



PALMDALE WATER DISTRICT
A CENTURY OF SERVICE

PRESS RELEASE

December 11, 2017

FOR IMMEDIATE RELEASE

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PWD DEBUTS NEW LOGO IN PREPARATION FOR CENTENNIAL ANNIVERSARY

Palmdale, CA – As it prepares to mark its 100th anniversary in 2018, Palmdale Water District (PWD) unveiled its new logo today.

The new logo is a tilted waterdrop in blue gradient colors with a white “PWD, EST. 1918” within it. Three waves, signifying water, make up part of the letter “W.” The waterdrop is accompanied by “PALMDALE WATER DISTRICT, A CENTURY OF SERVICE.”

“This new logo is modern-looking and stays true to who we are,” said PWD Board Director Kathy Mac Laren. “It is clean, easily identifiable and perfect for us as we move into the next century of providing high-quality water to our customers in Palmdale. We hope our community likes it.”

The new logo replaces a logo that was PWD’s trademark for the past 20 years. Designed by a high school student in 1998 to celebrate the District’s 80th anniversary, the previous round logo was more traditional and had identifying Palmdale markers – mountains, water, a dam, a bristled

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Joshua tree and an aircraft.

Earlier this year, the Board of Directors approved a plan to commission a new logo to take PWD into the next century. Kinsey Aesthetics + Communications of Carlsbad was hired to design the new logo, a PWD flag and a 100-year commemorative coffee table book. A staff committee worked closely with Kinsey in the design process of the logo and will continue to do so with the publishing of the commemorative book.

Beginning today, the new logo will appear in PWD business materials, including letterheads, business cards, invoices and door hangers. Staff uniforms and vehicle decals with the distinct blue waterdrop will be phased in as they become available.

Since 1918, the Palmdale Water District has provided high-quality water at a reasonable cost. We pride ourselves on providing great customer service; advocating for local water issues that help our residents; educating the community on water conservation; and leading our region in researching and implementing emerging technologies that increase operational efficiency. For more information about the PWD, visit www.palmdalewater.org.

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