0	BWL YELLOW ffed9a 255,237,154 0,4,48,0	BWL ORANGE fbad18 251,173,24 0,36,100,0
	LAVENDER d5c7e0 213,199,224 13,20,0,1	LILAC c0a8ce 192,168,206 21,33,0,2	WHITE FFFFFF 255,255,255 0,0,0,0				
BWL TEAL 00b5b0 0,181,176 81,0,38,0	BWL NAVY 003665 0,54,101 100,52,0,58	DARK NAVY 002043 0,32,67 100,40,0,82	BLACK 000f02 0,15,2 74,52,71,90	DEPTHS 00403e 0,64,62 81,0,38,80	CHOCOLATE 56250c 86,37,12 40,79,91,58	PLUM 5d1869 93,24,105 62,98,3,32	GRAPE 380036 56,0,59 58,96,6,70

ACCESSIBLE COLORS

These are the acceptable brand colors to use when typing text on our primary brand colors that meet WCAG accessibility standards for Level AA (4.5:1).

BWL PURPLE 722587 114,37,135 64,100,0,7	BREEZE 96d1f2 150,209,142 38,4,0,0	SAGE d7eacc 215,234,204 16,0,24,0	MEADOW a4d38e 164,211,142 38,0,58,0	PEARL e2e3e7 226,227,231 10,7,5,0	PLATINUM cfd1d7 207,209,215 18,13,10,0	LAGOON b2e0dd 178,224,221 29,0,14,0	FOAM 6bc8c6 107,200,198 55,0,26,0
	CREAM fff5e0 255,245,224 0,2,12,0	BWL YELLOW ffed9a 255,237,154 0,4,48,0	BWL ORANGE fbad18 251,173,24 0,36,100,0	LAVENDER d5c7e0 213,199,224 13,20,0,1	WHITE FFFFFF 255,255,255 0,0,0,0		
BWL CHARCOAL 53585F 83,88,95 63,52,44,33	SAGE d7eacc 215,234,204 16,0,24,0	PEARL e2e3e7 226,227,231 10,7,5,0	PLATINUM cfd1d7 207,209,215 18,13,10,0	LAGOON b2e0dd 178,224,221 29,0,14,0	CREAM fff5e0 255,245,224 0,2,12,0	BWL YELLOW ffed9a 255,237,154 0,4,48,0	WHITE FFFFFF 255,255,255 0,0,0,0

ACCESSIBLE COLORS

These are the acceptable brand colors to use when typing text on our primary brand colors that meet WCAG accessibility standards for Level AA (4.5:1).

BWL ORANGE fbad18 251,173,24 0,36,100,0	BWL NAVY 003665 0,54,101 100,52,0,58	DARK NAVY 002043 0,32,67 100,40,0,82	EVERGREEN 204C28 32,76,40 75,2,100,77	BLACK 000f02 0,15,2 74,52,71,90	DEPTHS 00403e 0,64,62 81,0,38,80	CHOCOLATE 56250c 86,37,12 40,79,91,58	BWL PURPLE 722587 114,37,135 64,100,0,7
	PLUM 5d1869 93,24,105 62,98,3,32	GRAPE 380036 56,0,59 58,96,6,70					
BWL YELLOW ffed9a 255,237,154 0,4,48,0	BWL NAVY 003665 0,54,101 100,52,0,58	DARK NAVY 002043 0,32,67 100,40,0,82	WOODLAND 295B30 41,91,48 80,9,88,60	EVERGREEN 204C28 32,76,40 75,2,100,77	BWL CHARCOAL 53585F 83,88,95 63,52,44,33	BLACK 000f02 0,15,2 74,52,71,90	SPRUCE 006966 0,105,102 81,0,38,53
	DEPTHS 00403e 0,64,62 81,0,38,80	CINNAMON 974114 151,65,20 27,81,100,24	CHOCOLATE 56250c 86,37,12 40,79,91,58	BWL PURPLE 722587 114,37,135 64,100,0,7	PLUM 5d1869 93,24,105 62,98,3,32	GRAPE 380036 56,0,59 58,96,6,70	

ACCESSIBLE COLORS

These are the acceptable brand colors to use when typing text on our primary brand colors that meet WCAG accessibility standards for Level AA (4.5:1).

WHITE
FFFFFF
255,255,255
0,0,0,0

BWL W BLUE
0078bf
0,120,191
90,47,0,0

BWL NAVY
003665
0,54,101
100,52,0,58

DARK NAVY
002043
0,32,67
100,40,0,82

WOODLAND
295B30
41,91,48
80,9,88,60

EVERGREEN
204C28
32,76,40
75,2,100,77

BWL CHARCOAL
53585F
83,88,95
63,52,44,33

BLACK
000f02
0,15,2
74,52,71,90

SPRUCE
006966
0,105,102
81,0,38,53

DEPTHS
00403e
0,64,62
81,0,38,80

CINNAMON
974114
151,65,20
27,81,100,24

CHOCOLATE
56250c
86,37,12
40,79,91,58

BWL PURPLE
722587
114,37,135
64,100,0,7

PLUM
5d1869
93,24,105
62,98,3,32

GRAPE
380036
56,0,59
58,96,6,70

BLACK
000f02
0,15,2
74,52,71,90

BREEZE
96d1f2
150,209,142
38,4,0,0

BWL B BLUE
68b6e5
104,182,229
55,13,0,0

MARINE
3397d3
51,151,211
73,28,0,0

SAGE
d7eacc
215,234,204
16,0,24,0

MEADOW
a4d38e
164,211,142
38,0,58,0

BWL L GREEN
76c155
118,193,85
58,0,89,0

FOREST
519141
81,145,65
73,22,100,6

PEARL
e2e3e7
226,227,231
10,7,5,0

PLATINUM
cfd1d7
207,209,215
18,13,10,0

SILVER
a9aeb6
169,174,182
33,24,20,2

GRAPHITE
8a8e96
138,142,150
44,34,29,10

LAGOON
b2e0dd
178,224,221
29,0,14,0

FOAM
6bc8c6
107,200,198
55,0,26,0

BWL TEAL
00b5b0
0,181,176
81,0,38,0

SEA
008e8a
0,142,138
81,0,38,27

CREAM
fff5e0
255,245,224
0,2,12,0

BWL YELLOW
ffd99a
255,237,154
0,4,48,0

BWL ORANGE
fbad18
251,173,24
0,36,100,0

PUMPKIN
e17126
225,113,38
8,67,100,0

LAVENDER
d5c7e0
213,199,224
13,20,0,1

LILAC
c0a8ce
192,168,206
21,33,0,2

ORCHID
9c72ad
156,114,173
38,60,0,4

WHITE
FFFFFF
255,255,255
0,0,0,0

FULL BWL COLOR PALETTE

Use the guides on pages 12-17 for how to use these colors.

BREEZE 96d1f2 150,209,142 38,4,0,0	BWL B BLUE 68b6e5 104,182,229 55,13,0,0	MARINE 3397d3 51,151,211 73,28,0,0	BWL W BLUE 0078bf 0,120,191 90,47,0,0	BWL NAVY 003665 0,54,101 100,52,0,58	DARK NAVY 002043 0,32,67 100,40,0,82
SAGE d7eacc 215,234,204 16,0,24,0	MEADOW a4d38e 164,211,142 38,0,58,0	BWL L GREEN 76c155 118,193,85 58,0,89,0	FOREST 519141 81,145,65 73,22,100,6	WOODLAND 295B30 41,91,48 80,9,88,60	EVERGREEN 204C28 32,76,40 75,2,100,77
PEARL e2e3e7 226,227,231 10,7,5,0	PLATINUM cfd1d7 207,209,215 18,13,10,0	SILVER a9aeb6 169,174,182 33,24,20,2	GRAPHITE 8a8e96 138,142,150 44,34,29,10	BWL CHARCOAL 53585F 83,88,95 63,52,44,33	BLACK 000f02 0,15,2 74,52,71,90
LAGOON b2e0dd 178,224,221 29,0,14,0	FOAM 6bc8c6 107,200,198 55,0,26,0	BWL TEAL 00b5b0 0,181,176 81,0,38,0	SEA 008e8a 0,142,138 81,0,38,27	SPRUCE 006966 0,105,102 81,0,38,53	DEPTHS 00403e 0,64,62 81,0,38,80
CREAM fff5e0 255,245,224 0,2,12,0	BWL YELLOW ffed9a 255,237,154 0,4,48,0	BWL ORANGE fbad18 251,173,24 0,36,100,0	PUMPKIN e17126 225,113,38 8,67,100,0	CINNAMON 974114 151,65,20 27,81,100,24	CHOCOLATE 56250c 86,37,12 40,79,91,58
LAVENDER d5c7e0 213,199,224 13,20,0,1	LILAC c0a8ce 192,168,206 21,33,0,2	ORCHID 9c72ad 156,114,173 38,60,0,4	BWL PURPLE 722587 114,37,135 64,100,0,7	PLUM 5d1869 93,24,105 62,98,3,32	GRAPE 380036 56,0,59 58,96,6,70

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

***Use Open Sans when Myriad Pro is not available.**

****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 Medium* typeface should be used for signs, HPTV, powerpoints, body text and secondary titles (headings).

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

*TeX Gyre Adventure,
URW Gothic or
Century Gothic

can be use when ITC Avant Garde Gothic Std is not available.

BRAND EXAMPLES

Business Card

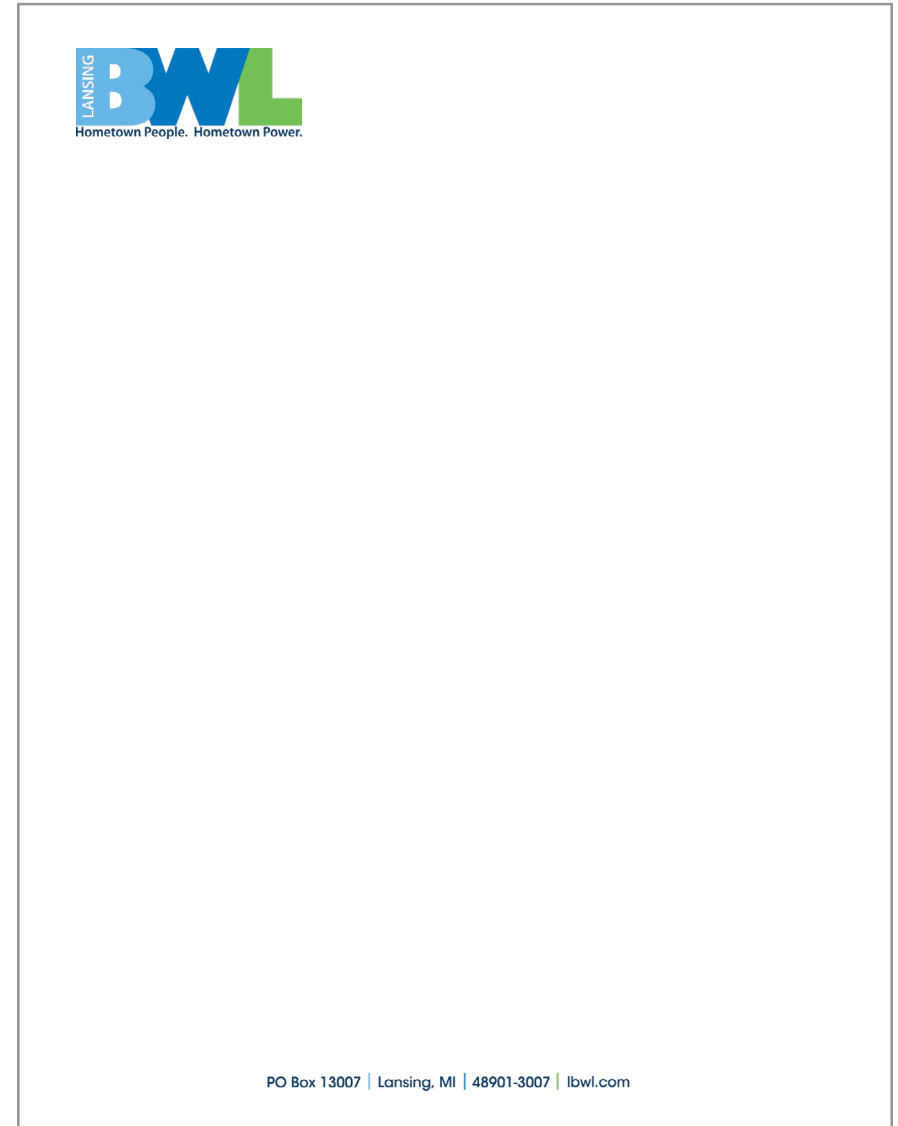


(Front)



(Back)

Letterhead



EMAIL SIGNATURE POLICY

BWL email signatures must adhere to the following guidelines.

1. Font size must be between 10 point to 14 point.
2. Font color should be black or navy.
3. Font type should adhere to the font styles guide in the BWL Brand Standards & Guidelines.
4. The logo must be the BWL corporate logo.

Information that's acceptable in a signature can include: name, desk and/or cell phone number, email, P.O. Box address, BWL website or social media, fax, personal pronouns and corporate logo. No other additional taglines, phrases/quotes, pictures, physical building address, etc. may be included.

Jane Smith

Job Title, Designation

517-555-5555 (Office)

517-555-5555 (Cell)

517-555-5555 (Fax)

A copy of the corporate logo and an email signature template can be found at bit.ly/BWLComms.

To the left is an example of a BWL Signature that adheres to these guidelines.

TEAMS BACKGROUNDS

Teams backgrounds must also comply with the corporate brand standards and be professional looking. No other logos, graphics, animals, family photos or personal pictures are acceptable. Teams backgrounds with the BWL logo can be found at bit.ly/BWLComms or go to the Communications page on Sharepoint.



PROFILE PICTURE POLICY & PROCEDURE

Any profile picture must be a professional looking recent headshot of the employee. Clothing worn must be work appropriate. It's strongly encouraged to use a picture, but if one is not available, employees may use the defaulted initials only. No other logos, graphics, animals, family photos or pictures are acceptable.

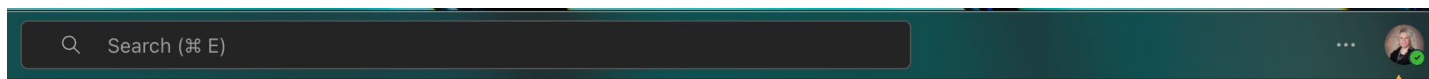
The following steps will help you change your profile picture for Outlook and Teams.

Step 1

Log in to Teams

Step 2

Click on picture/initials in upper right-hand corner.



Step 3


Click on picture/initials to the left of your name.

Click Upload

Browse to photo and click open

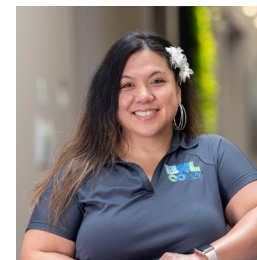
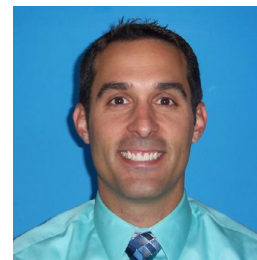
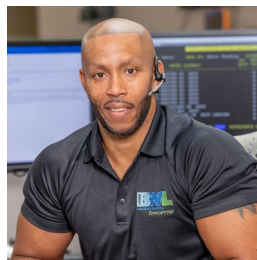
Click Save

My account ×



Michelle Nasrey
Michelle.Nasrey@LBWL.COM
Available ∨
[My Office profile](#)
[My account](#)
[Open another mailbox](#)
[Sign out](#)

Examples of acceptable profile pictures are pictured left and below;



OTHER BRANDS

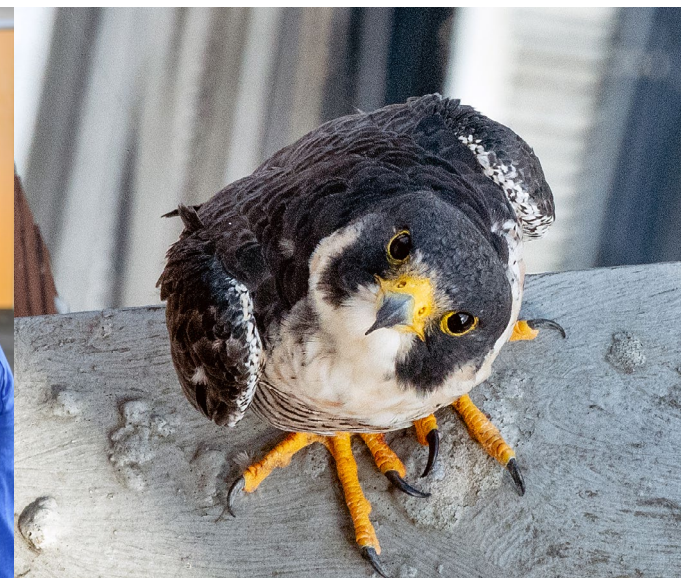
Contact the Brand Manager

The BWL has several programs, events and processes that have been individually branded. These brands can be used on apparel and swag items after the logo has been approved. The Brand Manager must review and approve all outside orders with any BWL brand before they can be printed and must create of any new logos not in this guide. Any logo outlined in this document can be used but must adhere to the guidelines. A copy of the guidelines, the BWL Corporate Logos for Print and Web use, BWL Letterhead and BWL Powerpoint Templates can be found at bit.ly/BWLComms or go to the Communications page on Sharepoint.

Design and Photography Requests

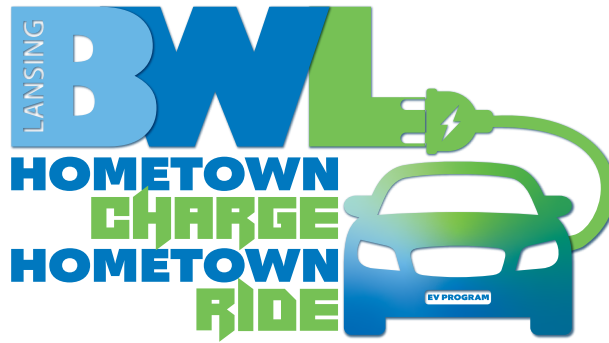
All design requests for external facing customers must be submitted to the Brand Manager. Requests for internal facing customers ONLY may be sent to the BWL Printshop but the request must copy the Brand Manager.

Photos used in any design must be high quality, professional images. If you need a photo and cannot find one that fits your needs, or need professional headshots for you or your department, please contact the Brand Manager to coordinate these requests. No photography can be scheduled or purchased prior to speaking with someone from the PR & Marketing Department.



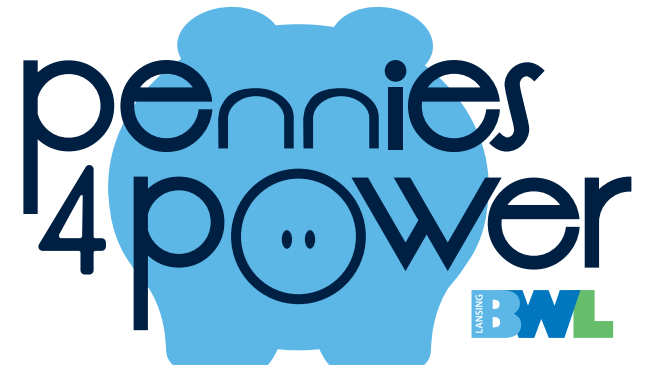
BWL PROGRAM BRANDS

If you need to use any of the below logos or need a one color version, please contact the Brand Manager for assistance.



BWL PROGRAM BRANDS

If you need to use any of the below logos or need a one color version, please contact the Brand Manager for assistance.



BWL EVENT BRANDS

If you need to use any of the below logos or need a one color version, please contact the Brand Manager for assistance.



INTERNAL USE LOGOS

If you need to use any of the below logos or need a one color version, please contact the Brand Manager for assistance.





LANSING
BWL
Hometown People. Hometown Power.