

Alexandria Sanitation Authority (ASA) became Alexandria Renew Enterprises in 2012





AlexRenew's identity continues to evolve with the RiverRenew program

The RiverRenew logo was designed to visually convey the purpose of the program, while building upon the AlexRenew brand.





The AlexRenew and RiverRenew logos are often presented together, but have some key differences





The current AlexRenew logo can be difficult to read in certain formats.



The design and colors of the new brand help better tell AlexRenew's story

Deep navy remains a staple of the AlexRenew and RiverRenew brands it exudes authority and confidence.

Vibrant blue represents the clean water AlexRenew returns to our waterways. It also evokes themes of intelligence and reliability.

Royal purple reinforces trust, safety, and care while referencing AlexRenew's commitment to water reuse.



The new mark illustrates our connected waterways and treatment process.





The new design will merge the AlexRenew and RiverRenew brands



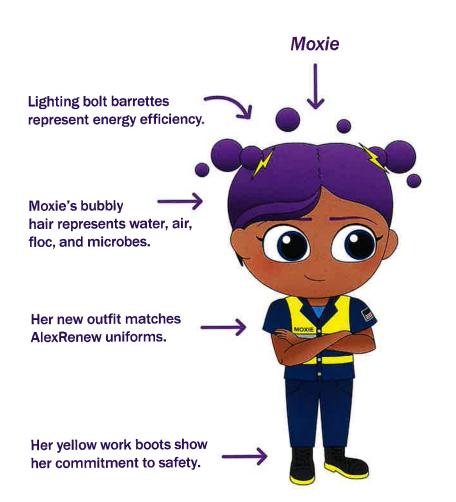




The new tagline highlights the essence of AlexRenew's mission, while emphasizing its connection to the region











AlexRenew Brand Rollout



September 2023

The brand soft launch begins with emails to key stakeholder groups: The Board of Directors, SAG, City & County Partners, etc.

Spring 2024

Customer bills, signage, and public displays will all be updated to incorporate the new logo.

October 2023

Paper products, AlexRenew.com, and all other digital changes will take effect.



(CO) AlexRenew

To learn more, visit alexrenew.com