

Truckee Mountain Filtered Brand Kit



**STARTING APRIL 22,
2025: (EARTH DAY)**

**PLAIN WATER IN
SINGLE-USE PLASTIC
BOTTLES AND PAPER
CARTONS UNDER A
GALLON CANNOT BE
SOLD IN TRUCKEE.**

✗ CAN'T BE SOLD



✓ CAN BE SOLD

✓ Flavored and carbonated drinks

Water in a:

- ✓ Gallon jug
- ✓ Glass bottle
- ✓ Aluminum bottle



WINNER

**REUSABLE BOTTLES ARE THE BEST
WAY TO KEEP TRUCKEE GREEN!**

Goals for Today

- What is the brand kit?
- Available Resources
- Feedback

TruckeeMountainFiltered.org
>Resources
>Short-term rentals

The brand kit

- Doc with easy to share TMF collateral
- Ease of use
- Access to the logos, photos, and facts

What does it mean to be Truckee Mountain Filtered?

Truckee's drinking water is clean, cold and delicious, naturally filtered by the same rugged mountains the area is known for. It is pulled from the Martis Valley Groundwater Basin, which sits hundreds of feet underground, sheltered from life on the surface by layers upon layers of bedrock, silt, clay and granite.

Unlike the Tahoe Basin, we do not get our water from Lake Tahoe. We like to think of Truckee Mountain Filtered as a complement to Drink Tahoe Tap, not a competitor.

Thank you for using this document

The goal of Truckee Mountain Filtered is to spread the word that the tap water in Truckee is high-quality, safe to drink, and better than any water that comes in a single-use plastic bottle. To learn more, visit TruckeeMountainFiltered.org

Thank you for taking the time to review this document. You play a vital role in helping to communicate to visitors. If you have any questions, please contact Sustainability@TownOfTruckee.gov (or) call 530-582-2928

Our Visual Identity

The design system for
Truckee Mountain Filtered



Primary Logo

A lot of thought went into the creation of the Truckee Mountain Filtered logo. The watercolor gradient symbolizes the natural filtration journey that the tap water goes through the mountains.

The mountain silhouette recalls the Sierra Nevada, with a prominent “T” adding the sense of a faucet and wheel handle. The droplet icon reverses the direction of the gradient to provide balance, and distinguish it from the iconography used by a neighboring campaign in Tahoe.

Fun note: The water used to create the gradient colors in the symbol was painted with genuine Truckee Mountain Filtered tap water.



Alternate Lockups

While it is recommended that the primary “circle” lockup is used in most applications of the Truckee Mountain Filtered logo, there may be times when it is desired, required, or requested to use an alternative lockup.

Please find the primary and secondary logos in the “Logos” folder in Box.



Logo Prohibitions

While having fun with a logo can be... well, fun, it is most important to maintain consistent quality. Please avoid manipulating these marks and lockups in unnatural ways.



DO NOT color the three words differently than in the official lockup



DO NOT use in more than one color when not using the watercolor artwork



DO NOT use colors in the logo that are not in the TMF color palette



DO NOT rotate the logo lockup



DO NOT apply a uniform color to the logotype



DO NOT stretch the symbol in any direction

When to Use Truckee Mountain Filtered

Please use Truckee Mountain Filtered when communicating with visitors who are staying in Truckee to help promote sustainable tourism and spread the word about our high-quality tap water! When possible, share this message with visitors ahead of their visit so that they can bring a reusable water bottle and not buy single-use plastic bottles.

Please do not use Truckee Mountain Filtered branding when communicating with visitors who are not staying in Truckee (they are getting their tap water from another source).



Materials available

- All materials can be accessed through Box, a document sharing tool
- Truckee Mountain Filtered logos are in the “Logos” folder in Box
- Photos that can be used for Truckee Mountain Filtered related promotion are in the “Photos” folder

This slideshow contains:

- How to and when to use Truckee Mountain Filtered
- Sample messaging for visitors
- The different kinds of collateral available to you



Tone of Voice

Here is some example messaging that can be used when communicating with visitors, such as virtual welcome packets. To maintain consistent messaging, please contact us if you would like to make significant changes to the provided wording by emailing Sustainability@TownOfTruckee.gov (or) calling 530-582-2928

Water Quality:

Truckee's drinking water is pulled from the Martis Valley Groundwater Basin, which sits hundreds of feet underground, sheltered from life on the surface by layers and layers of bedrock, silt, clay, and granite. That's what makes it **Truckee Mountain Filtered**. Learn more at TruckeeMountainFiltered.org

We're lucky in Truckee. Truckee Mountain Filtered tap water comes from an underground aquifer in Martis Valley, making it some of the highest quality tap water around! To learn more about our amazing tap water, visit TruckeeMountainFiltered.org. You're a tap water person now, trust us.

Filling Station Map:

Truckee Mountain Filtered tap water is as good as it gets. Purified over centuries, this blue gold can be found wherever there's a tap in Truckee. Visit TruckeeMountainFiltered.org to find a location near you.

Got a bottle but no water? Truckee Mountain Filtered water can be found wherever there is a tap in Truckee. Visit the water filling station map to find a location near you at TruckeeMountainFiltered.org

Bring a Reusable Bottle:

Truckee Mountain Filtered tap water is as good as it gets. That's why you won't see locals bother with single-use plastic water bottles. To help keep our town clean and litter-free, bring a reusable water bottle with you. Learn more about our tap water, and locations where you can fill up for free at TruckeeMountainFiltered.org

Tone of Voice – Pure Facts

Here are some quick facts about the tap water that can be used when communicating with guests.

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Truckee Mountain Filtered comes from underground!

- The majority of Truckee’s wells pull from 600–800 feet deep. The deepest well goes down about 950 feet, but the water in the aquifer is even deeper in places.
- Truckee’s water filters through many layers of purifying sediments as it journeys down to the underground basin. Silt, andesite and cobble act as natural mountain filters, purifying the water as it moves through layers of earth.

Truckee Mountain Filtered is tested frequently!

- Truckee’s water supplier, Truckee Donner Public Utility District, takes over 1,000 samples per year to ensure it is providing the community with extremely high-quality water. The only thing that is added is the minimum amount of disinfectant required by state law, nothing else.

Truckee Mountain Filtered is a sustainable resource

- The Martis Valley Groundwater Basin is our underground drinking water source. It is a highly sustainable resource; we use less than a third of the water that recharges annually, and the basin’s full capacity is nearly 70 times that!

Collateral and Resources

We have collateral available (and are always developing more) to help you spread the word about Truckee Mountain Filtered water to your guests. A few examples are included in this guide, but you can find more collateral and resources at TruckeeMountainFiltered.org under the “Resources” tab. We can also print and provide materials such as stickers for free upon request.

If there is a resource that would be useful to have but isn't available, send us an email explaining what you would like and we



Stickers

An aspiration for this brand is to stand out in a crowded alpine sticker environment. Stickers are available on request if you would like to provide some for your guests.



Wayfinding Mark

Wayfinding marks invite the public to find Truckee Mountain Filtered. Our hope is that these become a symbol of local pride for this luxury water that is only in Truckee.



Filling Station Posters

TESTED FREQUENTLY NATURALLY COOL UNTOUCHED BY SUNLIGHT DEEP AQUIFER

IT'S H2 WOAAA AAAAA AH

A drink of cold, genuine, mountain-filtered Truckee tap water. No catch. What you're drinking is as good as it gets. Drawn from deep within the earth. Filtered over centuries. And now, gloriously, falling from tap like blue gold. This gift, friends, is on the mountains.

MTN TRUCKEE MOUNTAIN FILTERED

on "woah", by Merriam-Webster



Thank
you

