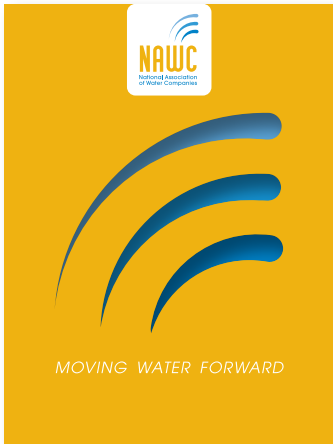


National Association of Water Companies



Tapping into a Valuable Resource

Sector: Water industry association
Elements: Identity and brand standards, collateral, online assets



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 and key stakeholder 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



Brochures



Water Summit Invitation Email

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 assets, this rebranding 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.