

**SAN FRANCISCO PUBLIC UTILITIES COMMISSION  
INFRASTRUCTURE CONSTRUCTION  
MANAGEMENT PROCEDURES**

**SECTION: SFPUC INFRASTRUCTURE  
CONSTRUCTION MANAGEMENT**

**APPROVED:**



**PROCEDURE NO: 027**

**DATE: 6/7/2019**

**TITLE: PUBLIC OUTREACH**

**REVISION:**

**1.0 Policy**

Communications with all interested parties outside of the SFPUC shall be handled and responded to by the CM team in a timely and thorough manner. All outside communications shall follow the Public Outreach Plans in conformance with this procedure.

This SFPUC Infrastructure Construction Management (CM) Procedure applies to all personnel working on SFPUC Infrastructure Projects during construction to the extent that their work is affected by this CM Procedure and does not conflict with specific SFPUC policies or the Contract under which the Work is executed.

**2.0 Description**

This SFPUC Infrastructure CM Procedure delineates the roles of communications staff in construction management in relation to the Project Manager (PM) and the Construction Manager (CM).

The following describes the process for implementing the Public Outreach Plans on a regional and project-specific basis. This CM Procedure is intended to ensure that designated CM team members effectively communicate with and respond to all interested parties outside of the SFPUC in a timely and thorough manner.

**3.0 Definitions**

**3.1 Construction Management Information System (CMIS)**

The CMIS is an on-line management tool for the processing of contract documents based on established SFPUC Infrastructure CM Business Processes. It serves as a tool for effective storage and retrieval of various documents generated during a construction project.

3.1.1 The RE (or designee) can enter Community Complaints/Claims information into the CMIS as part of the Progress Meeting Minutes or Correspondence, or s/he can create a specific file dedicated to these issues.

### **3.2 Stakeholders/Constituents**

Stakeholders/Constituents are individuals or organizations interested in or directly affected by SFPUC Infrastructure construction activities.

The Stakeholders/Constituents will vary depending upon the construction activity and the impacts to surrounding areas, and will include, but not be limited to: residents, businesses, government officials and agencies, media outlets, environmental groups, schools, religious institutions, commuters, recreational users, and community groups.

### **3.3 SFPUC Infrastructure Public Outreach Plan**

A Public Outreach Plan will be developed for each major SFPUC Infrastructure Project. The Plan identifies the stakeholders and constituents unique to the project, and outreach strategies to minimize disturbance to constituents and/or the construction crew.

3.3.1 Within a project, the Public Relations Specialist develops an overview plan of the critical issues affecting the construction area with a focus on high profile projects and identifies how the various projects intersect or affect each other in respect to sequence of construction, mitigation issues, conflicting stakeholders and other key issues that may impact the construction schedule for the region. For programs, the SFPUC Infrastructure CM Plans are incorporated in the Programmatic Communications Plan.

## **4.0 Responsibilities**

### **4.1 Project Manager (PM)**

The PM manages the coordination of his/her construction projects, manages and administers the construction management contracts, and reports to the Construction Management Bureau (CMB) Manager throughout the project's construction and close-out phases.

### **4.2 Resident Engineer (RE)**

The RE manages and administers the project construction contracts and serves as the prime point of contact between the Contractor, the City, and the Outreach Liaison, who works directly with the external stakeholders and constituents.

4.2.1 The RE may also assist with public outreach efforts in concert with the Outreach Liaison.

### **4.3 Public Relations Specialist**

The Public Relations Specialist is responsible for planning and implementing all communications and public outreach efforts for the SFPUC Infrastructure projects to which s/he is assigned. Coordinating with the PM, the Public Relations Specialist serves as the technical expert on communications, outreach procedures, and strategy including format and content recommendations for information to be disseminated to the public/stakeholders/interest groups.

4.3.1 The Public Relations Specialist oversees the various Outreach Liaison(s) and/or Communications consultants that are assigned directly to the project to execute the day to day communications needs, including coordination of responses to the San Francisco Sunshine Ordinance and Freedom of Information Act requests.

### **4.4 Outreach Liaison**

The Outreach Liaison is responsible for implementing a SFPUC Infrastructure Public Outreach Plan. The Outreach Liaison maintains close contact with the neighbors and stakeholders and is readily available to respond to issues and complaints that arise regarding construction activities, serves as the initial SFPUC contact person for most public inquiries for the specific project, and, assists in coordinating responses.

4.4.1 The Outreach Liaison attends weekly progress meetings during construction and actively coordinates with the RE in working out issues affecting the public.

## **5.0 Implementation**

Prior to and during construction the Public Relations Specialist and/or the Outreach Liaison are responsible for the following:

### **5.1 Public Outreach Plan Updates**

Reassesses and updates the outreach strategy put forward in the SFPUC Infrastructure Public Outreach Plan including:

5.1.1 Outreach and ongoing communications strategies.

5.1.2 Partnerships with local and regional media outlets.

5.1.3 Information packages to illustrate progress, respond to questions and issues, and inform readers about upcoming milestones.

5.1.4 Project specific Rapid Response plans to incorporate into the SFPUC Infrastructure CM Emergency Response Manual and update as needed, refer to SFPUC Infrastructure CM Procedure No. 033, Emergency Response.

## **5.2 Stakeholder Database**

Administers and updates the Stakeholder Database.

## **5.3 Construction Kick-Off Communication Activities**

Organizes and implements an appropriate communication outreach activity to announce the start of construction. These activities are an opportunity to introduce the key project staff, the RE and the Contractor to the community or constituents as appropriate.

## **5.4 Project Website**

Reviews and updates the project website page and prepares the web staff for daily or weekly construction updates on the project (reference sfwater.org);

5.4.1 Creates, maintains and promotes project blogs providing timely updates and project information to interested stakeholders.

5.4.2 Identifies and utilizes social media tools to communicate in an effective and efficient manner with the project stakeholders.

## **5.5 Community Relations**

Tailors the “SFPUC Infrastructure Neighborhood Community Relations Guide,” to the specific project emphasizing the importance of maintaining a “Good Neighbor Policy” based on the region, project and community assessment:

5.5.1 Introduces, as part of the Pre-Construction Conference, the “SFPUC Infrastructure Neighborhood Community Relations Guide” with specific reference to the project area to the CM team and the Contractor

5.5.2 Reference Section 8.0 Attachment 027-1 “SFPUC Infrastructure Neighborhood Community Relations Guide” and Attachment 027-2 “Construction Community Relations”

5.5.3 Responsible for timely (within 24 hours) response to comments from stakeholders and establishes and maintains contact with interested parties

5.5.4 Ensure that ALL project communications (verbal, written, online) include project purpose

5.5.5 Act as primary spokesperson for the project, and keeps all interested parties apprised of activities

5.5.6 Coordinates all information to Stakeholders and constituents in concert with the RE

5.5.7 Builds relationships with local and regional media to secure coverage of project progress and updates

5.5.8 Acts as liaison between elected officials and the CM team to ensure all parties are apprised of progress and upcoming activities

## **5.6 Community Relation Briefing Sessions**

Schedules frequent tailgate sessions for briefing the Contractor, Subcontractors and Suppliers on the “Good Neighbor Policy” and the

“SFPUC Infrastructure Neighborhood Community Relations Guide” and distributes copies.

**5.7 24-Hour Hotline**

Establishes 24-Hour Dispatch or Hotline for neighbors to call regarding construction issues and responds accordingly:

5.7.1 For projects located within the City and County of San Francisco, contact the City Distribution Division (CDD) Dispatch Telephone (415) 550-4911;

5.7.2 For projects located in the regions, contact Millbrae Dispatch, Telephone (650) 872-5900;

5.7.3 Activate the SFPUC Infrastructure CM hotline number as needed and maintain contact information up to date.

**5.8 Project Signage & Communication Materials**

Coordinates the production of Project signage with the RE using the template for SFPUC Infrastructure Project signs:

5.8.1 Ensures all communications material meets guidelines referenced in the approved “SFPUC Infrastructure Program Logo Guidelines and Standards” document, refer to Attachment 027–3.

**5.9 Community Complaints/Claims**

Handles Community Complaints/Claims that arise from neighbors:

5.9.1 Should communications needs arise or an accident or emergency occur in the absence of the Outreach Liaison, the RE should contact the Outreach Liaison as soon as possible.

5.9.2 Activates and follows the Rapid Response Plan specific to the project.

**5.10 Weekly Progress Meetings**

Attends or monitors Weekly Progress Meetings to address impacted neighborhood issues and report on outreach efforts.

**5.11 Project Mitigation Funds**

Works with the Senior Project Manager (Senior PM) and RE(s) to distribute Project Mitigation Funds. These will include but are not limited to: car washes, window washing, off-site accommodations and community open houses.

**6.0 Other Procedural Requirements**

None

**7.0 References**

**7.1 Technical Specifications**

None

**7.2 CM Procedures**

No. 033      Emergency Response

**7.3 Others**

Labor Relations & Community Benefits Plan– guide to utilizing community workforce and making use of community businesses and resources to meet the needs of the project.

7.3.1 Contact the SFPUC Office of Labor Relations & Community Programs, Telephone (415) 551-4612

**8.0 Attachments**

- 027 - 1      SFPUC Infrastructure Neighborhood Community Relations Guide
- 027 - 2      Construction Community Relations
- 027 - 3      SFPUC Logo Guidelines and Standards
- 027 - 4      Revision Control Log

**Attachment 027 – 1**  
**SFPUC Infrastructure Neighborhood Community Relations Guide**

**Select appropriate sections for project and format on SFPUC stationery**

**SFPUC Infrastructure Neighborhood Community Relations Guide**

**Our community relations goals with any SFPUC construction project are to:**

- 1) Facilitate the efficient operation of the project work within the community setting; and,**
- 2) Minimize disruption and inconvenience to the nearby homes and businesses.**

SFPUC Communications contact for this project is \_\_\_\_\_

Backup contact person is (backup contact name/phone) \_\_\_\_\_

24-hour SFPUC dispatch # to access communications or other staff: \_\_\_\_\_

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**To meet our goals, please share the following guidelines with your workers and your subcontractors to maintain good relations with the neighborhood and to encourage cooperation throughout the community for our project.**

Most of these guidelines are part of the contract specifications. They are also based on situations we have encountered in working with neighbors and businesses over the past five years.

**For best results:**

- Please share this information at weekly toolbox meetings
- Attach the neighborhood conduct expectations to the waybill, work order or directions to site;
- Have the security guard or other staff hand this out when the delivery truck checks in
- Distribute at safety training events (This notice is available in Spanish or other languages)

**Safety first! Show neighbors your commitment to safety by adhering to all Ca/OSHA rules regarding P.P.E. (personal protective equipment) and site safety requirements. A secure construction site will deter both curious neighbors and thieves.**

**Attachment 027 – 1**  
**SFPUC Infrastructure Neighborhood Community Relations Guide**

**Work Hours**

**Follow agreed upon work hours.** If contract work hours start at 7:00am, do **NOT** start work at 6:55am. Neighbors consider any noise on site before the agreed upon work time as construction-related noise including loud radios, banging truck doors and idling unnecessarily. If you need to work extended days, notify Communications at least 48 hours in advance.

**Work takes place Monday through Friday, unless specified in the contract.** If project work demands weekend or extended hours, please contact the SFPUC Resident Engineer at least 48 hours in advance so that SFPUC Communications can provide appropriate notice to the neighbors. Do NOT work on weekends unless notice has been given.

Routine equipment maintenance, repairs, equipment preparation for the day's work, and all work at staging areas must also be completed during the agreed upon work hours.

Potholing doesn't always indicate the location of all underground utilities. In the event a utility (gas, water, sewer, etc.) is struck, contact SFPUC Communications as soon as the situation is under control so we can coordinate notification to the community.

**Keep a Clean Worksite**

**Garbage cans should be available** on site for workers who drink coffee in the morning or have lunch on site. Littering the neighborhood will not be tolerated. Insist that crews sweep up at end of work day. Cans should be emptied regularly.

**Do not allow workers to eat lunch on neighbor lawns or property.** Again, loud car radios must not disturb neighbors.

**Keep construction area streets and sidewalks clean and free of debris.** Regularly remove garbage and debris from work site. Sweep up at the end of each work shift.

If the site fences or trailers are tagged with graffiti, paint over it right away.

**Neighbor Relations**

**Courtesy for neighbors and members of the public is a must—it also encourages greater cooperation among the community for the project.** If a resident has a problem or becomes angry, please contact SFPUC Communications or the RE. Do not yell back at neighbors, even if they yell at you.

Do not ask neighbors for use of any of their property – such as water, power, restrooms, etc. **Never contact or bother a neighbor unless absolutely necessary** – such as in an emergency.

**Please do not yell or use foul or obscene language at the worksite – in any language.**

**Attachment 027 – 1**  
**SFPUC Infrastructure Neighborhood Community Relations Guide**

**Do not allow workers to drink alcohol anywhere near the construction site at any time.**

**Workers should also not throw out cigarette butts at the project site entrance or anywhere around the neighborhood.**

During progress meetings, **inform the SFPUC Communications contact and/or RE about upcoming work that might impact the neighborhood.** Regular notices will be mailed to the neighborhood, so they are aware in advance.

**Parking**

**Respect the parking situation in neighborhood.** While they may be public streets, you must follow guidelines for parking as specified by SFPUC Communications. **Avoid causing parking problems for neighbors by parking a short walk away from site or at designated areas.**

**“No Parking” signs MUST be posted at least 72 hours before parking restrictions can be in effect. Example: If parking restrictions start Thursday, signs must be posted by Monday.**

**When “no parking” signs are posted using proper protocol (72 hours), coordinate with the Project Construction Manager BEFORE towing cars. If possible, attempt to find car owners.**

**If you do not plan to do scheduled work by noon, please lay-down or remove the ‘no parking’ signs so people can park for the day or print on signs: If no work is taking place by noon, parking is allowed.**

**Contractor, workers and subcontractors cannot block residential driveways.** Have a flag person on site if delivery trucks may cause delays for neighbors entering or exiting their driveways. **DO NOT park where you will block a driveway!**

**Trucks MUST NOT idle their engines at or near the site.** If a delivery truck arrives before or after work hours, engine MUST be turned off or truck moved to non-residential area away from site until work hours begin. **Save some gas too!**

**Dust Control**

San Francisco is a windy city as are many regional locations. **Cover and secure all dirt piles as per the contract.**

**Implement dust control measures** to minimize dust on neighborhood homes and cars.

**Attachment 027 – 1**  
**SFPUC Infrastructure Neighborhood Community Relations Guide**

**Streets and Trenches**

During street trench work, **make sure plates are secured** and supported so not to generate noise as cars drive over them.

On residential streets, follow the speed limit! Some trucks may need to go slower for safety reasons. As a rule, refrain from backing up any equipment or trucks into residential driveways or onto sidewalks. This can cause damage claims and expensive repairs.

**In muddy conditions, minimize ‘track out’ of mud onto streets and sweep mud off street.**

Thank you for working with SFPUC Communications staff to encourage good relations with the neighborhood near your construction site!

## Attachment 027 - 2 Construction Community Relations

**SFPUC Communications** has found that building trust with neighbors is the best way to overcome obstacles in the field. In any project, something may go wrong. If we have developed a reservoir of goodwill and trust, the project is more likely to be given the benefit of the doubt by neighbors and the surrounding community. To facilitate good neighborhood relations, we suggest the following general guidelines for our community outreach staff assigned to projects.

- **Coordinate with neighbors early** on and keep them informed of when the project will commence.
- **Set up a pre-construction meeting with neighbors prior to NTP**, if possible or as soon as the project schedule is finalized or when we have a consensus about how the project will begin and commence over the first few months.
- **Make sure, neighbors are aware** of the project communications point person(s) and the contact numbers. Make sure neighbors are aware of 24-dispatch or after hours or weekend numbers. As appropriate make CELL contact number(s) or blog address available.
- **Post Construction Sign**, as soon as reasonably possible and highlight contact information – phone or blog and friendly project URL.
- **Determine best way to communicate with the neighbors** – written, email, door hangers, and/or electronic alerts.
- **When initial construction commences**, communications staff should walk neighborhood or surrounding area to gauge how the neighbors are reacting and if there are initial concerns. Take care of issues before they become problems.
- **As project phases change**, notify neighbors of what they can expect in the next few weeks or months.
- **Reassess with** Project Construction Manager and CM team on weekly or monthly basis what additional communications may be needed.
- **Share the project's progress and success with neighbors** through frequent updates, or on occasion scheduled tours or visits to the site. Schedule community coffee updates or other events to encourage support and cooperation for the project. For longer projects, especially in on location, car wash coupons, window washing, carpet cleaning or movie tickets or other amenities may be necessary on occasion for neighborhood goodwill and cooperation.
- **Respond** to all calls or emails during the work day, when possible. Even if staff does not have an immediate response, then acknowledge receipt of call or email and let them know we will get back to them as soon as we have a response.
- **Assess** how much you need to coordinate with local jurisdictions – working with police, fire or other entities so they are all aware of project activities.
- **Remember** to copy local council members, commissioners or county supervisors on updates or alerts, as appropriate.
- **Finally**, celebrate completion or major project milestones with the neighborhood.

# Attachment 027 – 3 SFPUC Logo Guidelines and Standards



## Brand Identity

A distinctive identity that communicates a clear set of values with confidence.

This style guide has been created to help foster a strong and coherent visual identity for the agency. Our brand enhances the recognition of our high quality water, power and sewer services, and serves to build a stronger, more consistent visual presence in the City and County of San Francisco, the entire San Francisco Bay Area and State of California.

## Initial Design Meeting

All departments are welcome to approach our design team with graphic requests by contacting [graphics@sfpuc.org](mailto:graphics@sfpuc.org). In addition, consultant graphic designers must contact the Graphics Team for an initial design meeting, before developing new design files and new materials. An initial design meeting is necessary to ensure consistency of the overall look and messaging of new materials, as well as effectively accomplish agency goals.

All materials must be reviewed and approved by the Graphics Team before submitting to the project manager for final review and print.

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# Attachment 027 – 3 SFPUC Logo Guidelines and Standards

## Logo Size, Space & Color



### Colors:

Water - Blue Pantone 285 CBS M43 YO KD RO G125 B195 Hex# 007DC3	Power - Yellow Pantone 130 CO M30 Y100 KD R251 G176 B52 Hex# FB8034	Sewer - Green Pantone 376 C50 M0 Y100 KD R141 G198 B63 Hex# 8DC83F	Byline - Black Process Black CO MC YO K100 RO GO B0 Hex# 00C000

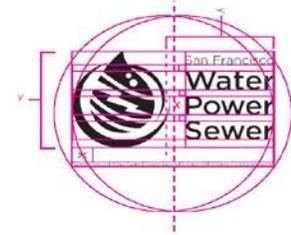


**Horizontal Logo:**  
Proportions have been based off a 3:1 ratio with an established relationship between mark and text.



### Grayscale:

Water - K 100%	Power - K 40%	Sewer - K 70%



**Vertical Logo:**  
Proportions have been based off a 3:1 ratio with an established relationship between mark and text.

## Logo Size Specifications

### Minimum Logo Size Specifications

To maintain readability:

- The logo cannot be reduced less than the size specification.
- Byline "Services of the San Francisco Public Utilities Commission" is required unless a graphics team decision allows for a onetime alteration.
- Minimum font size for the byline is 6 pts.
- Byline font: Gotham

San Francisco Water Power Sewer (horizontal):

Minimum Mark Width = 0.5" inches (12.7mm)



Minimum Byline Height - Gotham Book, 6 pts, K 100%, Tracking (-20)

San Francisco Water Power Sewer (vertical):

Minimum Mark Width = 0.5" inches (12.7mm)



Minimum Byline Height - Gotham Book, 6 pts, K 100%, Tracking (-20)

Hetch Hetchy Regional Water System (horizontal):

Minimum Mark Width = 0.5" inches (12.7mm)



Minimum Byline Height - Gotham Book, 6 pts, K 100%, Tracking (-20)

Hetch Hetchy Regional Water System (vertical):

Minimum Mark Width = 0.5" inches (12.7mm)



Minimum Byline Height - Gotham Book, 6 pts, K 100%, Tracking (-20)

### Logo Clear Space

To ensure legibility of the logo, it must be surrounded with a minimum amount of clear-space to avoid competition from other visual elements.

Using the logo in a consistent manner across all applications helps to establish and reinforce immediate recognition of the agency look and feel.



# Attachment 027 – 3 SFPUC Logo Guidelines and Standards

## Knowing Which Logo to Use

### In City Logo vs. Regional Logo

The **Retail/In City logo** is used on materials that are used or distributed within the City and County of San Francisco, or represent work of the entire agency (ie: legal documents, state required planning documents, etc.).

The **Wholesale/Regional logo** is to be used on materials for the regional water and hydroelectric system that are distributed outside of San Francisco city limits.

Internally available at: S:\Agency-Wide Templates\  
San Francisco Water Power Sewer Logos

### Retail / In City logo – San Francisco Water Power Sewer

- To be used on all materials focused on retail customers within San Francisco.
- Retail / In City logos – 4 color horizontal and vertical - use on web, print, PPT
- Retail / In City logos – grayscale horizontal and vertical - use on white background



### Wholesale / Regional logo – Hetch Hetchy Regional Water System

- To be used on all materials focused on wholesale water and hydroelectric outside of the City and County of San Francisco.
- Wholesale / Regional – 4 color horizontal and vertical - use on web, print, PPT
- Wholesale / Regional – grayscale horizontal and vertical - use on white background



## File Formats

File formats can be confusing. It is important to remember that each format retains a certain amount of resolution and different formats correlate with different types of media. If you have questions or cannot find the file type you need, contact [graphics@sfpuc.org](mailto:graphics@sfpuc.org)

### Common Use Formats

- JPEG: a compressed image file format used for media such as Microsoft Office and web/digital purposes
- PNG: a lossless format used for web/digital purposes, capable of transparency

### Vector Format for Design

- EPS: a vector based/PostScript image file format used for high-resolution printing. Can only be opened by vector based programs such as Adobe software.

## What NOT to Do

Maintaining the integrity of the logo is a part of maintaining the integrity of the agency's visual identity. The logo should never be distorted, difficult to see or read. If you run into a situation where you are unsure how to present the logo, email [graphics@sfpuc.org](mailto:graphics@sfpuc.org) for help.



Do not stretch or skew the logo to distort proportions.



Do not change the logo colors.



Do not change the font.



Do not place the logo on a busy or dark background.



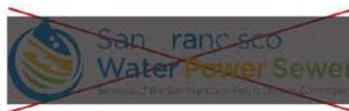
Do not separate or shift logo elements or layout.



Do not recreate the logo with any abbreviations.



Do not rotate or change the logo orientation.



Do not add effects such as beveling, drop shadows, outlines, or glow effects.



Do not put the logo in a white or colored box on a dark or busy background.

# Attachment 027 – 3

## SFPUC Logo Guidelines and Standards

### Typography

Fonts can effectively help with name recognition and brand building when used consistently and correctly.

**About the font:** Franklin Gothic was designed by Morris Fuller Benton between 1910 and 1912 for American Type Founders Company. The typeface was updated in 1979 for TTC by Vic Caruso. The heaviness and boldness of Franklin Gothic gives off the impression of being serious and important. Unlike most bold typefaces, Franklin Gothic has a lightness about it. Historically, this sans serif has been known as the best interpretation of the classic 19th-century book style.

**Font size is determined by readability and legibility.** For agency designs, **fonts should never be below 6pts.** In any visual or document, font size should **always be a minimum of 6pts.** (7pt. is acceptable as a caption). A document should also follow a hierarchical structure of font sizes to aid organization and readability.

**About the font:** Minion is a serifed typeface designed in the "classical tradition" by Robert Slimbach in 1989. Minion has been revised in 2000. The font is inspired by classical, old style typefaces of the late Renaissance, a period of elegant, beautiful, and highly readable type designs. It combines the aesthetic and functional qualities that make text type highly readable with the versatility of typographic control, whether for lengthy text or display settings.

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### Primary Font Family

Franklin Gothic - A sans serif font used in most documents.

<b>Aa</b>	Franklin Gothic Book ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789
<b>Bb</b>	Franklin Gothic Book Italic ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789
<b>Cc</b>	Franklin Gothic Medium ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789
<b>Dd</b>	Franklin Gothic Medium Italic ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789
<b>Ee</b>	Franklin Gothic Heavy ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789
<b>Ff</b>	Franklin Gothic Heavy Italic ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

### Secondary Font Family

Minion Pro - A serif font used only to complement the primary font family (e.g., in the body of text).

<b>Aa</b>	Minion Pro Regular ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789
<b>Bb</b>	Minion Pro Italic ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789
<b>Cc</b>	Minion Pro Semibold ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789
<b>Dd</b>	Minion Pro Semibold Italic ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789
<b>Ee</b>	Minion Pro Bold ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789
<b>Ff</b>	Minion Pro Bold Italic ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

### Complimentary Typography

Complimentary fonts are used for headings and to supplement typographic hierarchy.

**About the font:** Gotham was born in 2000, by Hoefler & Frere-Jones. Creation of the font was influenced by post-war building signage and hand-painted letters seen in New York City, specifically from the geometric lettering of New York's Port Authority Bus Terminal. The font was publicly released in 2002 and said to have an "American feel." It is widely used in logos, including ours.

**About the font:** Swiss 721 is a font from Bitstream Library, released in 1982 Switzerland. Edouard Hoffmann, director of the Haas Typefoundry, specified the design. Max Meidinger drew the font under his guidance. Swiss 721 is commonly compared to Helvetica. We utilize this font in the headings of our printed collaterals.

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### Complimentary Font Family

Gotham

<b>Aa</b>	Gotham Extra Light ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789
<b>Bb</b>	Gotham Book ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789
<b>Cc</b>	Gotham Book Italic ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789
<b>Dd</b>	Gotham Medium ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789
<b>Ee</b>	Gotham Medium Italic ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789
<b>Ff</b>	Gotham Bold ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

### Complimentary Font Family

Swiss 721 Cn BT

<b>Aa</b>	Swiss 721 Cn BT Roman ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789
<b>Bb</b>	Swiss 721 Cn BT Italic ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789
<b>Cc</b>	Swiss 721 Cn BT Bold ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789
<b>Dd</b>	Swiss 721 Cn BT Bold Italic ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

# Attachment 027 – 3 SFPUC Logo Guidelines and Standards

## Color Palette

In addition to our three agency colors, we have created a color palette to guide our brand's success. Color scheme is one of the most significant factors in the overall look and appearance of any brand. Because our core values are environmentally oriented, we've based our color palette off of neutral earth tones.

## Agency Colors



## Secondary Colors



## Templates

Letterhead, business card, envelope, and powerpoint templates have been established for agency use. These templates can be found on the internal website, *Currents*.



**Request For Business Cards** are managed by division and bureau staff and printed through City Reprographics. All business cards utilize a uniform design on the front. Four options are available for the back.

- Blue – Water Enterprise and General Divisions
- Yellow – Power Enterprise
- Green – Sewer

# Attachment 027 – 3 SFPUC Logo Guidelines and Standards

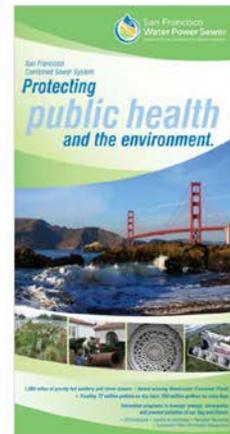
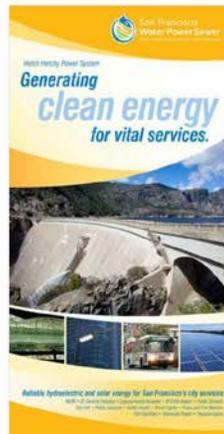
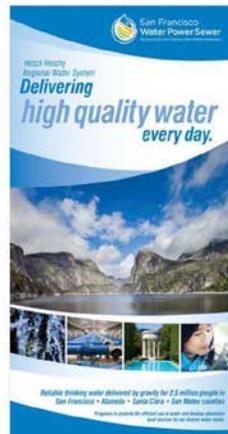
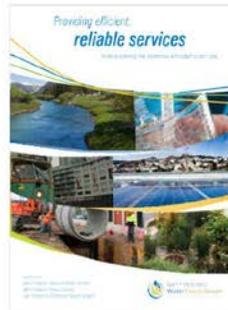
## Agency Programs and Co-Branding

Groundwater    Recycled Water    Conservation    Desalination    Graywater    Rainwater

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## Sample Printed Collateral

The graphics team can provide sample collateral which demonstrates our use of secondary design elements, including the swoop or wave. The wave element is consistent throughout our collateral materials and suggests the representation of our three enterprises, water, power and sewer. While the wave element is not used to limit outside design, it is suggested to maintain the brand identity.



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# Attachment 027 – 3 SFPUC Logo Guidelines and Standards

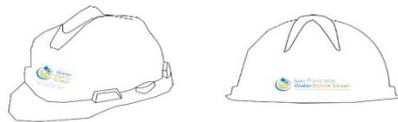
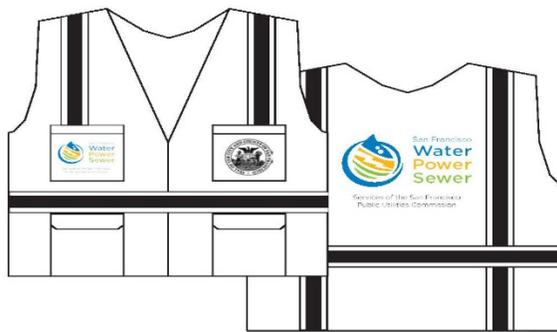
## Sample Printed Collateral



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## Promotional Collateral

Fitting our logo onto promotional goods and clothing articles is challenging. Imprint space and color limitations often dictate the quality of logo representation. Please contact [graphics@sfpuc.org](mailto:graphics@sfpuc.org) BEFORE selecting collateral or other logo'd items. Contacting the Graphics Team ahead of item selection will ensure accurate reproduction of logo and consistency of visual identity.



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## Attachment 027 – 3 SFPUC Logo Guidelines and Standards

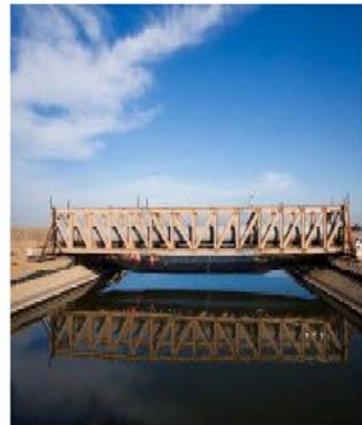
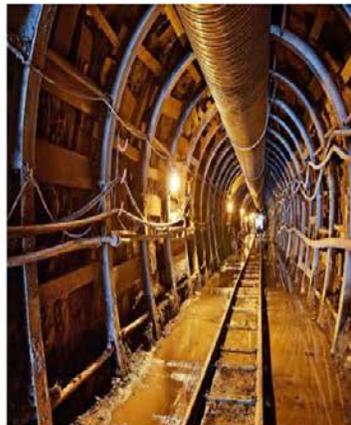
### *Photographic Imagery: Environmental*

Imagery plays a critical role in communicating who we are. Photographs should capture the nuances and scale of who we are, what we do, our past, present and future.

Environment and infield shots are specific to the work we do and the messages we communicate. Photographs should show the expanse of the area we are covering and highlight key details. In addition to current photos, historical and other archival photographs are available. Our agency employs photographers and their images are preferred over any outside photography.

Purchased stock photos are a last resort choice and we prefer to be very selective if stock photos are necessary.

If in need of photos for designed materials, contact [graphics@sfiwater.org](mailto:graphics@sfiwater.org) or the agency photographers.



## Attachment 027 – 3 SFPUC Logo Guidelines and Standards

### Photographic Imagery: People

Who we are plays a critical role in our messaging. The emotive capacity of an image is often derived from people. If our customers are able to relate to us as individuals, they will be more willing to trust us as agency.

Purchased stock photos are a last resort choice and we prefer to be very selective if stock photos are necessary. Requests for our photographs or approval of alternative imagery can be made by emailing our graphics team, [graphics@sfwater.org](mailto:graphics@sfwater.org).



# Attachment 027 – 3 SFPUC Logo Guidelines and Standards

## Construction Signs

The ONESF logo, tagline, and design templates identify the projects and shared citywide goals of the City's ten-year Capital Plan and should appear on all City street, sewer, site, and building construction signs. The ONESF logo reflects the shared citywide goals of infrastructure improvement ('we are all ONESF'), the unique nature of San Francisco ('there's only ONESF'), and a color scheme evocative of our great City by the Bay.

To establish and maintain the ONESF identity it is important that it appear consistent across all signage. Therefore, it is critical to never alter the embedded logo, logotype or locked portions of the enclosed design templates. This includes adding or deleting elements, using unauthorized colors, adding additional logos, or otherwise altering the text or layout of the sign outside of specifically designated areas as described in the templates.

Templates for City construction signage as well as guidelines for production for most City client departments are available online: [onesanfrancisco.org/staff-resources/signage-and-style-guide/](http://onesanfrancisco.org/staff-resources/signage-and-style-guide/)

**ONESF**  
Building Our Future  
onesanfrancisco.org

**Oceanside Water Pollution Control Plant & Westside Pump Station**  
Corrosion and concrete surface repairs, odor control, instrumentation and security systems upgrades  
For more information contact:  
Caitiana Colucci, ccolucci@sfpuc.org  
415.554.3289  
sfpuc.org/construction

**Digester Improvements & Corrosion Protection**  
WWT-490, Schmitt& Construction Company, Inc. 415.500.0000  
BEGINS: 1.2012; COMPLETION DATE: 2012

**Dewatering Facility Upgrades**  
WW-452, Cal State Constructors, 415.500.0000  
BEGINS: 1.2012; COMPLETION DATE: 1.2012

**Security Improvements (Westside Pump Station)**  
WW-433R, J&J Works, 415.500.0000  
BEGINS: 1.2012; COMPLETION DATE: 1.2012

The SFPUC Wastewater Enterprise operates and maintains 997 miles of combined sewers, which collect sanitary sewage from homes, businesses, and street runoff; storage facilities; and three treatment plants that treat both sanitary sewage and stormwater to protect public health and the San Francisco Bay and Pacific Ocean.

Emergency Phone Number: 311

**A Project of the City's Ten-Year Capital Plan**  
"There's only one San Francisco—together, we're taking care of it."

The project brought on by:  
**Water Power Sewer**  
San Francisco Public Utilities Commission  
101 California Street  
San Francisco, CA 94111  
www.sfpuc.org

800.888.8888  
San Francisco, CA 94111  
www.sfpuc.org

All external and internal communications and promotional materials, including any printed or digital collateral must comply with our brand standards. Approvals are made by the Graphics Team of the Communications Department, [graphics@sfpuc.org](mailto:graphics@sfpuc.org).

## Need More Info?

These style guidelines are provided for the purpose of establishing and maintaining the look and feel of our brand. It is imperative that consistency be upheld for the professional stability of our agency's public image. These guidelines are not intended to restrict or limit the brand, but to assure proper use of design elements. Any inquiries or requests can be made by contacting the Graphics Team by email, [graphics@sfpuc.org](mailto:graphics@sfpuc.org).

**Attachment 027 - 4  
Revision Control Log**

<b>Revision No.</b>	<b>Revision Date</b>	<b>What changed?</b>
Rev 1	6/7/19	<ul style="list-style-type: none"><li>• Attachments revised;</li><li>• Revision Control Log updated.</li></ul>
Rev 0	11/14/16	Signed