



**Mississippi Watershed
Management Organization**

**VERBAL
IDENTITY**

BRAND PLATFORM

BELIEF | OUR CLEAR CONVICTION

Collective action is the means to lasting impact

PURPOSE | WHY WE EXIST

To empower all to revitalize our community’s most essential water body

BRAND PERSONALITY TRAITS | WHAT WE ARE LIKE

Passionate	Collaborative	Knowledgeable	Engaging
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BRAND BEHAVIORS | HOW WE ACT ON OUR PURPOSE, CONNECTED TO OUR PERSONALITY

We are passionate about renewing and revitalizing our urban stretch of the Mississippi River in Minnesota. This spirit drives us to take a proactive approach to our work, knowing that through our efforts and resources, we design our future. We make the Twin Cities metro a better place to work and live and set the foundation for overall Mississippi River health.	We recognize that our impact is greater when we work together. Whether inside our walls, with our partners, or within the community, we spark collective action by planning and collaborating on stormwater infrastructure projects, sharing data from our monitoring and assessment work, and connecting through public outreach efforts.	We are made up of experts who creatively use information and insight to solve challenges and seize opportunities alongside our partners and the community. We are committed to sharing information, technical expertise and support, and deepening our knowledge every day to continuously reimagine what’s possible.	We use what we know to do good work. We spark action in the community by funding important public and private projects, and working alongside our partners and the community to bring them to life, from visioning to unveiling to ongoing support. We build programs that encourage action in the community, and share stories and perspectives through our platforms.
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BRAND POSITIONING STATEMENT

At the Mississippi Watershed Management Organization, we are a passionate, community-focused environmental leader committed to proactively revitalizing our urban stretch of the Mississippi River through collective action. We empower our partners and the community to renew our most essential water body and its connected environment. We do this by collecting and sharing information, collaborating to bring critical stormwater infrastructure projects to life, and fostering engagement through local programs and outreach initiatives.

BRAND VOICE

BRAND PERSONALITY	HOW WE SOUND	THAT MEANS WE:	WE DO NOT:	AUDIENCE OUTCOMES
Passionate	Heartfelt Sincere Excited	Use an active voice Speak with optimism Speak from the heart	Shout or insist Overpromise Sound sentimental	They feel our dedication to our mission and are inspired to join us.
Collaborative	Inclusive Inviting Connected	Use intentional, socially-aware language Are realistic Talk about the “why” behind decisions	Presumptive Cast shame Take credit	They see themselves in our efforts and understand how their actions matter.
Knowledgeable	A little nerdy Wise Insightful	Are focused and clear Demonstrate curiosity Contextualize information	Use jargon or scholarly language Come across as know-it-alls or smug Assume anything	They trust our expertise and want to learn more from us.
Engaging	Encouraging Warm Welcoming	Are celebratory Sound friendly, approachable Are neighborly	Plead Pander Oversimplify	They understand the value we provide and are motivated to partner with us.

BRAND TAGLINE

EMW
MO

Where impact flows.



MESSAGING FRAMEWORKS

Audience-specific tools that help you communicate about your brand at the highest level.

Use the following messaging frameworks to guide communications. Included messages are written to bring our brand platform, position and tone of voice to life for a specific audience, and vary based on audience needs. Please select messages accordingly and use verbatim or with only slight modifications to accommodate available space, context or communication goal.

MESSAGING FRAMEWORKS

Audience: Internal

WHO WE ARE

We are a team of passionate and proactive water quality and river health experts. We share creativity, insight and ingenuity that empowers the people and organizations within our district to participate in our efforts to revitalize our community’s most essential water body, the Mississippi River.

We care for 39.5 square miles of developed urban lands and waters that encompass Columbia Heights, Fridley, Hilltop, Lauderdale, Minneapolis, the Minneapolis Park & Recreation Board, St. Anthony Village and Saint Paul.

	WHAT WE DO	WHY IT’S IMPORTANT	WHO WE WORK WITH	HOW WE MAKE AN IMPACT	WHAT WE SHARE
TOP LINE REASON TO BELIEVE	We are focused on doing our part to help revitalize our stretch of the Mississippi River.	The Mississippi River is essential to the vitality of our cities and communities.	We partner with individuals and organizations in our boundary to demonstrate how everyone plays a role revitalizing the river.	We serve as a hub for water quality and best practices, connecting efforts to spark the kind of collective action that results in a bigger impact on the health of our stretch of the river.	We are experts who are committed to sharing our knowledge and resources.
WHAT THIS MEANS FOR YOU	We improve the health of the river and its interrelated environment by advancing deeper understanding, best practices and green stormwater infrastructure.	By advocating for and taking action that supports the river’s health, we play a big part in making the Twin Cities metro a better place to live and work.	We collaborate with individuals, community partners, commissioners and water quality experts to consult on and fund projects that support the health of our river.	As we know, our urban setting carries a unique risk of pollution from stormwater runoff. That’s why we collaborate and coordinate with others throughout our stretch of the Mississippi River on projects and initiatives of all sizes in support of cleaner stormwater runoff. When we all work together, the impact is that much bigger.	Beyond our collaborative approach to water quality project planning, we rigorously collect and analyze critical data on water health. Our partners value us as a resource and source of information to guide environmental policies and make effective green infrastructure decisions.

MESSAGING FRAMEWORKS

Audience: Community

WHO WE ARE

We are a team of passionate and proactive water quality and river health experts. We share creativity, insight and ingenuity that empowers the people and organizations where you work and live to participate in our efforts to revitalize our community’s most essential water body, the Mississippi River.

We care for 39.5 square miles of developed urban lands and waters that encompass Columbia Heights, Fridley, Hilltop, Lauderdale, Minneapolis, the Minneapolis Park & Recreation Board, St. Anthony Village and Saint Paul.

DEFINITION OF A WATERSHED

A watershed is an area of land that drains into a lake, river or any other body of water. Our watershed covers a 14-mile stretch of the Mississippi River and the surrounding urban developed land where stormwater drains into the river.

	WHAT WE DO	WHY IT’S IMPORTANT	WHO WE WORK WITH	HOW WE MAKE AN IMPACT	WHAT WE SHARE
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WHAT THIS MEANS FOR YOU	We operate within a defined area of urban land that drains directly into the Mississippi River. We improve the health of the river and its connected environment by creating deeper understanding, sharing best practices and championing green stormwater infrastructure.	The Mississippi River is a source of recreation and natural habitat and, importantly, supplies our drinking water. By advocating for and taking action that supports the river’s health, we play a big part in making the Twin Cities metro a better place to live and work.	We collaborate with residents like you to consult on and even fund ways you can support the health of our river right from your own yard. Within the community, we also offer opportunities to volunteer, organize cleanups, become a clean water steward, and more.	Our urban setting carries a unique risk of pollution from stormwater runoff. That’s why we collaborate and coordinate with others throughout our stretch of the Mississippi River on projects and initiatives of all sizes in support of cleaner stormwater runoff. When we all work together, the impact is that much bigger.	Beyond our collaborative approach to water quality project planning, we routinely collect and analyze critical data on water health. While we’re not a regulatory agency, our partners value us as a resource and source of information to guide environmental policies and make effective green infrastructure decisions.

MESSAGING FRAMEWORKS

Audience: Partners

WHO WE ARE

We are a team of passionate and proactive water quality and river health experts. We share creativity, insight and ingenuity that empowers the people and organizations where you operate to participate in our efforts to revitalize our community’s most essential water body, the Mississippi River.

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MESSAGING FRAMEWORKS

Audience: Water Quality Experts

WHO WE ARE

We are a team of passionate and proactive water quality and river health experts. We share creativity, insight and ingenuity that empowers the people and organizations within our district to participate in our efforts to revitalize our community’s most essential water body, the Mississippi River.

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WHAT THIS MEANS FOR YOU	We improve the health of the river and its interrelated environment by advancing deeper understanding, best practices and green stormwater infrastructure.	By advocating for and taking action that supports the river’s health, we play a big part in making the Twin Cities metro a better place to live and work.	We collaborate with you to apply our combined water quality expertise to plan and design innovative and effective stormwater infrastructure projects and related environmental improvements within our watershed.	As you know, our urban setting carries a unique risk of pollution from stormwater runoff. That’s why we collaborate and coordinate with others throughout our stretch of the Mississippi River on projects and initiatives of all sizes in support of cleaner stormwater runoff. When we all work together, the impact is that much bigger.	Beyond our collaborative approach to water quality project planning, we rigorously collect and analyze critical data on water health. We provide deep expertise and evidence-backed science to aid in project selection and planning.

MESSAGING FRAMEWORKS

Audience: Commissioners

WHO WE ARE

We are a team of passionate and proactive water quality and river health experts. We share creativity, insight and ingenuity that empowers the people and organizations you serve to participate in our efforts to revitalize our community’s most essential water body, the Mississippi River.

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VISUAL IDENTITY

LOGO



LOGO

Use the Mississippi Watershed Management Organization primary logo for the initial impression of the brand on any communication piece.

The secondary logo and logo with tagline can be used after the initial primary logo impression.

Our logo is always black unless being placed over a photograph. Then it is set in our lightest color in our palette, stone.

See the Brand Examples section starting on page 22 for inspiration.

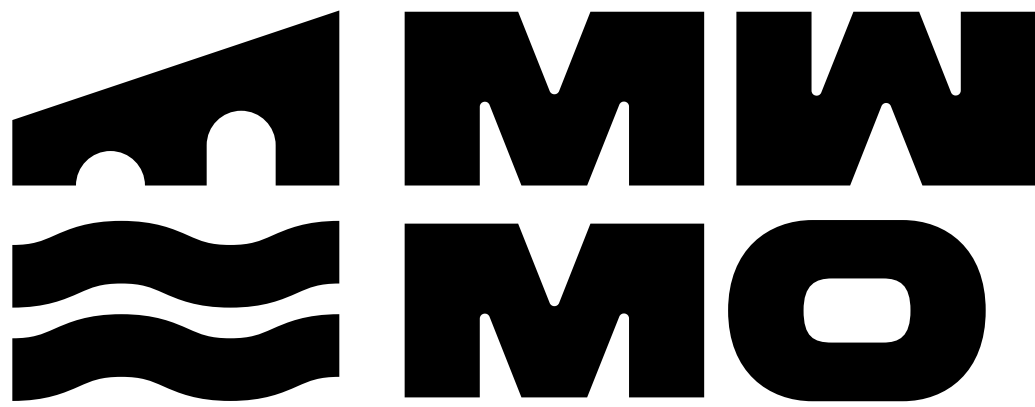
Always allow substantial white space between the logo and other graphic elements.

Never distort, alter or recreate any of the logos.

PRIMARY LOGO



SECONDARY LOGO



LOGO WITH TAGLINE

The MWMO tagline may be locked up with our secondary logo only. Do not lock it up with the primary logo.

When locked up with the logo it is always placed in the composition as a single file.

The tagline can also exist outside the logo, but will never show up in two places in the same composition.

Never distort, alter or recreate the tagline or tagline lockup.

LOGO WITH TAGLINE



Example of the tagline used outside of the logo lockup.

LOGOMARK & BADGE

Use the MWMO logomark in black on fields of color. Only use it in the color stone when being placed on top of an image.

The badge is available as a secondary brand element for use on swag and other branded materials.

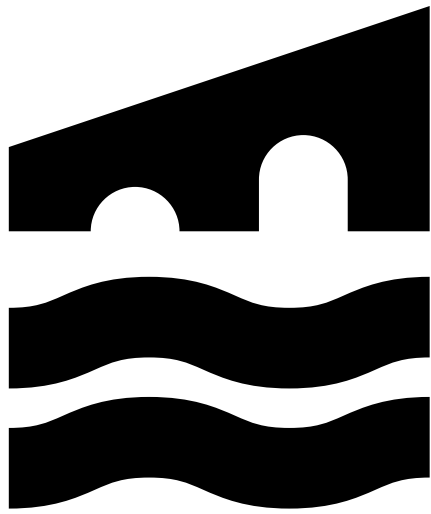
Use it in black on fields of color. Only use it in the color stone when being placed on top of an image.

See the Brand Examples section starting on page 22 for inspiration.

Always allow substantial white space between the logomark or monogram and other graphic elements.

Never distort, alter or recreate any of the marks.

LOGOMARK



BADGE



COLOR PALETTE

Color is an integral part of building the MWMO brand. With consistent application, color can help provide impact and brand recognition throughout our communications.

Our color system modernizes us within the watershed space and marries energetic colors with colors that are more grounded in nature.

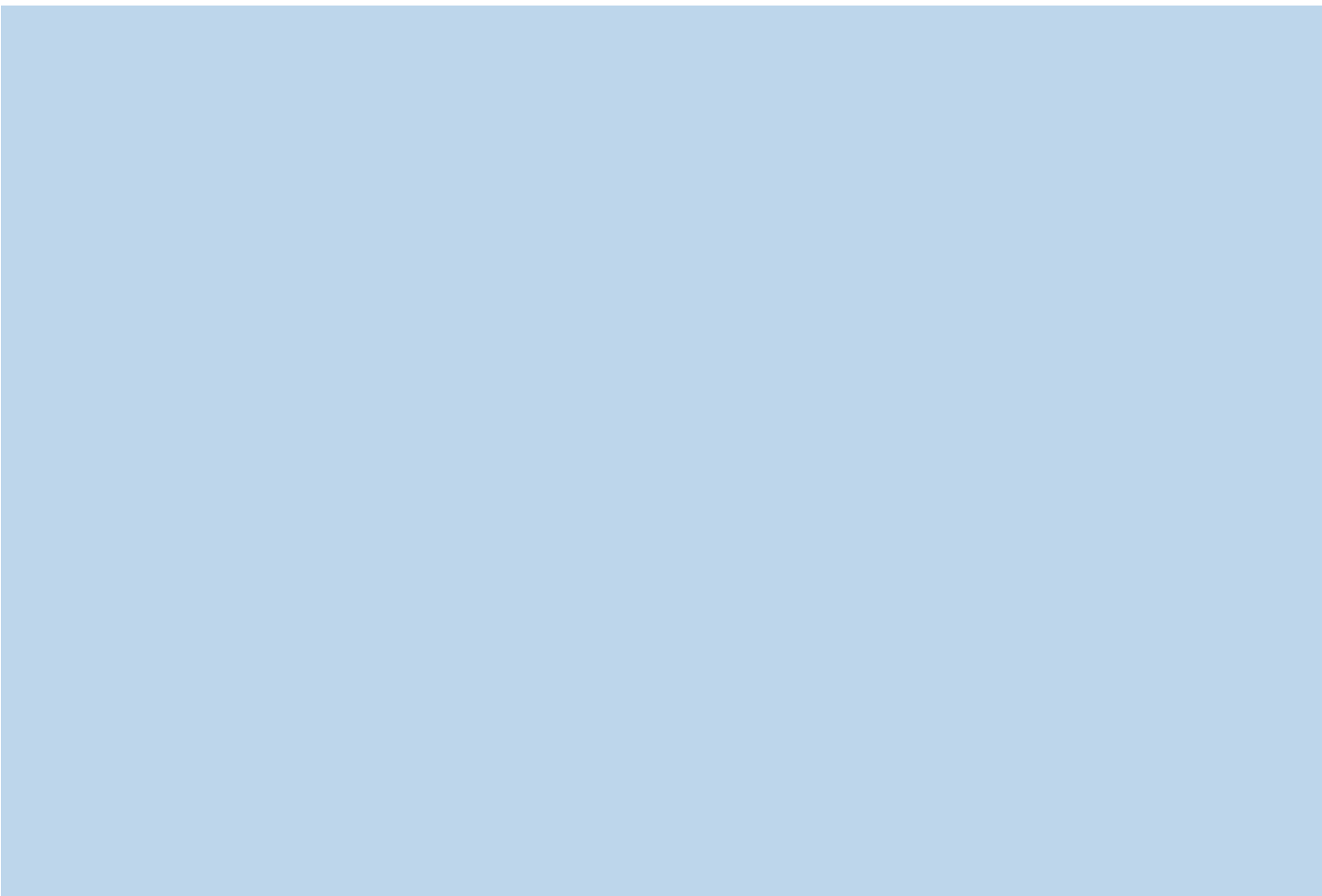
Our primary palette should always be used in first impressions of the brand.

See the Brand Examples section starting on page 22 for inspiration.

Always be conscious of how color is used, and allow for ample white space. Pantone®, CMYK, RGB and Hex equivalents for the MWMO colors are listed to assist in color consistency throughout all mediums.

For examples of our color palette in use, reference brand applications beginning on page 22.

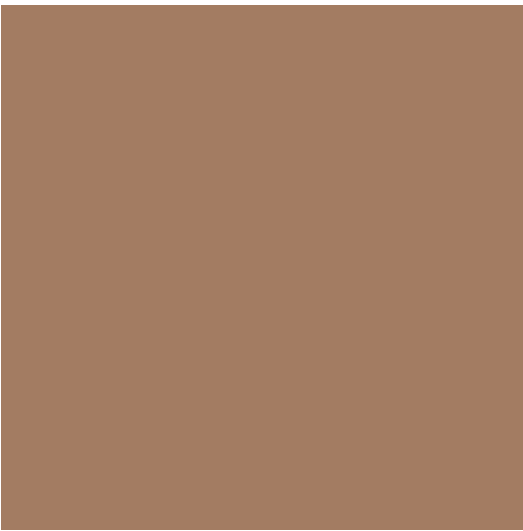
PRIMARY PALETTE



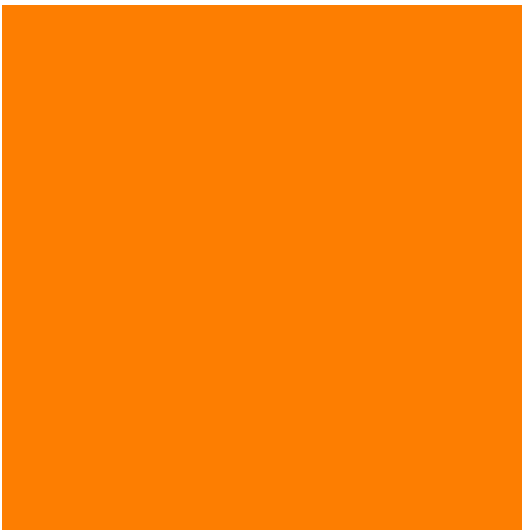
BLUE
Pantone 2717 C
CMYK: (27, 07 ,02, 0)
HEX: #bcd7ea



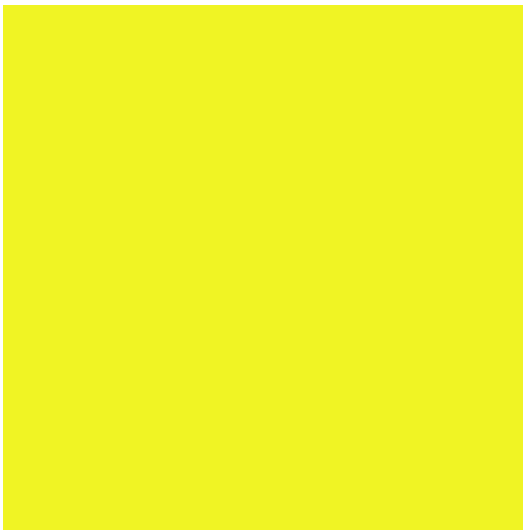
GREEN
Pantone 2298 C
CMYK: (33, 10, 82, 00)
HEX: #b5c45b



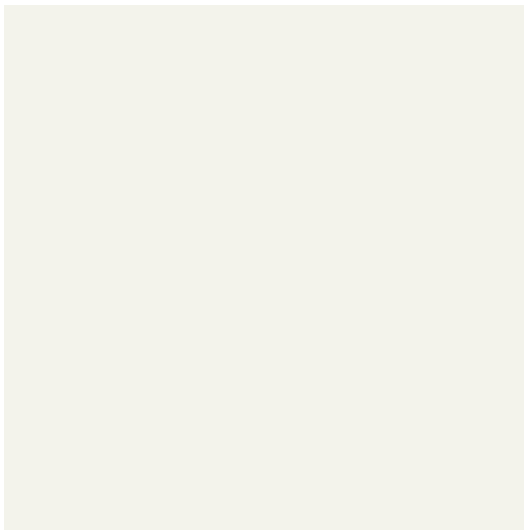
BROWN
Pantone 4645 C
CMYK: (33, 50, 62, 09)
HEX: #a37c62



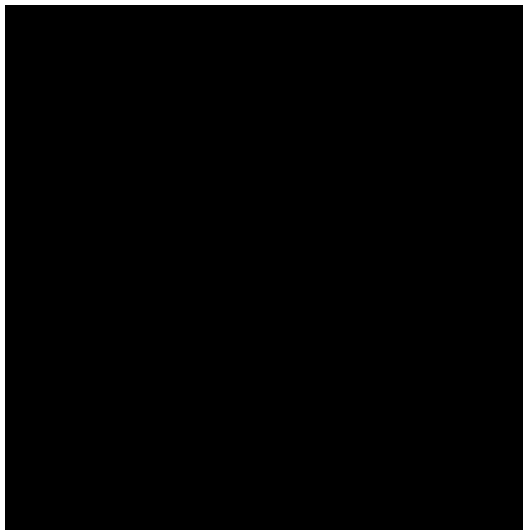
ORANGE
Pantone 151 C
CMYK: (00, 62,100, 00)
HEX: #fd7e01



YELLOW
Pantone 809 C
CMYK: (11, 00, 92, 00)
HEX: #f0f424



STONE
Cool Gray 1 C
CMYK: (03, 02, 07, 00)
HEX: #f3f3eb



BLACK
CMYK: (00, 00, 00, 100)
HEX: #000000

TYPOGRAPHY

Consistent use of typography helps build visual familiarity with our brand and ensures that all materials have a cohesive look.

DISPLAY

Brigends Expanded is intended for very large headlines for impactful brand moments.

Brigends Expanded can be purchased from Creative Market here:

<https://shorturl.at/0NT82>

BODY COPY

Helvetica Neue is used as body copy.

It can be used in a variety of weights.

Open Sans can be used on website applications as a free alternative.

For examples of our typography in use, reference brand applications beginning on page 22.

BRIGENDS EXPANDED

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

HELVETICA NEUE

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWw13YyZz

OPEN SANS

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWw13YyZz

ICON STYLES

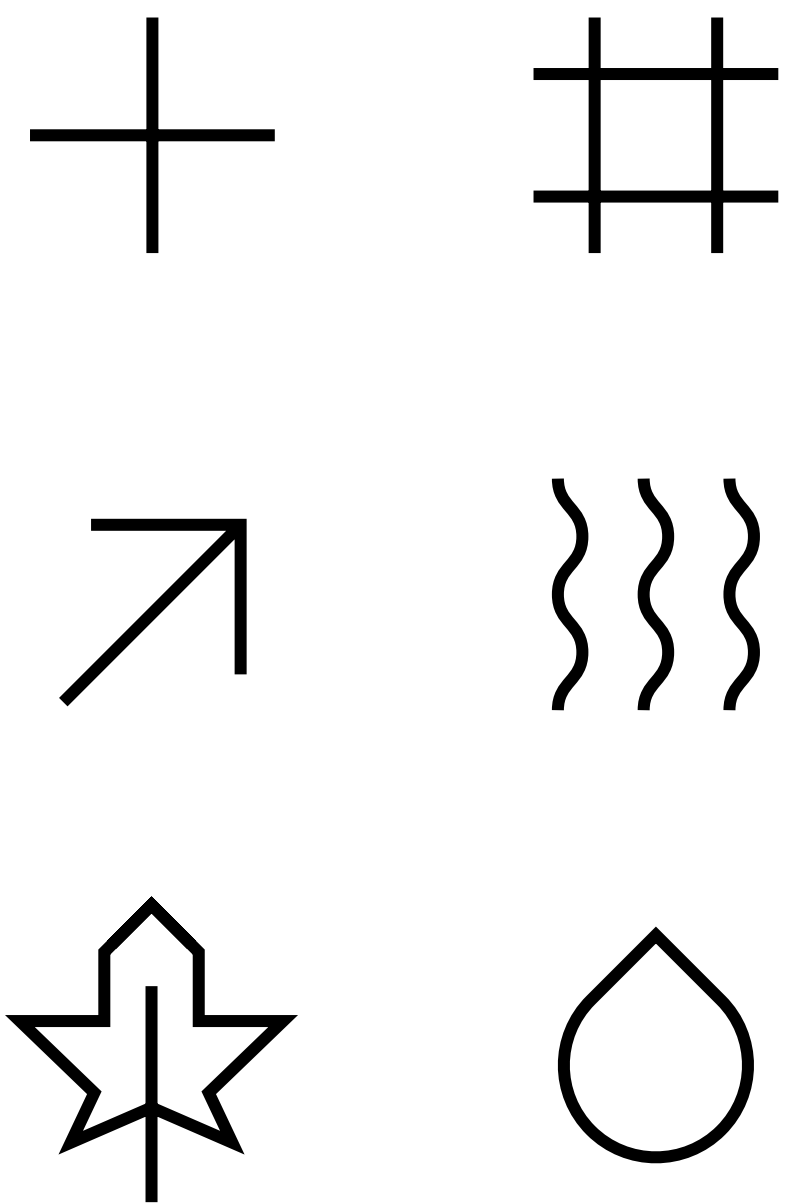
Our icon system is simple, clean and modern reinforcing our expertise.

Our icons are meant to reinforce the copy with which they appear. They are not intended to communicate complex details.

Our icons are always used in black over a flood of color.

They compliment the perfect geometry found within our logo.

For examples of our icon style in use, reference brand applications beginning on page 22.



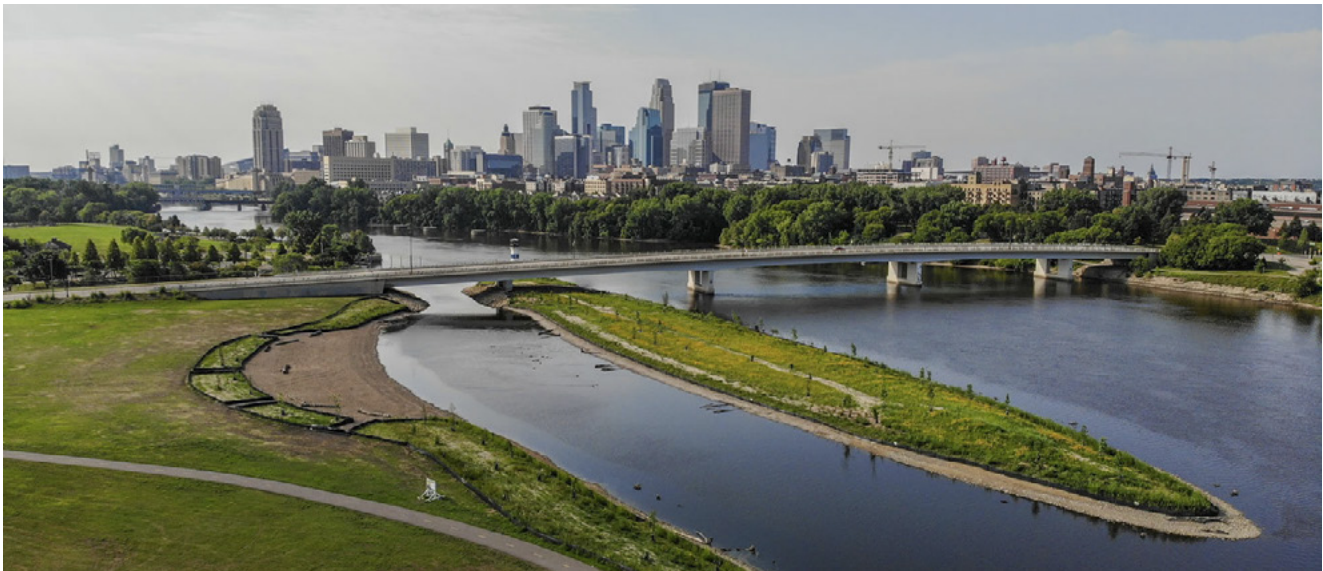
PHOTOGRAPHY

Our photography is bright and candid.

It focuses on merging the urban environment with the natural world around the Mississippi River.

When we show people, they are enjoying the river.

Drone footage may also be used to add visual interest and show the river from unique perspectives.



BRAND EXAMPLES

GALLONS/DAY SAVED

13,000



BUSES SERVED

200

////////////////////

GALLONS OF STORAGE

40,000

Mississippi Watershed
Management Organization







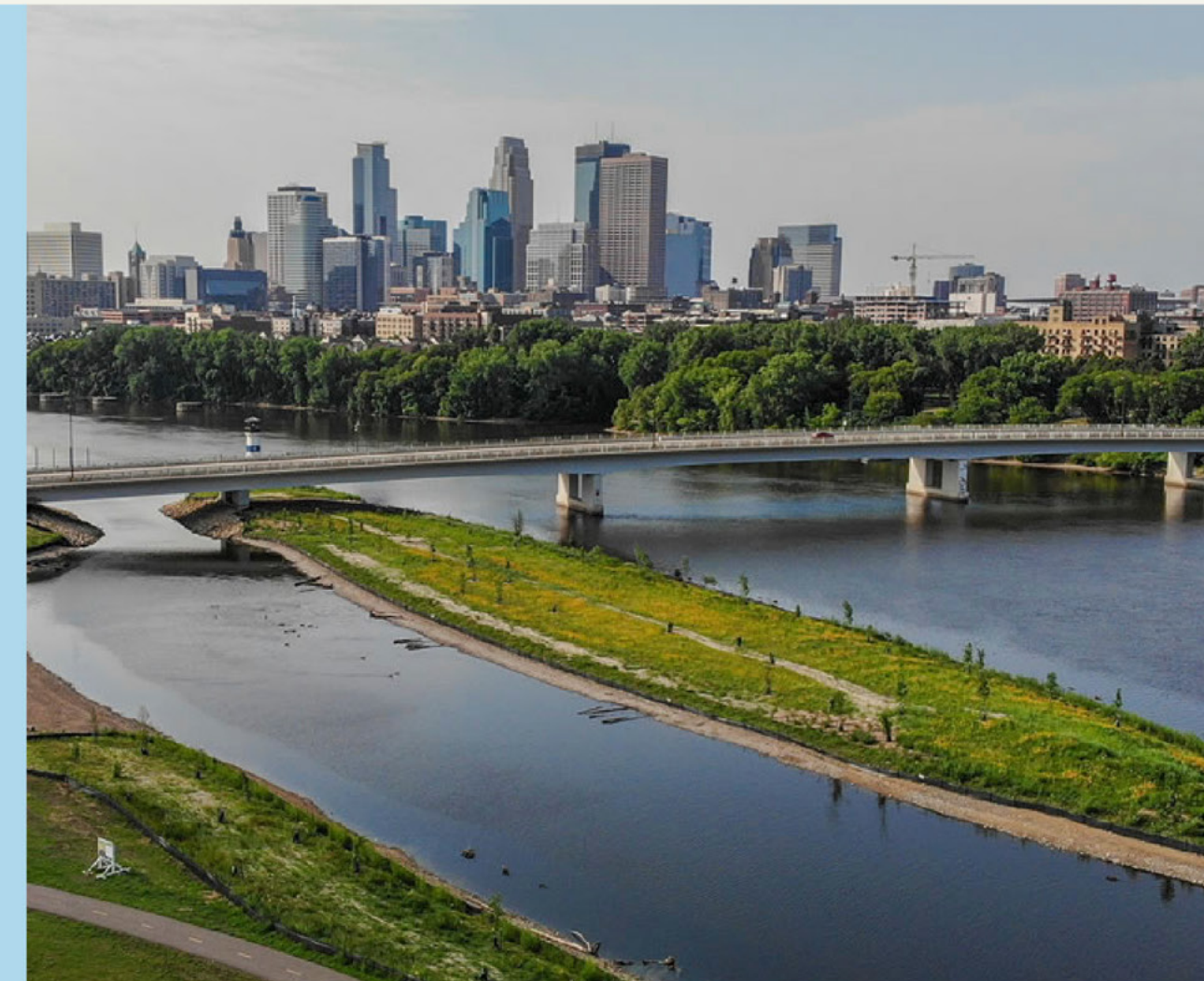
Mississippi Watershed
Management Organization



Lorem ipsum dolor sit amet,
consectetur adipiscing elit

OMNIS VOLUPTAS

Nam libero tempore ↗



AT VERO EOS ET

Et harum

○○○

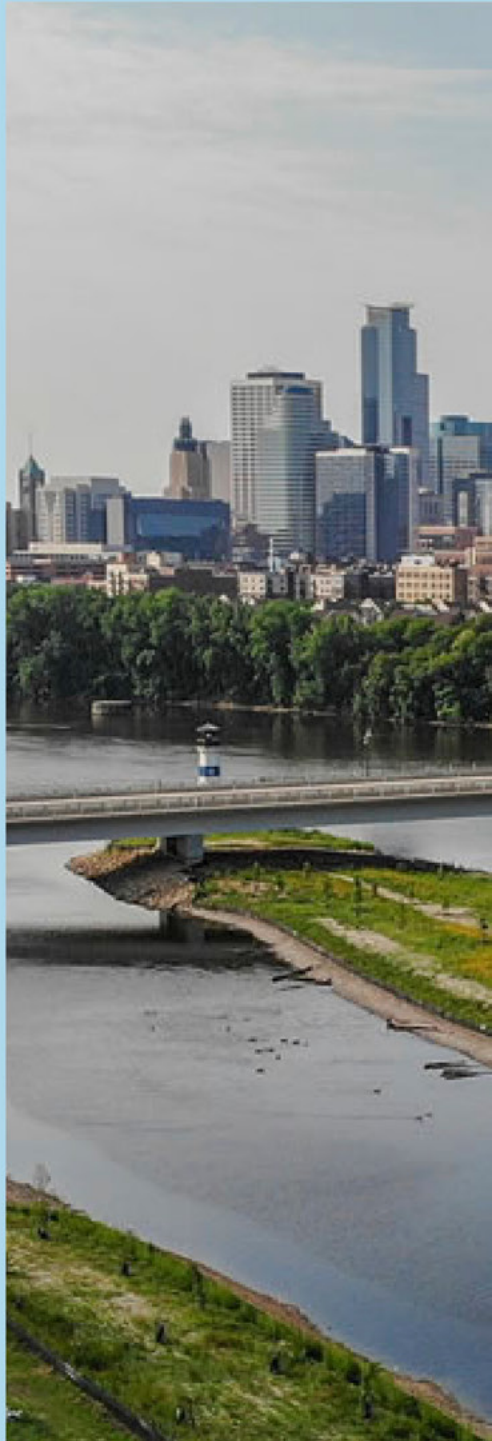
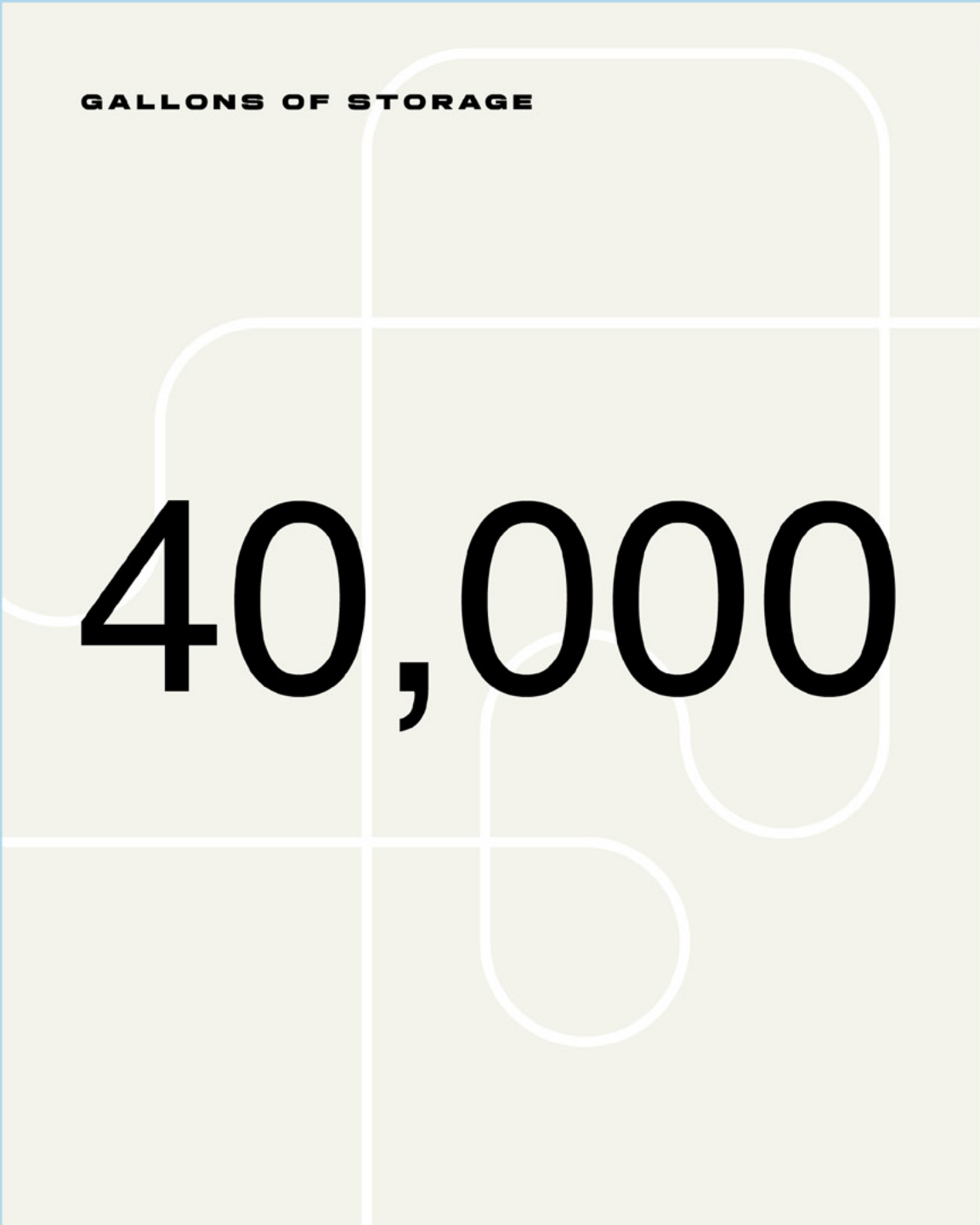
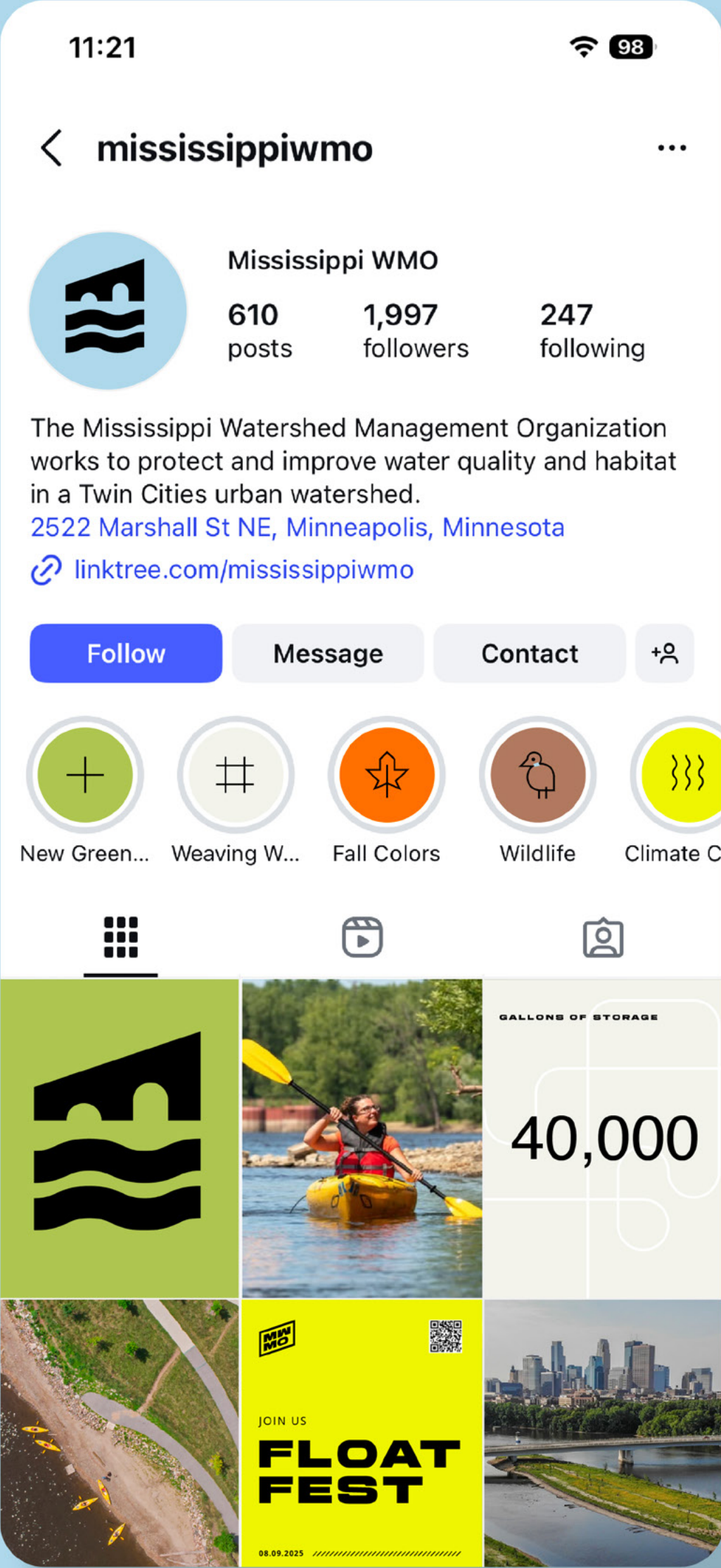
Sed ut perspiciatis unde omnis iste
natus error sit voluptatem accusantium
doloremque laudantium, totam rem
aperiam, eaque ipsa quae ab illo
inventore veritatis et quasi architecto
beatae vitae dicta sunt explicabo.

SUNT EXPLICABO.

3.5K+

Cumque nihil ↗







Mississippi Watershed
Management Organization

11.24.2025



2024 Year at a Glance



A YEAR OF

Impact & Innovation

2024 was a year of remarkable progress and collaboration for the Mississippi Watershed Management Organization. Guided by our mission to protect and enhance the health of the watershed, we brought together communities, innovative practices, and environmental stewardship to create lasting impacts.

Art in Transition

USING ART TO CONNECT COMMUNITIES TO THE WATERSHED.



KEY STAT

2.5K+

Community Members

engaged through art exhibits, workshops, education sessions, and community events—connecting people of all ages with the importance of a healthy Mississippi River.

SPOTLIGHT STORY

Personal Watersheds

In 2024, we transitioned from Personal Watersheds—an interactive fiber art exhibit by Sarah Nassif exploring connections to water through handcraft and storytelling—to Network: A River Connected by Victoria Bradford Styrbicki. This exhibit features handmade fishing nets and stories from her journey along the Mississippi, illustrating our interconnectedness across the watershed.

[Explore our Art & Exhibits ↗](#)

Regenerating the Riverfront

TRANSFORMING INDUSTRIAL ZONES INTO THRIVING, SUSTAINABLE RIVERFRONT SPACES.



KEY STAT

14

Acres of Natural Habitat

In 2024, MWMO and its partners restored approximately 14 acres of native habitat along the Minneapolis riverfront—spanning Ole Olson Park, and Graco Park.

SPOTLIGHT STORY

Minneapolis Park and Recreation Board

In 2024, we partnered with the Minneapolis Park and Recreation Board (MPRB) on transformative work at Upper Harbor Terminal, Ole Olson Park, and Graco Park. These overlapping initiatives tackled challenging industrial areas with a focus on restoring habitats, improving public access, and implementing cutting-edge stormwater management systems.

[Explore our Projects ↗](#)