



New NSD Logo and Tagline Presentation

Napa Sanitation District
Board of Directors Meeting



Background

- Tagline chosen was:
 - Collection * Treatment * Recovery * Reuse
- Water drop with circular arrows around it was chosen
- We incorporated all feedback and have final designs to present
- The chosen design will be modified by staff to be used for different purposes- i.e. web use, outreach materials, printed materials, letterhead, business cards, black and white uses, etc.



What are we hoping to accomplish today?

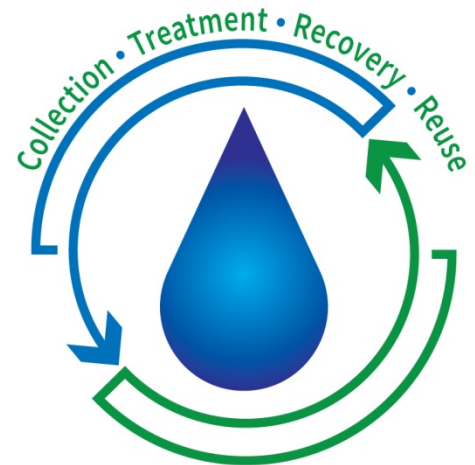
- Choose a name to go with the logo
 - i.e. NSD, Napa San, or NapaSan
- Choose upper or mixed case letters for name
- Choose a single or double arrow design
- Choose a water drop design



NSD vs. Napa San vs. NapaSan



NSD



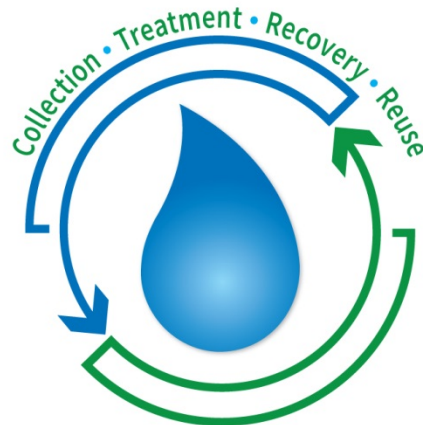
Napa San



NapaSan



All upper case or mixed case?



NAPA SAN



NapaSan



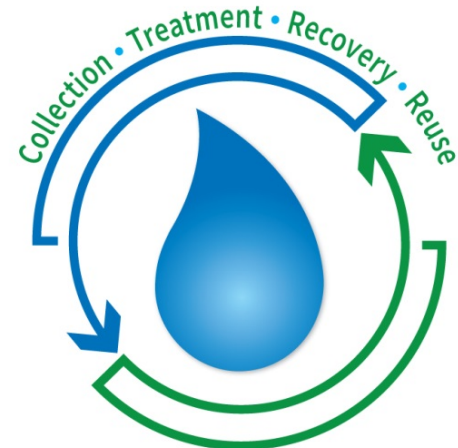
Napa San



Single or double arrow?



NapaSan



NAPA SAN



Which water drop?



NAPA SAN



NAPASAN



NSD



NSD



Next Step

- Review and choose a final design