



# AlexRenew Brand Refresh

Briefing for the AlexRenew Board of Directors

July 18, 2023

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



Moxie

Lighting bolt barrettes represent energy efficiency.

Moxie's bubbly hair represents water, air, floc, and microbes.

Her new outfit matches AlexRenew uniforms.

Her yellow work boots show her commitment to safety.





# AlexRenew Brand Rollout





**AlexRenew**

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