



New NSD Logo and Tagline Presentation

Napa Sanitation District
Board of Directors Meeting



What do we want to accomplish today?

- Choose a name
- Choose a logo design
- Choose a tagline
- Create a hybrid name/logo/tagline
or
- Tell us to scrap everything and start over



Background

- Need a standardized name to avoid confusion- Napa San? NSD? Napa Sanitation District?
- Current NSD logo is outdated and rather confusing
- Current tagline is not specific to who we are/what we do
- We need a name, logo, and tagline that clearly tell who we are/what we do



What have we been up to?

- Conducted in-house tagline contest
 - Purchased logo templates
 - Created mock name/logo/tagline combinations for you to view
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- *Note- the logo templates are intended to be a guide for a graphic designer to work from and create our final logo*



Possible Names

- Napa Sanitation District
- Napa San
- NapaSan
- NSD
- Alternative ideas?



Top 9 Taglines

1. Recovering water resources
2. Water treatment and recycling
3. Taking the waste out of water
4. Dedicated to a sustainable water future
5. Sustainable Wastewater Management
6. NAPA SAN ~ COLLECTION · TREATMENT · RECOVERY · RE-USE
7. Repurposed water
8. Making water great again
9. Clean Water. Healthy Community. (current)



Logo 1



NAPASAN



MAKING WATER GREAT AGAIN

NAPA SAN



CLEAN WATER. HEALTHY COMMUNITY.



NAPA SAN

WATER TREATMENT AND RECYCLING



NAPA SAN

COLLECTION • TREATMENT • RECOVERY • RE-USE



Logo 2



NAPA SAN

COLLECTION • TREATMENT • RECOVERY • RE-USE



NAPA SAN

CLEAN WATER. HEALTHY COMMUNITY.



Napa Sanitation

RECOVERING WATER RESOURCES

NAPASAN



WATER TREATMENT AND RECYCLING



NAPA SAN

SUSTAINABLE WASTEWATER MANAGEMENT



Logo 3

NAPASAN



Recovering our water resources



Napa San

COLLECTION • TREATMENT
RECOVERY • RE-USE

MAKING WATER GREAT AGAIN



NSD



NAPA SAN

COLLECTION • TREATMENT • RECOVERY • RE-USE



NapaSan

Sustainable Wastewater Management



Logo 4



NAPA SAN

COLLECTION • TREATMENT • RECOVERY • RE-USE



NAPA SAN

Recovering our water resources

NSD



COLLECTION • TREATMENT
RECOVERY • RE-USE



NAPASAN

SUSTAINABLE WASTEWATER MANAGEMENT

NSD



Recovering our
water resources



Next Steps

1. Choose a name
 2. Choose a tagline
 3. Choose a logo design
 4. Create a hybrid name/logo/tagline
- or***
4. Tell us to scrap everything and start over