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# Santa Clara Valley Water District unveils new logo, branding

 by Staff Reports

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## Valley Water

Clean Water • Healthy Environment • Flood Protection

Santa Clara Valley Water District rebranded as Valley Water and unveiled a new logo and tagline. Photo courtesy of Valley Water.

One of Silicon Valley's most iconic logos is getting a makeover.

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The Santa Clara Valley Water District on Friday unveiled a new logo, tagline and shortened moniker — Valley Water. After using the same logo for 40 years, the water district's Board of Directors in December approved a new modernized name and visual brand.

The new branding is meant to emphasize Valley Water's "forward-looking, environmentally conscious approach to water resources management," leaders said. The newly-unveiled logo, which was designed by staff, is intended to better represent the full mission of the water district. It features the traditional water drop the district is known for — with a twist. The top of the drop is green and evokes mountains, the swoosh in the middle represents local streams while the blue bottom represents groundwater below the surface.

Valley Water leaders said the modernized logo better represents "the full mission of the water district," including environmental stewardship, watershed protection, habitat restoration and pollution prevention. The new tagline is "Clean water · Healthy environment · Flood Protection" which reflects the core functions of the water district.

"When I talk to people in the community, I always mention that environmental protection is the third element of our mission," said Board Chair Linda J. LeZotte. "The positive response from the community focus confirmed for me that our new, modernized logo tagline more accurately portrays all our services to the community."

Despite the new moniker, the official name of the district remains Santa Clara Valley Water District. Valley Water will be used as a shorter reference, officials said, but the new logo will be used. The district's website is valleywater.org.

The new logo will appear on Valley Water's website and social media platforms, before showing up on signs, uniforms, vehicles and related items. Officials said some materials will still use the old logo, including letterhead, envelopes and

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