

# BRANDING WITH PURPOSE



SOUTH PLATTE  
**WATER RENEWAL  
PARTNERS**  
SERVING LITTLETON, ENGLEWOOD AND BEYOND

# BRANDING FOR REGIONAL LEADERSHIP



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# BRAND ROLL-OUT

## Next Steps

The plan is to officially begin using the new name and logo on **April 20** to correspond with our Earth Day event. We believe our new mission, vision, values and name, and the values of Earth Day, complement each other well.

Prior to the April 20<sup>th</sup> announcement, we will:

- create branding standards, marketing materials, elevator speech
- conduct internal training for staff
- conduct stakeholder outreach
- update organizational assets with the new name and logo
- develop external communications
- update the website