BRANDING AND IDENTITY

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EXECUTIVE DIRECTOR/CEO
Project Goals and Objectives

THE GOAL OF THIS PROJECT WAS TO:

• Develop positioning and visual identity that aligns the CWEA brand with strategic plan, goals, and desired outcomes
• Develop impactful and relevant messaging
• Create a recognizable and memorable CWEA brand
• Develop style guide and templates to ensure brand consistency
• Guide board and staff through the branding process

IN ORDER TO HELP CWEA:

• Boost the number of CWEA members, certificate holders and conference attendees
• Spur the number of members stepping up for volunteer roles
• Raise public profile of water professionals in CA
• Increase pride members feel being part of CWEA
Our **Process**

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**Phase 1** Brand Positioning Development

**Phase 2** Brand Identity Development

**Phase 3** Brand Identity Guideline
This has been a True Team Effort

Review and Participation of the 11 member Task Force

CWEA board discussion & update in January 2020 + Board Approval May 2020

Input and review by executive leadership

Input from our local section leaders & member and sector leader interviews
This has been a True Team Effort
We spoke with a variety of stakeholders

15 Stakeholder Interviews
8 Internal 2 Staff, 4 External

- Sarah Burke, Labs Committee Past Chair
- Jennifer Rojas, Collection Systems Committee
- Sharon Simmers, P3S Committee
- Maura Bonnarens, Past president
- Veronica Silvy, SYP Past Chair
- Brian Villacorta, WEF house of delegates
- Jeff Carson, SWRCB Operator Committee
- Nick Steffan, TriCounties Local Section
- Kathryn Gies, Board
- Norah Duffey, Certifications, CWEA
- Renu Pal, COO, CWEA
- Jason Warner, Academic
- John Kallo, Past Member
- Steve Hernandez, Water Wise Pro
- Jennifer West, WateReuse

Local Section Survey
Google Form sent to heads of each of the 17 local sections, 11 participants

- Ryan Bailey, NSVS
- Octavio Navarrete, SDS
- Sam Arvizu, Desert & Mountain Section
- Steve Cano, SARBS
- Ryan Sellman, NSJS
- Chris DeMonbrun, LABS
- Mary Thompson, TriCounties
- Reace Fisher, CSJS
- Chathu Abeyrathnam SFBS
- Will Paddock, North Coast
- Jeff Brubaker, SCVS
We learned about what makes CWEA Special

- It's a home for all wastewater professionals
- A tight-knit, collaborative community
- The one-stop-shop professional organization
- The go-to for training and professional certification

...catches the rare cross-section between people implementing in the field and developers
It's a small community...tight knit and friendly
...a vital part of your professional toolbelt
CWEA is more technical and tactical...employers require certifications
And about the important role agencies play

- I was new to the field and wanted to learn more—heard about it from a co-worker.
- The majority of the relationship is driven by the employer—on their own, not sure if employees would pursue it.
- A future CWEA, to me, would engage the agencies and their management to get support.
- I became part of CWEA as a young professional, and my colleagues recruited me to take a more active role.
Our stakeholders are passionate about CWEA’s future and see room for us to grow.

<table>
<thead>
<tr>
<th>From</th>
<th>To</th>
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<tbody>
<tr>
<td>Required certification/compulsory</td>
<td>Something people want to be a part of, empowering</td>
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<tr>
<td>Risk averse/how we’ve always done it</td>
<td>Open to change, innovative</td>
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<tr>
<td>Unknown outside of our members</td>
<td>Known, ambassador for our industry</td>
</tr>
<tr>
<td>Vague member benefits</td>
<td>Clear and compelling benefits</td>
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<tr>
<td>Stagnant</td>
<td>Growing</td>
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Insights from stakeholder input and the task force boot camp led to inspirational and actionable brand strategy & design.
Brand strategy is a set of internal tools that shape how your brand comes to life externally.

A brand is the feelings, thoughts, perceptions, and attitudes people have about an organization.

And a strong brand has the power to:

- Make strategic planning actionable
- Create consistent messaging & visual identity
- Energize & align employees and members
- Communicate clear value
- Foster credibility & trust
- Inspire higher levels of engagement
OUR BIG IDEA
Internal tool, not external tagline

Champions of Wastewater

Inherently proud
Speaks to our people as champions and nods to championing the industry

Focuses on our point of difference
References our members as well as the industry
CWEA POSITIONING FRAMEWORK
CWEA is the trusted organization that advocates for and empowers wastewater professionals so they can protect and harness the potential of California's most critical resource because all water is essential.
Our visual brand identity is built to reflect the vibrancy of **CWEA** today and to carry the organization into the future.
WEB HOMEPAGE

PROTECTING CALIFORNIA'S MOST CRITICAL RESOURCE

UPCOMING EVENTS

WATER NEWS

WHO Guide: Water, sanitation, hygiene and waste mana...
From the World Health Organization. This Technical Brief supplements existing IPC documents by re...