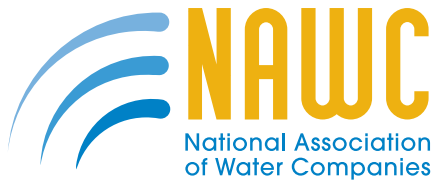


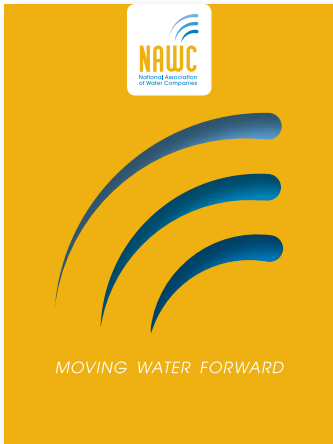
National Association of Water Companies



Tapping into a Valuable Resource

Sector: Water industry association

Elements: Identity and brand standards, print collateral, online branding



As the only organization exclusively representing the private water industry, the NAWC provides a unique resource for people who care about quality water. However, as a smaller organization than many others that serve the water industry, the NAWC needed to refine its message and brand in order to raise its profile.

Rebranding helped give a small organization a big profile.

Creative Co-op worked closely with NAWC leadership and key stakeholders to reposition and rebrand the organization. Based on client consensus and concerns, the team developed:

- An energetic new brand that drew attention to the organization's capabilities
- A new tagline that emphasized the organization's proactive, solutions-oriented approach
- Versatile print and online branding for a variety of functions

Communicating consistently across multiple channels grew the impact and reach of the NAWC message, giving it greater industry prominence and credibility. The branding established by Creative Co-op remains a key part of the organization's marketing communications.

Integrating new branding, print collateral and online media, this multi-channel campaign helped make the National Association of Water Companies an authoritative industry resource.

To learn more about Creative Co-op and our approach to creating distinctive and powerful brand communications for your business, call 603.658.1600.



Brochures



Online Water Summit Invitation