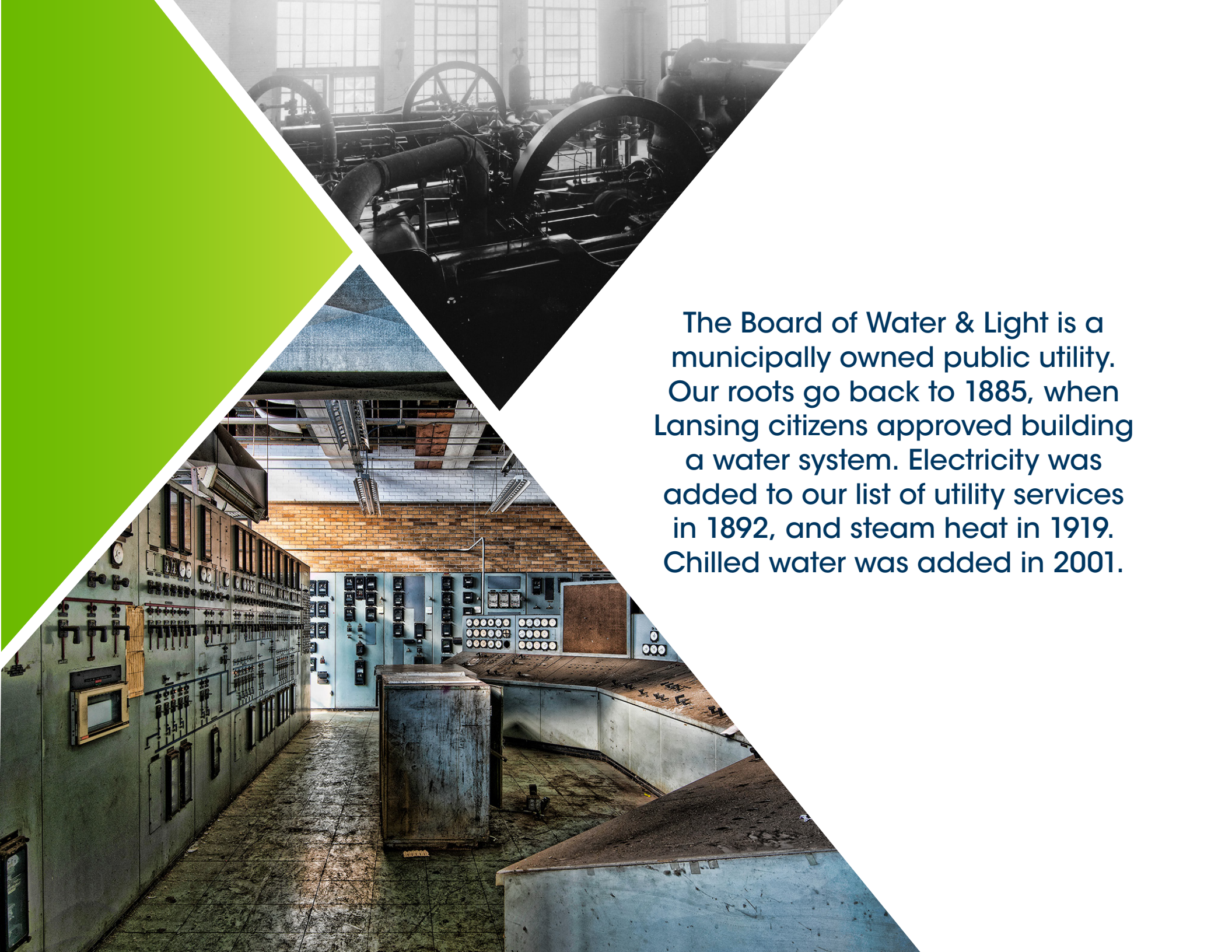




# Brand Standards & Guidelines 2025



WHO WE ARE



The 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 Graphic Design Coordinator.



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

**BLUE 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 on our primary brand colors that meet DOJ accessibility standards.

<b>BWL B BLUE</b>  <b>68b6e5</b> <b>104,182,229</b> <b>55,13,0,0</b>	<b>BWL NAVY</b> <b>003665</b> 0,54,101 100,52,0,58	<b>DARK NAVY</b> <b>002043</b> 0,32,67 100,40,0,82	<b>WOODLAND</b> <b>295B30</b> 41,91,48 80,9,88,60	<b>EVERGREEN</b> <b>204C28</b> 32,76,40 75,2,100,77	<b>BWL CHARCOAL</b> <b>53585F</b> 83,88,95 63,52,44,33
	<b>BLACK</b> <b>000f02</b> 0,15,2 74,52,71,90	<b>DEPTHS</b> <b>00403e</b> 0,64,62 81,0,38,80	<b>BWL PURPLE</b> <b>722587</b> 114,37,135 64,100,0,7	<b>PLUM</b> <b>5d1869</b> 93,24,105 62,98,3,32	<b>GRAPE</b> <b>380036</b> 56,0,59 58,96,6,70
<b>BWL W BLUE</b>  <b>0078bf</b> <b>0,120,191</b> <b>90,47,0,0</b>	<b>DARK NAVY</b> <b>002043</b> 0,32,67 100,40,0,82	<b>SAGE</b> <b>d7eacc</b> 215,234,204 16,0,24,0	<b>PEARL</b> <b>e2e3e7</b> 226,227,231 10,7,5,0	<b>PLATINUM</b> <b>cfd1d7</b> 207,209,215 18,13,10,0	<b>BLACK</b> <b>000f02</b> 0,15,2 74,52,71,90
	<b>LAGOON</b> <b>b2e0dd</b> 178,224,221 29,0,14,0	<b>BWL YELLOW</b> <b>ffed9a</b> 255,237,154 0,4,48,0	<b>MARIGOLD</b> <b>fec555</b> 251,197,85 0,24,77,0	<b>GRAPE</b> <b>380036</b> 56,0,59 58,96,6,70	<b>WHITE</b> <b>FFFFFF</b> 255,255,255 0,0,0,0
<b>BWL L GREEN</b>  <b>76c155</b> <b>118,193,85</b> <b>58,0,89,0</b>	<b>BWL NAVY</b> <b>003665</b> 0,54,101 100,52,0,58	<b>DARK NAVY</b> <b>002043</b> 0,32,67 100,40,0,82	<b>WOODLAND</b> <b>295B30</b> 41,91,48 80,9,88,60	<b>EVERGREEN</b> <b>204C28</b> 32,76,40 75,2,100,77	<b>BWL CHARCOAL</b> <b>53585F</b> 83,88,95 63,52,44,33
	<b>BLACK</b> <b>000f02</b> 0,15,2 74,52,71,90	<b>DEPTHS</b> <b>00403e</b> 0,64,62 81,0,38,80	<b>BWL PURPLE</b> <b>722587</b> 114,37,135 64,100,0,7	<b>PLUM</b> <b>5d1869</b> 93,24,105 62,98,3,32	<b>GRAPE</b> <b>380036</b> 56,0,59 58,96,6,70

# ACCESSIBLE COLORS

These are the acceptable brand colors to use when typing on our secondary brand colors that meet DOJ accessibility standards.

<b>BWL NAVY</b>  <b>003665</b> <b>0,54,101</b> <b>100,52,0,58</b>	<b>BREEZE</b> 96d1f2 150,209,142 38,4,0,0	<b>BWL B BLUE</b> 68b6e5 104,182,229 55,13,0,0	<b>MARINE</b> 3397d3 51,151,211 73,28,0,0	<b>SAGE</b> d7eacc 215,234,204 16,0,24,0	<b>MEADOW</b> a4d38e 164,211,142 38,0,58,0	<b>BWL L GREEN</b> 76c155 118,193,85 58,0,89,0	<b>FOREST</b> 519141 81,145,65 73,22,100,6
	<b>PEARL</b> e2e3e7 226,227,231 10,7,5,0	<b>PLATINUM</b> cfd1d7 207,209,215 18,13,10,0	<b>SILVER</b> a9aeb6 169,174,182 33,24,20,2	<b>GRAPHITE</b> 8a8e96 138,142,150 44,34,29,10	<b>LAGOON</b> b2e0dd 178,224,221 29,0,14,0	<b>FOAM</b> 6bc8c6 107,200,198 55,0,26,0	<b>BWL TEAL</b> 00b5b0 0,181,176 81,0,38,0
	<b>SEA</b> 008e8a 0,142,138 81,0,38,27	<b>BWL YELLOW</b> ffed9a 255,237,154 0,4,48,0	<b>MARIGOLD</b> fec555 251,197,85 0,24,77,0	<b>BWL ORANGE</b> fbad18 251,173,24 0,36,100,0	<b>HONEY</b> f39e1a 243,158,26 0,42,100,2	<b>PUMPKIN</b> e2771d 226,119,29 0,61,100,8	<b>RUST</b> d85c1d 216,92,29 0,74,100,12
<b>LAVENDER</b> d5c7e0 213,199,224 13,20,0,1	<b>LILAC</b> c0a8ce 192,168,206 21,33,0,2	<b>ORCHID</b> 9c72ad 156,114,173 38,60,0,4	<b>WHITE</b> FFFFFF 255,255,255 0,0,0,0				
<b>BWL TEAL</b>  <b>00b5b0</b> <b>0,181,176</b> <b>81,0,38,0</b>	<b>BWL NAVY</b> 003665 0,54,101 100,52,0,58	<b>DARK NAVY</b> 002043 0,32,67 100,40,0,82	<b>WOODLAND</b> 295B30 41,91,48 80,9,88,60	<b>EVERGREEN</b> 204C28 32,76,40 75,2,100,77	<b>BLACK</b> 000f02 0,15,2 74,52,71,90		
	<b>DEPTHS</b> 00403e 0,64,62 81,0,38,80	<b>BWL PURPLE</b> 722587 114,37,135 64,100,0,7	<b>PLUM</b> 5d1869 93,24,105 62,98,3,32	<b>GRAPE</b> 380036 56,0,59 58,96,6,70			

# ACCESSIBLE COLORS

These are the acceptable brand colors to use when typing on our secondary brand colors that meet DOJ accessibility standards.

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

**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**

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

**MARIGOLD**  
**fec555**  
**251,197,85**  
**0,24,77,0**

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

**HONEY**  
**f39e1a**  
**243,158,26**  
**0,42,100,2**

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

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

**MARIGOLD**  
**fec555**  
**251,197,85**  
**0,24,77,0**

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

**HONEY**  
**f39e1a**  
**243,158,26**  
**0,42,100,2**

**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**

# ACCESSIBLE COLORS

These are the acceptable brand colors to use when typing on our secondary brand colors that meet DOJ accessibility standards.

<b>BWL ORANGE</b>  <b>fbad18</b> <b>251,173,24</b> <b>0,36,100,0</b>	<b>BWL NAVY</b> 003665 0,54,101 100,52,0,58	<b>DARK NAVY</b> 002043 0,32,67 100,40,0,82	<b>WOODLAND</b> 295B30 41,91,48 80,9,88,60	<b>EVERGREEN</b> 204C28 32,76,40 75,2,100,77	<b>BWL CHARCOAL</b> 53585F 83,88,95 63,52,44,33	<b>BLACK</b> 000f02 0,15,2 74,52,71,90	
	<b>SPRUCE</b> 006966 0,105,102 81,0,38,53	<b>DEPTHS</b> 00403e 0,64,62 81,0,38,80					
<b>BWL YELLOW</b>  <b>ffed9a</b> <b>255,237,154</b> <b>0,4,48,0</b>	<b>BWL W BLUE</b> 0078bf 0,120,191 90,47,0,0	<b>BWL NAVY</b> 003665 0,54,101 100,52,0,58	<b>DARK NAVY</b> 002043 0,32,67 100,40,0,82	<b>FOREST</b> 519141 81,145,65 73,22,100,6	<b>WOODLAND</b> 295B30 41,91,48 80,9,88,60	<b>EVERGREEN</b> 204C28 32,76,40 75,2,100,77	
	<b>BWL CHARCOAL</b> 53585F 83,88,95 63,52,44,33	<b>BLACK</b> 000f02 0,15,2 74,52,71,90	<b>SEA</b> 008e8a 0,142,138 81,0,38,27	<b>SPRUCE</b> 006966 0,105,102 81,0,38,53	<b>DEPTHS</b> 00403e 0,64,62 81,0,38,80	<b>RUST</b> d85c1d 216,92,29 0,74,100,12	
	<b>ORCHID</b> 9c72ad 156,114,173 38,60,0,4	<b>BWL PURPLE</b> 722587 114,37,135 64,100,0,7	<b>PLUM</b> 5d1869 93,24,105 62,98,3,32	<b>GRAPE</b> 380036 56,0,59 58,96,6,70			



# ACCESSIBLE COLORS

These are the acceptable brand colors to use when typing on a white background that meet DOJ accessibility standards.

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

**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

**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

**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

**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

**PUMPKIN**  
e2771d  
226,119,29  
0,61,100,8

**RUST**  
d85c1d  
216,92,29  
0,74,100,12

**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

# FULL BWL COLOR PALETTE

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

<b>BREEZE</b> 96d1f2 150,209,142 38,4,0,0	<b>BWL B BLUE</b> 68b6e5 104,182,229 55,13,0,0	<b>MARINE</b> 3397d3 51,151,211 73,28,0,0	<b>BWL W BLUE</b> 0078bf 0,120,191 90,47,0,0	<b>BWL NAVY</b> 003665 0,54,101 100,52,0,58	<b>DARK NAVY</b> 002043 0,32,67 100,40,0,82
<b>SAGE</b> d7eacc 215,234,204 16,0,24,0	<b>MEADOW</b> a4d38e 164,211,142 38,0,58,0	<b>BWL L GREEN</b> 76c155 118,193,85 58,0,89,0	<b>FOREST</b> 519141 81,145,65 73,22,100,6	<b>WOODLAND</b> 295B30 41,91,48 80,9,88,60	<b>EVERGREEN</b> 204C28 32,76,40 75,2,100,77
<b>PEARL</b> e2e3e7 226,227,231 10,7,5,0	<b>PLATINUM</b> cfd1d7 207,209,215 18,13,10,0	<b>SILVER</b> a9aeb6 169,174,182 33,24,20,2	<b>GRAPHITE</b> 8a8e96 138,142,150 44,34,29,10	<b>BWL CHARCOAL</b> 53585F 83,88,95 63,52,44,33	<b>BLACK</b> 000f02 0,15,2 74,52,71,90
<b>LAGOON</b> b2e0dd 178,224,221 29,0,14,0	<b>FOAM</b> 6bc8c6 107,200,198 55,0,26,0	<b>BWL TEAL</b> 00b5b0 0,181,176 81,0,38,0	<b>SEA</b> 008e8a 0,142,138 81,0,38,27	<b>SPRUCE</b> 006966 0,105,102 81,0,38,53	<b>DEPTHS</b> 00403e 0,64,62 81,0,38,80
<b>BWL YELLOW</b> ffed9a 255,237,154 0,4,48,0	<b>MARIGOLD</b> fec555 251,197,85 0,24,77,0	<b>BWL ORANGE</b> fbad18 251,173,24 0,36,100,0	<b>HONEY</b> f39e1a 243,158,26 0,42,100,2	<b>PUMPKIN</b> e2771d 226,119,29 0,61,100,8	<b>RUST</b> d85c1d 216,92,29 0,74,100,12
<b>LAVENDER</b> d5c7e0 213,199,224 13,20,0,1	<b>LILAC</b> c0a8ce 192,168,206 21,33,0,2	<b>ORCHID</b> 9c72ad 156,114,173 38,60,0,4	<b>BWL PURPLE</b> 722587 114,37,135 64,100,0,7	<b>PLUM</b> 5d1869 93,24,105 62,98,3,32	<b>GRAPE</b> 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*

(\*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 typeface should be used for signs, HPTV, powerpoints, etc.

ITC Avant Garde Gothic Std Medium used for body text and secondary titles (headings).

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

If ITC Avant Garde Gothic Std is not available, use Century Gothic typeface for all signs, HPTV, powerpoints, etc.

Century Gothic Regular used for body text and secondary titles (headings).

**Century Gothic Bold** used for titles (headings).

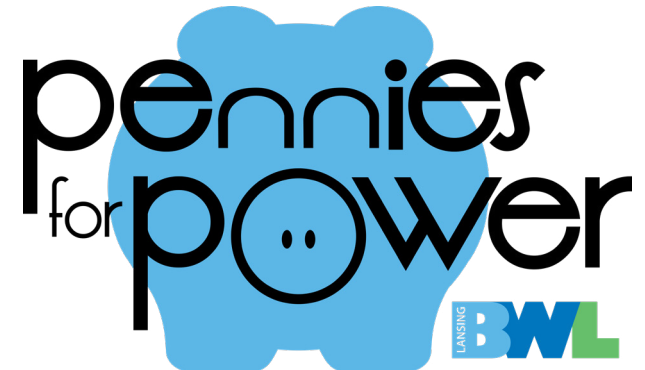
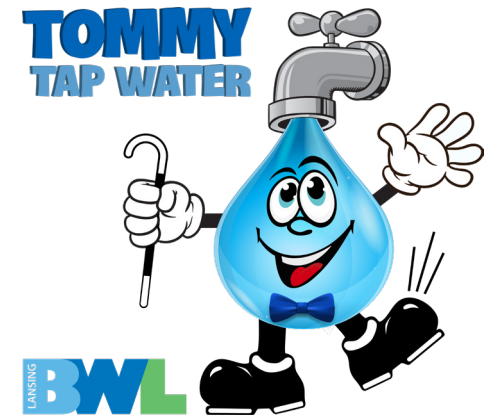
# BWL PROGRAM BRANDS

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